

Specialization: *Dashboard Development*

Business Focus: *Sales*

Tool: *Microsoft Excel*

# Enhancing Bank Security Across Africa

## Project Learning Opportunities

*This project offers hands-on experience in building a professional Excel dashboard using real-world sales prospect data from a security technology company. You'll learn how to use bar charts, line charts, donut charts, scorecards, and slicers to create an interactive dashboard that turns raw data into clear business insights for sales strategy and decision-making.*

## Tools and Technology to be Used



## Case Study Overview

### About the Company

- **SecureTech Solutions.** is a growing security technology company based in Lagos, Nigeria, that specializes in high-end physical security systems, particularly for banks and financial institutions. With a decade-long presence in the African market, **the company provides secure vault doors, access control systems, and safe deposit boxes** designed to meet global safety standards. Their client list includes top banks in countries like Nigeria, South Africa, Kenya, and Morocco.
- As part of its growth strategy, **SecureTech Solutions** recently launched a regional expansion initiative. To support this, the company began capturing detailed client engagement **data—tracking deal sizes, urgency levels, product interests, and communication history.** To turn this raw data into actionable insights, they brought us on board as **Data Analysts to help the sales and strategy teams** make informed decisions and prioritize leads effectively.



Security Bank





## Case Study Overview

### Problem Statement

- Despite having several high-potential leads, **SecureTech Solutions**, sales team struggled with identifying which prospects to prioritize and which products were generating the most interest across regions. Some deals were stuck in early stages while others suddenly dropped off. With limited visibility, sales managers couldn't confidently allocate sales reps or forecast revenue across branches and countries.
- To solve this, our task is to analyze the company's sales prospect data and develop a professional dashboard in Microsoft Excel. The goal was to reveal insights like total deal value by country, urgency levels by product type, and branch distribution, while also providing interactive tools (like slicers) to filter by sales stage, country, or internal sales rep. The final dashboard would serve as a real-time tool for sales planning and stakeholder reporting.



## Aims of the Project:

- **Identify the total potential deal size by country, door type, and urgency level.**
- **Evaluate which sales reps and regions are managing the most valuable or urgent prospects.**
- **Develop an interactive Excel dashboard with clear visuals to aid decision-making.**





## Data Description

Bank Name	Country	Contact Person	Email Address	Potential Deal Size (USD)	Security Door Type	Sales Stage	Last Contact Date	Notes
First National Bank Ltd.	nigeria	mr adekunle oluwafemi	a.oluwafemi@fnb.com.ng	150,000	Vault Door	Prospect	28-Apr-25	Interested in high security
Standard Bank Group	South Africa	John Smith	j.smith @standardbank.co.za	220000	Access Control System	Qualified	5/5/2025	Needs a demo scheduled
Banque Centrale Populaire	Morocco	Fatima Zahraoui	f.zahraoui@bcp.ma	180000	Vault Door	Proposal	5/10/2025	Reviewing our quotation
Equity Bank	KENYA	Peter Omondi	p.omondi@equitybank.co.ke	95,000	Safe Deposit Boxes	Negotiation	1/5/2025	Discussing final terms
ABSA Group Limited	South Africa	Sarah Johnson	s.johnson@absa.co.za	165000	Access Control	Closed Won	15-04-2025	Deal closed
Zenith Bank PLC	Nigeria	chinedu okoro	c.okoro @zenithbank.com		V Door	Prospect	22/04/25	Initial contact made
Commercial Bank of Ethiopia	ETHIOPIA	Abera Lemma	a.lemma@cbe.et	110,000.00	Safe Deposit Box	Qualified	8-May-25	Expressed interest in bul
Attijariwafa Bank	Morocco	omar benjelloun	o.benjelloun @ attijari.ma	200000	Access Control Systems	Proposal	5/3/2025	Awaiting feedback on pro
KCB Group	Kenya	Alice Wambui	a.wambui@kcbgroup.com	130,000	Vault Door	Negotiation	25-Apr-25	Addressing technical spe
Nedbank Group	South Africa	David Miller	d.miller @nedbank.co.za	175000	Access Control System	Closed Lost	30/04/2025	Competitor won the deal
First National Bank	Namibia	Maria Shikongo	m.shikongo@fnbnamibia.com.na	80000	Safe Deposit Boxes	Prospect	7-May-25	Just started the conversa
Standard Bank	GHANA	Kofi Annan	k.annan @standardbank.gh	190,000	Vault Door	Qualified	2/5/2025	Arranging a site visit
Banque Misr	Egypt	Ahmed Hassan	a.hassan@banquemisr.com	250000	Access Control System	Proposal	9-May-25	Finalizing contract details
Co-operative Bank of Kenya	Kenya	John Kamau	j.kamau @co-opbank.co.ke	105000	Safe Deposit Boxes	Negotiation	29/04/2025	Discussing payment term
ABSA	Botswana	Tshepo Nkosi	t.nkosi@absa.co.bw	140,000.00	Vault Door	Closed Won	20-Apr-25	Installation scheduled
Zenith Bank	Ghana	yaa asantewaa	y.asantewaa @zenithbank.gh		Access Control	Prospect	26/04/2025	Needs more information
Commercial Bank of Cameroon	Cameroon	Samuel Eto'o	s.eto'o@cbc.cm	120000	Safe Deposit Boxes	Qualified	4/5/2025	Requesting a detailed pro
Attijariwafa Bank	Tunisia	Leila Ben Ali	l.benali @ attijari.tn	195,000.00	Vault Door	Proposal	1-May-25	Seeking clarification on f
KCB	Uganda	James Okello	j.okello@kcb.ug	135000	Access Control System	Negotiation	23/04/2025	Negotiating pricing
Nedbank	Zimbabwe	Tendai Mugabe	t.mugabe @ nedbank.co.zw	160,000	Safe Deposit Boxes	Closed Lost	27-Apr-25	Budget constraints were
First National Bank Limited	Angola	Paulo Silva	p.silva@fnbangola.ao	90,000.00	Vault Door	Prospect	6/5/2025	Showing initial interest



## Data Description

Branch Location	Number of Branches	Security Budget (USD)	Decision Maker Title	Decision Maker Contact	Lead Source	Initial Inquiry Date	Urgency L	Product Fe	Competiti	Internal Sales Rep
Lagos	250	500 000	Head of Security	+234(803)XXXX-XXXX	Website Inquiry	4/15/2025	Medium	Biometric	YES	John Doe
JHB	600	750,000	Chief Operations Officer	011 XXX XXXX	Referral	20-Apr-25	High	Multi fact	No	Jane Smith
Casablanca	350	600000	Security Director	+212 5 XX-XX-XX-XX	Trade Show	25/04/2025	Medium	Drill resist	Yes	Ahmed Ali
Nairobi	180	300,000.00	Branch Manager	+254 7 XX XXX-XXXX	Direct Mail	10-Apr-25	Low	Various si	NO	Susan Wangui
CPT	450	700000	Head of Procurement	(021) XXX-XXXX	Existing Client	3/15/2025	N/A	System up	No	David Lee
Abuja	280	550,000		+234 909 XXX XXXX	Cold Call	5/4/2025	Low	High secur	YES	Aisha Musa
Addis Ababa	500	400000	Security Officer	+251 11 XXX-XXXX	Website Inquiry	22-Apr-25	Medium	Digital loc	No	Solomon Bekele
Rabat	300	650,000.00	IT Manager	+212 6 XX XX XX XX	Referral	18-04-2025	High	Mobile ac	Yes	Amina Benani
Mombasa	200	450000	Technical Director	+254 71 XXX-XXXX	Trade Show	12-Apr-25	Medium	Reinforce	NO	Robert Kimani
Durban	400	720,000	Chief Risk Officer	(031) XXX-XXXX	Existing Client	3/25/2025	N/A	Advanced	Yes	Linda Zulu
Windhoek	120	250000	Regional Manager	+264 61 XXX-XXXX	Direct Mail	28/04/2025	Low	Standard s	No	Josephina Imbili
Accra	150	620,000.00	Head of Operations	+233 24 XXX-XXXX	Website Inquiry	17-May-25	High	Time dela	YES	Akosua Mensah
Cairo	500	800000	Legal Counsel	+20 2 XXX-XXXX	Referral	23/04/2025	High	Biometric	No	Samir Khalil
Nakuru	90	320,000	Finance Manager	+254 72 XXX XXXX	Trade Show	14-Apr-25	Medium	Customize	YES	Mercy Adhiambo
Gaborone	80	480000	Project Manager	+267 7 XXX-XXXX	Existing Client	3/30/2025	N/A	Modular c	No	Thabo Molefe
Kumasi	120	580,000.00		+233 50 XXX-XXXX	Cold Call	8-Apr-25	Low	Keypad er	YES	Kwabena Yeboah
Douala	160	420000	Procurement Officer	+237 6 XXX-XXXX	Website Inquiry	4/20/2025	Medium	Tamper pr	NO	Marie Nsangou
Tunis	250	630,000	Chief Technology Officer	+216 71 XXX-XX-XX	Referral	15-Apr-25	High	Seismic se	Yes	Sofiane Khelifi
Kampala	100	460,000.00	Head of Security	+256 77 XXX-XXXX	Trade Show	11-Apr-25	Medium	Card and F	NO	Aisha Nakato
Harare	140	380000	Finance Director	+263 4 XXX-XXXX	Existing Client	3/28/2025	N/A	Basic mod	YES	Farai Mutare
Luanda	90	280,000	Branch Manager	+244 92 XXX-XXXX	Direct Mail	25/04/2025	Low	Standard	No	Isabela Fonseca



## Project Workflow



STEP 1



STEP 2



STEP 3



STEP 4



STEP 5

✓ **Data Cleaning**

 **Chart Creation**

 **Dashboard  
Development (Excel)**

 **Presentation**

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**READY TO  
DELVE IN?**

