

Project Report: Data Analysis and Dashboard using Excel

Project Title:

Sales Data Analysis and Dashboard Creation using Microsoft Excel.

Objective :

To analyze the dataset of a store and generate Annual Sales Report and give Insights to improve sales of the store.

Tools Used

- Microsoft Excel
- Excel Functions (IF, TEXT, etc.)
- PivotTables & PivotCharts
- Slicers
- Conditional Formatting
- Data Validation (Drop-downs)

Data Cleaning and Preparation

- Removed duplicates and blanks.
- Replaced Misspelt words
- Created a new column: Age Group
- Converted data into an Excel **Table** for easy referencing

6. Data Analysis Techniques Used

- **PivotTables** to summarize:
 - Sales by Channel
 - Sales by Region
 - Monthly sales trends
 - Top 5 States
- **Filters and Slicers** for interactivity.

- **Sorting and Conditional Formatting** to highlight top performers.

Dashboard Components

An interactive dashboard was created on a separate worksheet with the following:

- **Pivot Charts:**
 - Bar chart: Monthly sales trend
 - Line chart: Monthly sales trend
 - Pie chart: Sales distribution by Channel
- **Slicers:**
 - For filtering by Month, Category, and Channel.

Insights Gained :

- Women are more likely to buy compared to men (~65%)
- Maharashtra, Karnataka and Uttar Pradesh are the top 3 states (~35%)
- Adult age group (30-49 yrs) is max contributing (~50%)
- Amazon, Flipkart and Myntra channels are max contributing (~80%).

Final Conclusion to improve Sai store sales:

- Target women customers of age group (30-49 yrs) living in Maharashtra, Karnataka and Uttar Pradesh by showing ads/offers/coupons available on Amazon, Flipkart and Myntra.

Appendix

Screenshot of Dash Board

