

SwiftCart Hub Sales Analytics & Executive Dashboard

Turning Sales Data into Strategic Decisions

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Business Context

- Fast-growing e-commerce company scaling operations across multiple regions
 - Increasing complexity in sales, calls, and customer management
 - Fragmented reporting limited leadership visibility
 - Need for centralized, real-time performance insights



Executive Problem Statement

- No unified view of revenue, sales productivity, or regional performance
 - Limited ability to track call efficiency and revenue per hour
 - Customer satisfaction metrics not integrated into decision-making
 - Leadership lacked data-driven clarity for strategic planning



Project Objectives

- Design a centralized performance dashboard in Excel
 - Define and track critical KPIs (Revenue, Sales, Efficiency, Satisfaction)
 - Enable interactive filtering by Region, Product, and Month
 - Provide actionable insights for executive decision-making

Data & KPI Framework

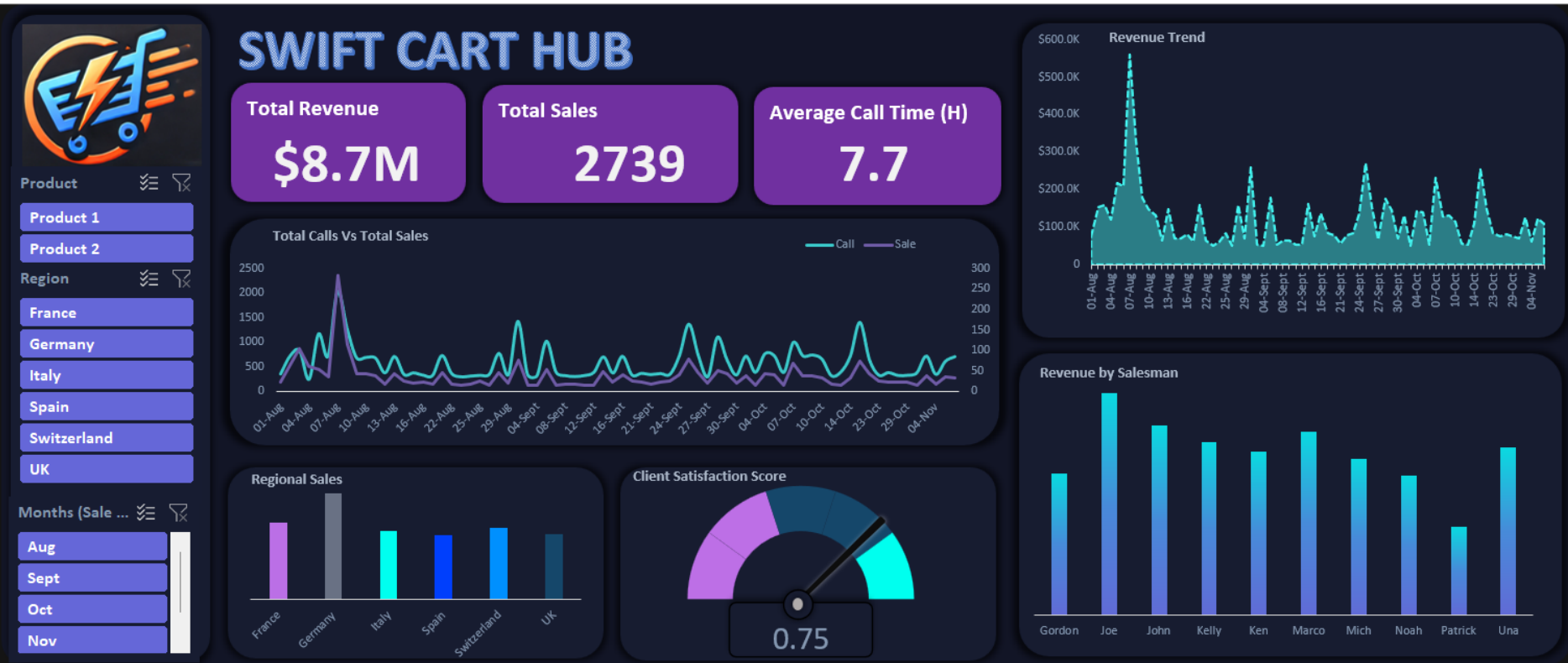
- Sales Data: Revenue, Sales Volume, Hours Worked, Calls
 - Operational Metrics: Sales per Hour, Revenue per Hour
 - Customer Sentiment: Excellent, Good, Fair, Poor ratings
 - Time-Based Analysis: Monthly and daily performance trends



Dashboard Overview

- Total Revenue: \$8.7M
 - Total Sales: 2,739 transactions
 - Average Call Time: 7.7 hours
 - Revenue Trend Visualization
 - Regional Sales Comparison
 - Salesperson Performance Ranking
 - Customer Satisfaction Score (Gauge)

Dashboard Overview



Key Insights & Findings

- Revenue spikes linked to high call activity periods
 - Clear performance variation across regions
 - Top-performing sales staff significantly outperform median
 - Customer satisfaction score: 0.75 (strong but improvable)
 - Revenue per hour revealed productivity gaps

Business Impact

- Improved visibility into sales and operational KPIs
 - Enabled data-driven regional optimization
 - Established measurable performance benchmarks
 - Reduced decision-making time through centralized analytics
 - Created scalable framework for future BI expansion

Strategic Recommendations

- Replicate top-performing region strategies across weaker regions
 - Implement call-efficiency performance targets
 - Incorporate satisfaction scores into sales KPIs
 - Automate data refresh via Power Query
 - Future migration to Power BI for enterprise scalability

Conclusion

- This project demonstrates how structured analytics drives business clarity
 - Transformed raw operational data into executive intelligence
 - Enabled proactive rather than reactive decision-making
 - Foundation for long-term data-driven growth strategy

Thank you for
Listening
