**Project Title:** Sales Performance Dashboard  
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**Introduction**

This project focuses on building a dynamic sales performance dashboard to monitor, analyse, and improve sales efficiency. The primary objective is to transform raw sales data into actionable insights, enabling better strategic decisions, identifying key sales drivers, and tracking performance against set targets.

**Dataset Description**

**Source:** The dataset was sourced from Kaggle, containing real-time or historical sales data.  
**Structure:** The dataset includes fields such as Order ID, Product, Category, Sales, Quantity, Customer Segment, Region, and Date.  
**Key Features:**

* Time-stamped transactional sales data
* Multi-category product segmentation
* Regional and customer segment distribution
* Profitability and discounting patterns

**Methodology**

**Data Cleaning:**

* Removed duplicates and null values
* Standardized date formats and category names
* Ensured consistency in currency and numerical fields

**Data Analysis:**

* Exploratory Data Analysis (EDA) to uncover trends and outliers
* Aggregations to summarize sales by region, category, and time
* Key performance indicators (KPIs) were defined

**Dashboard Creation:**

* Tools Used: Excel – Pivot Table, Chat, Slicer etc.
* Created interactive visuals for filtering by time, region, category, etc.
* Designed a user-friendly layout with a focus on performance metrics

**Dashboard Explanation**

**Key Visuals Include:**

* **Sales & Profit Over Time:** Column graph tracking monthly trends
* **Top Performing Products:** Bar chart ranked by total sales
* **Regional Sales Distribution:** Pie showing regional performance
* **Yearly Sales Analysis:** Pie chart for tracking yearly trends
* **KPI Cards:** For quick view of total forecast sales, total sales, average order value, etc.

**Findings & Insights**

* **Consistent Growth in Q2:** Sales peaked during the second quarter, likely due to seasonal demand.
* **High Discounts Reduce Profitability:** Significant negative correlation found between discount levels and profit margins.
* **Top Products Drive Majority Revenue:** 20% of products accounted for nearly 80% of revenue (Pareto Principle).
* **Underperforming Regions Identified:** Specific regions consistently underperformed and need focused attention.

**Recommendations:**

* Reduce unnecessary discounting on low-margin items
* Focus marketing efforts on high-performing products and regions
* Consider loyalty programs for high-value customer segments

**Conclusion & Future Scope**

This dashboard provides a holistic view of sales performance and allows stakeholders to drill into critical metrics with ease.  
**Future Enhancements Could Include:**

* Integration with live data sources for real-time analytics
* Predictive analytics using machine learning for sales forecasting
* Incorporating customer feedback or NPS for qualitative insights

**References**

* Dataset Source Link –Kaggle
* Excel online references