

Comprehensive Sales Performance Dashboard

Project Description: The goal of this project is to create a comprehensive sales performance dashboard that allows users to analyze sales data across multiple dimensions. The dashboard should be interactive, allowing users to filter and drill down into the data to gain deeper insights. The intern will be required to use advanced Excel functionalities to build this dashboard.

Dataset: Provide a dataset that includes the following columns:

- Date
- Salesperson
- Region
- Product Category
- Product Sub-Category
- Units Sold
- Unit Price
- Total Sales (Units Sold * Unit Price)
- Customer Satisfaction Rating

Project Requirements:

1. Data Cleaning and Preparation:

- Clean the data to ensure there are no missing values or duplicates.
- Add calculated columns as necessary (e.g., calculating Total Sales if not provided).

2. Dashboard Components:

- **Summary Section:**
 - Total Sales
 - Total Units Sold
 - Average Unit Price
 - Average Customer Satisfaction Rating
 - Top 5 Products by Sales
 - Top 5 Salespeople by Sales
- **Sales Over Time:**
 - A line chart showing total sales over time (monthly or quarterly).
 - Include a trendline to show the overall sales trend.
- **Sales by Region:**
 - A map chart showing sales distribution across different regions.
 - Alternatively, use a bar chart if a map chart is not feasible.
- **Sales by Product Category:**
 - A stacked bar chart showing sales by product category over time.
- **Salesperson Performance:**
 - A table or chart showing sales performance of each salesperson.

- Include metrics such as total sales, units sold, and customer satisfaction rating.
- **Interactive Filters:**
 - Allow users to filter the dashboard by date range, region, product category, and salesperson.
 - Implement slicers or drop-down menus for these filters.

3. Advanced Features:

- **Dynamic Titles and Text:**
 - Use formulas to create dynamic titles and summary text that update based on the selected filters.
- **Conditional Formatting:**
 - Highlight top-performing salespeople and products using conditional formatting.
- **Pivot Tables and Pivot Charts:**
 - Use pivot tables and pivot charts for summary sections to allow easy updates and flexibility.
- **VBA Scripting (Optional):**
 - Add VBA scripts for enhanced interactivity or automation, such as refreshing data or resetting filters.

Submission Requirements:

- A fully functional Excel dashboard file (.xlsx).
- A short document explaining the steps taken, the logic behind the design choices, and any challenges faced during the project.
- (Optional) A video walk through of the dashboard highlighting its features and how to use it.

Tips for the Intern:

- Plan the layout of your dashboard carefully before you start building.
- Make sure your data is clean and well-organized to avoid issues later.
- Use named ranges and structured references to make your formulas easier to manage.
- Test your dashboard thoroughly to ensure all interactive elements work as expected.
- Keep the design user-friendly and visually appealing.

Sample of Dashboard: (Design as you want)

