

Business Context A retail company in Colombia sells sportswear, footwear, clothing, and accessories through both online and physical store channels. Every day, orders are placed in multiple regions (North, South, East, West) and cities such as Medellín, Bogotá, Cali, Barranquilla, and Bucaramanga. Sales are handled by several representatives using different payment methods including credit card, debit card, cash, and transfer.

With constant demand variation, competition from e-commerce platforms, and diverse product categories, leadership needs data-based decisions to optimize operations. However, the business has historically stored data in spreadsheets without visual analytics — leaving insights buried under raw numbers.

Business Problem Although the company receives more than 1,200 orders annually, management lacks clarity on:

- Which channels (online or store) generate the most revenue
- Which months show stronger buying behavior and which suffer decline
- What products sell best and which categories require inventory attention
- Which cities and regions provide the most growth opportunity
- Which payment methods customers prefer.

Without analytics, decisions are made blindly — risking stock imbalance, poor marketing allocation, reduced profitability, and missed opportunities.

Objective To develop an interactive Excel dashboard capable of:

- Transforming sales data into visual insights
- Highlighting top performing products and categories
- Comparing online vs physical store sales
- Understanding seasonal demand and planning inventory
- Measuring performance by city, region, and sales representative.

This dashboard empowers leadership to act based on evidence, increasing revenue, optimizing inventory, and improving customer experience across Colombia.