

Sales Dashboard: The Art of Data Visualization

Introduction

Good morning everyone, my name is Sanya and I am here to present my latest project, a sales dashboard in Excel. This sales dashboard would and provide businesses with a clear and concise overview of their sales performance.

My sales dashboard is designed to be user-friendly and easy to navigate, even for those who are not tech-savvy. It provides real-time updates on key metrics such as highest sales, purchasing patterns allowing businesses to quickly identify areas for improvement and make data-driven decisions.

By using Excel as the platform, my sales dashboard is also highly customizable, so businesses can tailor it to their specific needs and preferences.

Project Objective

The objective of this data analysis project is to generate a comprehensive annual sales report for VRINDA STORE with a specific focus on analysing customer data and gaining valuable insights for the year 2022.

By leveraging this report, VRINDA STORE aims to develop a deeper understanding of customer behaviour and preferences. This will enable VRINDA STORE to formulate effective strategies to increase sales and foster their business growth in the year 2023.



Key Performance Indicators (KPI's)

1. Comparative analysis of sales and orders using a single chart and identification of the month with the highest sales and order.
2. Examination of the purchasing pattern of men and women in 2022.
3. What are the different order status observed in 2022.
4. Identifying the top 5 states contributing to sales.
5. Identifying the relationship between age and gender based on the number of orders.
6. Determine the channels contributing the most sales and identify the highest selling category.

Process Followed

DATA CLEANING

This is the first and the most important step in any data analysis project as the raw data might consist of errors or blank vales which might affect our end result.

Here each and every column has been checked by applying FILTERS for checking null vales in each column and identifying the duplicates.

DATA PROCESSING

1.Created a new column called "Age Group" by using the formula "IF CONDITION " ,
IF(E2>=50,"Senior",IF(E2>=30,"Adult","Teenager")) .

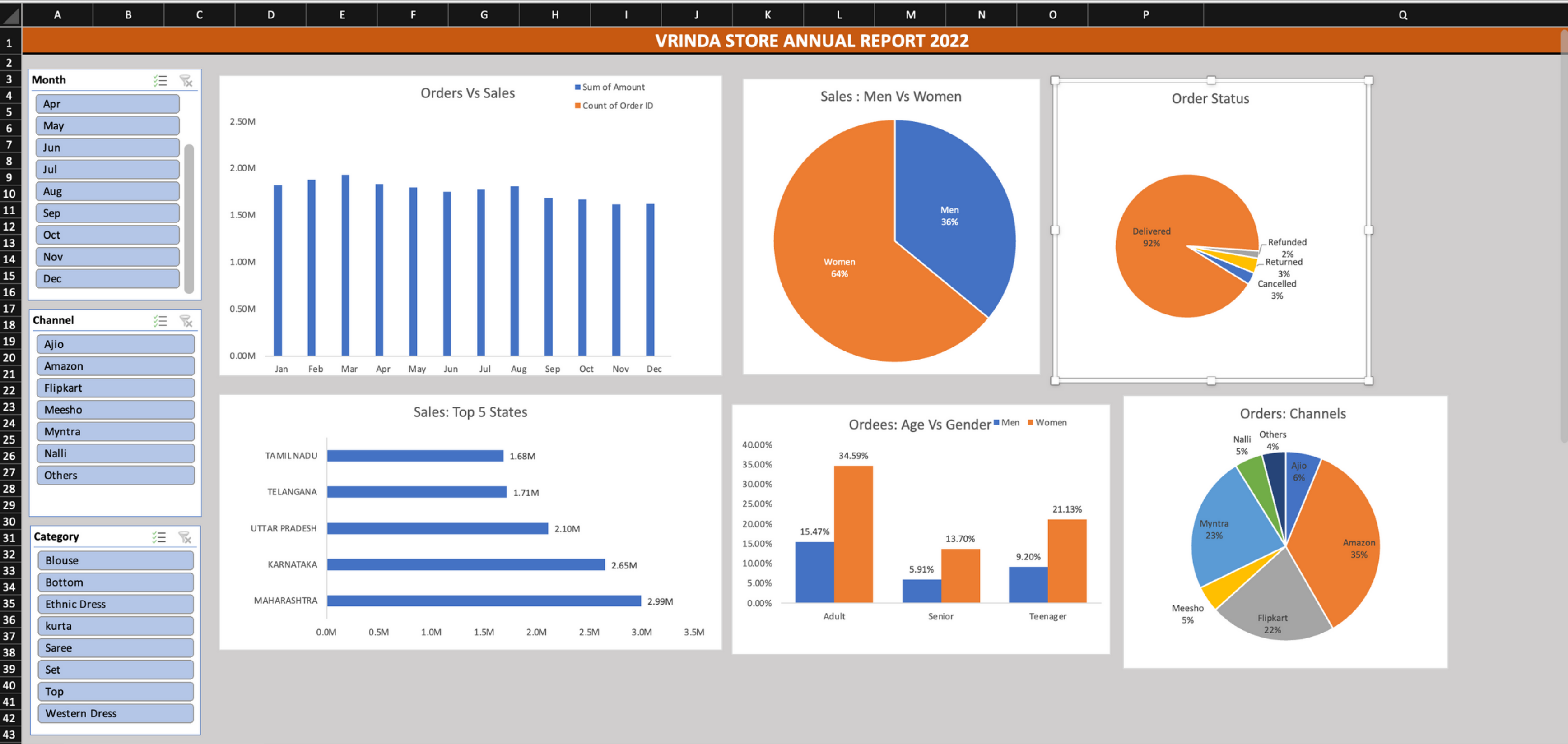
This column categorises into Adult,Senior and Teenager.

2.Creating a secong new column called "Month" from date column using "TEXT FUNCTION"
=TEXT(G2,"mmm").

DATA ANALYSIS

- 1.Creating Pivot Tables from our data set.
- 2.Creating multiple charts from bar charts to pie charts to gain valuable insights

Chart 3



Key Insights

- ✓ From the dashboard we can observe that Maharashtra, Karnataka, Uttar Pradesh, Telangana and Tamil Nadu are the Top 10 states which have contributed to the most sales.
- ✓ Women have done more shopping as compared to men for about (~64%)
- ✓ If we look at age wise sales then 'Adult Group' has contributed the most i.e (~50.7%)out of which (~32.35%) are women .
- ✓ Amazon, Flipkart and Myntra have the highest number of sales (~80%)
- ✓ March has the highest number of sales throughtout the year and this maybe due to some seasonal trend.

Conclusion

- ✓ The store should target female customers of age group 30-50 years living in Maharashtra, Karnataka and Uttar Pradesh by offering them discounts and coupons on Amazon, Flipkart and Myntra .

- ✓ March has the highest sales , so new products should be released In that month.

- ✓ Production of items such as Sets, Kurtis and Western Dresses should be increased.

Thank You !

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