

Project: Excel Analysis & Dashboard

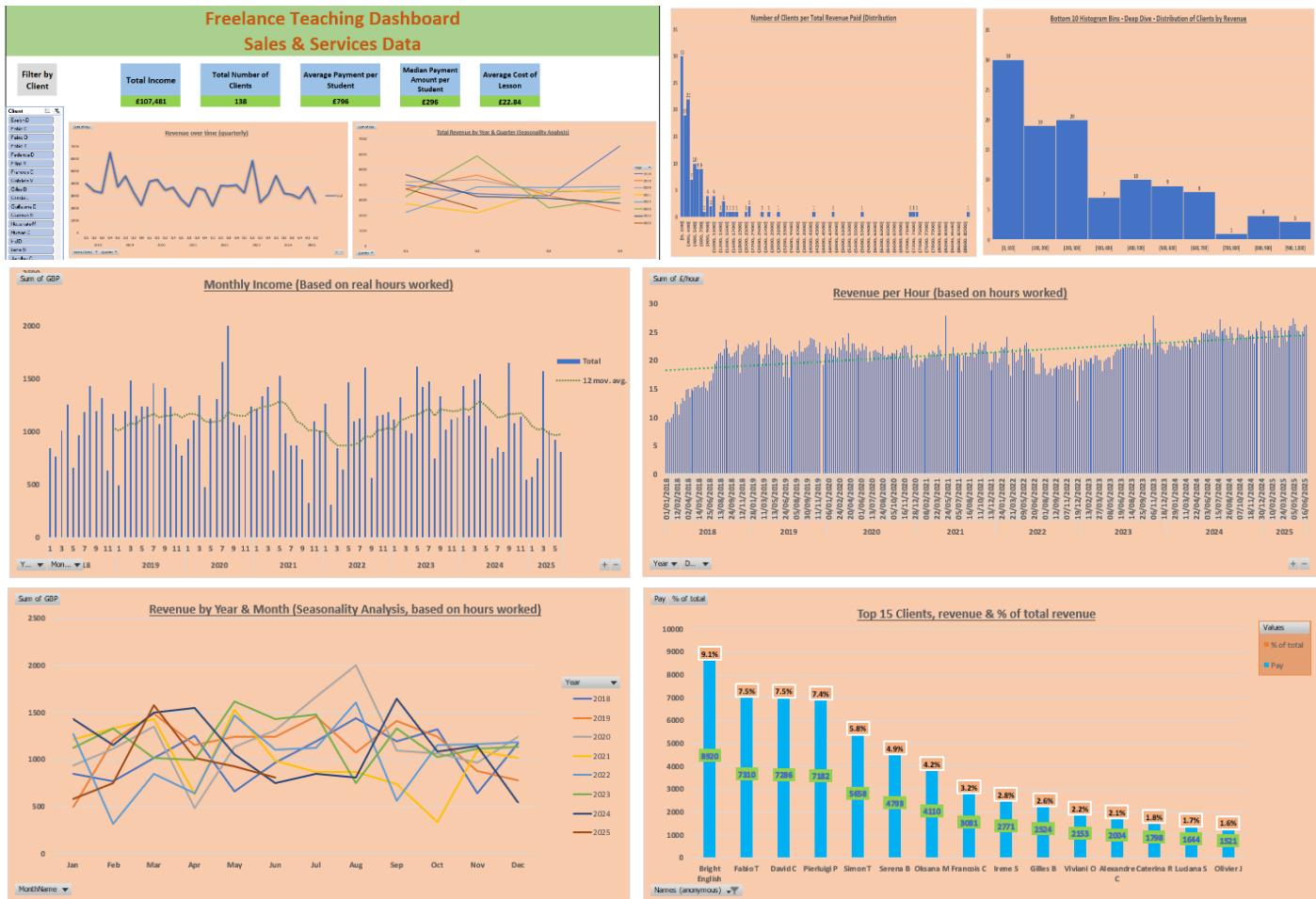
The full project is on GitHub - shorturl.at/OgOK4

Tools: Microsoft Excel | Focus: Revenue • Clients • Productivity

◆ Project Highlights

- Built a single-page interactive Excel dashboard (2018–2025) from raw payment & earnings data.
- Used PivotTables, slicers, histograms, bar/line charts to track KPIs.
- Combined student payments (1,336 rows) with weekly earnings (354 rows).
- Designed visuals for revenue trends, seasonality, client concentration, and productivity.

◆ Dashboard Preview



◆ Key Insights

- Quarterly revenue decreased from ~£4,000 to ~£3,000.
- Q4 consistently underperforms; Q2 is the most variable.
- Earnings per hour have increased, especially in the last year.
- Top 15 clients (of 138) account for 86% of total revenue.
- Over 50% of clients spent less than £400 in total.

◆ Recommendations

- Retention Strategy:** Investigate why most clients leave quickly (surveys, feedback).
- Client Value Focus:** Retain and upsell the ~15 high-value clients.
- Lead Generation:** Find new clients to counteract declining total revenue.

◆ Outcome

Created a professional Excel dashboard that summarises revenue, client behavior, and productivity, providing clear insights for improving retention, client value, and long-term growth strategy.