

Mastering Revenue Insights: Creating Dynamic Excel Dashboards & Reports

Version: doc.V.001

Task Summary:

Task Objectives:

- Identify trends and patterns in sales data.
- Visualize sales data in easy-to-understand charts and graphs.
- Perform forecasting techniques such as Simple Moving Averages (SMA), Weighted Moving Averages (WMA), and built in forecasting method in Excel.
- Monitor Key Performance Indicators (KPIs) such as Revenue, Average Per Store Day (APSD), Average Revenue Per Customer (ARPC), Average Basket Size (ABS).

Key Takeaways:

- Trends and Patterns can lead to have predictions about future sales performance, enabling proactive decision-making and strategic planning.
- Visual representations lead the audience to easily digest a huge amount of data.
- Historical data helps me predict future sales trends for planning purposes.
- Ensure that the KPIs and Metrics align with your audience's decision-making abilities, as there are many of them.

Keep in Mind:

- When creating dashboards and reports, always remember the following:
 - Understand your Audience: Know what information they want to know and what they already know. Are they technical or non-technical?
 - Define Purpose: Determine why you're creating the dashboard and reports.
 - Choose Dashboard type
 - Differentiate between dashboards and reports.

About the Datasets: The datasets were collected from an unidentified superstore and modified to make them usable. They cover the period from January 2022 to September 2023.

Owner: Cris Bailon M. Camacho

Year: 2023

Name: Superstore datasets

Version: 1

Links:

https://www.cbmcamacho26.github.io/projects/EXCEL/mastering_revenue_insights/mastering_revenue_insights.html

Disclaimer: Please note that the datasets used in this dashboard are sourced from various sources and may be subject to inaccuracies, errors, or omissions. While efforts have been made to ensure data quality, we cannot guarantee the completeness or reliability of the information provided. Users are encouraged to independently verify the data and exercise discretion when interpreting and using it for decision-making purposes. The creators of this dashboard assume no responsibility for any damages or losses arising from the use of datasets.

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Target Audience: The main audience in this project is the Store Operations Manager and Assistant Store Operation Manager who are responsible in all store operations. Since their time is valuable, this project will help them easily understand complex data by using Dashboards and Reports.

Inclusions: This project includes the following:

- KPIs to track store performance.
- Revenue Report
- Revenue Forecast

In the next project I will give you the examples of the following:

- Inventory Report (Physical Count, and System Count)
- Hourly Sales for effective scheduling of Man Power.
- Operational Expenses (OPEX), and Non-controllable Expenses
- Book Balance
- And some necessary report to determine if the store has an income or loss

KPI's OVERVIEW

Period Covered: January 01, 2023 - September 30,2023

Note: Must be updated every end of the month!

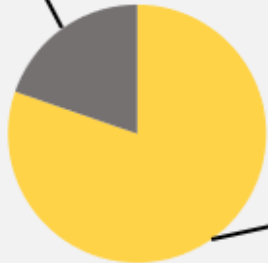
VERSION: 1

UPDATED LAST: September 30,2023

2023 Revenue Target Status

Remaining Target

19.71%



Total Revenue

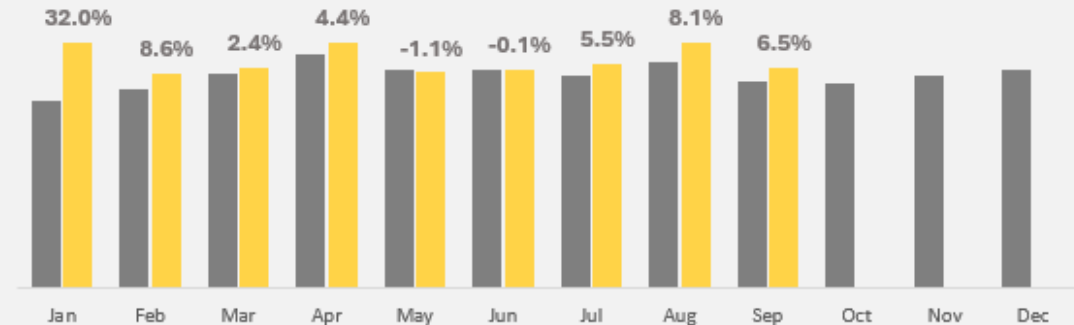
₱ 11.11M

Target Met

80.29%

2023 Target vs. Revenue

■ Target ■ Revenue

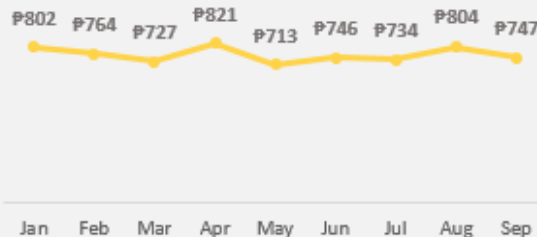


Average Revenue Per Customer (ARPC)

₱762

8.9% Target Met

2023 ARPC Trends

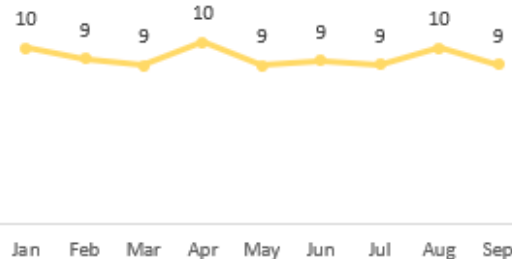


Average Basket Size (ABS)

9

4.9% Target Met

2023 ABS Trends

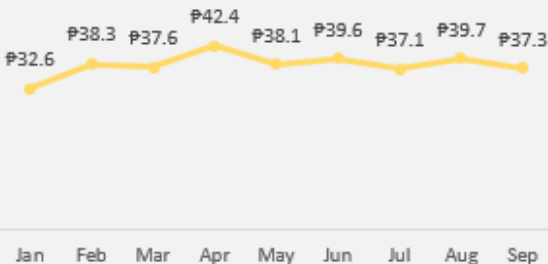


Average Per Store Day (APSD)

₱38.07K

7.4% Target Met

2023 APSD Trends in Thousands



KPI's overview

REVENUE REPORT

REVENUE FORECAST

OPEX

HOURLY SALES



Revenue Report

Period Covered: January 01, 2023 - September 30,2023

Note: Must be updated every end of the month!

VERSION: 1
UPDATED LAST: September 30,2023

₱ 11.11M
Revenue

₱ 1.21M
Profit

11%
Profit Margin

440,812
Qty. Sold

Monthly Sales in Million



Jan Feb Mar Apr May Jun Jul Aug Sep
2023

Category

Bottled Water

Bread

Canned Good 1

Canned Good 2

Coffee

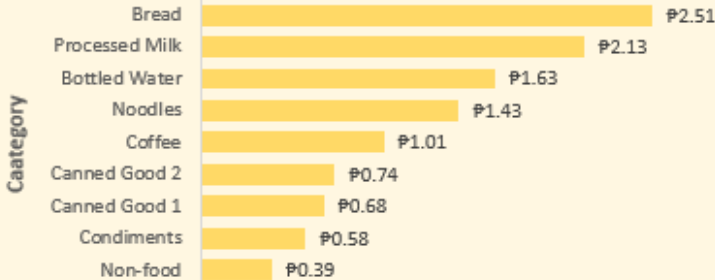
Condiments

Non-food

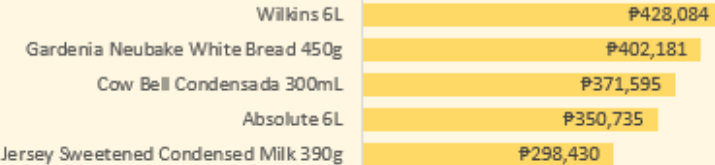
Noodles

Processed Milk

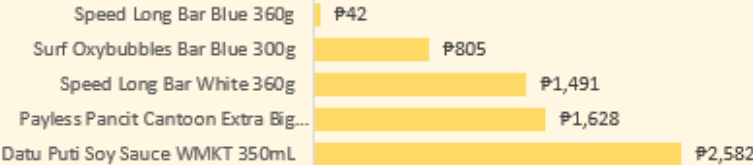
Revenue by Category in Million



Products with Highest Revenue



Products with the Lowest Revenue



Month

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

Month	Total Sales	SMA Forecast	WMA Forecast
Oct	₱1,053,987		
Nov	₱1,100,825		
Dec	₱1,129,614		
Jan	₱1,334,421	₱1,094,809	₱1,108,194
Feb	₱1,165,050	₱1,188,287	₱1,227,699
Mar	₱1,194,196	₱1,209,695	₱1,219,014
Apr	₱1,327,629	₱1,231,222	₱1,205,029
May	₱1,169,538	₱1,228,958	₱1,256,541
Jun	₱1,186,009	₱1,230,455	₱1,228,569
Jul	₱1,213,059	₱1,227,725	₱1,201,487
Aug	₱1,328,425	₱1,189,535	₱1,197,063
Sep	₱1,191,084	₱1,242,498	₱1,266,684
Oct		₱1,244,189	₱1,242,450

Revenue Forecast

Period Covered: January 01, 2023 - September 30,2023

Note: Must be updated every end of the month!

VERSION: 1

UPDATED LAST: September 30,2023

Month	Total Sales	Forecast 1	Lower Bound 1	Upper Bound 1	Forecast 2	Lower Bound 2	Upper Bound 2
01/10/2022	₱ 1.05M						
01/11/2022	₱ 1.1M						
01/12/2022	₱ 1.13M						
01/01/2023	₱ 1.33M						
01/02/2023	₱ 1.17M						
01/03/2023	₱ 1.19M						
01/04/2023	₱ 1.33M						
01/05/2023	₱ 1.17M						
01/06/2023	₱ 1.19M						
01/07/2023	₱ 1.21M						
01/08/2023	₱ 1.33M						
01/09/2023	₱ 1.19M	₱ 1.19M	₱ 1.19M	₱ 1.19M	₱ 1.19M	₱ 1.19M	₱ 1.19M
01/10/2023		₱ 1.27M	₱ 1.12M	₱ 1.41M	₱ 1.26M	₱ 1.08M	₱ 1.43M
01/11/2023		₱ 1.28M	₱ 1.13M	₱ 1.43M	₱ 1.27M	₱ 1.09M	₱ 1.45M
01/12/2023		₱ 1.29M	₱ 1.14M	₱ 1.45M	₱ 1.28M	₱ 1.1M	₱ 1.47M