Sales Distribution Dashboard.

USING EXCEL

PROJECT OVERVIEW:

To build a dynamic sales distribution dashboard that tracks sales performance across different regions, products, and time periods.

Excel worksheet includes:

This includes the data of the year 2021 Sales distribution of different products all over the world.

- Input Data.
- Target Data.
- Customer Data.
- Analysis.
- Final Dashboard.

Data Modelling:

- Input data is cleaned and modified using VLOOKUP(mainly) and other excel formulas, from target and customer data.
- Depending on the modified input data a analysis sheet is created using pivot table for data visualization process.
- Different charts are created and other data visualization for better understanding using the pivot tables from analysis sheet.
- Slicers are used to see the changes for the each month and every region all over the world in the dashboard.

INPUT DATASET:

DATE	CUSTOMER NAME	PRODUCT	UNIT PRICE ($)	QUANTITY	TOTAL SALES	COUNTRY	REGION	MONTH	WEEK
01-01-2021	Customer33	Product24	156.96	9	$1,413	India	Western	Jan	1
01-01-2021	Customer29	Product22	141.57	1	$142	India	South	Jan	1
02-01-2021	Customer31	Product38	79.92	15	$1,199	India	North	Jan	1
02-01-2021	Customer03	Product33	119.70	1	$120	India	Northeast	Jan	1
02-01-2021	Customer05	Product15	15.72	2	$31	India	Northeast	Jan	1
02-01-2021	Customer35	Product10	164.28	7	$1,150	India	North	Jan	1
02-01-2021	Customer38	Product13	122.08	6	$732	India	Northeast	Jan	1
02-01-2021	Customer39	Product15	15.72	25	$393	Germany	Export	Jan	1
03-01-2021	Customer34	Product14	146.72	21	$3,081	India	Northeast	Jan	2
03-01-2021	Customer18	Product43	83.08	9	$748	India	Western	Jan	2
03-01-2021	Customer20	Product38	79.92	31	$2,478	United Kingdom	Export	Jan	2
03-01-2021	Customer37	Product04	48.84	5	$244	United States of America	Export	Jan	2
04-01-2021	Customer32	Product29	53.11	1	$53	Pakistan	Export	Jan	2
04-01-2021	Customer09	Product12	94.17	8	$753	Russia	Export	Jan	2
04-01-2021	Customer26	Product35	6.70	12	$80	India	Northeast	Jan	2
06-01-2021	Customer06	Product32	117.48	9	$1,057	Pakistan	Export	Jan	2
08-01-2021	Customer09	Product19	210.00	14	$2,940	Russia	Export	Jan	2
09-01-2021	Customer01	Product07	47.73	26	$1,241	Nigeria	Export	Jan	2
09-01-2021	Customer05	Product31	104.16	1	$104	India	Northeast	Jan	2
09-01-2021	Customer34	Product25	8.33	4	$33	India	Northeast	Jan	2
09-01-2021	Customer16	Product31	104.16	29	$3,021	Russia	Export	Jan	2
09-01-2021	Customer19	Product40	115.20	28	$3,226	India	Central	Jan	2
09-01-2021	Customer20	Product03	80.94	8	$648	United Kingdom	Export	Jan	2
09-01-2021	Customer36	Product32	117.48	12	$1,410	Pakistan	Export	Jan	2
10-01-2021	Customer03	Product02	142.80	24	$3,427	India	Northeast	Jan	3
10-01-2021	Customer21	Product34	58.30	14	$816	South Africa	Export	Jan	3
10-01-2021	Customer36	Product35	6.70	9	$60	Pakistan	Export	Jan	3
11-01-2021	Customer03	Product37	85.76	3	$257	India	Northeast	Jan	3

ANALYSIS SHEET:

Sum of TOTAL SALES	Total
Total	$9,84,571

Sum of TOTAL SALES	
MONTH	Total
Jan	$92,119
Feb	$91,137
Mar	$97,921
Apr	$72,321
May	$70,512
Jun	$66,727
Jul	$92,662
Aug	$69,126
Sep	$78,254
Oct	$87,136
Nov	$75,660
Dec	$90,997

Sum of TOTAL SALES	
WEEK	Total
1	$5,180
2	$21,117
3	$14,261
4	$11,433
5	$33,728
6	$34,795
7	$32,107
8	$11,778
9	$17,572
10	$17,413
11	$18,811
12	$29,446
13	$22,724
14	$13,730
15	$27,820
16	$9,408
17	$22,127
18	$11,809
19	$12,751
20	$19,692
21	$19,172
22	$11,618
23	$17,001
24	$15,273
25	$23,043
26	$13,594
27	$13,198

Sum of TOTAL SALES	
CUSTOMER NAME	Total
Customer33	$60,929
Customer22	$45,113
Customer23	$43,063

Customer33	$60,929
Customer22	$45,113
Customer23	$43,063

Input Data | Dashboard | Analysis | Target | Customer

SALES DASHBOARD:

SALES DISTRIBUTION DASHBOARD

MONTH

Jan	Feb	Mar	Apr
May	Jun	Jul	Aug
Sep	Oct	Nov	Dec

TOTAL SALES

$9,84,571

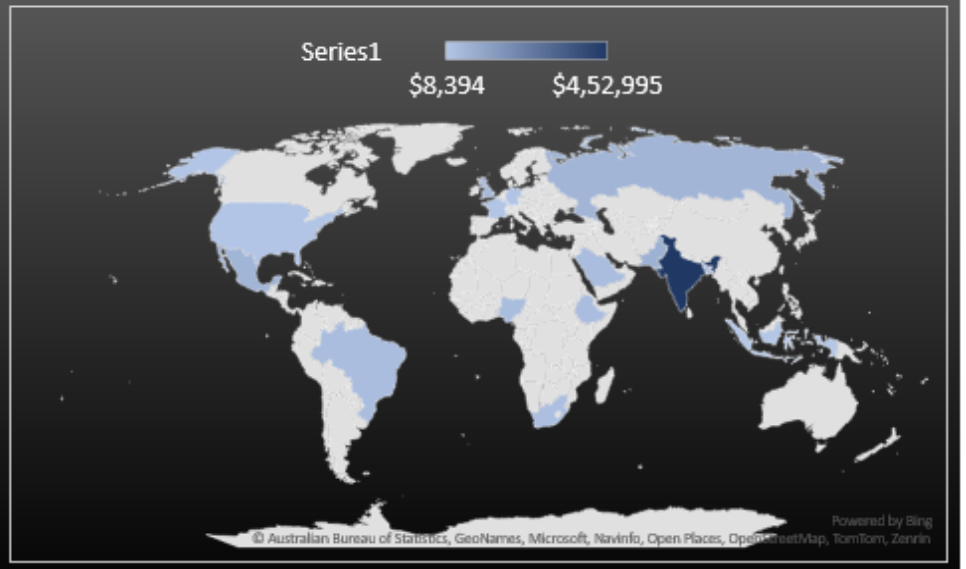
TOP 3 CUSTOMERS

1 Customer33 $60,929

2 Customer22 $45,113

3 Customer23 $43,06

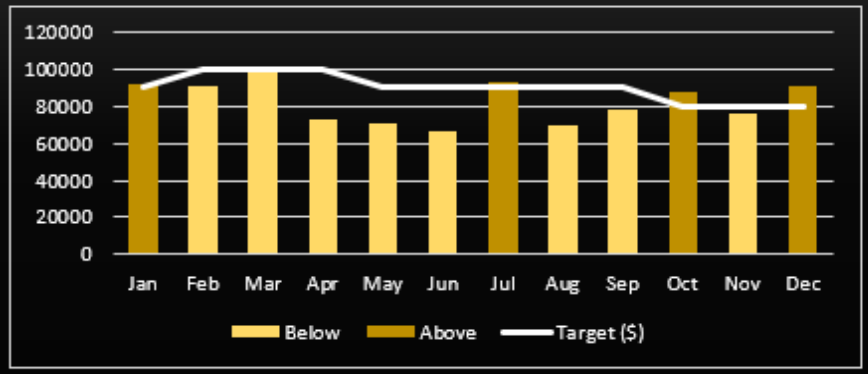
COUNTRY



REGION

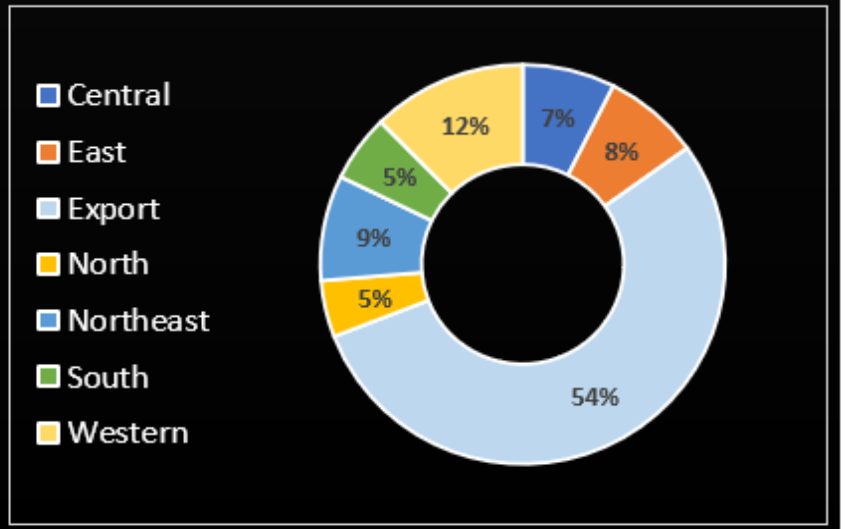
- Central
- East
- Export
- North
- Northeast
- South
- Western

MONTHLY

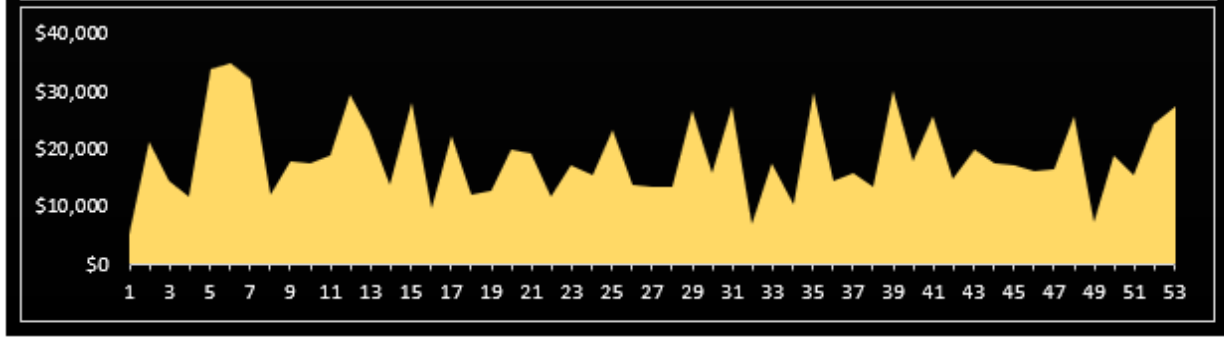


TOP 10 PRODUCTS

REGIONS



WEEKLY



CONCLUSION:

This dashboard offers a comprehensive view of the company's sales performance across multiple dimensions:

- **Total Sales**: Displays cumulative revenue of $9,84,571 for the selected time period.
- **Regions**: Sales performance by region, with **Export** dominating at 54%.
- **Top Customers**: Lists the top 3 contributing customers, with Customer33 leading.
- **Top Products**: Identifies the top-selling products, with **Product30** generating the highest revenue.
- **Monthly/Weekly Trends**: Shows fluctuations in sales over time, highlighting periods of peak and below-target sales.
- **Geographic Distribution**: Visualizes country-level sales data globally.

Slicers are used for **Months** and **Regions** to provide interactivity, allowing targeted analysis.

In summary, the sales data for 2021 underscores both significant achievements and areas for improvement. The year demonstrated robust performance in export region, showcasing strengths and market potential. By building on the successes and addressing the challenges identified, it can position itself for even greater success in the upcoming year. The insights from this year's data provide a solid foundation for refining our approach and achieving our sales goals with renewed focus and strategy.