Portfolio Project: Customer Segment Profitability Dashboard

# Project Title

Customer Segment Profitability Dashboard

# Project Description

This dashboard analyzes sales, profit, and profit margins across three customer segments: Corporate, Retail, and Home Office. The objective was to compare customer segments based on profitability and sales performance to aid strategic business decisions.

# Key Features

- Pivot Table summarizing total Sales, Profit, and Profit Margin (%) per Customer Segment.

- Slicers for interactive filtering by Customer Segment.

- Bar Chart visualizing sales performance by Customer Segment.

- Pie Chart showing relative Profit Margins.

- Conditional Formatting to highlight low profit margins.

- Insight Box summarizing:  
 - Highest Sales Segment  
 - Highest Profit Margin  
 - Lowest Profit Margin

# Excel Skills Used

- Pivot Tables  
- Pivot Charts (Bar + Pie)  
- Slicers  
- Conditional Formatting  
- KPI Summary Box  
- Clean layout

# Business Impact

By identifying the Retail segment as the most profitable and Corporate as the highest in sales, stakeholders can align product, marketing, and pricing strategies accordingly. This dashboard enhances visibility into which customer segments drive the most value.

# Dashboard Screenshot

