



Sales and Profit Dashboard

An interactive data analysis project built in Microsoft Excel to transform raw business data into actionable insights for smarter decision-making.

Dynamic Analytics Dashboard

This interactive Excel dashboard revolutionizes how businesses analyze sales and profit data. Built entirely in Microsoft Excel, it combines powerful pivot tables with intuitive visual elements to deliver real-time insights.

The dashboard features dynamic slicers and interactive pivot charts that respond instantly to user selections, enabling stakeholders to explore data from multiple angles without complex formulas or programming.



Dynamic Filtering

Interactive slicers for instant data exploration



Visual Analytics

Pivot charts that update automatically



Data-Driven Decisions

Clear insights for business strategy

Dataset Foundation



Time Period

Comprehensive data spanning 2021–2024, capturing four years of business performance and market trends



Product Categories

Three core segments: Furniture, Office Supplies, and Technology products



Key Data Fields

Order Date, Category, Sales, Profit, Customer ID, and State for multi-dimensional analysis



★ KEY PERFORMANCE

Dashboard KPI Highlights

₹19.3M

Total Sales

Cumulative revenue generated across all categories and regions

₹2.48M

Total Profit

Net profit margin of 12.9% demonstrates strong business performance

100%

Dynamic Updates

All KPIs refresh instantly with filter selections

These key performance indicators provide an at-a-glance view of business health and serve as the foundation for deeper analysis. The dashboard automatically recalculates all metrics when users apply filters, ensuring accuracy and real-time relevance.

Interactive Control Panel



Category Slicer

Toggle between Furniture, Office Supplies, and Technology to analyze category-specific performance

Year Filter

Select single or multiple years (2021–2024) to compare annual trends and growth patterns

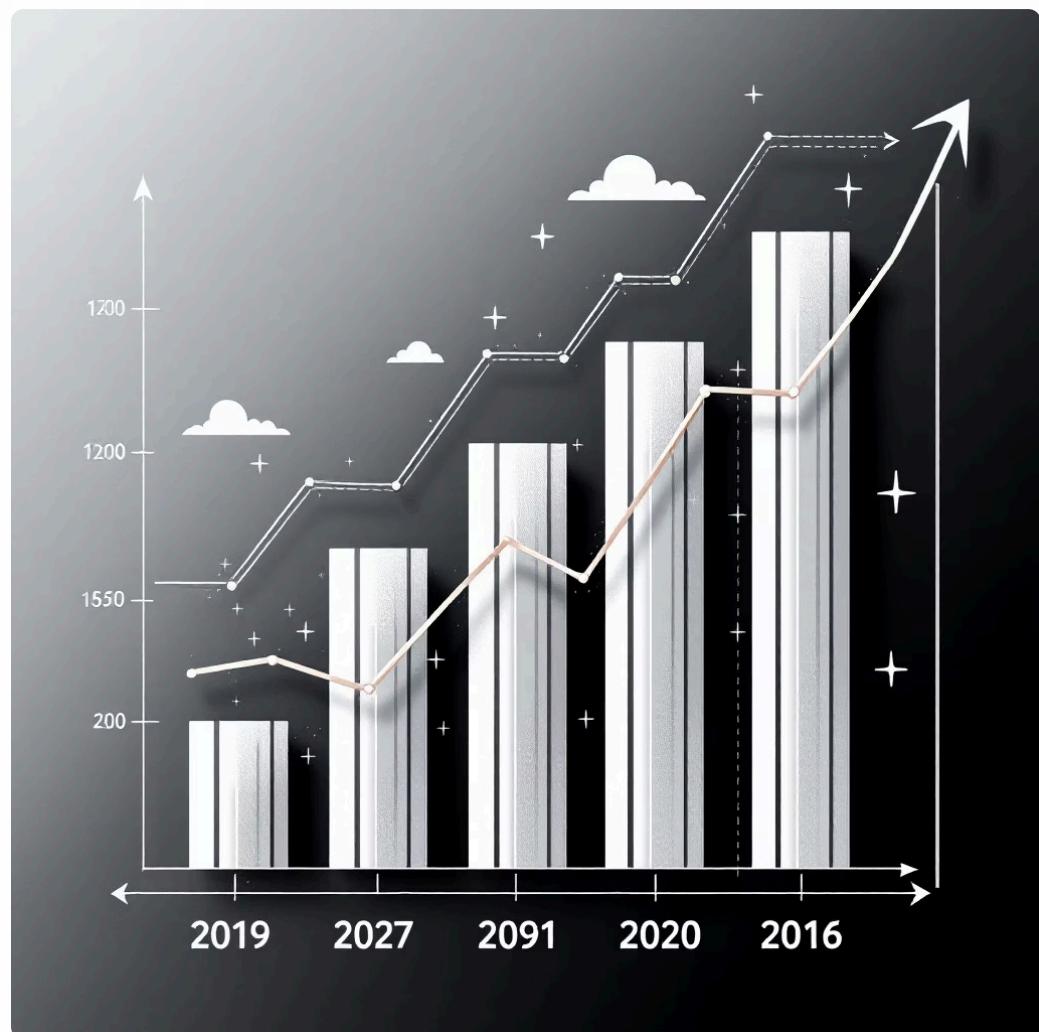
Month Filter

Drill down to monthly granularity (January through December) to identify seasonal patterns

The three-tier filtering system empowers users to slice data precisely, revealing insights at different levels of detail without requiring technical expertise.

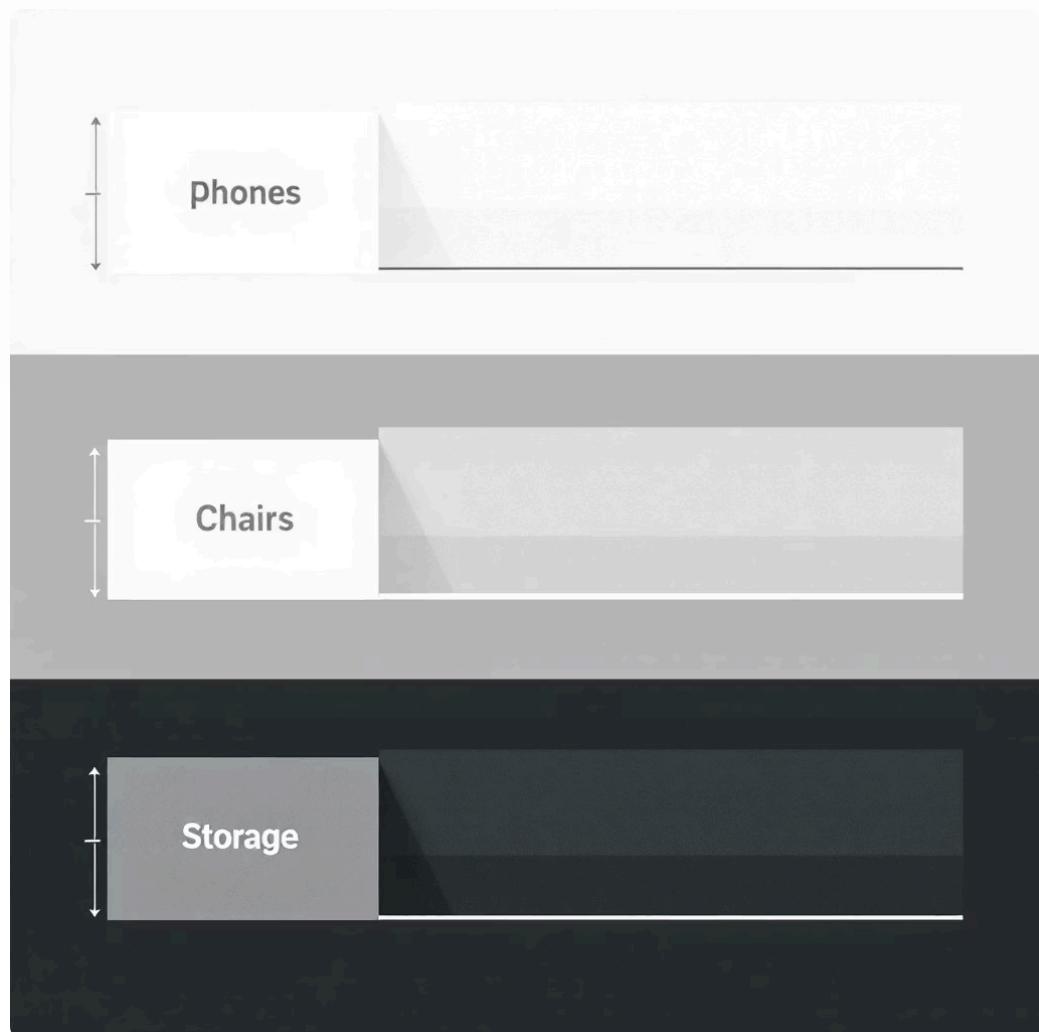
Performance Analysis

Profit Trends by Year



The bar chart displays year-over-year profit performance with category breakdowns, revealing growth trajectories and identifying which product lines drive profitability in each period.

Sales by Category



Horizontal bars rank product performance, with Phones, Chairs, and Storage emerging as top sellers. This visualization quickly identifies best-selling categories for inventory and marketing priorities.

Customer & Geographic Insights

Customer Growth Analysis

Year-wise customer count visualization reveals acquisition trends and retention patterns across the four-year period

Geographic Performance

Interactive state map highlights regional sales performance, identifying high-performing markets and growth opportunities

Top 5 Profitable Customers

Identifies highest-value customers for targeted relationship management and retention strategies

KEY TAKEAWAYS

Business Insights & Conclusion

Technology Dominates

Technology category leads both sales volume and profit margins, suggesting continued investment focus

Seasonal Patterns

Clear monthly trends reveal peak buying periods, enabling optimized inventory and marketing timing

Customer Concentration

Small percentage of customers drive majority of profit—prime targets for loyalty programs

This Excel dashboard transforms complex data into clear, actionable insights. Its interactive design supports quick decision-making, effective reporting, and strategic planning—all without requiring specialized analytics software. The tool empowers teams to explore data independently and discover insights that drive business growth.

Questions & Discussion