**Annual Revenue Performance Dashboard**

This project presents an interactive Annual Revenue Performance Dashboard designed to analyze sales data by product, region, and retailer. It provides valuable business insights into revenue trends, top-performing brands, representatives, and customer regions.

**Project Overview**

The dashboard allows stakeholders to:

* Track total revenue and units sold
* Identify the best-performing states, brands, and sales representatives
* Analyze monthly revenue trends
* Compare revenue by region, retailer, and beverage brand
* View performance breakdowns by state and representative
* **Tools Used**
* Microsoft Excel
* PivotTables & Pivot Charts
* Slicers for interactive filtering
* Conditional Formatting
* Excel Formulas
* **Key Insights**
* Total Revenue: $1,213,044
* Top Beverage Brand: Dasani Water
* Best Sales Month:August
* Top Performing State: California
* Highest Revenue by Retailer: Walmart $391,773
* **How to Use**

Open the Retailers Frontend.xlsx file and use the slicers on the left-hand panel to filter data by state, beverage brand, or payment date to view specific insights.

**Contact**

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