Excel Project: Sales Performance Dashboard

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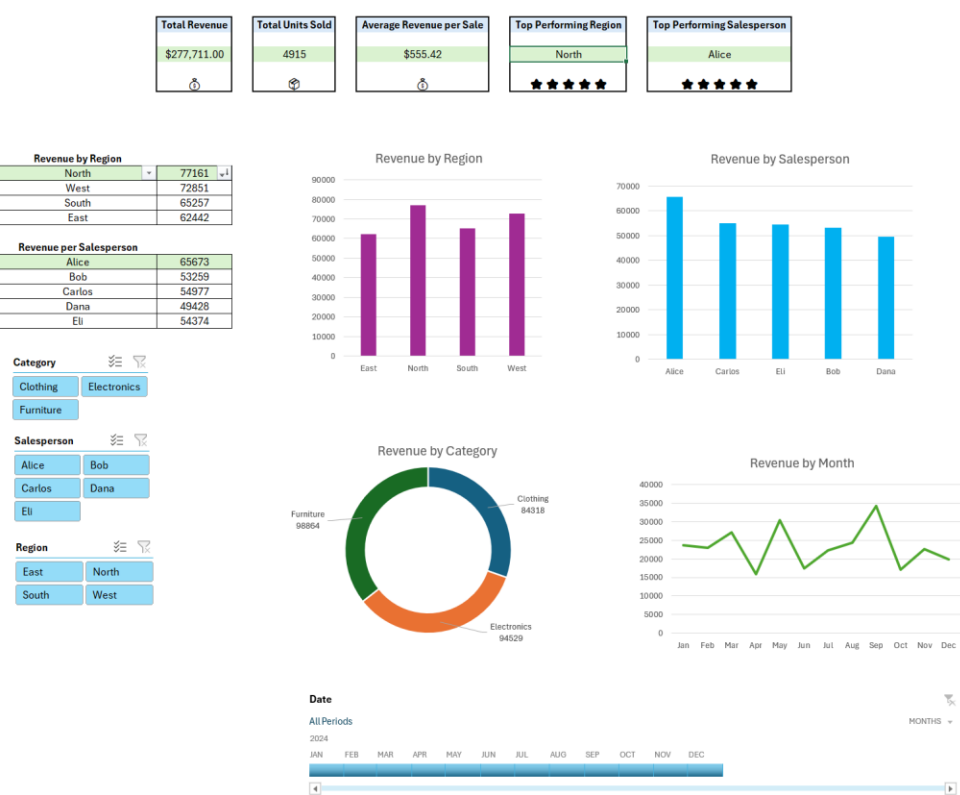
Project Overview

This project analyzes regional sales data in Excel and presents an interactive dashboard. It highlights KPIs including top-performing region, best salesperson, and quarterly revenue trends. The goal was to practice advanced formulas, pivot tables, and dashboard design.

Tools & Skills Demonstrated

• Excel Formulas (SUMIFS, INDEX-MATCH)
• Pivot Tables & Slicers
• Conditional Formatting
• Dashboard & KPI Card Design

Dashboard Snapshot

Key Insights

• North region had the highest revenue, exceeding the second highest region, West, by 1.5% of the total revenue.
• Alice was the top salesperson with consistent growth across all quarters.
• September was the strongest month with May coming in second for revenue.

Learning Reflection

This project helped me strengthen my ability to build executive-ready dashboards, apply advanced Excel formulas, and present insights clearly.

Next Steps

I would like to have had historical data to show more growth over time.