

# Sales Dashboard Report

## Introduction

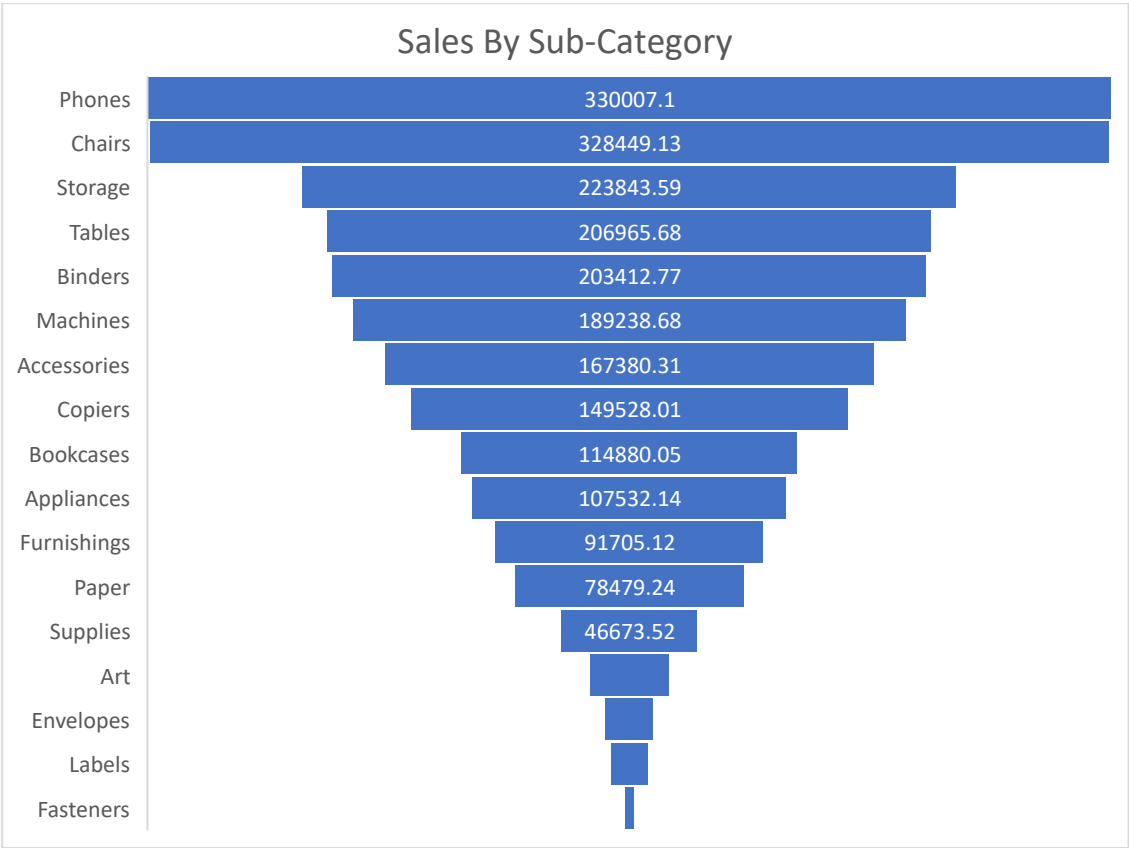
This report presents a detailed analysis of the sales performance across various categories, states, and customer segments using a comprehensive sales dashboard. The data was prepared and analyzed using advanced Excel functionalities, including Power Query for data consolidation and transformations, as well as VLOOKUP and INDEX/MATCH for precise data retrieval across multiple data tables.

## Detailed Analysis of Charts

### 1. Sales By Sub-Category

#### Chart Title: Sales By Sub-Category

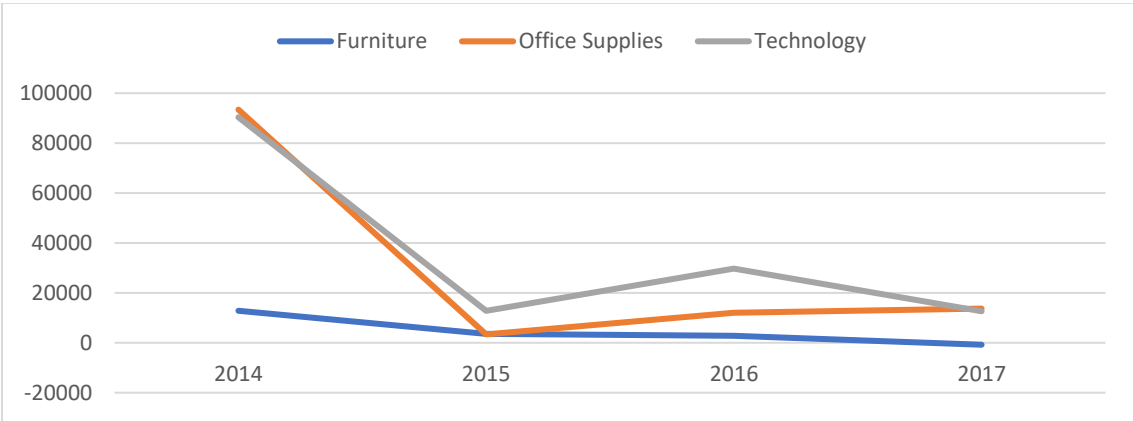
- **Purpose:** This bar chart provides a breakdown of total sales by product sub-category, highlighting which items contribute most to overall sales.
- **Insights:** Phones and chairs are the leading sub-categories in sales, indicating high demand or successful sales strategies in these areas. This insight can guide inventory and marketing focus.



### 2. Sales Trends by Category Over Years

Chart Title: Sales Trends by Category Over Years

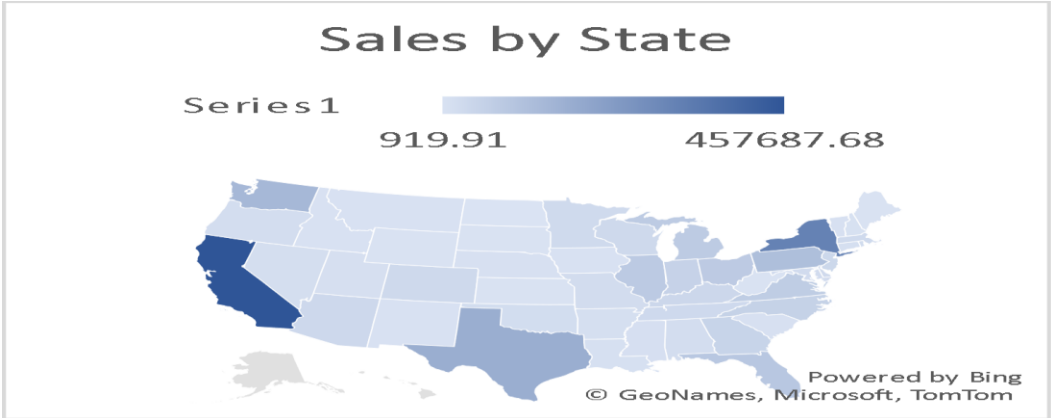
- **Purpose:** The line graph compares annual sales trends across three main categories: Furniture, Office Supplies, and Technology.
- **Insights:** The graph shows that while Office Supplies and Technology maintain relatively stable sales, Furniture has seen fluctuating revenues, suggesting variability in market demand or effectiveness in promotional strategies.



3. Sales by State

Chart Title: Sales by State

- **Purpose:** This map visualization displays sales distribution across different states, identifying high-performance regions and areas with lower sales.
- **Insights:** Certain states, such as California and New York, show significantly higher sales volumes, which could be due to larger market size or more aggressive local marketing.

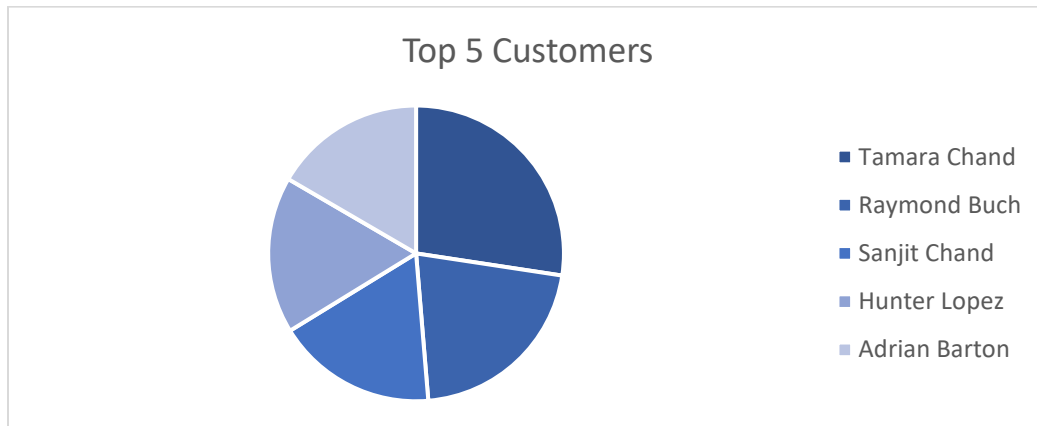


4. Top 5 Customers

Chart Title: Top 5 Customers

- **Purpose:** This pie chart identifies the top five customers based on sales volume, offering insights into customer loyalty and sales concentration.

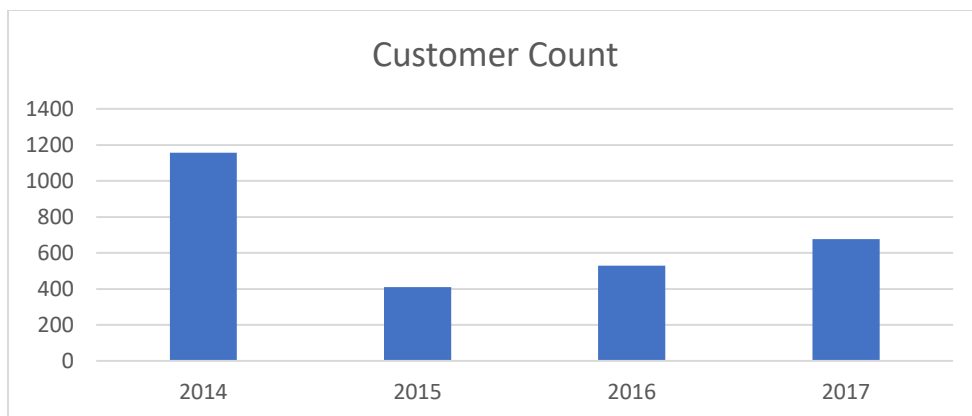
- **Insights:** The reliance on a few major customers highlights both an opportunity in terms of nurturing these relationships and a risk if these customers were to decrease their orders.



## 5. Customer Count Over Years

**Chart Title: Customer Count**

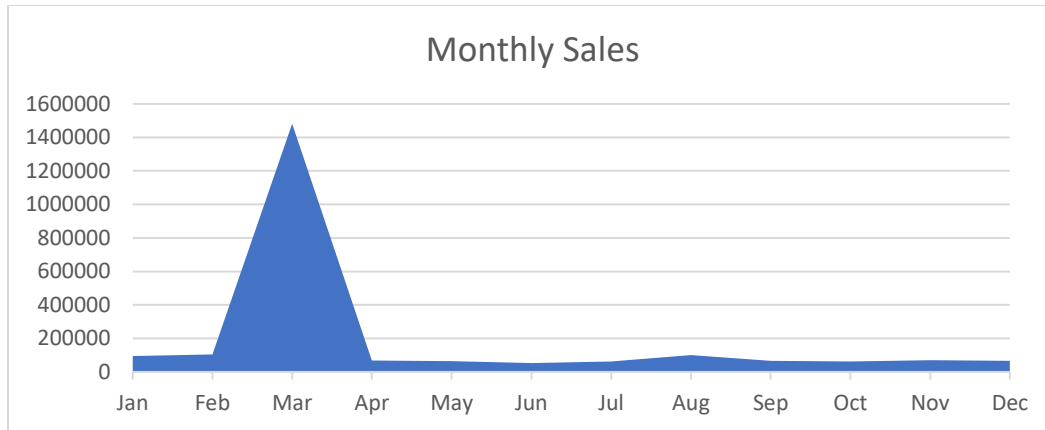
- **Purpose:** The bar chart tracks the number of customers per year, providing an indicator of customer base growth or attrition.
- **Insights:** An increasing trend in customer count suggests successful market expansion, whereas any declines could indicate problems with customer retention or market competition.



## 6. Monthly Sales Distribution

**Chart Title: Monthly Sales**

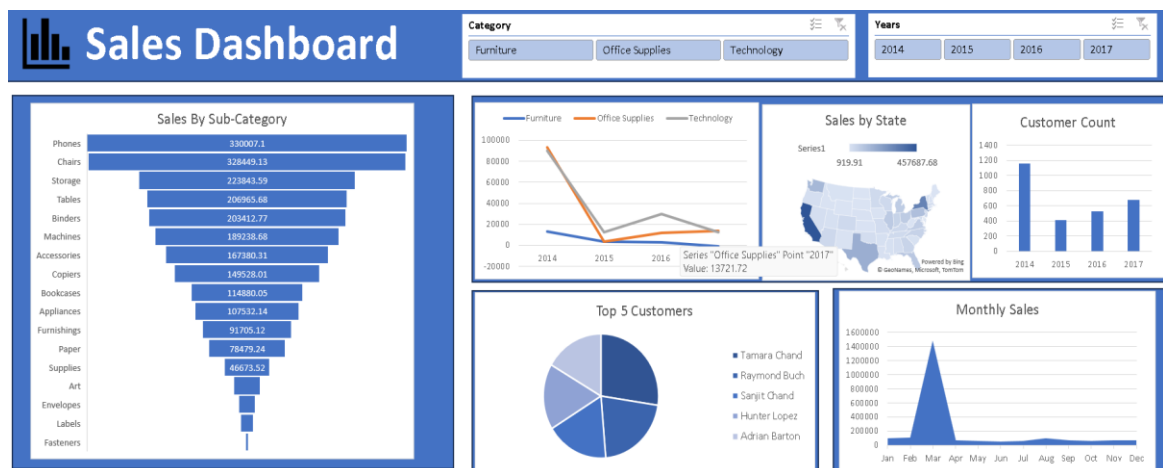
- **Purpose:** This chart shows sales distribution throughout the year, pinpointing peak sales months.
- **Insights:** The significant spikes in specific months could correlate with seasonal promotions or buying patterns, which can be leveraged for future sales planning.



## Overview of the Dashboard

The "General Sales Dashboard" is a dynamic and interactive tool designed to provide a holistic view of the company's sales performance. Key features of the dashboard include:

- **Interactivity:** With filters like Category and Year, stakeholders can interact with the dashboard to view specific data slices, enhancing the user experience and providing customized insights.
- **Comprehensive Coverage:** The dashboard aggregates data across multiple dimensions, including product categories, geographical distribution, and customer segments, ensuring a broad yet detailed analysis.
- **User-Friendly Interface:** The dashboard is designed with clarity and ease of use in mind, making it accessible for users with varying levels of data literacy.



## Strategic Implications and Recommendations

Based on the dashboard's insights, recommended strategic actions include:

- **Enhanced Focus on Top Categories:** Amplify marketing and sales initiatives around top-performing categories like Phones and Chairs.

- **Geographical Expansion:** Increase market penetration strategies in underperforming states as identified by the Sales by State visualization.
- **Customer Diversification:** While maintaining strong relationships with top customers, diversify the customer base to mitigate risks associated with customer concentration.
- **Seasonal Sales Optimization:** Utilize insights from the Monthly Sales chart to time marketing and stock strategies around peak sales periods.

## Conclusion

The dashboard serves as an invaluable tool for understanding detailed sales dynamics and guiding strategic decisions. By effectively utilizing data visualizations, the company can better navigate market complexities, capitalize on opportunities, and drive sustained growth.