

Sales Performance & Profitability Dashboard

Transforming raw retail data into meaningful business insights.



Made with **GAMMA**



Project Objective

Evaluate Performance

Analyze historical retail sales data for overall sales, profitability, and regional trends.

Transform Data

Convert raw transactional data into actionable business insights.

Visualize Insights

Utilize data cleaning, KPI analysis, and dashboard visualization in Excel.

Dataset Overview

Data Source

Sample - Superstore dataset: retail transaction records.



Dataset Size

9,995

Initial Rows

21

Initial Columns

23

Final Columns

Additional columns created for enhanced analysis.

Dataset Structure: Key Columns



Order Info

Row ID, Order ID, Date, Ship Date, Ship Mode



Customer Info

Customer ID, Name, Segment



Geographical

Country, City, State, Postal Code, Region



Product Info

Product ID, Category, Sub-Category, Name



Sales Metrics

Sales, Quantity, Discount, Profit

Data Cleaning & Preparation

Ensuring accuracy, consistency, and reliability for analysis.

01

Duplicate Removal

Ensured unique transactions for accurate KPIs.

02

Space & Char Cleaning

Removed extra spaces, undefined symbols, and invalid characters.

03

Date Format Handling

Standardized inconsistent Order and Ship Date formats.

04

Additional Columns

Created new columns for enhanced analysis and reporting.

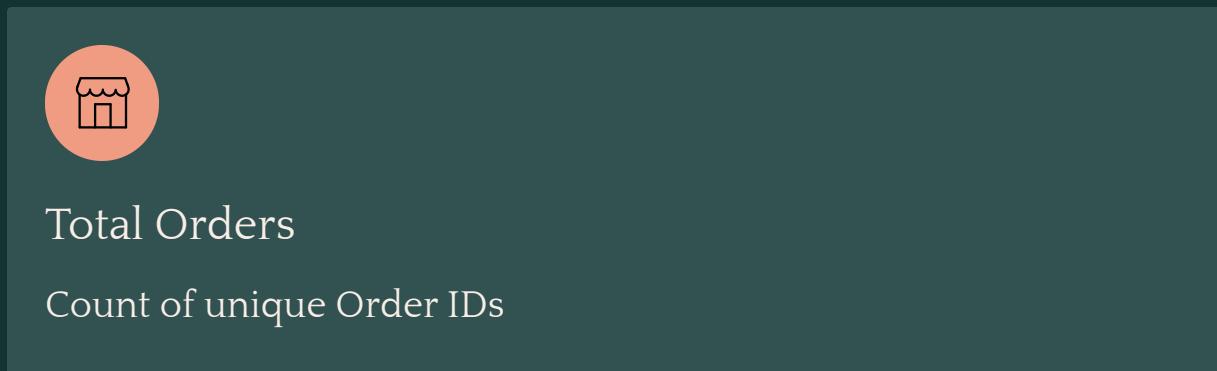
05

Final Validation

Verified data types, calculation accuracy, and date consistency.

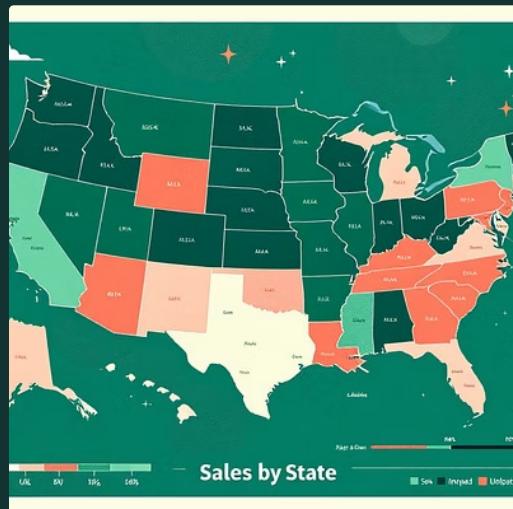
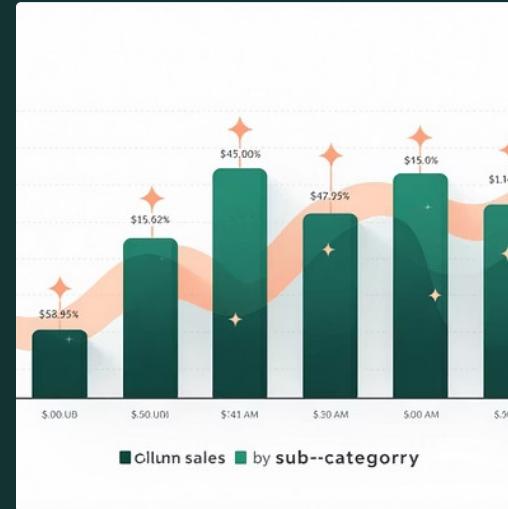
Key Performance Indicators (KPIs)

High-level summary of overall business performance.



Dashboard Design & Visualizations

Interactive analysis of revenue, profit, and order trends.



Slicers for dynamic filtering by Ship Mode and Year.

Key Insights & Future Enhancements

Key Insights

- **California:** Top-performing state by sales.
- **Seasonal Peak:** Sales peak during November and December.
- **Top Category:** Technology leads in revenue.

Future Enhancements

- Add Profit Margin (%) KPI.
- Perform customer behavior analysis.
- Extend analysis to Power BI.
- Incorporate forecasting for sales trends.

