Project Report

📁 Project Title

Footwear Wholesale Sales Analysis Dashboard Using MS-Excel

📌 Objective

To analyse and visualize the wholesale sales performance of footwear brands across different cities and dealers using an interactive Excel dashboard. The goal is to provide business insights into profit generation, dealer-wise product movement, and brand performance.

📈 Dashboard Features

1. Total Net Profit by City

- Analysed profits from **Delhi**, **Haryana**, **Mumbai**, and **Pune**.

- **Delhi** generated the highest profit of ₹2,79,33,152.68.

- **Haryana** had the lowest net profit of ₹1,00,35,027.44.

2. Profit & Tax Rates

I displayed the overall:

- Profit Margin: **15%**

- Tax Rate: **12%**

3. Total Product Sold by Dealers

- **Dealer_6** is the top performer with **770 units sold**, indicating strong distribution or customer base.

- **Dealer_2** follows with **680 units**, also showing good performance.

- **Dealer_3** and **Dealer_7** have decent numbers, with **488** and **406** units sold respectively.

- **Dealer_5** has the lowest sales (132 units), which is a potential concern.

📌 Business Use:

- This visual helps stakeholders **focus on individual dealer performance** rather than city-wide averages.

- Useful for **dealer performance reviews**, **resource allocation**, and **sales strategy planning**.

4. Brand-wise Total Sold (%) – Pie Chart

- **Paragon** leads with **29%** of total sales.

- Followed by **Nike** (16%) and **Bata** (19%).

- Other brands include Adidas, Metro, Liberty, Puma, Reebok, Sketchers, and Woodland.

- This helped me understand which brands are most popular in terms of volume.

5. Top 3 Brands Based on Sales – Bar Chart

- I used a grouped bar chart to compare the top 3 brands – **Bata**, **Nike**, and **Paragon** – across product types like Sneakers, Sandals, Heels, Flats, and Boots.
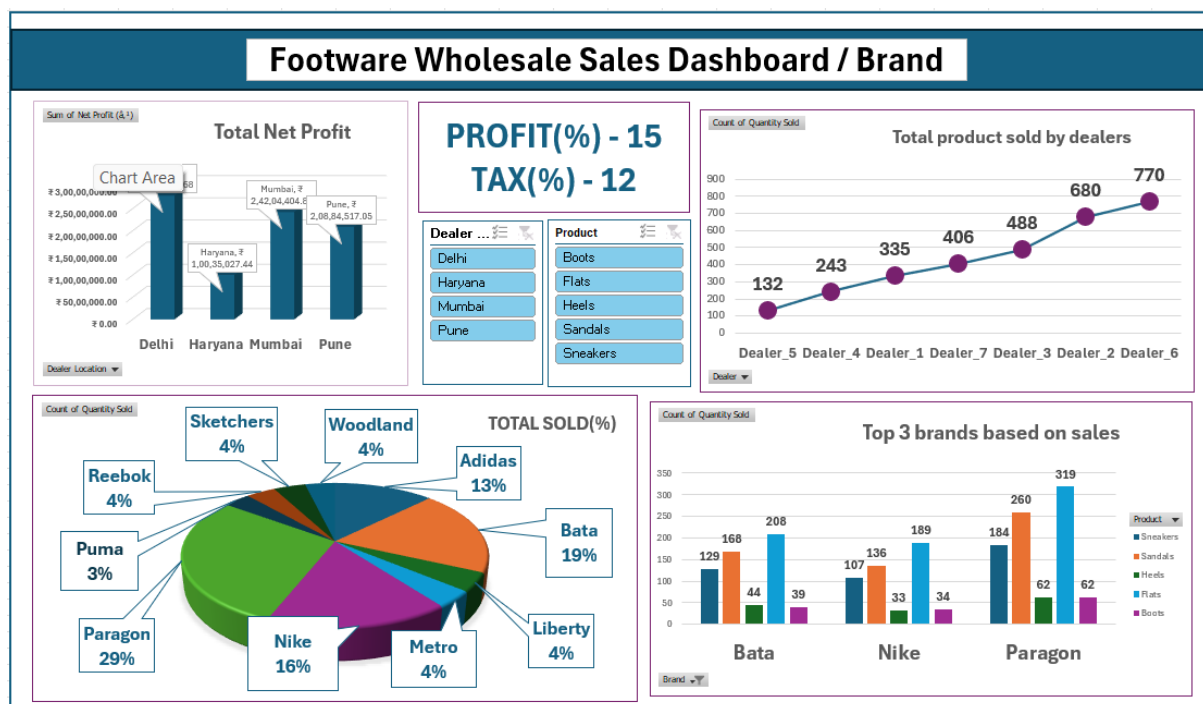
Key observations:

- **Paragon** leads in **Sandals** and **Flats**.

- **Nike** dominates in **Sneakers**.

- This view helps in targeting brand-wise promotions or stock decisions.

6. Slicers for Interactivity

To make the dashboard more dynamic, I added slicers for:

- Dealer Location

- Product Type

🧠 **What I Learned**

- Got hands-on experience creating a professional dashboard from scratch.

- Learned how to use Excel's advanced features to analyse business data.

- Improved my skills in data visualization and storytelling using charts and filters.