Walmart SaaS Sales Analytics Excel

Excel Dashboard Implementation

Objective

The objective of this phase was to transform SQL-generated insights into an **interactive Excel dashboard**, simulating a SaaS-style analytics product. The focus was on using Excel as a reporting and visualization layer built on top of structured SQL outputs.

Data Source for Excel

Instead of importing the raw sales table, **pre-aggregated SQL Views** were used as data sources. This ensured clean, summarized datasets suitable for analysis and dashboarding.

The following SQL views were exported from MySQL Workbench and imported into Excel:

- Product performance
- Customer insights
- Monthly revenue
- Branch performance

Each view was placed in a separate worksheet and converted into an Excel Table to enable structured references and scalability.

Excel Data Modeling

Within Excel:

- All datasets were formatted as tables and properly named
- No manual data transformation was performed to maintain SQL as the source of truth
- Structured references were used in formulas for accuracy and readability

This approach reflects real-world analytics workflows where Excel consumes modeled data from a database layer.

Dashboard Development

A centralized dashboard sheet (**Dashboard_Overview**) was created to present key business metrics.

Key KPIs:

- Total Revenue
- Total Units Sold
- Average Customer Rating
- Top Product Line by Revenue

All KPIs were computed using Excel formulas referencing the imported SQL views.

Visualizations and Interactivity

The dashboard includes:

- Revenue by Product Line (Column Chart)

- Monthly Revenue Trend (Line Chart)

- Branch-wise Revenue Performance (Bar Chart)

An Excel slicer was added to filter data by product line, enabling interactive analysis and improving user experience.

Outcome

This Excel dashboard demonstrates:

- Effective use of Excel tables and formulas

- KPI-driven dashboard design

- Integration of SQL outputs into Excel

- SaaS-style analytical reporting and storytelling

The result is a clean, interactive dashboard built using Excel as a business intelligence layer