EXCEL DASHBOARD
Sales Report Analysis (2009-2012)

INTRODUCTION: The data contained in this file includes sales and promotional information from a sampling of stores over 156 weeks, beginning January 2009 through December 2011. These are the sales metrics of products in 4 categories: mouthwash, pretzels, frozen pizza, and boxed cereal, the top 5 products from each of the top 3 brands in each category.

COLUMNS:

1. STORE_ID: This column likely represents a unique identifier for each store. It can be used as a primary key to distinguish between different stores in a dataset.

2. STORE_NAME: This column contains the names of the stores. It helps identify the individual stores and may provide branding or naming information.

3. ADDRESS_CITY_NAME: This column contains the names of the cities where the stores are located. It provides geographic information about the store locations.

4. ADDRESS_STATE_PROV_CODE: This column contains the state or province codes where the stores are situated. It further refines the geographic location of the stores.

5. SEG_VALUE_NAME: This column seems to represent a segmentation value associated with each store. It could refer to a specific market segment or customer group targeted by the store.

6. PARKING_SPACE_QTY: This column represents the quantity of parking spaces available at each store. This can provide insights into the store's accessibility and potential customer capacity.

7. SALES_AREA_SIZE_NUM: This column indicates the size of the sales area of each store. It provides information about the physical footprint of the store, which can be useful for analyzing store layout and operations.

8. AVG_WEEKLY_BASKETS: This column likely represents the average number of weekly transactions or baskets (purchases) made by customers at each store. It provides insights into the store's customer traffic and popularity.

Products

1. MANUFACTURER: This column contains the names or codes of the manufacturers or brands responsible for producing the products. It helps identify the source or origin of each product and may provide insights into brand popularity and diversity.

2. CATEGORY: This column represents the general category to which each product belongs. Categories are broader classifications that group similar types of products together. Analyzing this column can reveal the variety of product types offered.

3. SUB_CATEGORY: This column provides a more specific classification within each category. It allows for a finer-grained analysis of products, helping to understand the different types or variations within each broader category.

4. PRODUCT_SIZE: This column indicates the size or quantity of each product. It could refer to packaging size, weight, volume, or any other relevant measure. Analyzing this column can provide insights into packaging strategies and customer preferences.

Transaction data

1. WEEK_END_DATE: This column likely represents the end date of a specific week. It is used to timestamp the data and organize it into weekly intervals, which can be useful for tracking sales and promotional performance over time.

2. STORE_NUM: This column contains the store numbers or identifiers where the sales and promotional activities occurred. It allows tracking sales and trends for different stores within the dataset.

3. UPC: UPC stands for Universal Product Code. This column likely contains unique codes that identify specific products. It's a key element for linking sales and promotional data to the actual products being sold.

4.UNITS: This column represents the number of units (items) sold for a specific product during a given week. It provides insights into product demand and popularity.

5..VISITS: This column indicates the number of visits or transactions made to the store during the week. It provides insights into foot traffic and customer activity.

6.SPEND: This column represents the total amount spent on the product during the week. It's a key metric for revenue generation and can be used to analyze sales performance.

7.PRICE: This column indicates the price at which the product was sold during the week. It helps understand pricing strategies and trends.

8. BASE_PRICE: This column represents the base or regular price of the product, which can be compared to the actual selling price to analyze promotional and discounting activities.

CONCLUSION: created an interactive Excel dashboard to analyze and visualize sales report data Developed dynamic charts, including line charts for sales trends, bar charts for category comparisons, and stacked column charts and Implemented features such as slicers and filters.