

Subject: Request for Assistance in Building a Sales Dashboard in Excel

I hope this message finds you well. I am reaching out to request your expertise in helping me create a professional Sales Dashboard in Excel.

I would like the dashboard to include the following key features:

- **KPIs at the top:** Total Units Sold, Overall Sales Revenue, Average Revenue per Customer, and Average Revenue per Product.
- **Comparison visuals:** Year-over-year (YoY) revenue for 2023 vs 2024, monthly revenue trends, and revenue by weekdays vs weekends.
- **Category insights:** Revenue generated by category and top products driving sales.
- **Customer insights:** Top-5 revenue-generating customers, revenue contribution by gender, and revenue breakdown by age segments.
- **Regional insights:** Regional sales performance and revenue distribution across segments.
- **Interactivity:** Ability to filter by product categories (Clothing, Electronics, Groceries, Home Appliances, Sports) and by region (East, North, South, West).

The goal is to have a clean, interactive, and visually appealing dashboard that provides actionable insights at a glance, similar to the mock-up I have prepared (attached/screenshot).