

360° Sales Performance Hub

Transforming 25,355 raw sales transactions into actionable business intelligence.

👤 Data Analyst & Excel Specialist: | 🔧 Microsoft Excel (Advanced Formulas, Pivot Tables)

01 The Challenge

The business possessed a large dataset of raw sales transaction but lacked a consolidated view of performance. Stakeholders were flying blind on critical metrics:

- ❓ Which regions and representatives are driving revenue?
- ❓ Are discounting strategies helping or hurting profitability?
- ❓ How does Retail performance compare to Online channels?

02 Data Engineering

🛡️ Data Validation

Conducted a rigorous audit for missing values and outliers to ensure a clean, analysis-ready dataset.

📊 Standardization

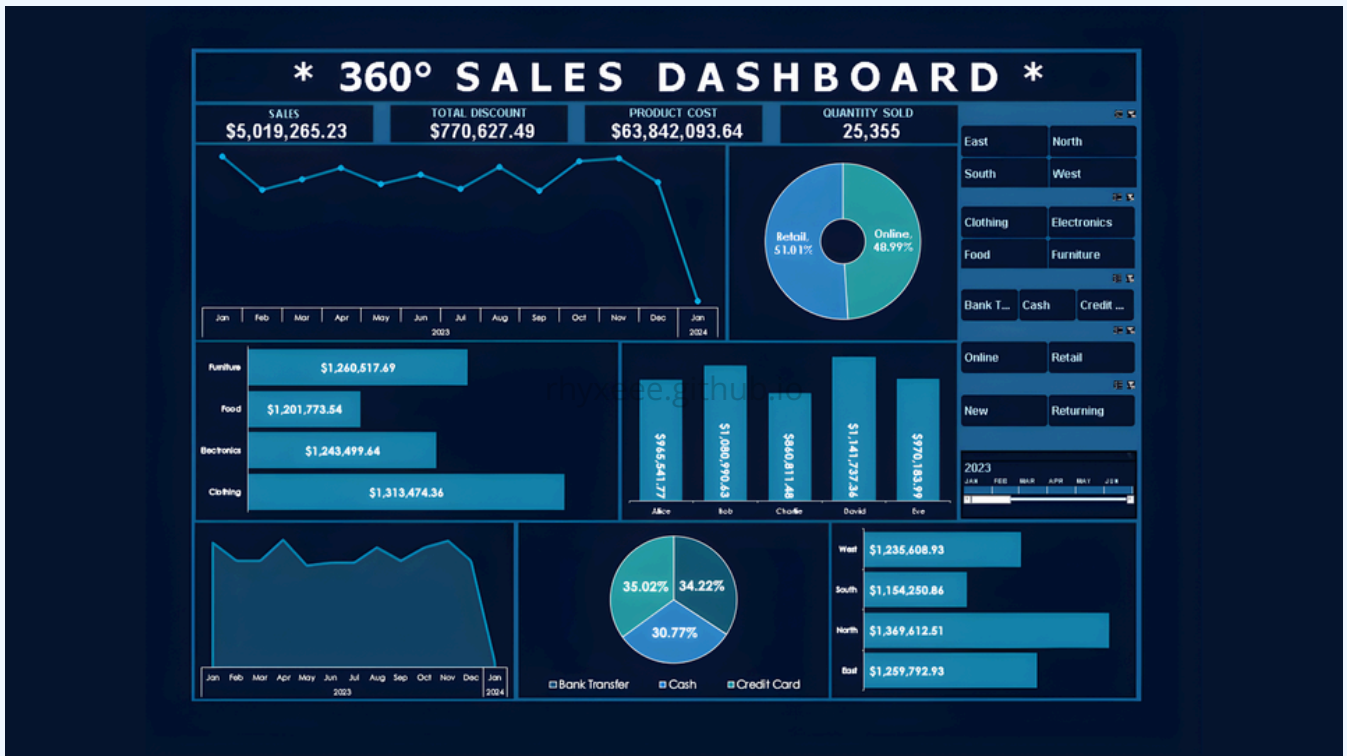
Formatted currency to USD accounting standards. Extracted temporal data using `=TEXT(date, "mmm")` for trend analysis.

📈 Feature Engineering

Created calculated metrics: **Total Sales (Net)**, **Gross Sales**, and specifically calculated **Discount Impact** to evaluate pricing efficiency.

03. The Dashboard Solution

A single-view interactive dashboard aggregating 25,000+ records.



KPI Cards

Regional Slicers

Channel Comparison

04 Strategic insights & Impact



The "Discount" Problem

Discounts eroded revenue by **\$770,627**.

Action: Review pricing strategy to ensure volume justifies revenue leakage.



Performance Drivers

Clothing: **\$1.31M**
Top Rep (David): **\$1.14M**
Top Region (North): **\$1.37M**



Channel Optimization

Retail: 51% Online: 49%

Insight: Omnichannel presence is healthy; keep investment balanced.

Technical Stack

Skills applied in this project

IF / VLOOKUP / TEXT

Pivot Tables & Slicers

Conditional Formatting

Data Modeling