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A PROJECT PRESENTATION ON SALES IN USA

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INTRODUCTION

Knowing how to visualise your data in Excel in a beautiful way is already a huge skill. But building an Interactive Excel Dashboard that allows anybody to take a look at the visualised data from any angle they want is considered the supreme discipline.

In the present terms, a dashboard can be defined as a data visualization tool that displays the current status of metrics and key performance indicators (KPIs) simplifying complex data sets to provide users with at a glance awareness of current performance.

OBJECTIVES/SCOPE OF ANALYSIS

After analysis of the dataset, the aim of this project is to give answer of given objectives in easy way:

- ★ Total Revenue through each item (Pie- Doughnut)
- ★ Revenue of each company (Bar – Clustered Bar)
- ★ Sales by each employee in each year (column – Clustered column)
- ★ Revenue in each region (Map – Filled Map)
- ★ Sales trend in every month (Line – Line with a Marker)

The dataset is based on 2000 Orders made from different companies in the years 2018 and 2019

The columns included in the dataset are given below:

- ★ Order ID : Id of each order
- ★ Date :The date of which order confirmed
- ★ Company ID : Id number of each company
- ★ Company name : Name of the company
- ★ Sales Person : Employee name who sales products
- ★ Region : Place where the sales happen
- ★ Item: Name of each item
- ★ Price : Price of each item
- ★ Quantity Number of items brought
- ★ Revenue : Income through each order

Sample of dataset with data fields is given below:

1	Order ID	Date	Company ID	Company Name	Sales Person	Region	Item	Price	Quantity	Revenue
2	0001	01-01-2018	11	Company K	Michael Fox	New Mexico	Item 2	199	3	597
3	0002	02-01-2018	1	Company A	Anna Weber	Texas	Item 5	289	7	2023
4	0003	03-01-2018	9	Company I	Kim Fishman	California	Item 4	159	3	477
5	0004	03-01-2018	18	Company R	Oscar Knox	Arizona	Item 5	289	3	867
6	0005	04-01-2018	16	Company P	Oscar Knox	Arizona	Item 3	69	4	276
7	0006	04-01-2018	13	Company M	Michael Fox	New Mexico	Item 2	199	2	398
8	0007	04-01-2018	17	Company Q	Andrew James	Arizona	Item 5	289	9	2601
9	0008	05-01-2018	14	Company N	Michael Fox	New Mexico	Item 2	199	5	995
10	0009	05-01-2018	20	Company T	Andrew James	Arizona	Item 1	399	5	1995
11	0010	05-01-2018	3	Company C	Anna Weber	Texas	Item 2	199	0	0
12	0011	05-01-2018	8	Company H	Laura Larsen	California	Item 5	289	9	2601
13	0012	05-01-2018	6	Company F	Laura Larsen	California	Item 1	399	6	2394
14	0013	05-01-2018	9	Company I	Kim Fishman	California	Item 2	199	6	1194
15	0014	05-01-2018	4	Company D	Anna Weber	Texas	Item 1	399	4	1596
16	0015	05-01-2018	6	Company F	Kim Fishman	California	Item 2	199	2	398
17	0016	06-01-2018	13	Company M	Michael Fox	New Mexico	Item 3	69	0	0
18	0017	07-01-2018	14	Company N	Michael Fox	New Mexico	Item 5	289	0	0
19	0018	07-01-2018	19	Company S	Oscar Knox	Arizona	Item 4	159	5	795
20	0019	07-01-2018	10	Company J	Laura Larsen	California	Item 3	69	2	138
21	0020	07-01-2018	5	Company E	Anna Weber	Texas	Item 1	399	3	1197
22	0021	07-01-2018	10	Company J	Laura Larsen	California	Item 3	69	2	138
23	0022	07-01-2018	11	Company K	Anne Lee	New Mexico	Item 5	289	6	1734
24	0023	07-01-2018	8	Company H	Laura Larsen	California	Item 4	159	4	636
25	0024	07-01-2018	12	Company L	Michael Fox	New Mexico	Item 1	399	2	798

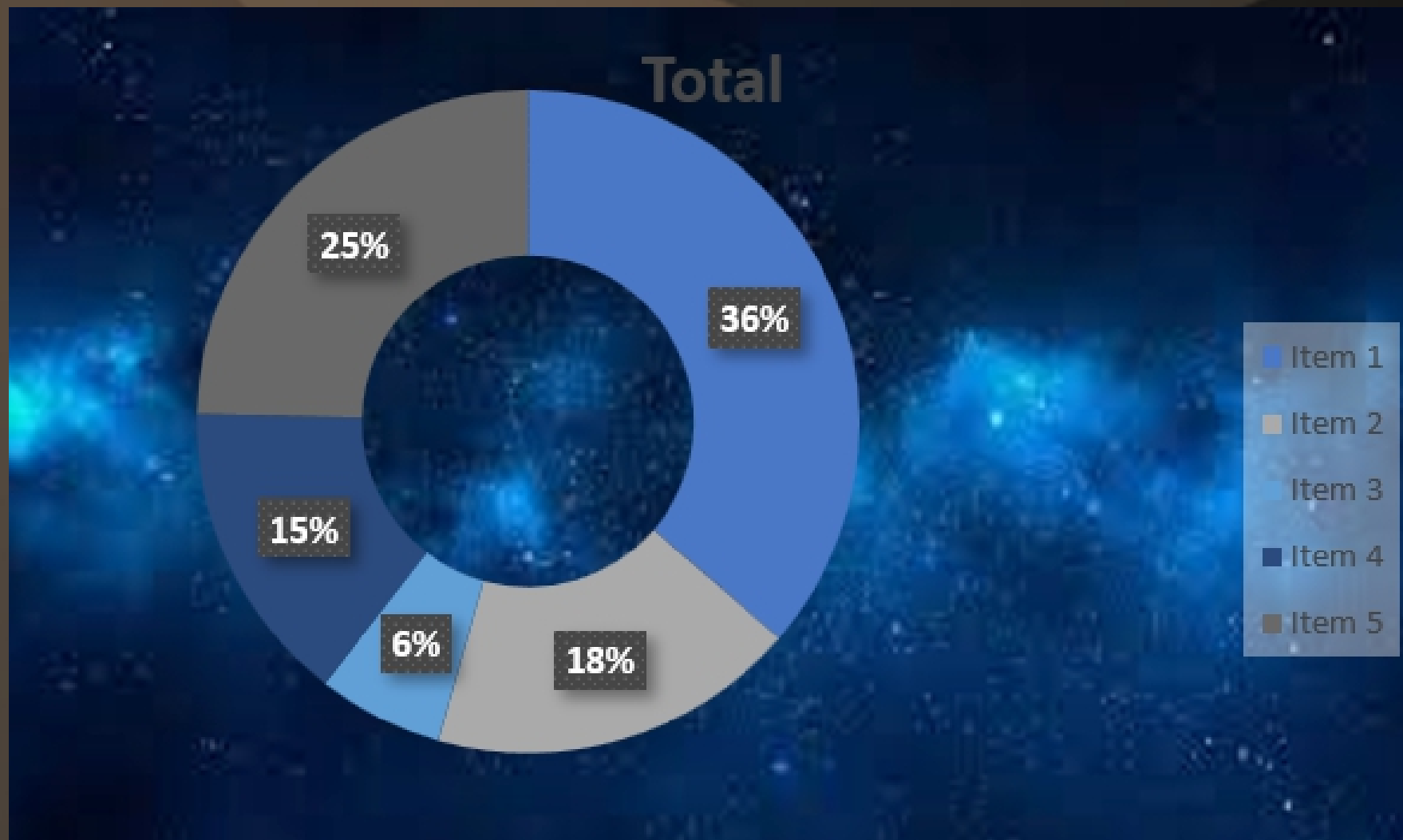
Analysis and Visualization

1.Total Revenue through each item

By performing this analysis, we will get know the total Revenue that the company gets by selling each item.The analysis is based on Item , Revenue.

Items	Sum of Revenue
Item 1	736953
Item 2	365762
Item 3	124890
Item 4	301305
Item 5	499681
Grand Total	2028591

Visualization

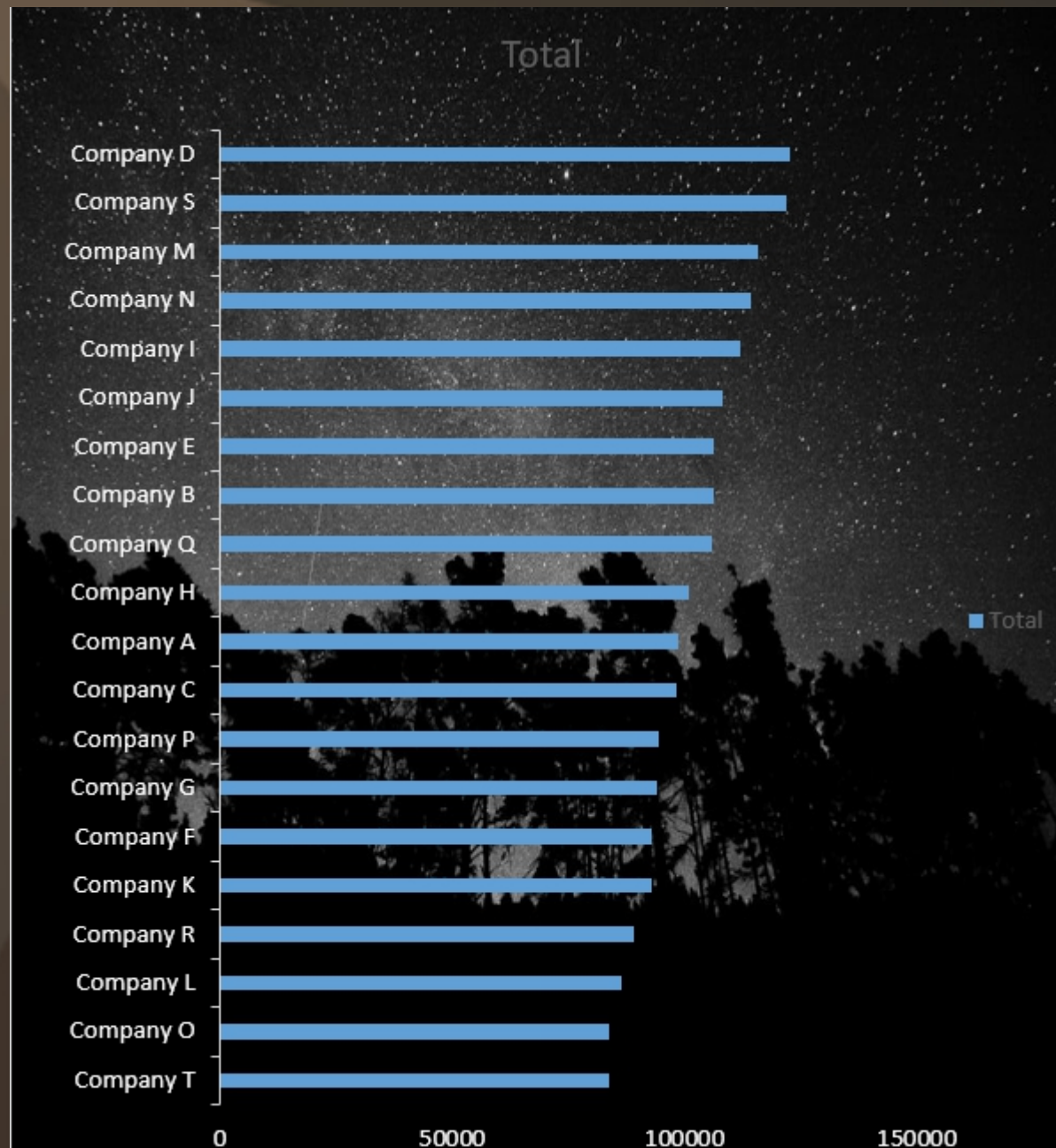


2. Revenue of each company

By performing this analysis, we will get Revenue gained by the each company by selling Items. The analysis based on the Company, Revenue.

Company	Sum of Revenue
Company T	83691
Company O	83818
Company L	86272
Company R	89214
Company K	92806
Company F	93104
Company G	93876
Company P	94430
Company C	98397
Company A	98580
Company H	100909
Company Q	105933
Company B	106107
Company E	106230
Company J	108239
Company I	111991
Company N	114447
Company M	115641
Company S	122085
Company D	122821
Grand Total	2028591

Visualization

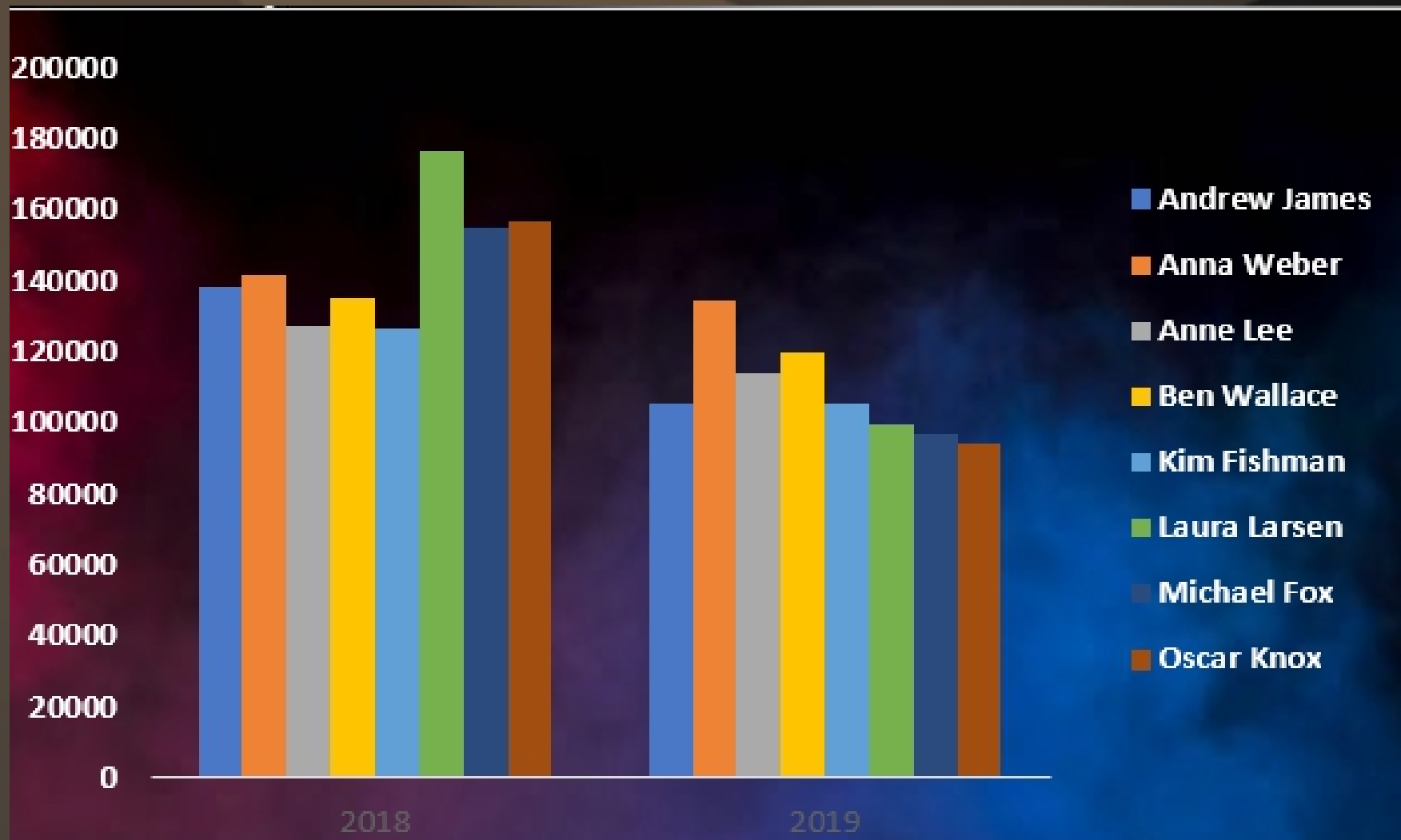


3. Sales by each employee in each year

By performing this analysis, we will get Revenue gained by each Employee by selling items in each year. The analysis based on Year and Sales Person.

Sum of Revenue		Employee name <div></div>							
Year <div></div>	Andrew James	Anna Weber	Anne Lee	Ben Wallace	Kim Fishman	Laura Larsen	Michael Fox	Oscar Knox	Grand Total
2018	138437	141614	127145	135455	126344	176838	155111	157207	1158151
2019	105244	134764	114049	120302	105444	99493	96679	94465	870440
Grand Total	243681	276378	241194	255757	231788	276331	251790	251672	2028591

•*Visualization*

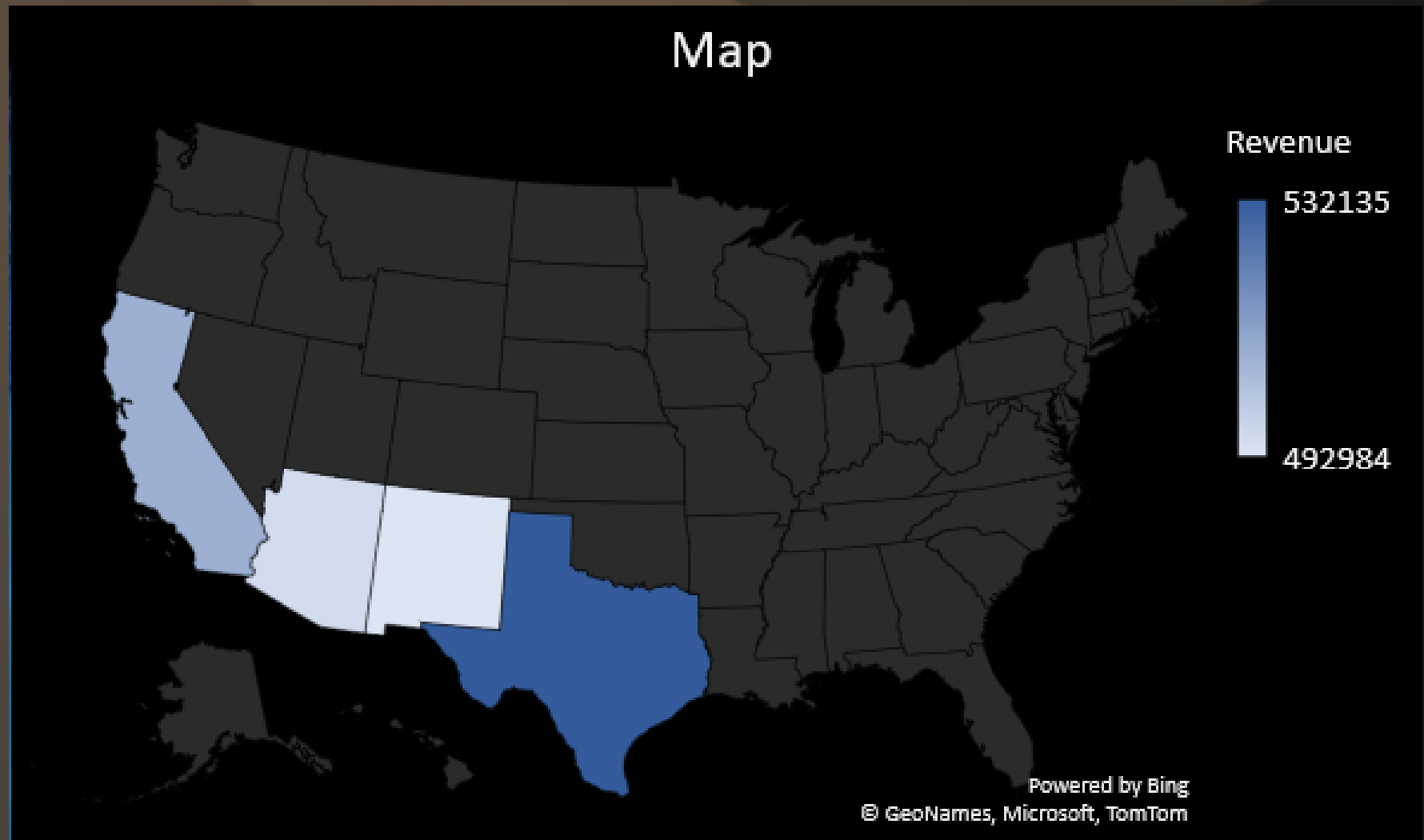


4.Revenue in each region

By performing this analysis, we will get the sum of Revenue in each Region.The analysis based on Region, Revenue.

Region ▼					
	Arizona	California	New Mexico	Texas	Grand Total
Sum of Revenue	495353	508119	492984	532135	2028591
	Arizona	California	New Mexico	Texas	
Revenue	495353	508119	492984	532135	

- Visualization

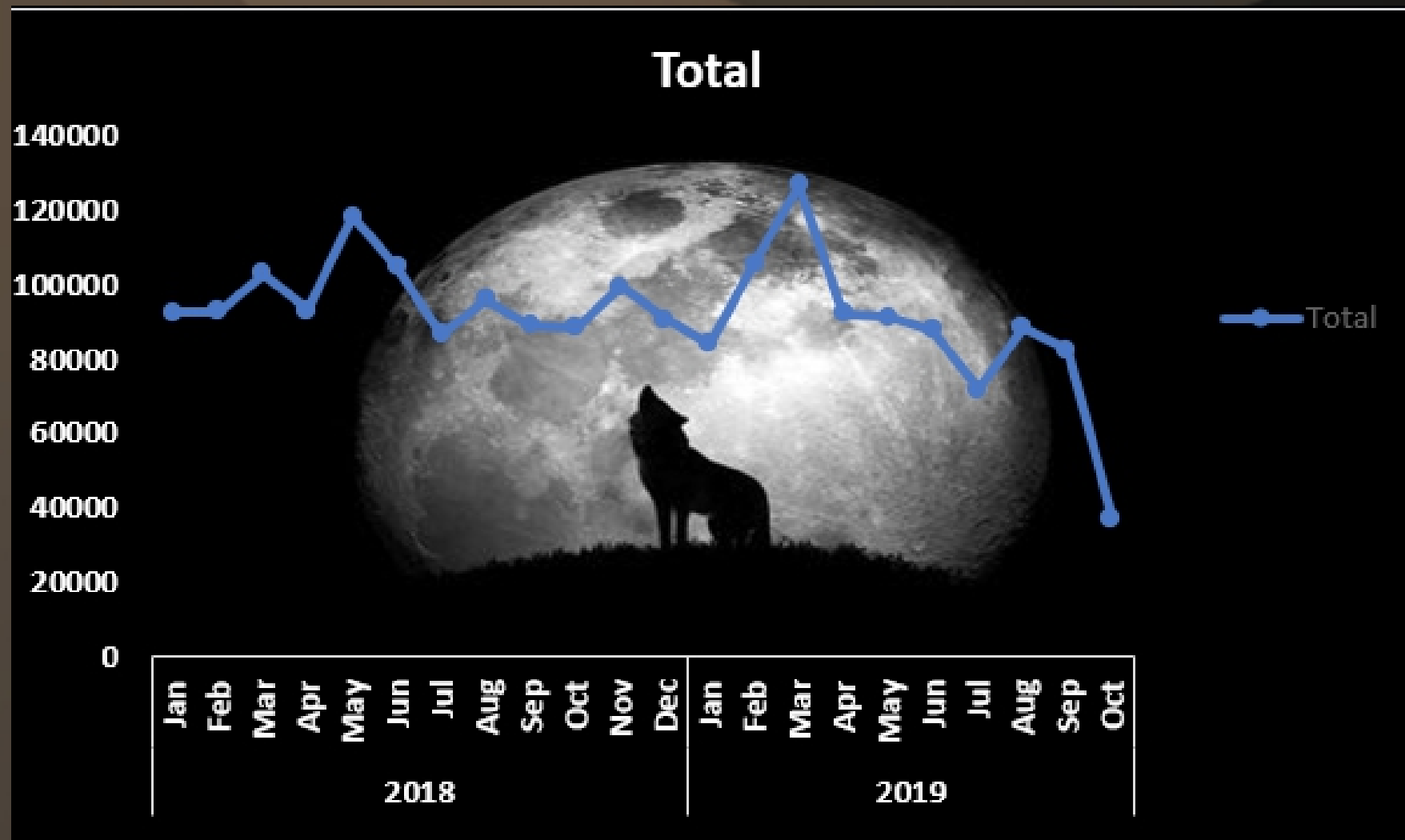


5.Sales trend in every month

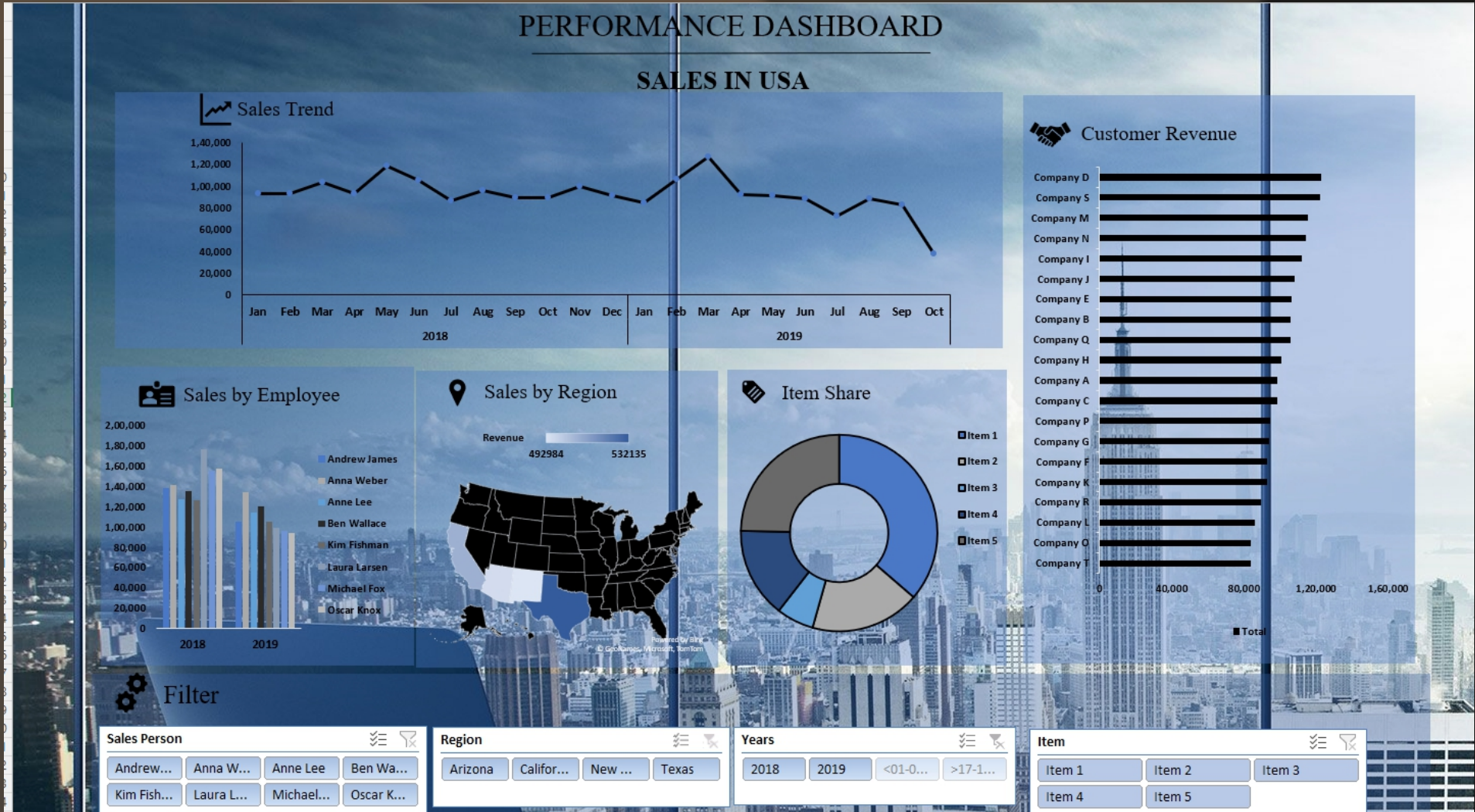
By performing this analysis, we will get the Trend of sales in each month in given years.The analysis based on Revenue, Date

Year	Sum of Revenue
2018	1158151
Jan	92759
Feb	93096
Mar	103309
Apr	93392
May	118523
Jun	105113
Jul	86694
Aug	96143
Sep	89459
Oct	88891
Nov	99699
Dec	91073
2019	870440
Jan	84293
Feb	106033
Mar	127074
Apr	92400
May	91637
Jun	88012
Jul	71980
Aug	88838
Sep	82758
Oct	37415
Grand Total	2028591

- Visualization



FINAL DASHBOARD



conclusion

In this prtoject i showed how to describe the data visually in the form of different types of charts and pivot tables so that even noramal people can understand it. so to control the charts i added slicers . And finally displayed them all in the dashboard.

