

Store Data Analysis (Excel Dashboard Project)

Project Overview

This project analyzes 31,047 retail transactions to identify revenue drivers, customer behavior patterns, and top-performing sales channels. The objective was to generate actionable business insights using Microsoft Excel.

Business Objectives

- Analyze annual sales performance
- Identify top-performing sales channels
- Understand customer demographics
- Identify revenue-dominating states
- Generate insights for marketing optimization

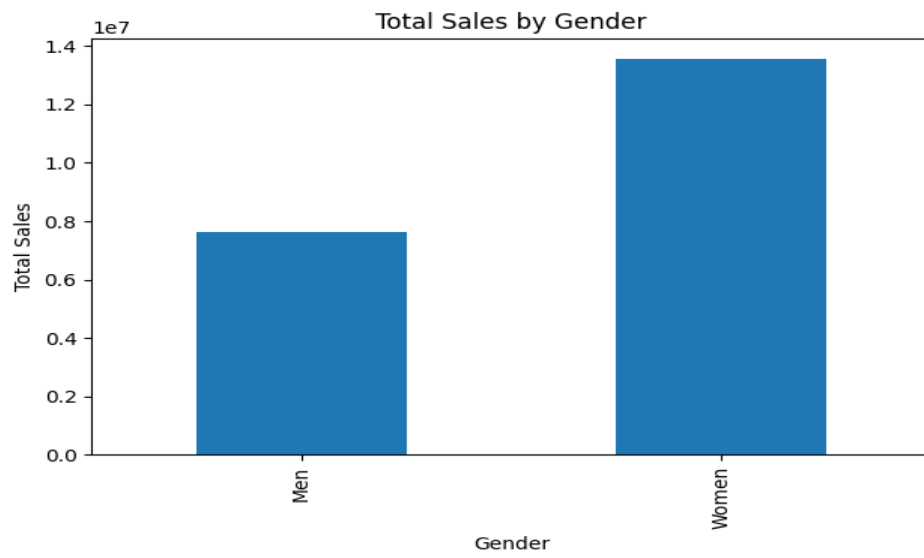
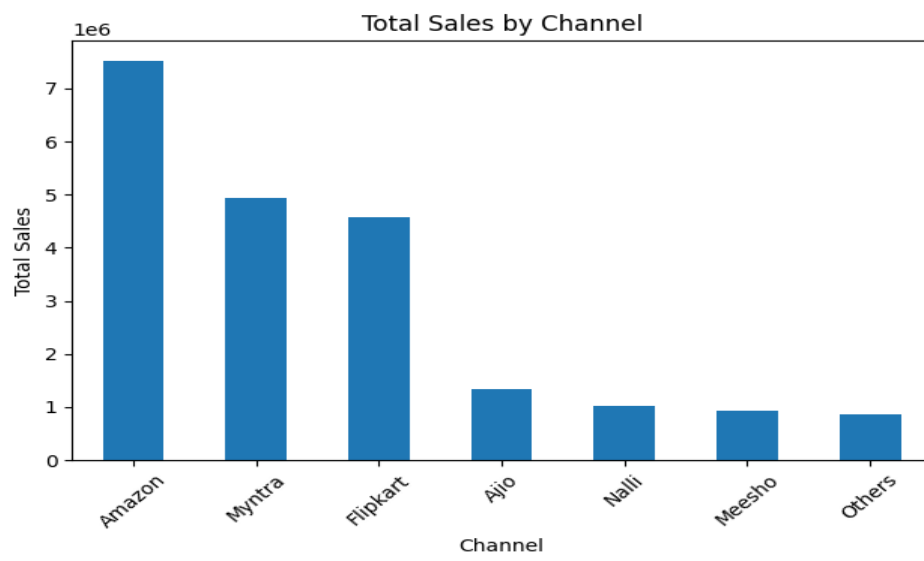
Key KPIs

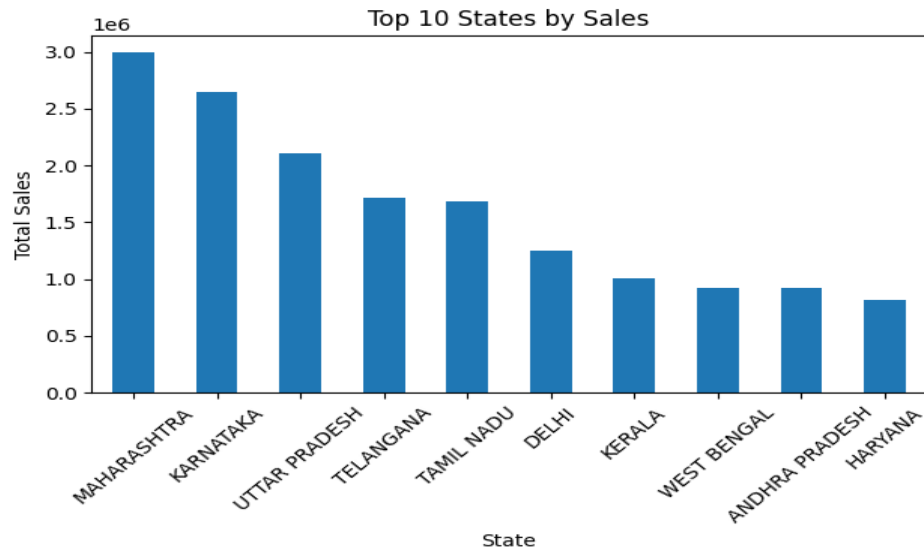
- Total Sales: ■21,176,377
- Total Orders: 31,047
- Total Customers: 19,650
- Average Order Value: ■682

Tools & Skills Used

- Microsoft Excel
- Pivot Tables
- Data Cleaning
- Data Visualization
- KPI Analysis
- Business Insight Generation

Dashboard Visualizations





Conclusion

This project demonstrates strong analytical skills, the ability to work with large datasets, and the capability to generate actionable business insights using structured dashboards.