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**Global Sales data Analytics Dashboard**

1. Introduction

This Sales Performance Dashboard project was created to analyse and present key sales

metrics from a large dataset in an interactive and visual format using Microsoft Excel. The

aim was to help stakeholders monitor sales trends, identify top-performing products,

understand market reach, and support data-driven decision making.

2. Dataset Description

The dataset contains over 2800 sales records with attributes such as order number, order

date, customer information, product line, territory, deal size, and total sales. It was provided

as part of a Data Analytics course assignment and is structured in a flat table format ideal for pivot-based analysis.

3. Methodology

- Cleaned raw data (fixed formatting, blanks, and errors)

- Converted data to Excel Table for dynamic referencing

- Created pivot tables for summarization

- Designed charts (line, bar, pie, map) from pivots

- Used slicers for filters (e.g., Year, Territory, Deal Size)

- Applied consistent fonts and colours for styling

4. Dashboard Explanation

The dashboard includes:

- Key Metrics Cards: Total Sales, Orders, Avg. Order Value, Quantity Sold

- Line Chart: Monthly sales trend

- Bar Charts: Top 10 Customers, Sales by Product Line, top customer by year

- Pie Chart: Sales by Deal Size, status

- Map: Country-wise sales distribution

- Slicers: Year, Month

5. Findings &amp; Insights

- Classic Cars is the highest revenue-generating product line

- Majority of sales come from Medium deal sizes

- Top customer contributed over $900K in sales

- Significant sales growth observed in Q4

- USA is the top-performing country by volume and value

6. Conclusion &amp; Future Scope

This project showcases how Excel dashboards can transform raw data into actionable

insights. Future enhancements may include:

- Incorporating Forecasting using Excel’s Forecast Sheet

- Adding dynamic goal tracking (KPIs vs. Targets)

- Automating data refresh with Power Query

7. References

- Dataset Source: Sample Sales Data provided by course

- Microsoft Excel Documentation: https://support.microsoft.com/excel

- Color Palette Inspiration: Hex Color Reference from Dashboard Tutorial

Appendix

\*Excel File Name:\* DA Assignment 1 - Sales Performance Dashboard.xlsx