Sales Performance Variance Analysis with Zebra BI Dashboard

Project Overview

This project presents a detailed **Sales Performance Variance Analysis** for November 2023. The Excel workbook combines **Actual**, **Plan**, and **Prior Year (PY)** sales data to track performance across multiple store locations. Leveraging Excel's advanced features and the **Zebra BI add-in**, the project visualizes key variances, providing actionable insights for decision-making.

The focus lies on:

1. Comparing **Actual** vs. **Planned** sales.
2. Tracking **Year-over-Year (Y-O-Y)** changes with Prior Year sales data.
3. Visualizing performance variances using Zebra BI charts and dashboards.

Purpose

The purpose of this project is to:

1. **Evaluate Performance**: Compare actual sales against planned targets and prior year results to identify underperforming and outperforming store locations.
2. **Highlight Key Variances**:
   - Δ PY %: Change compared to prior year.
   - Δ PL %: Deviation from planned sales.
3. **Enable Data-Driven Insights**:
   Interactive visualizations allow management to quickly spot trends, underperformance, and opportunities for improvement.

Key Components of the Analysis

1. Sales Data Overview

- Sales performance is presented for **10 store locations**:
  - **Actual Sales**: Current performance for November 2023.
  - **Plan**: Predefined sales targets.
  - **PY (Prior Year)**: Sales achieved in November 2022.

2. Variance Metrics

The project calculates and highlights:

- **Δ PY %**: Percentage change compared to prior year sales.
- **Δ PL %**: Percentage deviation from planned sales.

Visualization Dashboard (Zebra BI)

Using the **Zebra BI add-in**, the project includes interactive and visually compelling dashboards to analyze sales variances:

Zebra BI Dashboard Highlights:

1. **Sales Actual vs. Plan Chart**:
   - Black bars (Actual Sales) compared to grey bars (Planned Sales).
   - Quickly highlights performance gaps.
2. **Δ PY % and Δ PL % Bar Charts**:
   - Positive variances are shown in **green**, negative variances in **red**.
   - Visualizes changes relative to PY and Plan.
3. **Variance Breakdown Table**:
   - Combines Actual, Plan, and Prior Year sales with absolute and percentage variances.
   - Includes comments to explain specific variances (e.g., "New CEO," "Low Demand," "New Sales Force").
4. **Actual vs Plan Waterfall Chart**:
   - Highlights how actual performance deviates from the planned target for each location.

Key Insights from the Analysis

- **Top Performer**:
   - **Brooklyn**: Achieved sales of **14.08M**, exceeding planned targets (+15%) and prior year sales (+15.2%) due to a "New CEO" initiative.
- **Underperformer**:
   - **New York City**: Sales fell by **-20%** compared to last year due to **Low Demand**.
- **Recovery Opportunity**:
   - **San Diego**: Performed well with a **13% increase** over the prior year and exceeded planned sales.

Tools and Features Used

1. **Excel Features**:
   - Formulas for absolute and percentage variances.
   - Conditional formatting for variance highlighting.
2. **Zebra BI Add-in**:
   - Used for creating advanced charts, variance breakdowns, and interactive dashboards.
   - Allows clear and dynamic visualization of performance gaps.

Conclusion

This project effectively demonstrates the power of **variance analysis** in sales performance tracking. The combination of calculated variances and **Zebra BI dashboards** provides a clear, data-driven view of actual performance against planned targets and prior year benchmarks. It enables businesses to identify strengths, address weaknesses, and take corrective action.