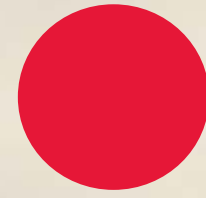


Excel Sales Deck

Aduga Emmanuel

24/10/2025



CONTENTS

01

Executive Snapshot

02

Problem & Project Aim

03

Data & Method

04

Dashboard Features

05

Key Insights

06

Recommendations & Next Steps

Executive Snapshot

PART

01

One-Page View of \$2.3M Sales Health

Consolidating 9,994 transactions (2014-2016) into a single, filterable screen for instant board-level insights.

Total Sales
\$2.3M

Total Profit
\$286K

Total Quantity
9,994

This dashboard replaces static PDFs, offering a **live, centralized, and interactive** reporting system for the first time.

Revenue is Concentrated

The **West** region leads with **\$725K** in sales, while the **Consumer segment** alone drives **50%** of total revenue.



West:
\$725,458



East:
\$678,781



Consumer Segment Share: 50%



Problem & Project Aim



PART

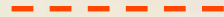
02

The Problem: Flying Blind on Sales Performance

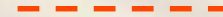
Leadership relied on fragmented reports, causing delayed reactions and missed opportunities.



Static PDFs
Outdated upon arrival.



Fragmented Data
No single source of truth.



Delayed Decisions
Slow reaction to market changes.

The Solution: A Strategic Decision-Making Tool

The project aimed to deliver an interactive, filter-ready Excel file for instant, actionable insights.



Speed to Insight

Surface profit drivers and flag weak regions in one click.



Zero Additional Cost

Built in native Excel, ensuring no new software licenses.



Board-Level Readability

Designed for immediate understanding by all stakeholders.



PART

Data & Method

03

A Foundation of Clean, Reliable Data

The dashboard's accuracy is built on a rigorous data cleaning and modeling process.

21

Data Columns
From Row ID to Profit.



9,994

Records Cleaned &
negatives validated.



1

Flat Data Model
For slicer responsiveness.

Exploratory Analysis: Technology Leads

EDA confirmed the Technology category as the primary sales driver, with no data gaps or outliers skewing results.

1. Technology

2. Furniture

3. Office Supplies





PART



Dashboard
Features

04

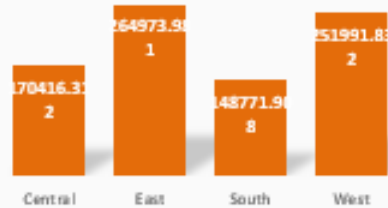
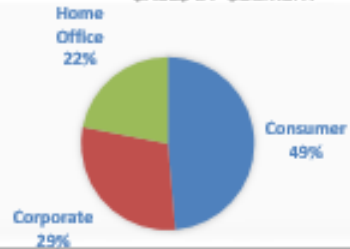
SALES DASHBOARD

Total Sales
836154.0

Total Profit
145,454.9

Quantity
6939

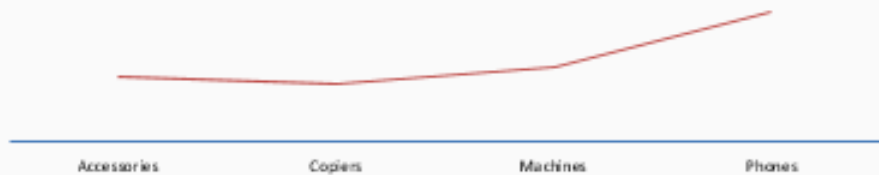
SALES BY SEGMENT



Category

Furniture
Office Supplies
Technology

Sales by Sub-Category



Order Date

All Periods YEARS
2014 2015 2016

Top 10 Customer

TAMARA CHAND
RAYMOND BUCH
HUNTER LOPEZ
TOM ASHBROOK
SANJIT ENGLE
DANIEL RAGLIN
KAREN DANIELS
HARRY MARIE
TODD SUMRALL
TOM BOECKENHAUER

TECHNOLOGY



State

Alabama
Arizona
Arkansas
California
Colorado

All Tools in One Screen

The interface combines all necessary controls for dynamic analysis, using native Excel objects for full maintainability by the finance team.



Dynamic Slicers



Timeline Control



Integrated KPI Cards

Visual Answers to executive Questions

Regional Performance (Bar Chart)

Ranks regions from West to South, instantly showing geographic strength.

Sub-Category Trends (Line Chart)

Tracks seasonality, revealing promotional spikes and demand patterns.

Segment Split (Pie Chart)

Consumer segment delivers 50% of total revenue.



PART

Key Insights

05

Concentrated Revenue Risk

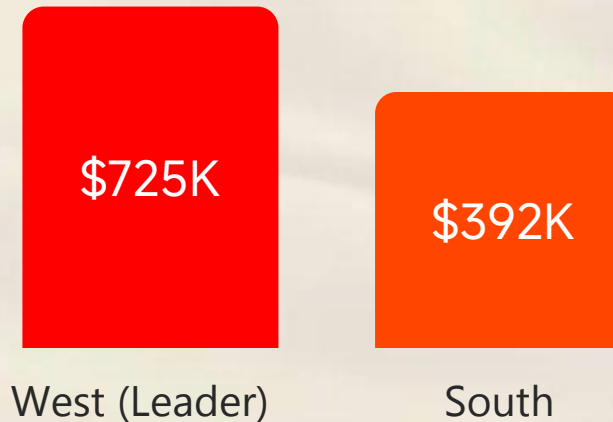
The top 10 customers deliver **20%** of total sales, signaling both a loyalty opportunity and a significant churn threat.

Action Required

Approve retention programs and contract diversification initiatives to mitigate risk.

Uncovering Underperformance: The South Region

South region revenue lags the leader by a significant margin, indicating a market or execution issue.



\$333K Gap

Supports a motion to investigate sales leadership and distribution in the South.

Recommendations & Next Steps

A decorative graphic on the left side of the slide. It features a solid red circle positioned above a rectangular area with a futuristic, digital aesthetic. This area has a dark background with glowing blue and white lines, resembling circuitry or data streams. The word 'PART' is overlaid on this graphic, with 'PART' in white and 'A' in red.

PART

06

Strategic Recommendations



Boost Tech Stock

Expand inventory for the high-performing Technology category to meet demand.



Review South Discounts

Re-price discounts in the South region to improve profit margins and competitiveness.



Target Top Customers

Launch targeted retention programs for high-value customers to secure revenue.

Next Steps: Governance & Growth

Approve the dashboard as the standard and plan for the next phase of analytical maturity.

Immediate: Embed & Govern

Mandate the Excel file as the standard sales report with a monthly refresh cycle.

Next Phase: Add Forecasting

Commission a forecast module using historical data for proactive demand planning.



THANK

YOU





Follow Me@ Aduga

