# Sales Dashboard Report

#### Introduction

The analysis is based on the Superstore dataset, which contains four years of sales data across the United States. It includes detailed information on orders, products, customers, regions, profits, and shipping, enabling a comprehensive sales analysis.

#### **Dataset Summary**

Total Sales - \$22,97,201

Total Quantity - 37873

Profit - \$2,86,397

Avg Sales - \$28.66

Columns used (Region, Category, Order Date, Sales, Profit, Discount, Ship Date, Ship Mode, Customer Name, Segment, State, Quantity)

### ✓ Data Cleaning: Issues Faced & Fixes

While preparing the dataset in Excel 2007, I encountered a few tricky data formatting challenges — especially with the Order Date column. Here's how I tackled them:

### 1. X Date Formatting Errors

Problem: The Order Date column looked fine visually, but formulas like =TEXT(..., "mmm") and =MONTH(...) returned #VALUE! errors.

Cause: Many of the dates were actually stored as text, not as real Excel date values.

Fix:

Used Excel's "Text to Columns" tool

Selected Delimited → Next → Next → Column Data Format: Date (DMY)

The moment I converted to DMY, the dates automatically adjusted to valid date format — no need for TRIM() or additional cleanup.

### 2. Structured Reference Formula Saved the Day

Problem: Even after converting the dates, regular formulas still behaved inconsistently.

Solution: Using a structured reference formula inside a table:

=TEXT(Table3[[#This Row],[Order Date]],"mmm")

This worked perfectly and extracted the month name reliably. Structured references inside Excel tables forced Excel to treat the column as proper date values.

## Final Checks

Used =ISNUMBER(...) to confirm all cells returned TRUE

Month names were extracted properly using TEXT(...)

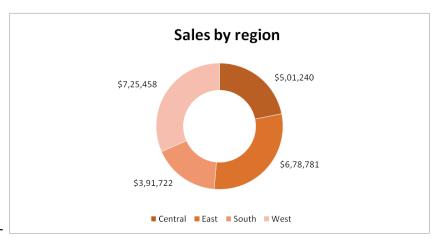
Dataset was ready for pivot tables and further analysis



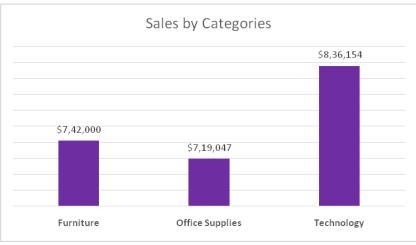
Key Takeaway

In Excel 2007, even well-formatted-looking columns may store data as text. The "Text to Columns" tool with DMY conversion was the real game changer. Structured references further ensured stability across formulas.

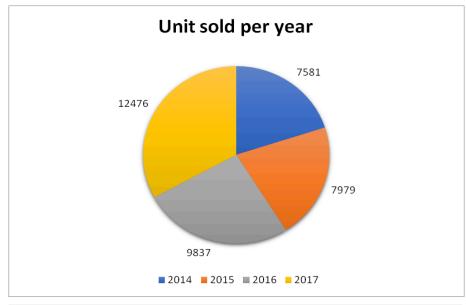
### **Key Analysis Sections**



Regional Sales Analysis -



Category-wise Sales-



Yearly Unit Sales-



Monthly Profit Trend-



Monthly Sales Trend -



After analyzing the sales dataset, several key insights were uncovered:

### ✓ Regional Performance:

The **West region** generated the highest overall sales, indicating a strong customer base or market demand in that region.

### **Category Insights:**

Among all product categories, **Technology** stood out with the highest sales figures, making it the top-performing category.

**Yearly Sales**: The highest number of **units were sold in 2017**, suggesting peak customer activity or demand that year.

#### **Monthly Profit Trends**:

**December**, **September**, and **March** recorded the **highest profits**, showing seasonal or promotional spikes.

#### **Monthly Sales Trends:**

September and November showed a sales peak.