



Sales & Profit Dashboard



Sales and profit results report for the
last four years

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August 07, 2025

Sales & Profit Dashboard

Introduction

This presentation aims to report sales results for the past four years along with analysis and evaluation for future sales.





Project Objective

Awesome store aims to analyze its sales and profit reports for the past four years to gain valuable insights into customer behavior and improve sales performance for upcoming years. The objective is to identify key trends, understand purchase patterns, and optimize marketing strategies to drive maximum revenue growth.

Process

The following is the step by step process to make this dashboard, namely:

A

Data Cleaning

B

Data Processing

C

Data Analysis

D

Data Visualization

E

Data Modelling

F

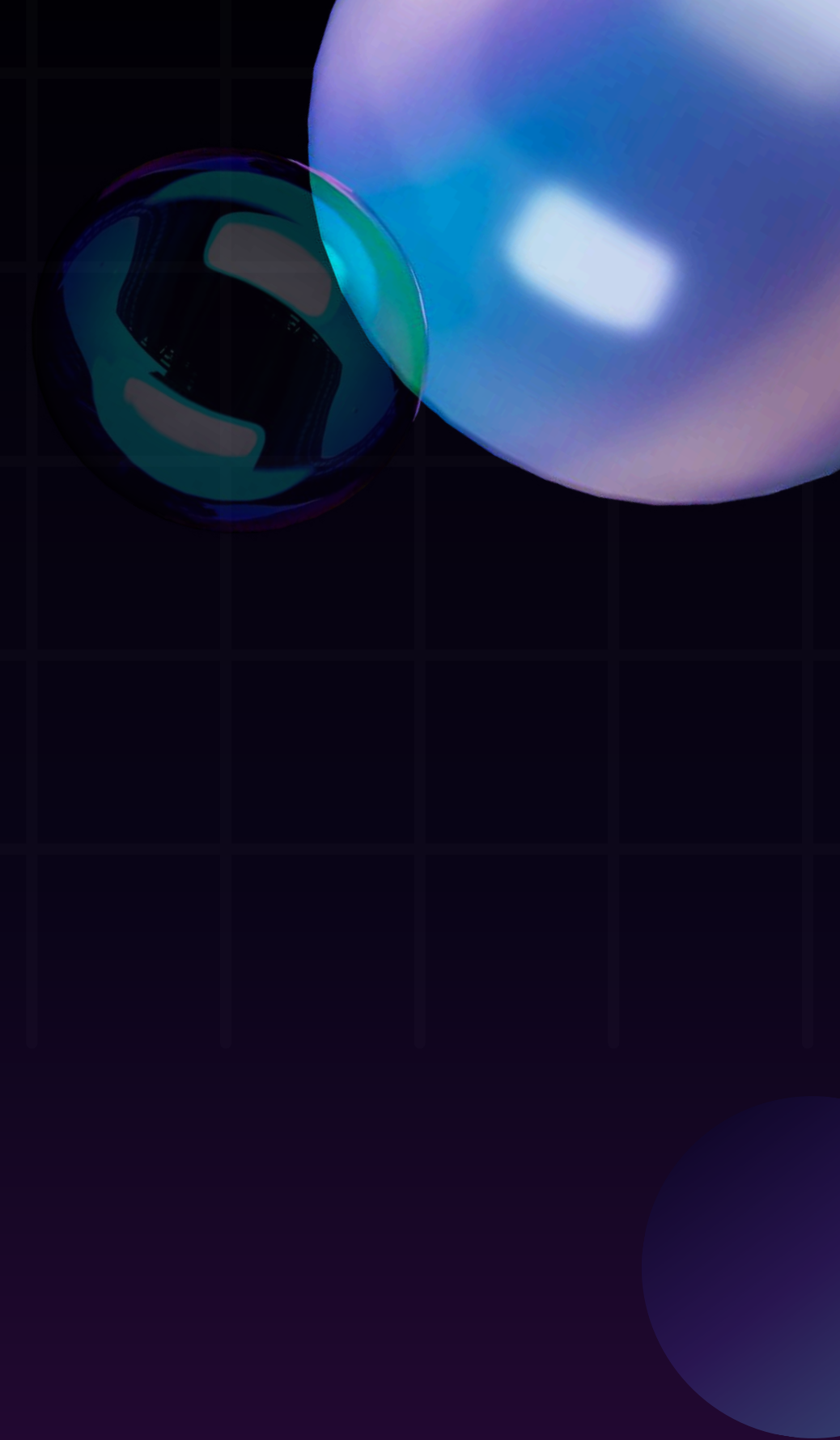
Report

G

Insights

H

Conclusion



Top 5 Customers Profit

Row Labels		Sum of Profit
Martinez	\$	3,883
Adrian Barton	\$	5,203
Sanjit Chand	\$	5,757
Raymond Buch	\$	6,939
Tamara Chand	\$	8,981
Grand Total		30763.84



Customer Count by Year

Count of Customer Name	
2021	595
2022	573
2023	638
2024	513
Grand Total	2319



Sales by Category

Category	Sales
Phones	\$2,79,464
Chairs	\$2,77,059
Storage	\$1,90,680
Binders	\$1,69,090
Tables	\$1,67,673
Machines	\$1,66,778
Accessories	\$1,39,242
Copiers	\$1,18,968
Bookcases	\$1,01,388
Appliances	\$ 87,846
Furnishings	\$ 76,223
Paper	\$ 64,530
Supplies	\$ 38,555
Art	\$ 23,146
Envelopes	\$ 14,717
Labels	\$ 11,046
Fasteners	\$ 2,485



Profit by Year

Sum of Profit	Column Labels				
Row Labels	Furniture	Office Supplies	Technology	Grand Total	
2021	\$ 5,470	\$ 22,594	\$ 21,493	\$ 49,557	
2022	\$ 3,015	\$ 25,100	\$ 33,504	\$ 61,619	
2023	\$ 6,960	\$ 35,053	\$ 39,774	\$ 81,787	
2024	\$ 2,444	\$ 25,465	\$ 27,091	\$ 54,999	
Grand Total	\$ 17,889	\$ 1,08,211	\$ 1,21,862	\$ 2,47,962	



Sales by Month

Row Labels	Sum of Sales
Jan	\$95K
Feb	\$60K
Mar	\$205K
Apr	\$137K
May	\$155K
Jun	\$153K
Jul	\$147K
Aug	\$159K
Sep	\$220K
Oct	\$123K
Nov	\$234K
Dec	\$241K
Grand Total	\$ 19,28,888



Sales by State

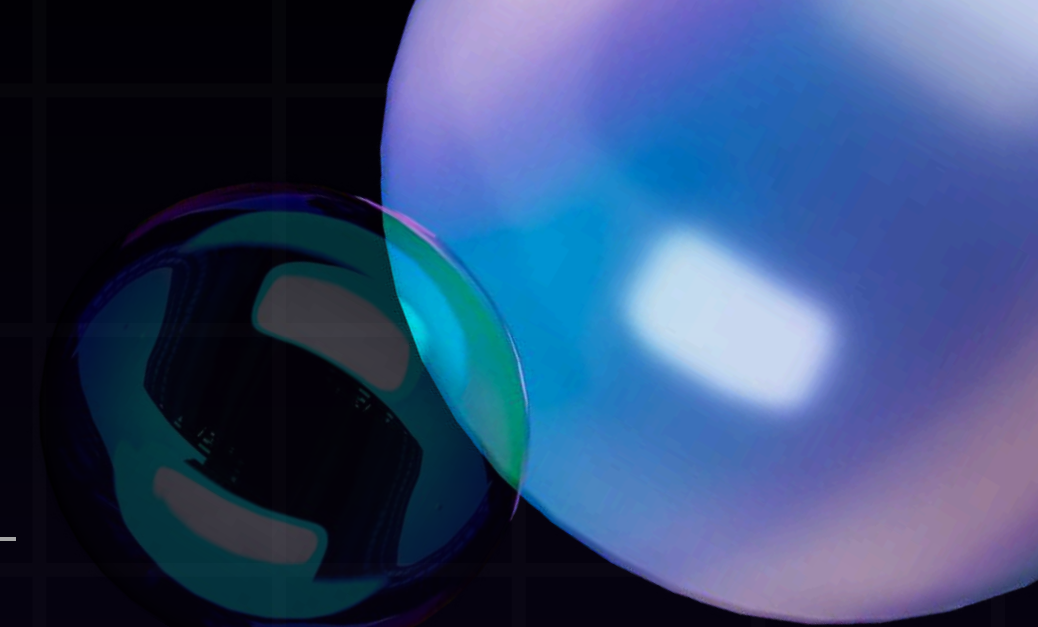
Row Labels	Sum of Sales
Alabama	18299.32
Arizona	28978.85
Arkansas	9177.42
California	390145.54
Colorado	27113.92
Connecticut	11471.42
Delaware	16302.24
District of Columbia	2865.02
Florida	79303.61
Georgia	46346.2
Idaho	3963.47
Illinois	68565.03
Indiana	47809.55
Iowa	4476.41
Kansas	2835
Kentucky	23650.59
Louisiana	5297.05
Maine	1270.53
Maryland	18580.9
Massachusetts	23040.06
Michigan	66559.09
Minnesota	25069.12
Mississippi	9528.44
Missouri	18470.04
Montana	5549.45
Nebraska	4063.06
Nevada	15059.5
New Hampshire	7210.3
New Jersey	29833.01
New Mexico	3519.2
New York	246517.74



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Project Insights



- A** **Monthly Sales Trends:** December has the highest sales.
- B** **Top Customer:** Tamara Chand - \$8,981
- C** **Customer Count by Year:** Increasing year on year at a steady rate.
- D** **Sales Breakdown by Category:** Phones are being sold the most - \$2,79,464.
- E** **Profit by Year:** 2021-2023 saw increase in profit. But there was a slight dip in the year 2024.

Profit Obtained

The profit we obtained last four years was quite happy considering the increase in sales compared to the previous period.



Total Sales: \$19,28,888

Total Profit: \$2,47,962



Recommendations

Here are a few suggestions that i would like to give to the awesome store.

A

Give discounts, vouchers etc. to the top customers.

B

Try offering discount rates between the months of April – August as they have the least sales.

C

Focus on states that have the lowest sales and try to make marketing plans like advertising more about the store in these states.

Evaluation

Although we have achieved a lot these past 4 years. It does not mean that there is no more room for evaluation. Here are some things that we need to improve, including:

A

Communication with customers must be improved

B

Information about the products we have must be easier to convey to new customers

C

Cooperation with shipping services needs to be evaluated so that the delivery process can run smoothly



THANK YOU