Project Overview: Sales Analysis of Furniture, Technologies and Office Supplies

Purpose: The purpose of this Excel Dashboard project is to create a unified and interactive platform for monitoring and analysing sales data. The dashboard will provide a centralized overview of key sales metrics, including total sales, product category performance, and regional sales distribution by incorporating visual elements such as charts and graphs.

Scope: The analysis covers sales data from January 2014 to December 2017, including various product categories and sales metrics.

Data Description

Data Sources: Data was sourced from sales records, including details on product categories, sales quantities, and transaction dates.

Data Structure: The dataset includes columns for Order Date, Customer Name, State, Product Category, Product Name, Price, and Sales.

Key Findings

Sales Performance:

- **Total Sales**: $**2297201**over the period.

- **Top Products**: **Phones** and **Chairs**

- **Category Breakdown**: Technologies (83.62%), Furniture (74.2%), Office Supplies (71.91%).

Trends and Patterns:

- **Monthly Trends**: Peak sales from **September** to **December** with around **10% increase**

- **Product Trends**: Increasing demand for **Phones**

Pivot Table and Chart Insights

- **Pivot Table Summary**: Highest sales in **Technology** category; consistent growth in Q4

- **Pivot Chart Summary**: Sales trend shows a seasonal peak from September to November, with steady growth in Technologies.

Conclusions and Recommendations

- **Conclusions**: Strong performance in **Technology**; seasonal trends affecting sales.

- **Recommendations**: Increase inventory for top-selling products during peak periods and develop promotional strategies for slower-selling items.

Appendices

- **Detailed Sales Data**: Available in attached tables.

- **Methodology**: Sales figures calculated using standard formulas for total and average sales.