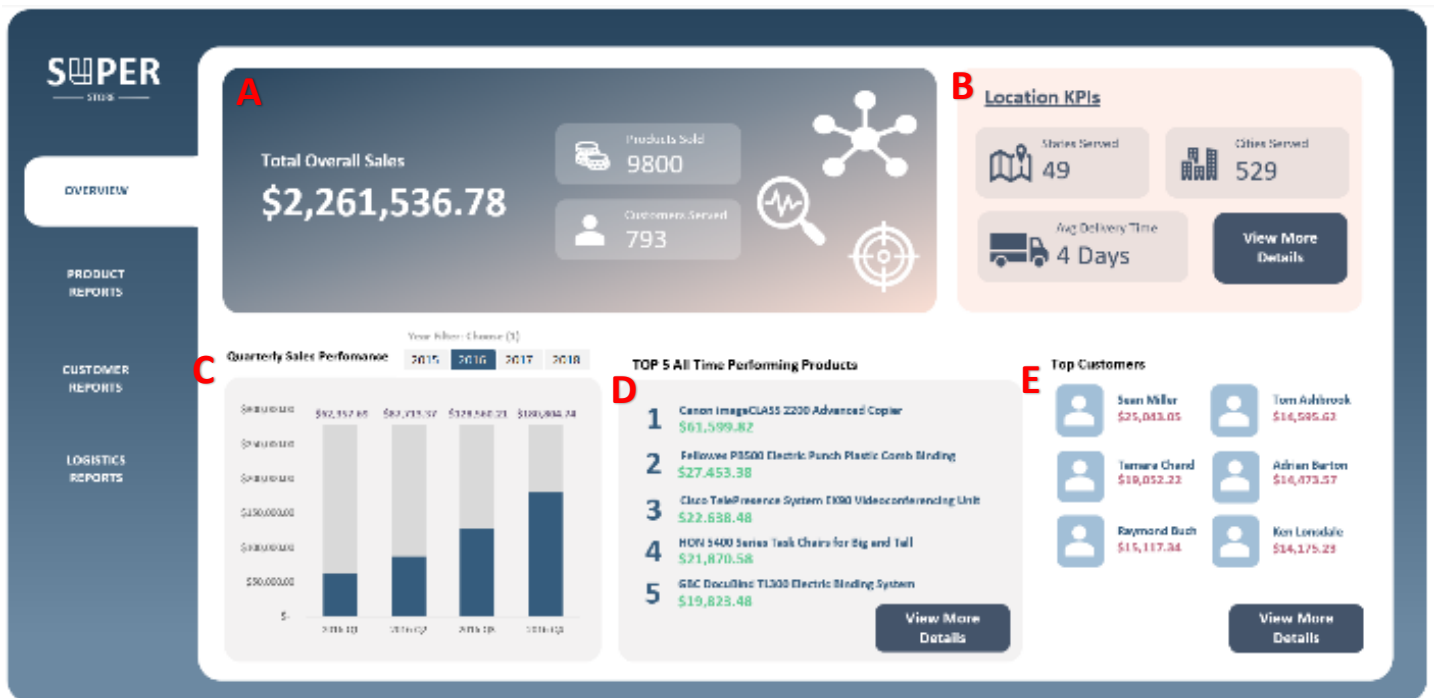# Super Store Excel Dashboarding

- **Data Cleaning** – removal of duplicates, null and inconsistent data
- **Data Manipulation** – creation of new columns and data types
- **Data Aggregation** – creation of pivot tables, lookup, sorting and filtering function to extract insights from the data
- **Data Visualization** – construction of bar, line and pie graph to visualize data.
- **Dashboarding –** Grouping and arranging visualization to get combined valuable insights.
- **Excel Specific** – Coding in VBA for macros, dynamic pivot table and links
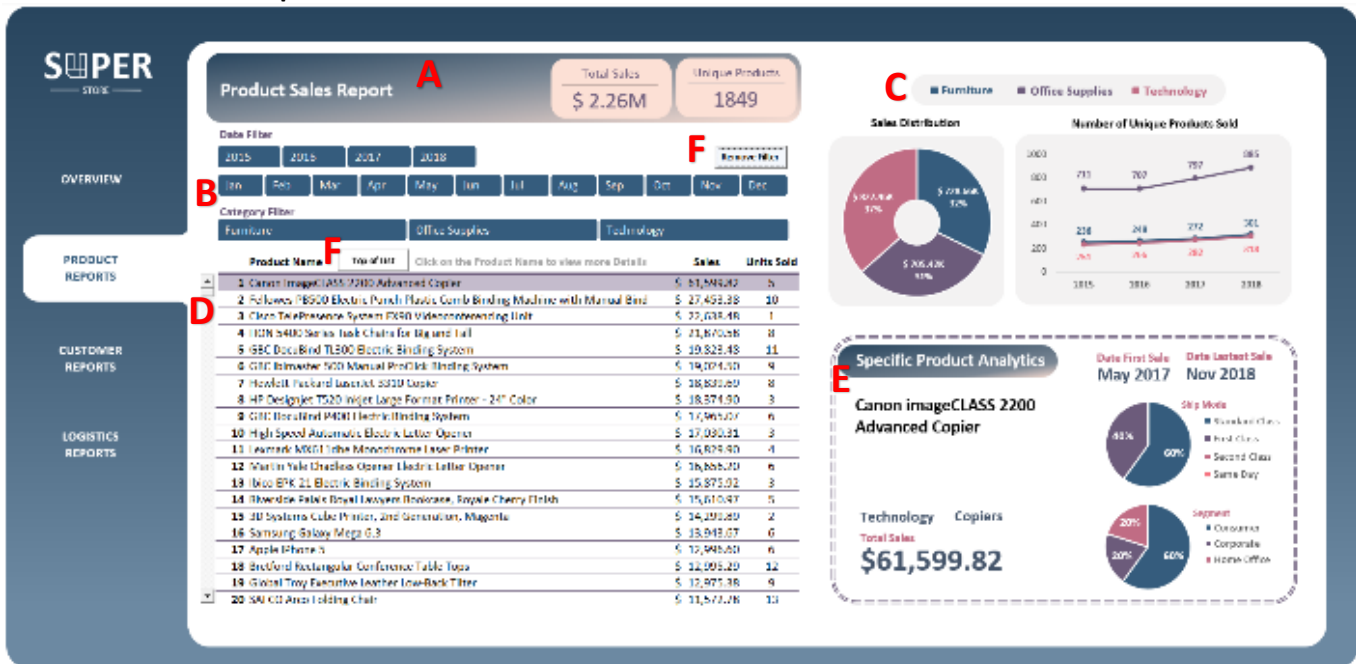
The dashboard includes:

- Dynamic KPIs, addition of new data will adjust displayed data
- Links to other dashboards within the workbook
- Dynamic Pivot Charts with Slicers for filtering of data
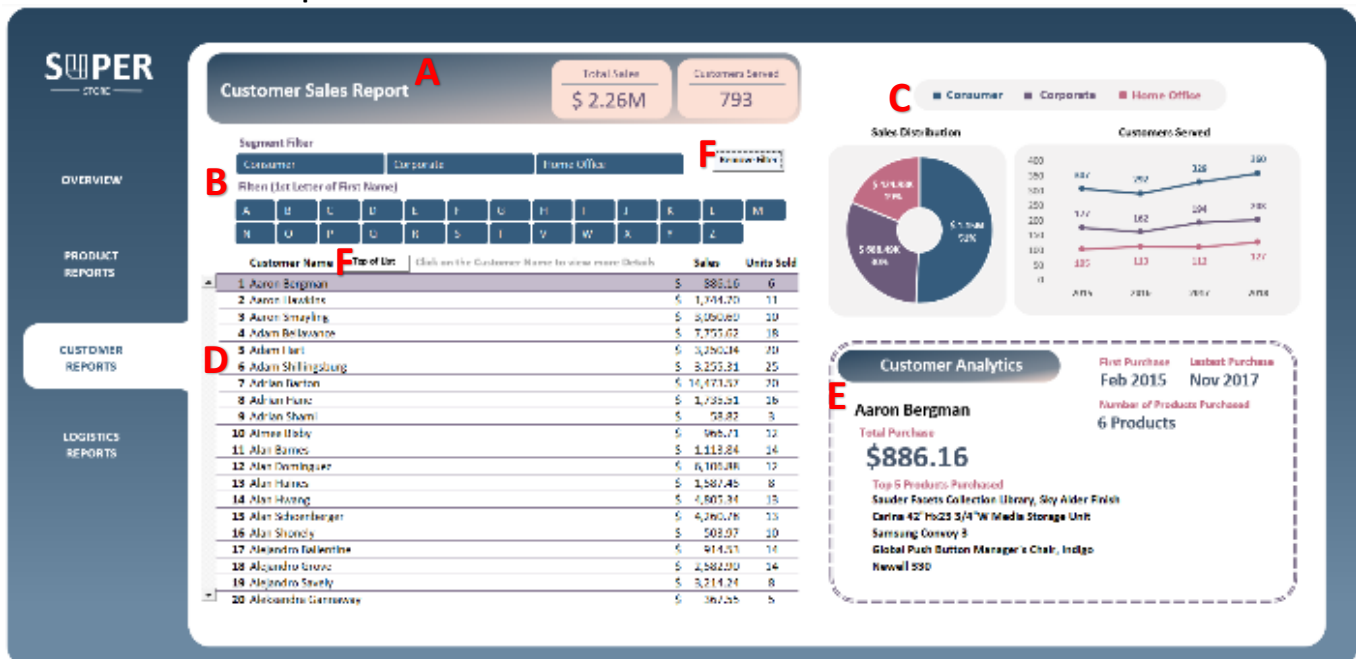- Interactive buttons and scroll bar with custom VBA coded macros.

I. Overview Page

A. **General KPI –** Total Sales, Total Number of Products Sold, Customers Served
B. **Location KPI** – States and Cities Served, Average Days for delivery
C. **Quarterly Sales –** Sales per Quarter from 2015 to 2018
D. **Top 5 All-time Selling Product**
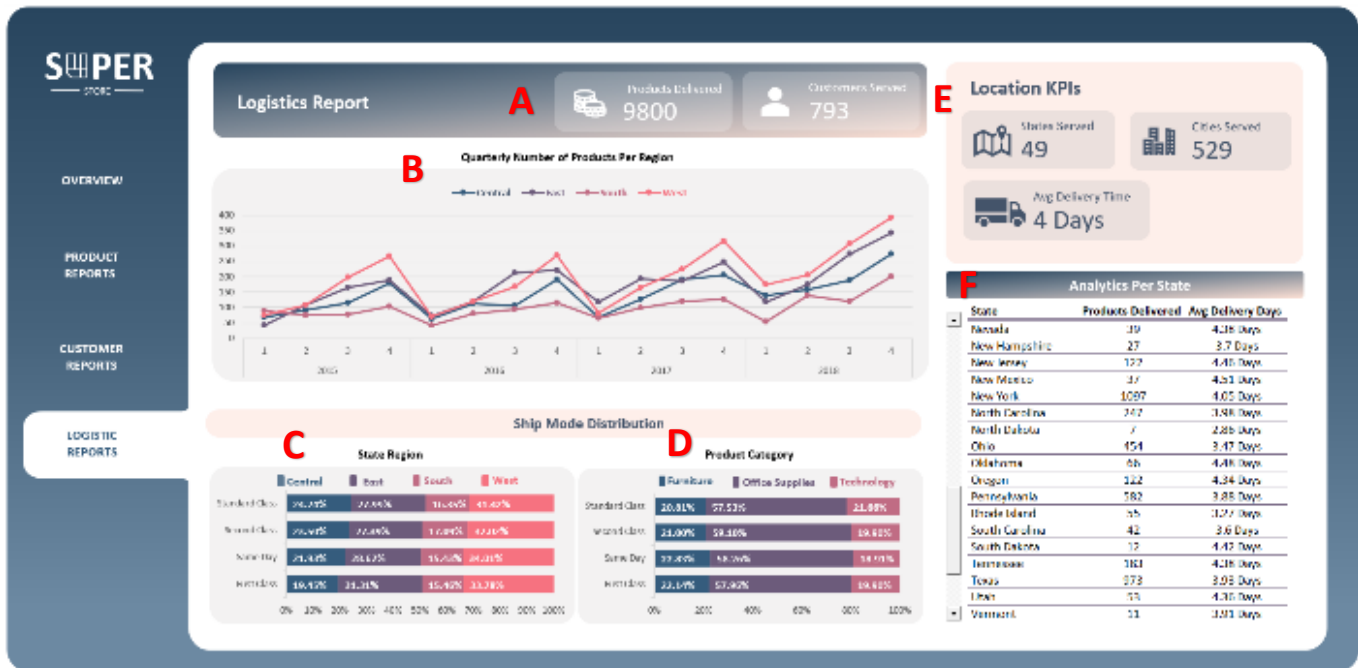E. **Top Purchasing Customers**

II. Product Reports

A. **KPIs** – Dynamic summary of Sales and Unique product sold
B. **Slicers –** Date and Product Category Filtering
C. **Static Charts** – summary of sale and yearly product sold per product category
D. **Interactive list of Products –** Dynamic list
E. **Dynamic Product Summary -** Analytics for a specific product
F. **Buttons –** Custom buttons with coded macros

III. Customer Reports

A. **KPIs** – Dynamic summary of sales and customers served
B. **Slicers –** Date and Customer Name Filtering
C. **Static Charts** – summary of sale and customers served per year
D. **Interactive list of Products –** Dynamic list
E. **Dynamic Product Summary -** Analytics for a specific customer
F. **Buttons –** Custom buttons with coded macros

IV.   Logistic Reports

A. **KPIs** – Products Sold and Customers Served
B. **Line Chart –** Quarterly Number of Products per Region
C. **Ship Mode Distribution per Region**
D. **Ship Mode Distribution Per Product Category**
E. **KPIs –** States and Cities Served, Average Days for delivery
F. **State Analytics –** Summary of Products Delivered and Delivery time per State