

# Sales Analytics Dashboard - Project Documentation

## 1. Project Title

Sales Analytics Dashboard using Microsoft Excel

## 2. Objective

To build an interactive dashboard using Microsoft Excel that enables analysis of sales data across regions, products, and categories with visual insights and dynamic filters.

## 3. Tools & Technologies Used

- Microsoft Excel: Main dashboard creation
- Pivot Tables: Data summarization
- Pivot Charts: Visualization
- Slicers: Interactive filtering
- Excel Formulas: KPI Cards (SUM, MAX, INDEX-MATCH)

## 4. Dataset Description

The dataset includes 300+ sales records with the following fields:

- Date, Region, Product, Category
- Quantity, Price, Sales (Quantity x Price), Profit

## 5. Steps to Build the Dashboard

Step 1: Prepare Raw Data (Table format, clean columns)

Step 2: Create Pivot Tables (Region Sales, Product Profit, Monthly Trend, Category Distribution)

Step 3: Insert Pivot Charts (Bar, Line, Pie, Column)

Step 4: Create KPI Cards using Excel formulas

Step 5: Add Slicers (Region, Category, Product)

Step 6: Design Dashboard layout in separate sheet

## 6. Key Features

## **Sales Analytics Dashboard - Project Documentation**

- KPI Cards: Total Sales, Profit, Top Region, Product
- Charts: Bar, Line, Pie, Column
- Interactive Slicers
- Clean and modern layout

### **7. Skills Demonstrated**

- Data Cleaning & Formatting
- Pivot Table & Chart usage
- Slicer Integration
- Excel Dashboard Design
- Basic Excel Formulas

### **8. GitHub Link**

<https://github.com/kavya-Thirumalareddy-03/Sales-Analytics-Dashboard-Excel->