

# Gift Shop Sales Analysis Dashboard Summary

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## PROJECT OBJECTIVE

Analyze online gift shop sales data to create a dynamic Excel dashboard that summarizes performance metrics and customer behavior. Insights include total revenue, average delivery time, sales by category, top products, and city-based orders.

## DATASET USED

Dataset included three CSV files – Customers, Orders, and Products – containing fields such as Order ID, Customer ID, Product ID, Quantity, Dates, Delivery Time, Location, Occasion, Product Name, Category, and Price.

## DATA CLEANING & TRANSFORMATION (POWER QUERY)

- Used Power Query Editor as ETL tool (Extract, Transform, Load).
- Removed unnecessary columns (e.g., French description field).
- Changed data types (contact numbers to text).
- Extracted date components (Month, Day, Hour).
- Created Custom Column:  $\text{Delivery Difference} = \text{Delivery Date} - \text{Order Date}$ .
- Converted durations to days for delivery analysis.
- Merged Product Price with Orders table.
- Applied column profiling to detect duplicates and nulls.

## DATA MODELING (POWER PIVOT)

Used Power Pivot to build relationships between Orders, Products, and Customers tables. Calculated total revenue, delivery time, and order frequency for multi-table analysis.

## PIVOT TABLES & CHARTS

Created Pivot Tables for Revenue by Category, Occasion, Month, Hour, and City. Used interactive slicers and visualized results with Column, Bar, and Pie charts. Customized titles and axis labels for clarity.

## KEY PERFORMANCE INDICATORS (KPIs)

1. Total Revenue =  $\text{SUM}(\text{Product Price} \times \text{Quantity})$
2. Average Delivery Days =  $\text{AVERAGE}(\text{Delivery Difference})$
3. Total Orders =  $\text{COUNT}(\text{Order ID})$
4. Avg Spend per Occasion =  $\text{SUM}(\text{Revenue}) / \text{DISTINCTCOUNT}(\text{Occasion})$

## DASHBOARD DESIGN

Final dashboard included six key charts, green theme matching brand identity, formatted titles, and axis labels. Added logo, applied 24pt heading font, and customized background colors through Page Layout themes.

## INTERACTIVITY

Connected slicers across all Pivot Tables except one occasion-based chart to allow dynamic filtering by date or event. Used Report Connections to synchronize visuals.

## PROTECTION

Locked charts, allowing only slicers to be edited. Password protection applied to maintain dashboard integrity.

## PROCESS SUMMARY

1. Import & Clean Data → Power Query
2. Transform & Model Data → Power Pivot
3. Build Analysis → Pivot Tables & Measures
4. Visualize Insights → Charts & Slicers
5. Secure & Share → Dashboard PDF + GitHub Repository