

Sales Excel Dashboard Insights & Conclusions

Introduction:

The Sales dataset is data from a global retail chain that sells office supplies, Furniture and Technology Stuff. This data is downloaded from Kaggle.

Problem Statement:

Build a Sales dashboard in MS Excel to track and analyze sales & Profit of the store.

Objective:

In this dataset, using MS Excel and Pivot tables, I have created the different worksheets and then merged that into single worksheet which is named as Dashboard. The dashboard represents the Total sales and Profit for various categories, subcategories and Segments.

Key Insights from dashboard:

- In all the three categories — Furniture, Office Supplies and Technology, Technology is Best Selling and is the Most Profitable too.
- Phones and Chairs are Top 2 best selling sub-category.
- Copiers produces most profit, followed by Phones, Bookcase, Chairs and Appliances.
- That Consumer segment is most profitable and the best selling segment followed by Corporate Segment and Home Office.
- Looking at the line chart we can see that sales and profits are increasing by each year. In 2017 sales and profit are the highest.
- Top 2 best selling states are Callifornia and New York.Top 2 best selling cities are Los angeles and the New York cities. They are most profitable too.
- Top 2 best selling regions are west and east. They are most profitable too.
- Top 2 best selling products are Canon image CLASS 2200 Advanced Copier and Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind.