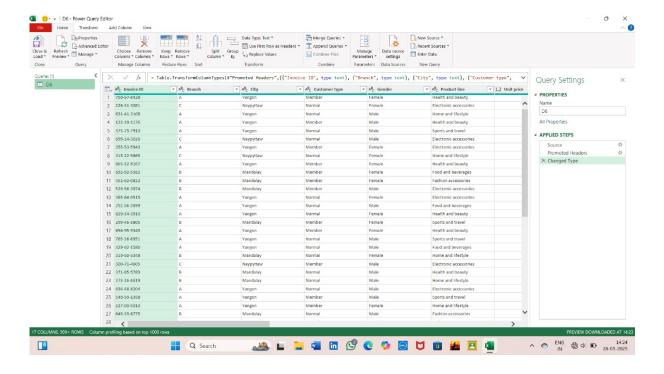
Excel Data Analysis Project: Sales & Customer Trends Dashboard

Project Overview

In this project, I analyzed a retail dataset of 1,000 transactions across 3 branches and multiple cities. The goal was to uncover insights into customer behavior, sales performance, product categories, and payment patterns. The analysis was performed in Microsoft Excel using Power Query, Pivot Tables, and interactive dashboards.

Step 1: Raw Data Cleaning & Structuring

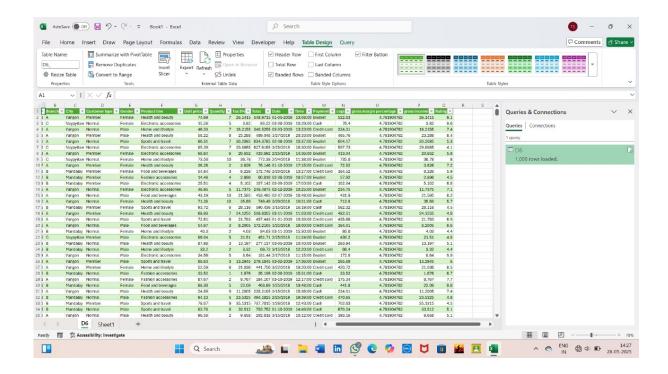
The dataset was loaded into Power Query, where initial steps included promoting headers, changing data types, and ensuring consistency in fields like dates and numeric values. I reviewed 17 columns such as Branch, Gender, Product Line, Unit Price, Quantity, Total, Tax, and Gross Income. Key actions included removing duplicates and computing derived fields like 'Total'.



Step 2: Creating Pivot Tables & Charts

Using Pivot Tables, I analyzed sales by Branch, Product Line, Customer Type, City, and Payment Mode. This helped in identifying top-selling branches, customer preferences, and revenue-generating product categories. I also calculated gross income by region and gender-based sales trends.

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Step 3: Designing the Dashboard

The interactive dashboard was built with multiple Pivot Charts: bar, pie, and line graphs. KPI cards summarized Total Sales, Quantity, Average Unit Price, and Total Tax. Slicers enabled filtering by City, Gender, Product Line, Payment Method, and Customer Type, giving dynamic control over the view.



Key Learnings

- Developed strong Excel skills: Power Query, Pivot Tables, Slicers, and Charts

Excel Data Analysis Project: Sales & Customer Trends Dashboard

- Understood how to derive business insights from transactional data
- Learned how to build a story-driven, visual dashboard with interactivity

Tools Used

- Microsoft Excel
 - Power Query
- Pivot Tables
- Conditional Formatting
- Pivot Charts & Slicers

Next Steps

To enhance my business intelligence skills further, I plan to explore Power BI and Tableau for more advanced dashboards. This project gave me hands-on experience and I look forward to applying these techniques to larger datasets.