



SALES DATA ANALYSIS

THIS PROJECT IS BASED ON A SAMPLE SALES DATASET ORIGINALLY CREATED FOR SALES SIMULATION AND RETAIL ANALYTICS TRAINING. THE DATASET INCLUDES DETAILED ORDER INFORMATION, SALES FIGURES, CUSTOMER DETAILS, SHIPPING DATA, AND PRODUCT INFORMATION. IT IS WIDELY USED FOR SEGMENTATION, CUSTOMER ANALYTICS, CLUSTERING, AND OTHER BUSINESS INTELLIGENCE ACTIVITIES. FOR THIS PROJECT, THE DATASET WAS UTILIZED TO DESIGN A COMPREHENSIVE SALES PERFORMANCE DASHBOARD IN MICROSOFT EXCEL, FOCUSING ON REVENUE TRACKING, GROWTH ANALYSIS, DEAL SIZE, TOP-PERFORMING PRODUCTS AND CITIES, AND ORDER STATUS DISTRIBUTION.

--BY PRIYA RAJURKAR

PROJECT OVERVIEW

The project began with data cleaning and preparation, which included fixing inconsistent date formats, standardizing phone numbers, merging address fields, and handling blank values. Calculated fields such as revenue, growth rate, and average deal size were created to support further analysis. Pivot Tables were used to group and summarize data by month, city, country, product, and deal size. Various charts, including bar, line, pie, and donut charts, were incorporated to visualize insights such as monthly growth trends, sales distribution, and order status. KPI cards were designed to highlight key metrics like Total Revenue, Total Orders, Average Deal Size, and Growth Rate. Additionally, dynamic elements like a scroll bar with the OFFSET formula were implemented to view top customers interactively.

TECHNOLOGIES USED

The dashboard was built using Microsoft Excel for both data cleaning and visualization. Various Excel formulas such as IF, DATE, SUBSTITUTE, TEXTJOIN, INDEX-MATCH, and OFFSET were used to prepare and process the data. Pivot Tables and Slicers were used to summarize and filter the data, while different charts such as bar charts, line charts, pie charts, and donut charts were used to visualize key insights. KPI cards were created using linked text boxes, conditional formatting, and custom number formats.

KPI'S

1. Yearly Growth Rate

Row Labels	Sum of SALES	Sum of SALES2
2003	\$ 35,16,979.54	
2004	\$ 47,24,162.60	34.32%
2005	\$ 17,91,486.71	-62.08%
Grand Total	\$ 1,00,32,628.85	
Total Sales	YOY% Change	
\$ 1,00,32,628.85	▼ -62.08%	

Yearly Growth Rate

\$1,00,32,628.85

▼ -62.08%



2. Highest Sale Product

Row Labels	Sum of SALES
Classic Cars	\$ 39,19,615.66
Motorcycles	\$ 11,66,388.34
Planes	\$ 9,75,003.57
Ships	\$ 7,14,437.13
Trains	\$ 2,26,243.47
Trucks and Buses	\$ 11,27,789.84
Vintage Cars	\$ 19,03,150.84

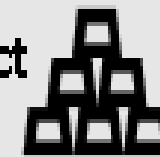
Formula to find Highest Sale Product

Classic Cars	<code>INDEX(A29:A36,MATCH(MAX(B29:B36),B29:B36,0))</code>
\$ 39,19,615.66	<code>INDEX(B29:B36,MATCH(MAX(B29:B36),B29:B36,0))</code>

Highest Sale Product

Classic Cars

\$39,19,615.66



3. Customer Sales

Row Labels	Sum of SALES
Alpha Cognac	70488.44
Amica Models & Co	94117.26
Anna's Decorations	153996.13
Atelier graphique	24179.96
Australian Collecta	64591.46
Australian Collecto	200995.41
Australian Gift Net	59469.12
Auto Assoc. & Cie.	64834.32
Auto Canal Petit	93170.66
Auto-Moto Classics	26479.26
AV Stores, Co.	157807.81

Customer Highest Sale

Euro Shopping Channel

\$9,12,294.11



Formula to find Customer Highest Sales

Euro Shopping Channel	INDEX(A46:A137,MATCH(MAX(B46:B137),B46:B137,0))
\$ 9,12,294.11	INDEX(B46:B137,MATCH(MAX(B46:B137),B46:B137,0))

4. Formula for Counting Order

2823 COUNT(sales_data_sample!A2:A2824)

Total
Order



2823

5. Avg Order per Day

\$ 3,553.89 AVERAGE(sales_data_sample!E2:E2824)

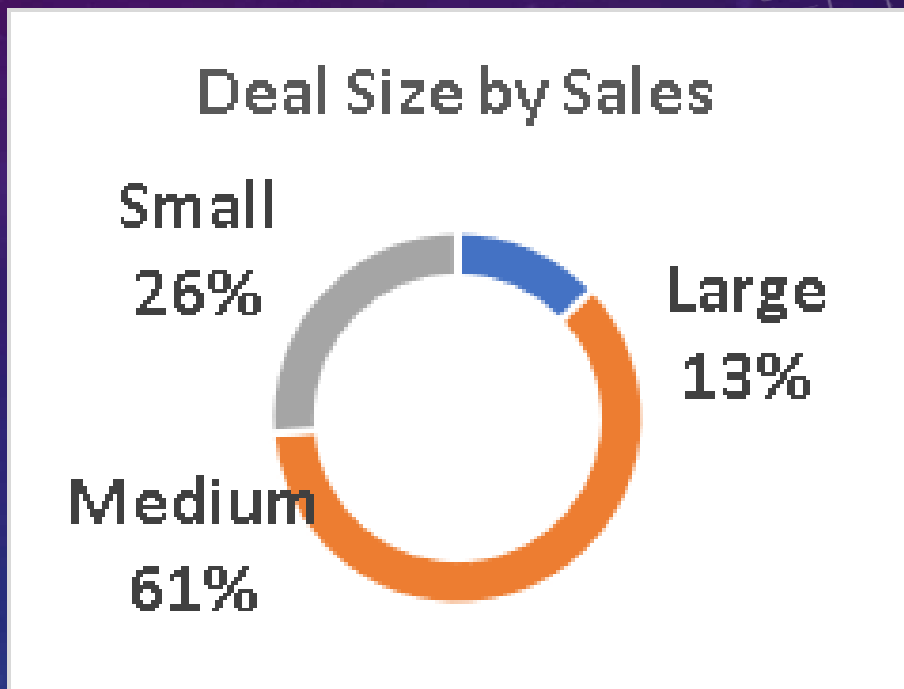
Avg Order
Value



\$3,544.88

CHARTS

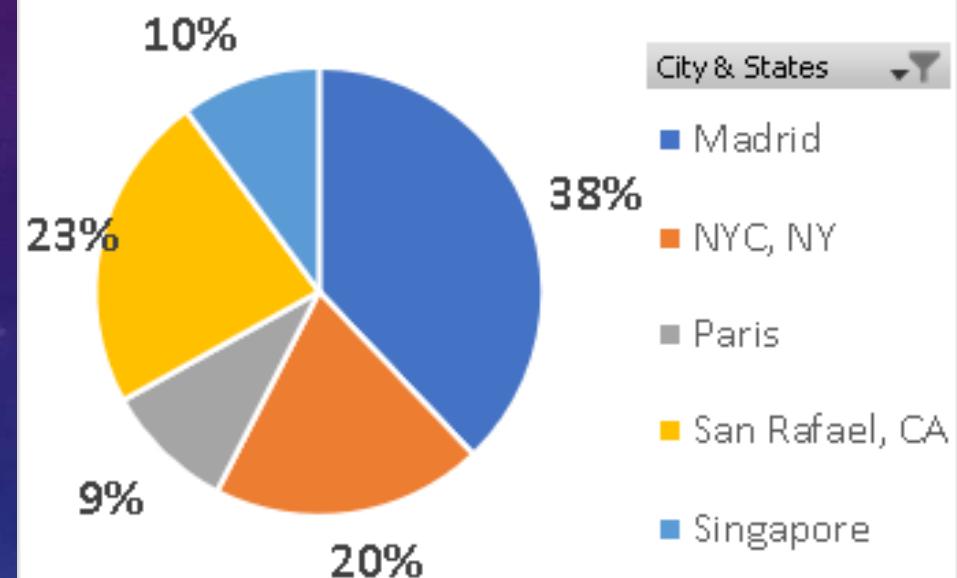
1. Deal Size Sales	
Row Labels ▼	Sum of SALES
Large	1302119.26
Medium	6087432.24
Small	2643077.35
Grand Total	10032628.85



2. Top Cities by Sales

Row Labels	Sum of SALES
Madrid	\$ 10,82,551.44
NYC, NY	\$ 5,60,787.77
Paris	\$ 2,68,944.68
San Rafael, CA	\$ 6,54,858.06
Singapore	\$ 2,88,488.41
Grand Total	2855630.36

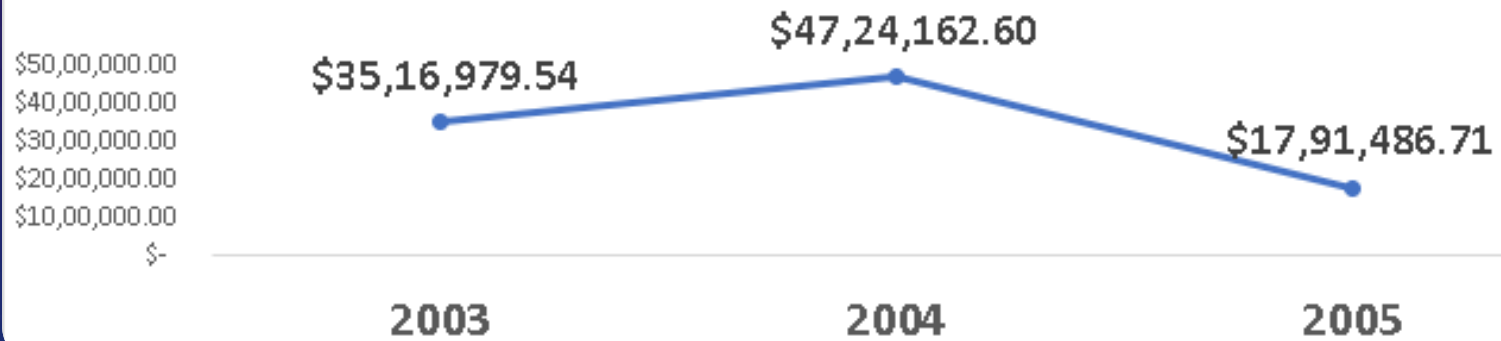
Top States & Cities by Sales



3. Sales by Year

Row Labels	Sum of SALES
2003	\$ 35,16,979.54
2004	\$ 47,24,162.60
2005	\$ 17,91,486.71
Grand Total	10032628.85

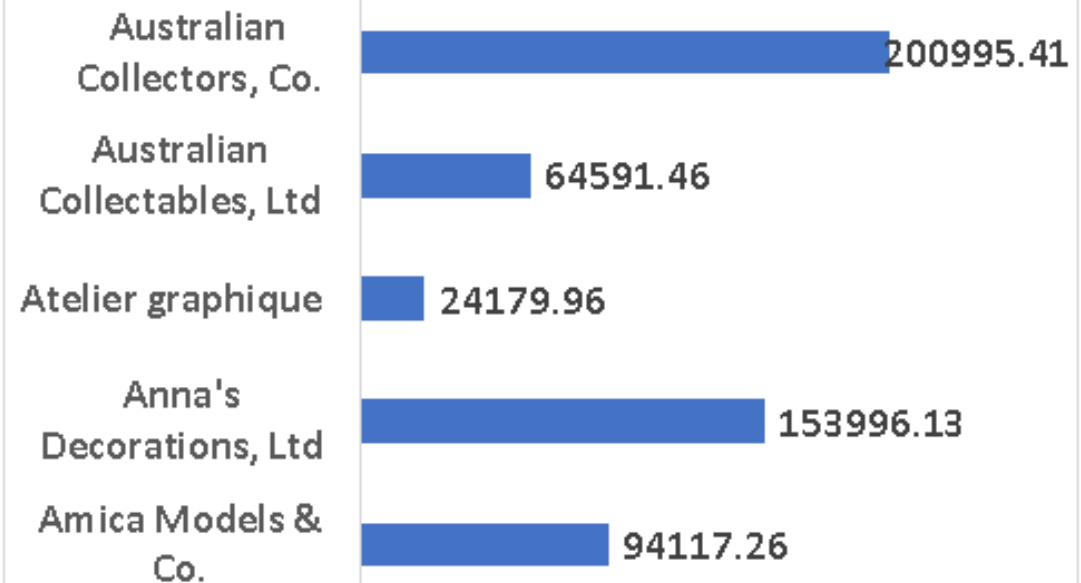
Yearly Sales



4. Customer Sales

Row Labels	Sum of SALES
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Amica Models & Co.	94117.26
Anna's Decorations, Ltd	153996.13
Atelier graphique	24179.96
Australian Collectable	64591.46
Australian Collectors, Co.	200995.41
Australian Gift Network	59469.12
Auto Assoc. & Cie.	64834.32
Auto Canal Petit	93170.66
Auto-Moto Classics Inc	26479.26
AV Stores, Co.	157807.81
Baane Mini Imports	116599.19
Bavarian Collectables Ltd	34993.92
Blauer See Auto, Co.	85171.59
Boards & Toys Co.	9129.35
CAF Imports	49642.05
Cambridge Collectable	36163.62
Canadian Gift Exchange	75238.92
Classic Gift Ideas, Inc	67506.97
Classic Legends Inc	77795.5

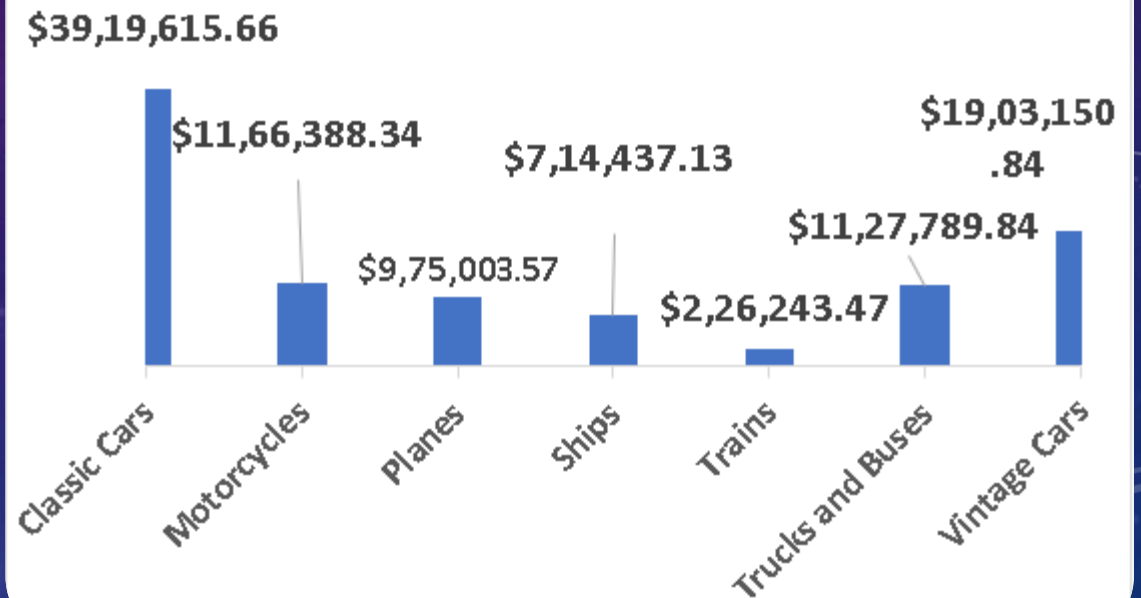
Customer Sales



5. Product Sales

Row Labels	Sum of SALES
Classic Cars	\$ 39,19,615.66
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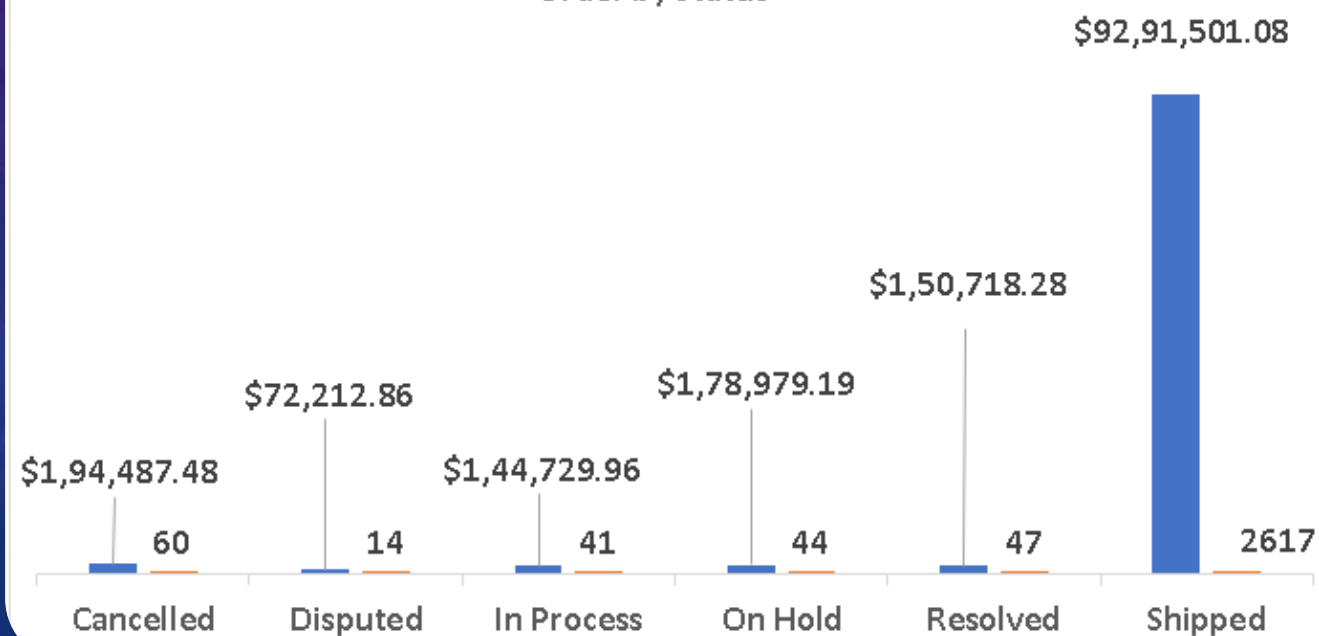
Product by Sales



6. Order by Status

Row Labels	Sum of SALES	Count of ORDERNUMBER
Cancelled	\$ 1,94,487.48	60
Disputed	\$ 72,212.86	14
In Process	\$ 1,44,729.96	41
On Hold	\$ 1,78,979.19	44
Resolved	\$ 1,50,718.28	47
Shipped	\$ 92,91,501.08	2617
Grand Total	10032628.85	2823

Order by Status



DASHBOARD

Sales Dashboard



Months

January	February
March	April
May	June
July	August
September	October
November	December

Y...

2003
2004
2005

Total Order



2823

Avg Order Value



\$3,544.88

Yearly Growth Rate

\$1,00,32,628.85

▼ -62.08%



Highest Sale Product

Classic Cars

\$39,19,615.66



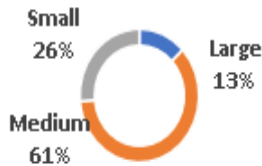
Customer Highest Sale

Euro Shopping Channel

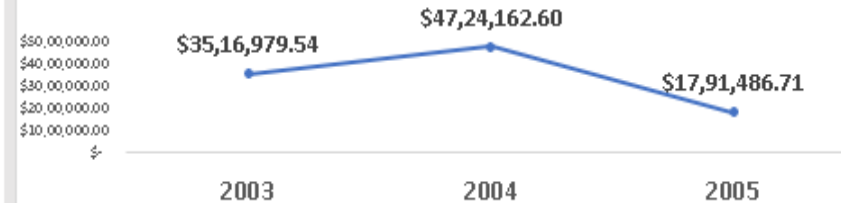
\$9,12,294.11



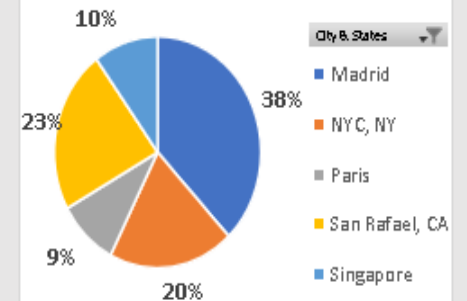
Deal Size by Sales



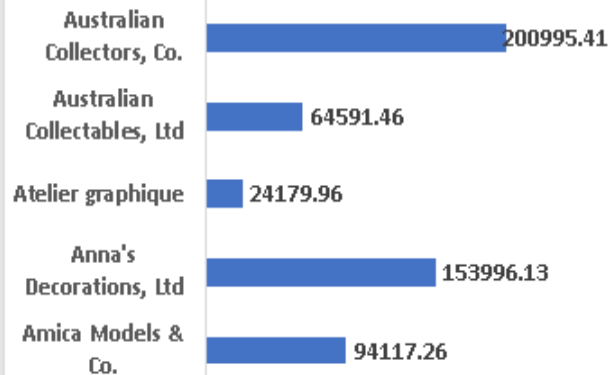
Yearly Sales



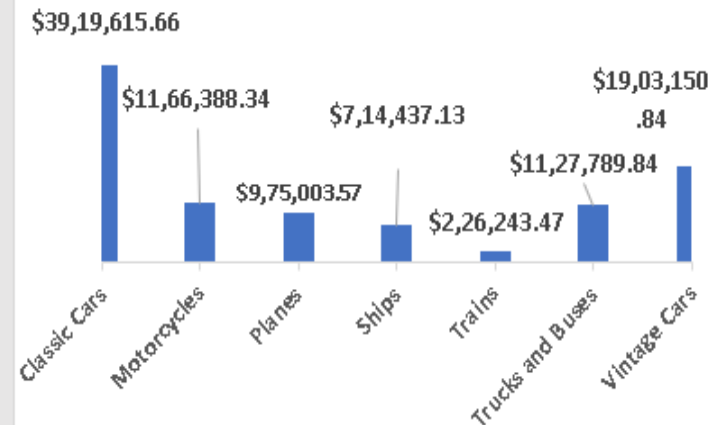
Top States & Cities by Sales



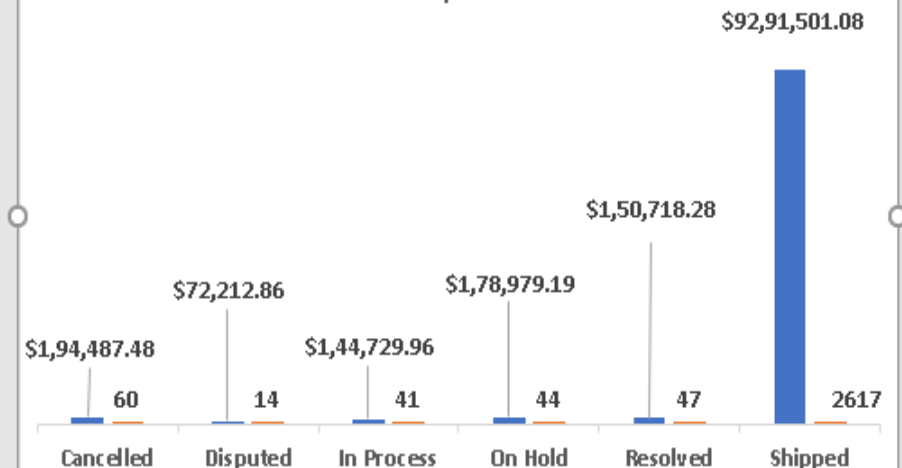
Customer Sales



Product by Sales



Order by Status



SUMMARY

The final dashboard provides a complete and interactive view of sales performance using Microsoft Excel. It combines data cleaning, calculated metrics, Pivot Tables, KPI cards, and multiple charts to deliver actionable insights. The dashboard highlights revenue trends, top-performing products and cities, and the distribution of orders by status. This project demonstrates strong skills in Excel-based analytics and dashboard design while showcasing how sample retail datasets can be transformed into meaningful business intelligence tools.

THANK YOU