

## **Title:** Sales Performance Dashboard – Store Data Analysis

### **Business Context:**

The store management needed a way to evaluate sales performance across products, customers, and salespersons. The goal was to design a dashboard that highlights profit trends, key metrics, and performance by categories and states.

### **Dataset Description:**

The dataset contained:

- Date, Customer, Salesperson
- Customer Age & Gender
- State
- Product Category & Subcategory
- Payment Option
- Quantity, Unit Cost, Unit Price

### **Added Fields:**

- Year, Month (from Date)
- Age Group (Youth, Adult, Elder, etc.)
- Total Cost = Quantity × Unit Cost
- Total Revenue = Quantity × Unit Price
- Profit/Loss = Total Revenue – Total Cost

### **Process:**

1. Cleaned and enriched dataset with new columns.
2. Built pivot tables for KPIs, trends, and breakdowns.
3. Designed an interactive dashboard with slicers for Salesperson, Age Group, and Payment Option.

### **Results:**

- Clear overview of store profitability and performance trends.
- Ability to compare salespersons, identify top states, and evaluate product categories.
- Dashboard enabled managers to make faster, data-driven decisions.

**Tools Used:**

- Microsoft Excel (Pivot Tables, Calculated Fields, Slicers, Dashboard Design).