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ANNUAL REPORT

Qei For Beauty Products

Sales Performance Dashboard Report for Qei Beauty Products | Excel Analytics

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Title

Sales Performance Dashboard Report for Qei Beauty Products | Excel Analytics

Context

Qei, a prominent beauty and personal care products company, faced challenges in consolidating sales data from multiple branches and sales representatives. This project involved developing an integrated Excel dashboard to transform raw sales data into actionable business intelligence for strategic decision-making.

Problem / Question

How can Qei's sales management effectively monitor and analyze multi-dimensional sales performance across

branches, product lines, and sales teams to identify growth opportunities and optimize resource allocation?

Tools Used

· Microsoft Excel: Advanced dashboard development, PivotTables, charts, and slicers
· Data Modeling: Structured data relationships for dynamic reporting
· Excel Formulas: Calculations for KPIs and performance metrics

Process Walk-through

1. Data Collection & Cleaning: Gathered sales data from all branches (Cairo, Giza, Alexandria, etc.). Standardized product names, branch names, and salesperson data.

2. Data Structuring: Organized data into structured tables to enable dynamic PivotTable reporting and seamless slicer functionality.
3. Dashboard Development:

· Created multiple interconnected PivotCharts for each analysis dimension
· Implemented slicers for salesperson filtering across all visualizations
· Designed a user-friendly layout with logical grouping of components
4. Validation & Testing: Verified data accuracy and ensured all filters correctly updated all dashboard components.

Key Findings

· Geographic Concentration: Cairo branch contributed disproportionately to total sales ($\approx$35%), highlighting regional market dominance.
· Product Performance Gap: Deodorants generated 2.3x more revenue than the lowest-performing Skin Care line.
· Sales Channel Imbalance: Key Accounts represented 52% of total sales, indicating potential vulnerability in distribution strategy.
· Individual Performance Variance: Top salesperson outperformed average performers by 68% in revenue generation.
· Seasonal Peaks: Q4 showed a 40% sales increase compared to quarterly average, suggesting strong holiday season demand.

Visuals with a Purpose

· Branch Performance Chart: To quickly identify top and underperforming regions for resource allocation.
· Product Line Comparison: To guide product portfolio strategy and marketing focus.
· Monthly Trend Line: For seasonal pattern recognition and inventory planning.
· Sector Pie Chart: To visualize sales channel distribution and dependency.
· Interactive Slicer: For personalized performance analysis and accountability tracking.

Main Takeaway

The dashboard revealed Qei's over-reliance on both major urban centers (Cairo/Giza) and the Key Accounts channel. The most immediate opportunity

lies in developing targeted strategies for underperforming regions while diversifying the sales channel mix to reduce business risk.

What I Learned from this Case Study

· How to create comprehensive business intelligence solutions using Excel's built-in tools without advanced software.
· The importance of interactive elements (like slicers) in making dashboards actionable for different users.
· How to structure a narrative flow in dashboard design that guides the user from high-level overview to granular details.

Reflection and Next Steps

· Reflection: The Excel dashboard successfully provided the needed visibility. A limitation was the manual data refresh process.
· Next Steps:
  1. Automate Data Integration: Connect Excel directly to the sales database for real-time updates.
  2. Develop Power BI Version: Migrate to Power BI for enhanced visualization capabilities and mobile accessibility.
  3. Add Predictive Analytics: Incorporate forecasting models to predict future sales trends.
  4. Create Executive Summary Tab: Develop a one-page summary with key metrics for quick executive reviews.

Invite Feedback

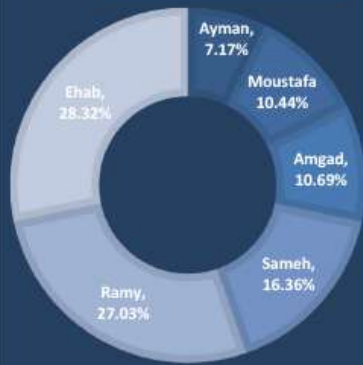This Excel-based approach demonstrates how powerful traditional tools can be for business analytics!

· Which visualization did you find most effective for quick decision-making?
· How could the dashboard layout be improved for better user experience?

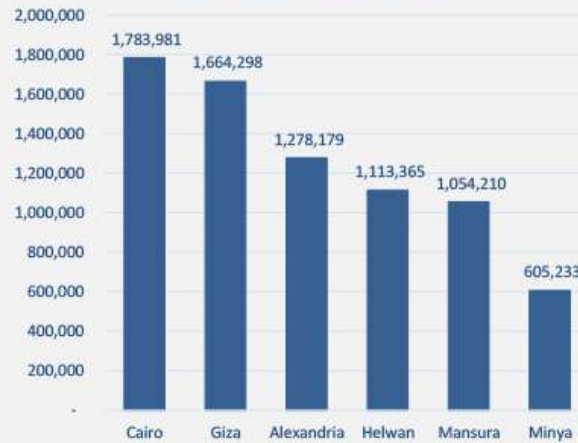· What additional metrics would you want to track in future versions?

Quarterly Sales Report

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Total Sales

$ 7,499,266

Donut chart — sales by salesman:
- Ayman, 7.17%
- Moustafa 10.44%
- Amgad, 10.69%
- Sameh, 16.36%
- Ramy, 27.03%
- Ehab, 28.32%

Salesmen

Sales Man Name	
Amgad	Ayman
Ehab	Moustafa
Ramy	Sameh

Total Sales For Branches

Branch	Total Sales
Cairo	1,783,981
Giza	1,664,298
Alexandria	1,278,179
Helwan	1,113,365
Mansura	1,054,210
Minya	605,233

Total Sales For Product Lines

Product Line	Total Sales
DEODORANTS	1,722,837
Body Care	1,565,171
SKIN CLEANSING	1,493,263
ORAL CARE	1,269,270
HAIR CARE	916,532
SKIN CARE	532,193

Total Sales For Product Names

Product Name	Total Sales
FAIR & LOVELY	532193.01
Rexona	787164.76
CLEAR	916532.3
AXE	935671.79
CLOSE UP	1269270.25
LUX	1505492.18
DOVE	1552941.85

Total Sales For Sectors

Pie chart:
- Key-Accounts 52%
- Pharmacies 22%
- Retail 16%
- Whole-Sale 10%

Monthly sales line chart (JAN–DEC) for Ayman, Moustafa, Amgad, Sameh, Ramy, Ehab

Sales Man Names	Sum of Price
Ayman	7.17%
Moustafa	10.44%
Amgad	10.69%
Sameh	16.36%
Ramy	27.03%
Ehab	28.32%
Grand Total	**100.00%**

Branch	Sum of Price
Cairo	1,783,981
Giza	1,664,298
Alexandria	1,278,179
Helwan	1,113,365
Mansura	1,054,210
Minya	605,233
Grand Total	**7,499,266**

Product Name	Sum of Price
DOVE	1552941.85
LUX	1,505,492
CLOSE UP	1,269,270
AXE	935,672
CLEAR	916,532
Rexona	787,165
FAIR & LOVELY	532,193
Grand Total	**7,499,266**

Product Line	Sum of Price
DEODORANTS	1,722,837
Body Care	1,565,171
SKIN CLEANSING	1,493,263
ORAL CARE	1,269,270
HAIR CARE	916,532
SKIN CARE	532,193
Grand Total	**7,499,266**

Sales Man Names	Sum of Price
Ayman	537,480
Moustafa	783,251
Amgad	801,392
Sameh	1,226,558
Ramy	2,027,103
Ehab	2,123,482
Grand Total	**7,499,266**

Sectors	Sum of Price
Key-Accounts	3897085.6
Pharmacies	1,684,585
Retail	1,188,488
Whole-Sale	729,107
Grand Total	**7,499,266**