Coca-Cola Sales Dashboard – Project Explanation

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1. Project Objective

The main goal of this project was to analyze Coca-Cola sales performance and present key business insights using an interactive Excel dashboard.

The dashboard helps stakeholders quickly understand sales, profit, regional performance, and product trends to support data-driven decisions.

2. Data Understanding

The dataset contains **retailer-level sales data** with the following key fields:

- Retailer & Retailer ID
- Invoice Date
- Region, State, City
- Beverage Brand (Coca-Cola, Diet Coke, etc.)
- Price per Unit
- Units Sold
- Total Sales
- Operating Profit
- Operating Margin

This data allows analysis across **time, geography, and product categories**.

3. Data Cleaning & Preparation

Before analysis, the data was prepared by:

- Removing **empty rows and unnecessary headers**
- Formatting **date columns** correctly
- Ensuring **numeric fields** (sales, profit, units sold) were consistent
- Organizing the dataset into a **structured tabular format**

This step ensured accuracy and smooth analysis.

4. Data Analysis

Using Excel formulas and pivot tables, we analyzed:

- **Total Sales & Total Profit**

- **Sales by Region**

- **Sales by Beverage Brand**

- **Units Sold by Product**

- **Operating Margin performance**

KPIs were calculated to measure overall business health and profitability.

5. Dashboard Design

An interactive **Sales Dashboard** was created with:

- **KPIs**: Total Sales, Total Profit, Operating Margin

- **Regional analysis** to compare performance across regions

- **Product-wise analysis** to identify top-selling beverages

- **Trend insights** for better decision-making

Slicers and filters were added to allow users to dynamically explore data by:

- Region

- Product

- Date

6. Key Insights from the Dashboard

- Identified **top-performing regions** contributing the highest revenue

- Found **best-selling beverage brands**

- Compared **profitability across products and regions**

- Highlighted areas with **lower operating margins** that need improvement

7. Tools Used

- **Microsoft Excel**
    - Pivot Tables
    - Charts (Bar, Line, KPI cards)
    - Slicers & Filters
    - Basic formulas

8. Conclusion

This project demonstrates how raw sales data can be transformed into a **meaningful, interactive dashboard**.
It helps management:

- Monitor performance quickly
- Identify growth opportunities
- Make informed strategic decisions