

Problem Statement:

You are tasked with creating an **interactive sales and profitability dashboard** using the provided dataset in Excel. The dashboard should provide insights for decision-makers by highlighting key metrics and trends related to sales performance, product profitability, and regional distribution.

Key Objectives:

1. Sales Performance Analysis:

- Total sales and units sold by region, state, and city.
- Identification of high-performing retailers and products.

2. Profitability Insights:

- Operating profit and margin across different regions, states, and products.
- Comparison of operating margins between sales methods.

3. Trend Analysis:

- Sales and profit trends over time using the "Invoice Date."

4. Visualization and Interactivity:

- Include slicers for filtering by Retailer, Region, Product, and Sales Method.
- Use charts (e.g., bar, line, pie) to represent the data visually.

5. Decision Support:

- Provide actionable insights, such as identifying underperforming products or regions.

To download the dataset: [click here](#)