Sales and Profit Dashboard (Excel)

This project showcases a professional Excel dashboard designed to track and analyze business performance using key metrics like total sales, total profit, and average profit per order.

It includes data cleaning, pivot table modeling, and dashboard design — ideal for practicing Excel data analytics and visualization.

What I Did (Project Steps)

1. Imported Raw Data
   - Cleaned and removed blank or irrelevant rows.
   - Checked for duplicates and corrected data types (dates, numbers, categories).
2. Created New Columns (if required)
   - Prepared necessary columns such as:
     - Order ID
     - Category
     - Sub-Category
     - Profit
     - Sales
     - Region
     - Segment
     - Month and Day (used for slicers)
3. Built Pivot Tables
   - Used pivot tables to summarize:
     - Sales by region, category, and month
     - Profit by sub-category and segment
     - Monthly sales trends
4. Designed Dashboard Sheet
   - Added:
     - KPI Cards (Total Sales, Profit, Avg Profit/Order)
     - Interactive Slicers (Month & Day)
     - Column Charts, Line Charts, and Pie Chart
   - Applied custom dark theme with highlight colors for better presentation.

Key Features

- 💰 Total Sales & Profit KPIs
- 🧭 Regional and Segment Analysis
- 📈 Monthly Trends
- ❇️ Sub-Category Sales vs Profit
- 🛠️ Built using Excel Pivot Tables and Slicers

File Structure

Sheet Name	Description
Data	Raw transactional sales data
Pivot Tables	Backend calculations for dashboard
Dashboard	Final visuals and KPIs presentation

Tools Used

- Microsoft Excel
- Pivot Tables & Charts
- Slicers
- Conditional Formatting
- Data Cleaning and Preparation

Author

Wajahat Hussain
Data Analytics Student | Excel & Power BI Enthusiast
LinkedIn Profile: https://www.linkedin.com/in/wajahat-hussain-1a9757374

License

Free to use for learning and practice purposes. Credits appreciated.