

## Project -2

### Smartech Sales Dashboard

The Smartech Sales Dashboard is a dynamic Excel-based analytical tool designed to evaluate and visualize critical sales performance metrics for a technology services firm. Built entirely in Microsoft Excel, this interactive dashboard delivers actionable insights across departments, customer behavior, service offerings, and revenue streams, enhancing strategic decision-making.

### Project Objectives

- Monitor overall **sales growth and profit margins**
- Identify trends in **new vs. repeat customers**
- Analyze **departmental performance** and contribution to profit
- Track **service-wise sales** such as SEO, App Development, and social media
- Recognize top-performing **cities and clients**
- Understand customer sources across years (2023–2024)

### Key Highlights

- **Total Sales:** ₹3,054,204
- **Total Margin:** ₹931,584.75
- **Average Margin:** 30.6%
- **New Customers Acquired:** 182
- **Repeat Customers Retained:** 298

### Visual Components

- **Line Graph** for sales trend over months
- **Bar Charts** showing top 10 customers and service-wise sales
- **Donut Chart** for city-wise revenue distribution
- **Stacked Bars** for yearly customer source comparison
- **Pie Chart** visualizing margin shares by department
- **Dual-Line Chart** comparing new vs. repeat sales trends

### **Tools & Techniques Used**

- Pivot Tables
- Pivot Charts
- Slicers for dynamic year selection
- Excel formulas and formatting for automation
- Button-enabled dashboard refresh

### **Business Impact**

This dashboard enables Smartech stakeholders to track customer retention, evaluate service and city-wise profitability, and optimize marketing resource allocation. Department-level margin insights also support better forecasting and operational planning.