

## Excel Dashboard Report: Analysis of Sales Data

Prepared by: **Rafayal Nathaniel**

Date: **23/08/2023**

Excel File Link :- <https://bit.ly/3Eeg0YB>

### Executive Summary:

This report presents an analysis of sales data using an Excel dashboard created through PivotTables and slicers. The dashboard provides valuable insights into sales performance, trends, and key metrics. The analysis covers 12/09/2023 – 01/04/2023 and focuses on various aspects of sales data, including product categories, and salesperson performance.

### Dashboard Overview:

The Excel dashboard comprises several interconnected elements, including PivotTables, slicers, and visualizations. The primary components are as follows:

**PivotTables:** PivotTables have been used to summarize and aggregate the sales data. They allow dynamic exploration of data by dragging and dropping fields to different areas.

**Slicers:** Slicers provide an interactive way to filter the data in the PivotTables. They enable users to easily filter by specific categories, time periods, or other relevant dimensions.

**Charts and Visualizations:** Charts and visualizations have been included to enhance the understanding of sales trends. These graphical representations allow for quick identification of patterns and insights.

### Key Insights:

Sales Performance Overview:

Total sales for the selected period: [₹ 1,78,58,190]

Total units sold: [7,679]

Top-selling product: [SSD 256 GB , KEYBOARD,HDD 256 GB]

Top-seller : [CCC MART, RG STORE, ABC TRADERS]

Payment method :- [Online=52%, Cash=48%]

### Month Wise sales Analysis:

Month	Sales
Sep	2483
Aug	1720
May	926
Jun	896
Apr	878
Jul	776

### **Product Category Performance:**

The total sales of "HDD 256 GB" [ 1,295].

The total sales of "Keyboard" [ 1,320].

The total sales of "Monitor" [ 904].

The total sales of "Mouse" [787].

The total sales of "Printer"[928].

The total sales of "Scanner"[856].

The total sales of "SSD 256 GB"[1,589].

### **Data Interpretation:**

The analysis of the Excel dashboard reveals several actionable insights. The high-performing product categories should be further explored for potential expansion or cross-selling opportunities. The regions with lower sales could benefit from targeted marketing campaigns to boost sales. Additionally, recognizing and rewarding the top-performing salesperson can foster motivation and enhance overall team performance.

### **Recommendations:**

**Market Diversification:** Consider expanding marketing efforts in regions with lower sales to tap into new customer bases.

**Product Focus:** We have to focus on scanner and reducing the price of scanner.

**Sales Team Incentives:** Implement incentive programs to encourage and reward the top-performing salesperson, motivating others to strive for excellence.

**Payment method:** Online payment system should be increased.

### **Conclusion:**

The Excel dashboard, created using PivotTables and slicers, has provided valuable insights into sales performance, product categories, and salesperson contributions. The interactive nature of the dashboard allows for dynamic exploration and analysis of the data, aiding in informed decision-making and strategic planning for future growth.

### **Contact Information:**

For inquiries or further information, please contact:

Name :- Rafayal Nathaniel

Email :- [nathanialrafayal@gmail.com](mailto:nathanialrafayal@gmail.com)

Phone Number :- 9330298416

Git-Hub Link :- <https://github.com/RafayalNathaniel>

### **Disclaimer:**

This report is based on the data available up to 12/09/2023. Any changes or updates to the data beyond this date may not be reflected in this analysis.

23/08/2023

RAFAYAL NATHANAL

Select Days :


Select Months :


Select Product :

SSD 256 GB	Scanner	Printer	Mouse	Monitor	Keyboard	HDD 256 GB

Total Sale :

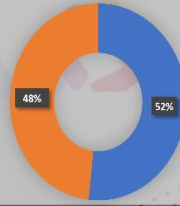
₹ 1,78,58,190

Unit Sold :

7,679

Payment Mode :

Cash Online



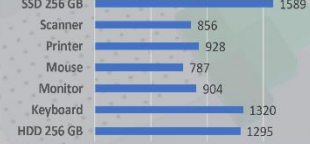
Sale By Product :



Top Seller :



Top Products :



Last 28 Days :



Previous 28 Days :

