**DESIGNING A SALES DASHBOARD IN EXCEL**

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**OBJECTIVES:**

Designing a sales dashboard that analyzes the sales based on various product categories. The company wants to add user control for product category so that users can select a category and can see the trend month-wise and product-wise accordingly.

**MONTHLY TRENDS BY PRODUCT CATEGORIES**:

Auto & accessories has recorded the highest sales in October month and lowest sales were recorded in February month. Highest profits were also seen in the October month which has highest sales in the year and lowest profits were seen in the month of August.

Electronic products has recorded the highest sales and profits in the month of October and lowest sales were seen in July month whereas lowest profits were recorded in the month of February.

Highest sales and profits of Fashion products were both seen in the month of December. The lowest sales and profits were noticed in the month of February.

Home and furniture products has seen the highest sales in the July month and highest profits in January month whereas lowest sales and profits were recorded in the month of February.

**REGION WISE TREND:**

All product categories highest sales were noticed in the Central region and lowest sales were seen in the Canada region with a great difference in the sales.

**CONCLUSION**:

To conclude, the month October has recorded the highest sales for both Auto & accessories and electronic products. The lowest sales happened in the February month for almost all the product categories. In addition to that, October month in overall is the most profitable month for most of the product and the lowest profits were seen in the month of February for most of the products