Amazon Laptop Sales Dashboard Project Using Excel

# Objective:

To build a visually rich and interactive Excel dashboard that tracks and analyzes laptop sales performance on Amazon, helping in understanding product trends, stock status, pricing patterns, and overall business performance.

# Key Features:

• Sales Analysis: Tracks product-wise sales volume and revenue.

• Category-wise Filtering: Easy navigation and slicing by brand, model, or price range.

• Stock Status Indicator: Shows which products are in stock, out of stock, or low in quantity.

• Interactive Dashboard: Includes slicers and pivot charts for real-time interactivity.

• Top Performers: Identifies best-selling laptops by units or revenue.

• Profit Margin Calculation: Tracks cost, selling price, and calculates profit.

• Time-Based Trends: Monthly or quarterly sales trend analysis.

# Tools Used:

Microsoft Excel (Pivot Tables, Pivot Charts, Slicers)  
Conditional Formatting  
Formulas (SUMIFS, COUNTIF, IF, VLOOKUP/XLOOKUP)  
Data Validation  
Interactive Dashboard Elements

# Outcomes:

• Improved visibility into product performance.  
• Better inventory and sales decision-making.  
• Easy to use dashboard for business stakeholders.

# GitHub Link: https://github.com/nandhini536

# File Name:

AMAZON LAPTOP SALE DASHBOARD.xlsx