Sales Performance Dashboard (Telecom Used Case Excel)

Project Overview

This project is an interactive **Sales Performance Dashboard** built using **Microsoft Excel** to analyze revenue, sales trends, and customer behaviour across multiple dimensions such as brand, country, gender, payment type, and sales channel.

The goal of this dashboard is to support quick decision-making by transforming raw sales data into meaningful insights through KPIs and visual storytelling.

Objectives

- Track total revenue and units sold
- Analyze sales performance by brand and country
- Monitor monthly revenue trends
- Understand customer purchase behaviour by gender and payment method
- Enable interactive filtering for deeper insights

Tools & Skills Used

- Microsoft Excel
- Pivot Tables
- Pivot Charts
- Slicers (Date, Brand, Country, Operating System)
- Data Cleaning & Formatting
- Dashboard Design and Layout

Key Metrics

- **Total Revenue:** $12,160,093
- **Units Sold:** 15,386
- **Total Brands:** 5
- **Average Revenue:** $239,463

Dashboard Insights

- **Samsung** generated the highest revenue among all brands.
- **India** recorded the highest revenue by country.
- **Online Sales** accounted for the majority of units sold (60%)
- **Female Customers** contributed more revenue compared to male customers.
- **Credit Card and EMI** were the most used payment methods.

- Monthly revenue shows noticeable fluctuations, indicating seasonal sales trends.

Dashboard Features

- Interactive Slicers for:
  - Year & Quarter
  - Brand
  - Country
  - Operating System(Android & i0S)
- Clear KPIs for quick performance tracking
- Visual breakdown using bar charts, line charts, pie charts, Area charts, and donut charts

---

Dashboard Preview
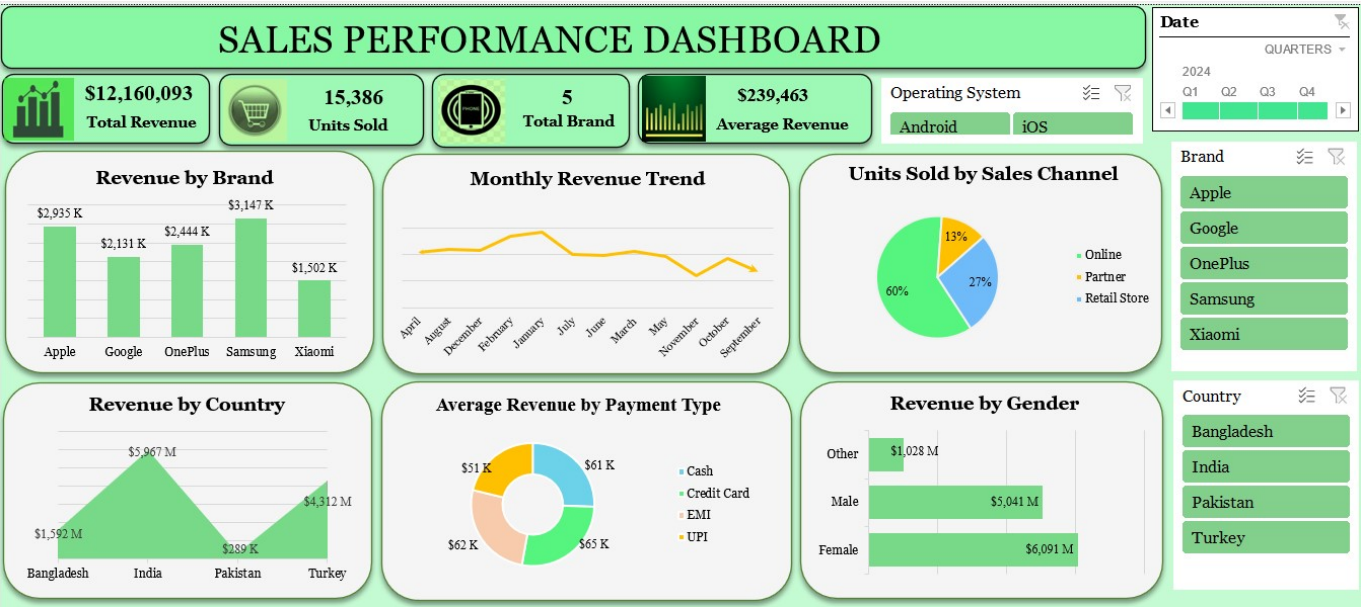
Project Link

[View project repository](#)

Recommendation

Based on the insights from Sales Performance Dashboard, the following actions are recommended:

1. **Increase focus on the Online Sales Channel** Since online sales contribute the highest share of units sold, the company should invest more in digital marketing, improve the online promotions to boost sales.

2. **Leverage High-Performing Brands** With Samsung generating the highest revenue, the company should maintain adequate stock levels, negotiate better supplier deals, and create special campaigns around top-performing models.

3. **Straighten Strategy in High-Revenue Countries** As India contributes the highest revenue, the company should increase market penetration efforts through stronger partnerships, increased marketing spend, and improved distribution in high-performing regions.

4. **Promote Preferred Payment Methods** With Credit Card and EMI showing high average revenue,the company can encourage these options through discounts, cashback offers, and partnerships with financial institutions for smoother installment payments.

5. **Plan for Seasonal Revenue Fluctuations** Monthly revenue shows fluctuations, suggesting seasonality. The company should use this trend to forecast demand, plan promotions ahead of peak periods, and optimize inventory levles.

Conclusion

The Sales Performance Dashboard effectuvely highlights key performance indicators and sales patterns across brands, countries, customer segments, amd sales channels. It enables stakeholder to quickly identify high-performing areas(such as top brands and countries) and opportunities for improvement(such as optimizing sales strategies based on sales channel performance and customer demographics).

Overall, this dashboard demontsrates my ability to:

- Clean and structure data for reporting
- Build interactive Excel dashboards using pivot tables/charts and slicers
- Communicate business insights through clear visualizations
- Provide actionable recommendations based on data findings
- Apply excel analytcs techniques for business decision-making

---

Contact

Mercy Omemgboji Data Analyst/Business Analyst