# Fashion Boutique Excel Dashboard - README

This project contains a fully developed Excel Dashboard for a Fashion Boutique. It is designed to analyze business performance, track KPIs, and support data-driven decision-making.

## ✨ Features

* 📊 KPI Overview – Sales, revenue, stock levels, and profitability.
* 👗 Category Analysis – Performance insights for Dresses, Shoes, Accessories, Outerwear, and more.
* 🎯 Interactive Slicers & Filters – Explore data by category, season, and product type.
* 📈 Professional Visuals – Dynamic charts (bar, line, pie, and Pareto) for easy interpretation.
* 🔍 Actionable Insights – Helps identify top-performing products and optimize stock.

## ❓ Business Questions Answered

1. Which product categories generate the most revenue?
2. Which seasons or time periods have the highest sales?
3. What are the stock levels across different categories?
4. Which products are underperforming and may need discounts or promotions?
5. How are customer preferences shifting across categories (e.g., Dresses vs. Shoes)?
6. What is the percentage contribution of each product type to overall sales?

## 📊 Key Insights from the Dashboard

* 👗 Dresses have strong revenue performance but also higher stock levels.
* 👟 Shoes are among the most profitable categories, contributing significantly to total sales.
* 🎒 Accessories contribute less to overall revenue but have stable demand.
* ❄️ Seasonal trends show peaks in sales during specific months (e.g., holiday/festive seasons).
* 📦 Some categories show overstocking issues, highlighting the need for inventory optimization.
* 🏆 Overall, the boutique can improve profit margins by focusing more on high-performing categories while clearing low-selling items.

## 🛠️ Tools Used

* Microsoft Excel
* Pivot Tables
* Power Query
* Slicers
* Charts & Conditional Formatting

## 📂 Project Files

* fashion boutique dashboard.xlsx → Main interactive dashboard
* screenshot.png → Dashboard preview image

## 📸 Dashboard Preview

A screenshot of the dashboard is included in the repository as screenshot.png.

## 🚀 How to Use

1. Download the .xlsx file from this repository.
2. Open in Microsoft Excel (2016 or later recommended).
3. Use slicers and filters to explore the dashboard interactively.

## 📌 Author

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