

# Sales Data Analytics Project

## Project Overview

**Project Title:** Sales Data Analytics using Excel

### Objective:

To clean, standardize, analyze raw sales data and build an interactive dashboard that provides insights into revenue performance across regions, product categories, payment methods, and time periods.

## Data Source Description

### Dataset Used

- **File Name:** Sales\_Raw\_Data
- **Records:** ~2000 rows
- **Data Type:** Transactional sales data

### Key Fields

- Sale ID
- Date
- Region
- Product Category
- Product Name
- Customer ID
- Salesperson
- Payment Method
- Quantity
- Unit Price
- Revenue (calculated)

## Data Quality Issues Identified

Column	Issue Identified
Date	Stored as Text
Region	Extra Spaces and inconsistent casing
Product Category	Extra Spaces
Customer ID	Leading and Trailing Spaces
Payment Method	Mixed Cased and Spaces
Quantity	Stored as Text

Unit Price	Stored as Text
Revenue	Missing Values

## Analytical Functions Used

### Text Functions

- TRIM
- CLEAN
- PROPER
- CONCAT

### Logical Functions

- IF
- IFS
- IFERROR

### Date Functions

- YEAR
- MONTH
- WEEKNUM

### Lookup Functions

- XLOOKUP (Payment fee reference)

## Pivot Table Analysis

### Created PivotTables

1. Revenue by Region
2. Revenue by Product Category
3. Weekly Sales Performance
4. Payment Method Analysis

### Filters & Slicers

- Region
- Product Category
- Payment Method
- Month

- Salesperson

## Dashboard Description

**Dashboard Name:** Sales\_Dashboard

## Business Insights

- Certain regions contribute higher revenue consistently.
- Electronics and Home Appliances generate higher average revenue.
- Digital payment methods dominate transaction volume.
- Weekly sales trends help identify peak performance periods.

## Conclusion

This project demonstrates end-to-end data analytics using Excel, including data cleaning, transformation, analysis, and visualization. The final dashboard enables stakeholders to make data-driven decisions using interactive insights.