

# Sales Performance & Profitability Dashboard

Transforming raw retail data into meaningful business insights.





# 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.



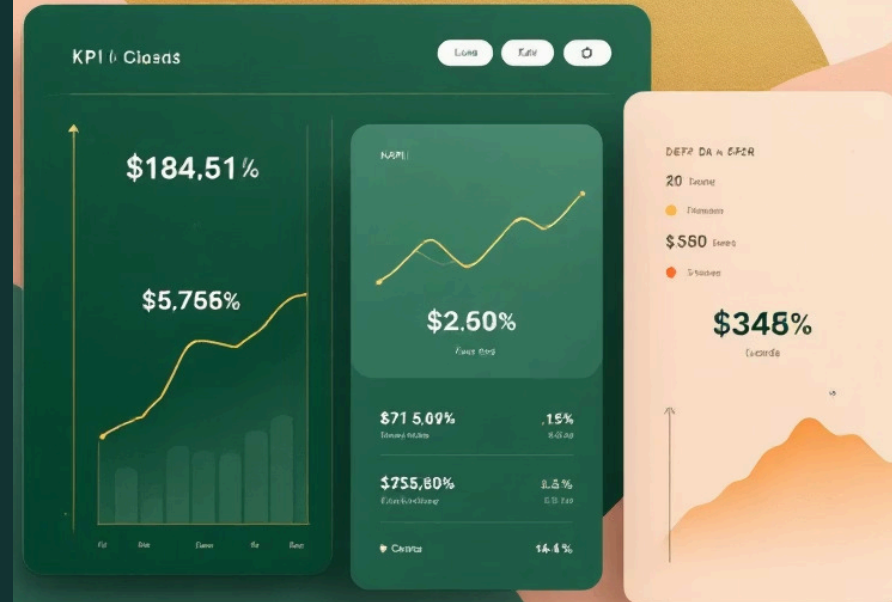
Total Revenue  
Sum of Sales



Total Profit  
Sum of Profit

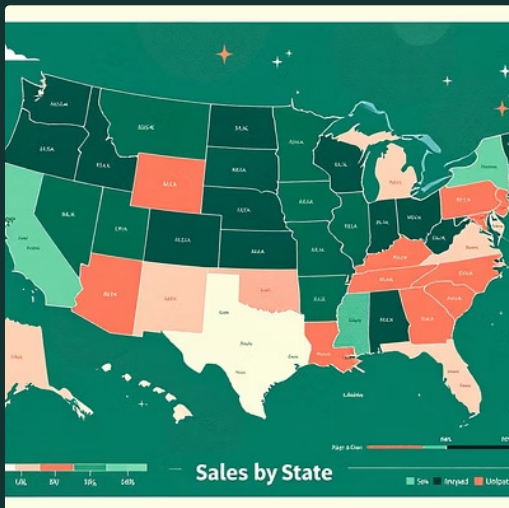
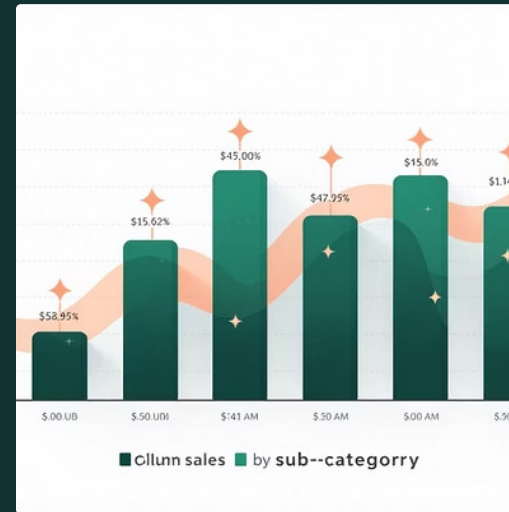
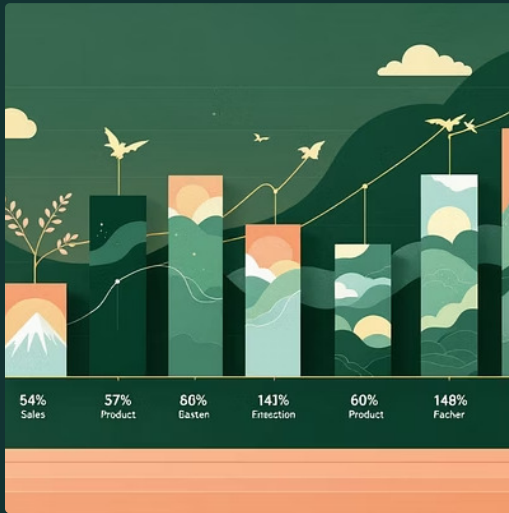


Total Orders  
Count of unique Order IDs



# 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.

