E-Commerce Sales Dashboard – Project Analysis

This Excel-based dashboard provides a comprehensive analysis of e-commerce sales across time, geography, and product categories. It includes day-wise sales trends, category performance (e.g., Food, Electronics, Clothing, Books), regional insights, and year-over-year comparisons to support strategic decision-making. The dashboard is built using Pivot Tables, conditional formatting, and charts for clear visualizations. The project includes three components: raw sales data, calculated metrics, and an interactive dashboard. Designed for analysts and sales teams, this solution offers actionable insights using Excel’s built-in tools—making it accessible, efficient, and effective for business users without the need for complex software.