

## Project Summary – Project-Sales-Region Analysis

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### Objective:

The goal of this project was to analyze **Project, Sales and Region of a Company** to identify patterns, key performance indicators, and actionable insights for business decision-making.

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### Tools & Techniques Used:

- **Microsoft Excel:** Data cleaning, sorting, filtering, and formatting
  - **Pivot Tables:** Summarizing data by categories (e.g., region, product, salesperson)
  - **Charts & Visualizations:** Creating bar charts, line graphs, and slicers for interactive dashboards
  - **Formulas:** Used functions like VLOOKUP, IF, SUMIFS, and AVERAGEIFS for calculations
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### Key Steps:

1. Imported and cleaned raw data to remove inconsistencies and blanks
  2. Created pivot tables to analyze metrics by **category, e.g., product, region, month, etc.**
  3. Built visual charts to highlight trends and comparisons
  4. Added slicers for interactive filtering
  5. Summarized findings into key insights for decision-making
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### Key Insights:

- **Total Sales by Region, Store, Product, and Salesperson: \$4,379,992.43**
  - **Top Performing Product: Phone** with \$11,077.00
  - **Lowest Performing Product: Desk** with \$8,933.36
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### Outcome:

This analysis provided a clear overview of performance metrics and helped in identifying high-value areas for business focus. The interactive dashboard allows stakeholders to quickly filter and view data from multiple perspectives.