

Project Report: Global Trendz Sales Dashboard

Project Background

This project was developed for 'Global Trendz', a retail company operating across Gulf countries and Egypt.

The aim was to transform a messy, unstructured Excel file into a professional, interactive dashboard for internal use by sales and operations teams.

The original data contained inconsistent headers, missing values, mixed languages (Arabic/English), and various formatting issues.

Using pandas and Python preprocessing, the data was cleaned, unified, and restructured.

Dashboard Features

- Built with Streamlit for a modern, web-based UI.
- Dark mode with smooth animation on load.
- Sidebar filters for Country, Product, and Date Range.
- Key KPIs (Total Sales, Orders, Top Product, Top Country) in styled cards.
- Interactive charts using Plotly: Bar, Pie, and Time Series.
- Downloadable reports (CSV, Excel).
- Project Summary and Insight section included for decision makers.

Insights Generated

- Sales are concentrated in high-performing markets like Egypt and Saudi Arabia.
- A small number of top products drive the majority of revenue.
- Clear seasonal trends with Q2 performing strongest.
- Sales drop-off periods are visible for optimization opportunities.

Technologies Used

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- Python (pandas, plotly, openpyxl, streamlit)
- Excel for raw data source
- GitHub for version control and deployment

Outcome

The dashboard is now a fully functional tool that can be presented to stakeholders or reused for similar client cases.

It can also be used in the creator's portfolio to demonstrate real-world data wrangling, dashboard design, and storytelling.