Problem & background:

The goal of this project is to develop a sales data analysis Excel dashboard for computer accessories parts. The problem to solve is how to provide an efficient tool for tracking and analyzing sales data, and enabling better decision-making. The project is strategic, as it aims to improve the business's bottom line by identifying trends and patterns in sales data and guiding future actions. Customer insights suggest that customers are interested in tracking sales data, identifying hot-selling products, and optimizing inventory management. The project is of moderate size and will involve significant data analysis and visualization efforts.

Solution:

The solution is to develop an Excel dashboard that provides users with accurate information on sales trends and patterns, and enables them to make informed decisions on inventory management, marketing, and pricing. The dashboard will include various types of charts and graphs, including bar charts, column charts, donut charts, slicers, and line charts, to display sales data in a visually appealing and easy-to-understand way. Mockups of the dashboard will be provided to ensure that the final product meets users' needs and expectations. The project will explore various rabbit holes to ensure that the dashboard is comprehensive and user-friendly.

Methodology & Project scope:

The project will follow a step-by-step process to achieve the goal of developing a sales data analysis Excel dashboard. The project scope will include the following events:

● Gathering sales data: The first event will involve collecting sales data from various sources, including point-of-sale systems and Kaggle dataset.

● Cleaning and organizing data: The next event will involve cleaning and organizing sales data to ensure that it is accurate and consistent, and ready for analysis.

● Creating pivot tables: The third event will involve creating pivot tables to summarize sales data by product, region, time period, and other relevant categories.

● Designing charts and graphs: The fourth event will involve designing various types of charts and graphs to visualize sales data, including bar charts, column charts, donut charts, slicers, and line charts.

● Adding interactivity: The fifth event will involve adding interactivity to the dashboard, such as allowing users to filter and sort data, and providing drill-down capabilities to explore sales data in more detail.

Goals & KPIs:

The success of the project will be measured using the following goals and KPIs:

● Goal 1: Increase sales revenue by 10% over the next quarter.

KPI: Track total sales revenue and compare it with the previous quarter.

● Goal 2: Reduce inventory costs by 5% over the next quarter.

KPI: Track inventory levels and compare them with sales trends.

Concepts Used:

The project will use various concepts taught in the Module, including:

● Pivot tables: Pivot tables will be used to summarize sales data by various categories.

● Charts and graphs: Various types of charts and graphs will be used to visualize sales data.

● VLOOKUP function: The VLOOKUP function will be used to match sales data with product information.

Conclusion:

In conclusion, the sales data analysis Excel dashboard project aims to provide users with an efficient tool for tracking and analyzing sales data, and enabling better decision-making. The project will follow a step-by-step process to achieve the goal of developing a comprehensive and user-friendly dashboard. The project's success will be measured using various goals and KPIs, including increasing sales revenue, reducing inventory costs, and improving customer satisfaction. The project will use various concepts taught in the Module, including pivot tables, charts and graphs, and the VLOOKUP function, to achieve its goals.

Project Owner

Name: Sandeep Solanki

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