

📊 Sales Performance Analysis Dashboard

A macro-enabled Excel dashboard built to analyze and visualize key sales metrics. This project demonstrates how Excel with VBA and pivot tables can be leveraged to generate actionable business insights from raw sales data.

🔍 Features

- 📈 Monthly and region-wise revenue and quantity sold trends
- 📦 Category-wise sales analysis
- 👤 Customer segmentation and sales behavior tracking
- ⚙️ Automated workflows using VBA
- 📊 Interactive visualizations with pivot tables and slicers
- 📊 KPI tracking and comparison dashboards

🛠️ Tools & Technologies

- Microsoft Excel (Macros Enabled - .xlsm)
- VBA (Visual Basic for Applications)
- Pivot Tables & Pivot Charts
- Slicers & Dashboards
- Data Cleaning & Analysis

📁 File

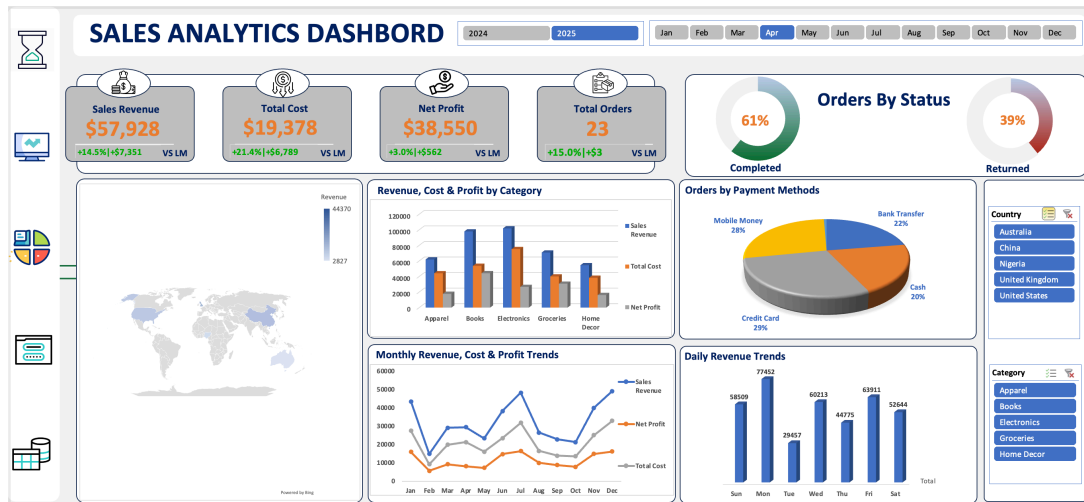
- `Sales Analysis Project - Robin Jangam.xlsm` – The main Excel workbook with all dashboards, macros, and analysis.

📌 Purpose

To enable stakeholders and business teams to:

- Understand sales trends over time
- Evaluate category and region performance
- Make informed, data-driven decisions

📸 Screenshots



💡 Author

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Feel free to fork, clone, or give feedback!