

Project: Amazon Sales Dashboard Creation in Excel

Objective: Build a dynamic, interactive dashboard similar to the example provided, showcasing Amazon sales data across various cities, states, and product categories.

Instructions

1. Prepare the Dataset:

- **Data Requirements:** Collect or prepare a dataset with the following columns:
 - **Sales Amount (₹):** Total sales in currency format.
 - **Units Sold:** Number of units sold.
 - **City:** City where the sales were recorded.
 - **State:** State where the city is located.
 - **Product Category:** Category or product type.
 - **Date of Sale:** Optional, but useful for creating time-based trends.
- **Data Preparation:**
 - Ensure each column has a consistent data type.
 - Format currency data in Indian Rupees (₹).
 - Use filters to remove any null or incorrect data entries.

2. Layout and Structure:

- **Dashboard Title:** Place the title ("Amazon Sales Dashboard 2024") prominently at the top.
- **Key Metrics Summary:**
 - Create summary cards for **Sales**, **Units Sold**, and **# of Cities**.
 - Use large, bold fonts to display values.
 - Use percentage-based doughnut charts to represent KPIs (e.g., sales progress, units sold target).

3. Graphs and Visuals:

- **Sales Summary Card (Doughnut Chart):**
 - Select doughnut charts for key metrics.
 - Represent completion percentage (e.g., 81% for Sales, 92% for Units).
 - Use different colors to distinguish actual vs. target percentages.
- **City-wise Sales (Line Chart):**
 - Use a **Line Chart** to display city-wise sales.
 - Place **City Names** on the X-axis and **Sales Amount** on the Y-axis.

- Highlight peak sales cities for emphasis.
- **State-wise Sales (Map Chart):**
 - Use the **Map Chart** feature in Excel to create a state-wise sales map.
 - Ensure each state name matches Excel's map requirements for accurate mapping.
 - Choose gradient colors to represent varying sales values across states.
- **Product-wise Units (Bar Chart):**
 - Create a **Funnel or Horizontal Bar Chart** showing units sold by product category.
 - Arrange product categories in descending order to highlight top-performing products.
 - Place product names on the Y-axis and units sold on the X-axis.

4. Adding Icons and Buttons:

- Include icons in the dashboard's sidebar for added visual appeal (e.g., data icon, sales icon).
- Use Excel's **Insert > Icons** feature to add relevant icons and align them with each metric.

5. Styling and Formatting:

- **Colors:** Use a cohesive color theme with neutral backgrounds and accent colors for charts.
- **Borders and Shadows:** Apply rounded borders and subtle shadows to each chart or card for a professional look.
- **Fonts:** Use bold, readable fonts for titles and data labels.
- **Conditional Formatting:** Use it for emphasizing high or low values, especially in tables or map charts.

6. Final Review and Interactivity:

- **Slicers and Filters:** Add slicers for **Product Category** and **State** to allow quick filtering.
- **Test Functionality:** Ensure all charts update dynamically when filters are applied.
- **Data Validation:** Verify data accuracy in each chart.

7. Save and Share:

- Save the dashboard as both .xlsx (for editable view) and .pdf (for sharing).
- Encourage students to explore formatting and improve design based on their preferences.

ALL THE BEST!!!