Task 1: Sales Performance Dashboard Using Excel

# Introduction

The purpose of this analysis was to explore retail sales data using Excel and develop an interactive dashboard to provide insights into customer behaviour, product performance, and regional sales distribution. The dataset contained details such as product category, sub-category, customer details, order and ship dates, region, segment, sales value, and ship mode.

# Key Insights from Visualizations

**Sales Trends Over Time**

- Sales showed clear seasonality, with certain months performing better than others.  
- The trendline indicated steady growth in total sales, suggesting increasing demand over time.

**Sales by Region**

- The West and East regions contributed the highest share of total sales.  
- The Central region showed moderate performance, while the South lagged.

**Sales by Category & Sub-Category**

- Technology and Office Supplies categories were the strongest contributors.  
- Within sub-categories, Phones, Chairs, and Storage generated the highest sales.  
- Some sub-categories like Tables and Binders underperformed compared to others.

**Top Products by Sales**

- A few products (top 10) contributed a significant portion of total sales.  
- This concentration suggested dependency on a small number of high-performing items.

**Sales by Segment**

- Consumer segment was the largest contributor, followed by Corporate.  
- Home Office segment had the smallest share but still showed potential.

**Ship Mode Analysis**

- The majority of orders were shipped using Standard Class, reflecting customer preference for cost-effective shipping.  
- Same Day delivery had the lowest share, possibly due to limited availability or higher cost.

# Outcomes & Business Implications

1. High Dependence on Specific Regions & Products - Sales are dominated by a few regions and product categories, which creates risk. Expanding weaker regions and diversifying product focus may balance growth.
2. Customer Segment Opportunities - The Consumer segment drives most sales, but Corporate and Home Office represent untapped growth opportunities.
3. Shipping Strategy Insights - Standard Class shipping is the preferred option, but businesses could explore incentives for faster shipping modes to improve service differentiation.
4. Seasonality in Sales - Seasonal fluctuations indicate opportunities for targeted marketing campaigns during peak months and discount strategies in low-demand months.

# Recommendations

- Product Strategy: Focus on expanding weaker sub-categories (like Tables) with promotions or bundling strategies.  
- Regional Growth: Launch region-specific campaigns in the South to boost performance.  
- Customer Engagement: Offer loyalty rewards for Corporate and Home Office customers to increase repeat orders.  
- Operational Efficiency: Optimise shipping modes to balance cost and speed, encouraging adoption of premium options.  
- Data-Driven Decisions: Continuously monitor KPIs and customer behaviour to refine strategy.

**6. Conclusion**

The Excel dashboard enabled a comprehensive understanding of sales performance, customer segmentation, and product insights. The findings highlight areas of strength (Technology and Office Supplies, West/East regions) as well as growth opportunities (South region, Corporate segment, underperforming product lines). Implementing the recommended strategies can help improve overall revenue, balance regional sales, and enhance customer satisfaction.