■ Superstore Sales Analysis & Dashboard - Project Report

This report presents an analysis of Superstore sales data using Microsoft Excel. The project demonstrates data cleaning, pivot summaries, KPI creation, and dashboard visualization. The main objective is to understand business performance across regions, categories, and customer segments.

Project Structure

- Cleaned Data: Data formatted into an Excel Table for easy use.
- Pivot Summaries: Multiple pivot tables created with unique names.
- KPI & Summary: Key metrics calculated using formulas (SUMIFS, COUNTIFS, AVERAGE).
- Dashboard: Professional visualization with pivot charts, slicers, and conditional formatting.

Key Features

- Structured data table for easy analysis.
- Pivot tables with clear naming conventions.
- KPI sheet summarizing total sales, profit, customers, and order values.
- Interactive dashboard with slicers and pivot charts.
- Conditional and custom formatting applied for insights.

Tools Used

- Microsoft Excel - Excel Formulas: SUMIFS, COUNTIFS, AVERAGE - Pivot Tables & Charts - Slicers - Conditional Formatting

Insights from the Dashboard

- Region-wise performance comparison.
- Profitability analysis across categories.
- Identification of top customers.
- Sales and profit trends over time.

Conclusion

The Superstore Sales Analysis & Dashboard project provides meaningful business insights through well-structured Excel sheets, pivot tables, and an interactive dashboard. It highlights performance trends and supports decision-making with visualized KPIs.