

MOHAMED MOSAAD

SMARTMART SALES REPORT

FEB 2025

SUMMER

we extracted the data and conducted some cleaning modeling, and analysis on it to gain insight

OBJECTIVE

Develop an informative dashboard to analyze sales data, monitor key performance indicators (KPIs), and offer actionable insights to improve sales performance.

WHAT WE DID

- 1 prototype Dashboard Creation
- 2 Top Products, Regions, and Customers
- 3 Time-Based Sales Analysis
- 4 Sales Rep Performance
- 5 Interactive Filtering & Slicers
- 6 Data Visualization
- 7 Total Sales, Total Quantity Sold, Total Profit, Average Order Size, Return Rate

MOSA4D

DASHBOARD



MOSA4AD

GET IN TOUCH



+20 1069781595



muhamed.mosadd@gmail.com



Egypt ,Cairo



www.linkedin.com/in/mohamed-mosaad-hydia

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