

SALES REPORT OF A PRODUCT-BASED COMPANY

USING MICROSOFT EXCEL

Project Objective

- Utilized **Microsoft excel** to develop a comprehensive sales dashboard that provides clear actionable insights into sales performance.
- It involves data cleaning, pivot tables, and various visualizations like sales by category, profit trends, and customer insights.

ABOUT THE DATASET

- This is a USA-based product company's dataset
- contains 11 columns and 9994 rows
- At first we have to clean the dataset by removing duplicates and blanks.
- Also extracted year and month
- Added new measurement column such as profit
- Finally processed the clean data to retrieve information for decision-making.

RECOMMENDED ANALYSIS

- Which sub-category generates most of the sales?
- Which category gained the most profit over the years?
- Which state has the most sales?
- Mention the top 5 customers who contribute most of the profit.
- Which category of products has the most count of sales?
- Is the monthly trend the same for all the years?

Sales Dashboard

Category

Furniture

Office Sup...

Technology

Year

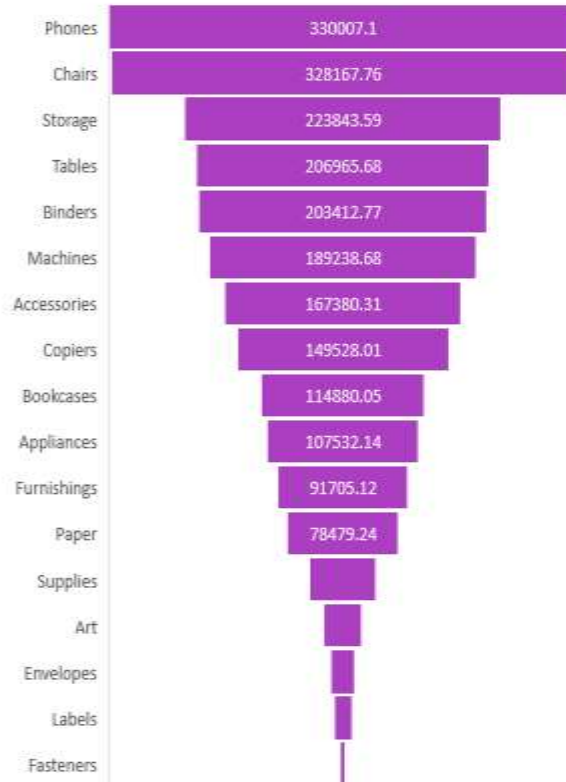
2014

2015

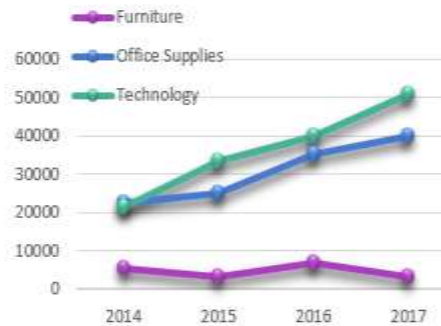
2016

2017

Sales by Sub-category



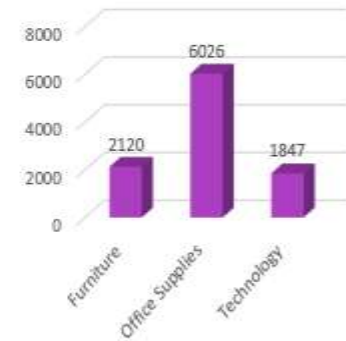
Profit Gained Over Year



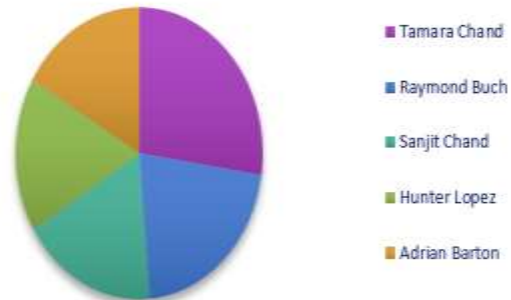
Sales by State



Product Count per Category



Top 5 Customers Making Profit



Monthly Sales



Insights

Sub-category
phones generate
the most sales



Category
Technology gains
the most profit
over the years



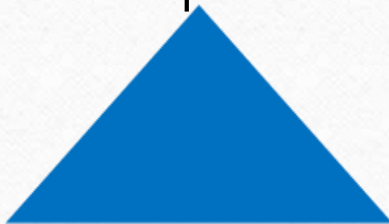
California has
the most
sales among
the states



Insights

- **Tamara Chand**
- **Raymond Buch**
- **Sanjit Chand**
- **Hunter Lopez**
- **Adrian Barton**

Are the top 5 customers



The monthly trend
is almost same for
all the years from
2014 to 2017



Office Supplies
products have
the highest
demand



THANK YOU