

# Sales Dashboard Project – Excel

Prepared by: Neha Raikwar | Role: MIS / Data Analyst

## 1. Project Overview

This project focuses on building an interactive Sales Dashboard using Microsoft Excel to analyze sales performance, profit, discounts, regions, products, payment modes, and delivery status.

## 2. Tools & Technologies Used

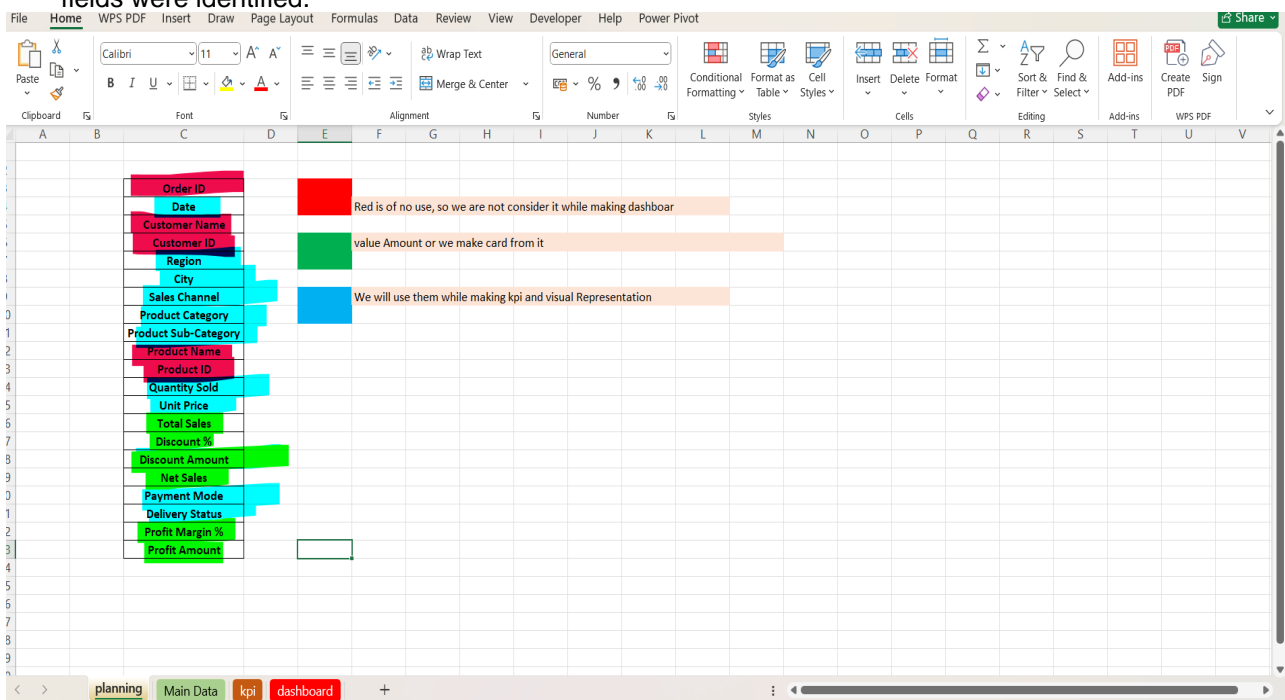
- Microsoft Excel
- Power Query
- Pivot Tables & Pivot Charts
- Slicers & Interactive Controls

## 3. Dataset Understanding

The dataset contains customer, product, sales, pricing, discount, payment, delivery, and profit-related fields.

## 4. Dashboard Planning

Columns were categorized based on dashboard relevance. Unused fields were excluded and KPI fields were identified.



## 5. Data Preparation & Pivot Analysis

Multiple pivot tables were created to summarize sales, profit, quantity sold, discounts, and delivery status across regions, products, and time.

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Clipboard Font Alignment Number Styles Cells Editing Add-ins WPS PDF																
D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R		
Customer ID	Region	City	Sales Channel	Product Category	Product Sub-Category	Product Name	Product ID	Quantity Sold	Unit Price	Total Sales	Discount %	Discount Amount	Net Sales	Payment Mode	Delin	
CUST6023	West	Pune	Online	Home Decor	Curtain	Curtain Model-840	PROD2084	6	680.05	4080.3	20%	816.06	3264.24	COD	D	
CUST6030	North	Lucknow	Offline	Clothing	Jeans	Jeans Model-743	PROD9030	5	460.97	2304.85	20%	460.97	1843.88	COD	C	
CUST9556	East	Kolkata	Online	Home Decor	Lamp	Lamp Model-843	PROD1012	9	933.57	8402.13	10%	840.21	7561.92	Card	R	
CUST6265	Central	Nagpur	Offline	Home Decor	Sofa	Sofa Model-873	PROD1458	7	152.28	1065.96	0%	0	1065.96	UPI	Ir	
CUST8647	North	Chandigarh	Offline	Electronics	Laptop	Laptop Model-755	PROD2196	2	169.74	339.48	10%	33.95	305.53	Card	R	
CUST4388	Central	Raipur	Online	Clothing	Shirt	Shirt Model-948	PROD6382	4	206.17	824.68	20%	164.94	659.74	UPI	Ir	
CUST2887	West	Ahmedabad	Offline	Clothing	Shirt	Shirt Model-936	PROD2519	1	636.34	636.34	10%	63.63	572.71	Wallet	C	
CUST9100	South	Chennai	Online	Beauty	Face Cream	Face Cream Model-726	PROD7106	10	833.97	8339.7	0%	0	8339.7	UPI	R	
CUST2535	Central	Bhopal	Online	Home Decor	Lamp	Lamp Model-724	PROD3724	1	800.76	800.76	20%	160.15	640.61	COD	Ir	
CUST4930	South	Bangalore	Online	Clothing	Jacket	Jacket Model-619	PROD5874	6	251.86	1511.16	5%	75.56	1435.6	COD	D	
CUST4875	South	Bangalore	Offline	Electronics	Tablet	Tablet Model-671	PROD1066	6	783.62	4701.72	0%	0	4701.72	COD	R	
CUST2661	West	Ahmedabad	Online	Electronics	Laptop	Laptop Model-635	PROD5242	4	183.12	732.48	10%	73.25	659.23	COD	D	
CUST9844	North	Delhi	Online	Clothing	Jeans	Jeans Model-400	PROD6400	2	635.07	1270.14	5%	63.51	1206.63	Wallet	Ir	
CUST8280	West	Pune	Online	Home Decor	Sofa	Sofa Model-430	PROD1639	8	267.35	2138.8	20%	427.76	1711.04	Card	C	
CUST5993	West	Ahmedabad	Online	Beauty	Lipstick	Lipstick Model-344	PROD5226	2	306.97	613.94	5%	30.7	583.24	Wallet	R	
CUST8616	North	Chandigarh	Offline	Home Decor	Curtain	Curtain Model-233	PROD2258	3	906.48	2719.44	20%	543.89	2175.55	Wallet	C	
CUST9104	East	Kolkata	Online	Home Decor	Lamp	Lamp Model-280	PROD6618	4	958.42	3833.68	5%	191.68	3642	COD	C	
CUST5190	South	Chennai	Online	Beauty	Face Cream	Face Cream Model-141	PROD9216	8	723.33	5786.64	10%	578.66	5207.98	Card	C	
CUST1686	South	Hyderabad	Online	Electronics	Tablet	Tablet Model-545	PROD6155	2	797.82	1595.64	10%	159.56	1436.08	COD	D	
CUST2462	West	Pune	Offline	Beauty	Lipstick	Lipstick Model-618	PROD9881	10	733.79	7337.9	5%	366.89	6971.01	Card	D	
CUST7872	West	Pune	Online	Beauty	Face Cream	Face Cream Model-792	PROD5111	8	657.14	5257.12	5%	262.86	4994.26	Wallet	D	
CUST1012	South	Chennai	Online	Home Decor	Lamp	Lamp Model-446	PROD8213	2	193.87	387.74	5%	19.39	368.35	COD	D	
CUST8565	Central	Nagpur	Offline	Beauty	Perfume	Perfume Model-865	PROD7216	8	421.86	3374.88	0%	0	3374.88	Wallet	Ir	
CUST9104	Central	Raipur	Offline	Clothing	Jeans	Jeans Model-425	PROD3504	6	598.63	3591.78	20%	718.36	2873.42	Card	R	
CUST2352	Central	Raipur	Offline	Beauty	Perfume	Perfume Model-602	PROD6067	6	458.65	2751.9	20%	550.38	2201.52	Card	Ir	
CUST7671	North	Lucknow	Offline	Electronics	Laptop	Laptop Model-382	PROD3483	1	306	306	20%	61.2	244.8	COD	R	
CUST7797	North	Delhi	Online	Electronics	Tablet	Tablet Model-228	PROD8665	4	825.44	3301.76	5%	165.09	3136.67	Card	D	

planning

Main Data

kpi

dashboard

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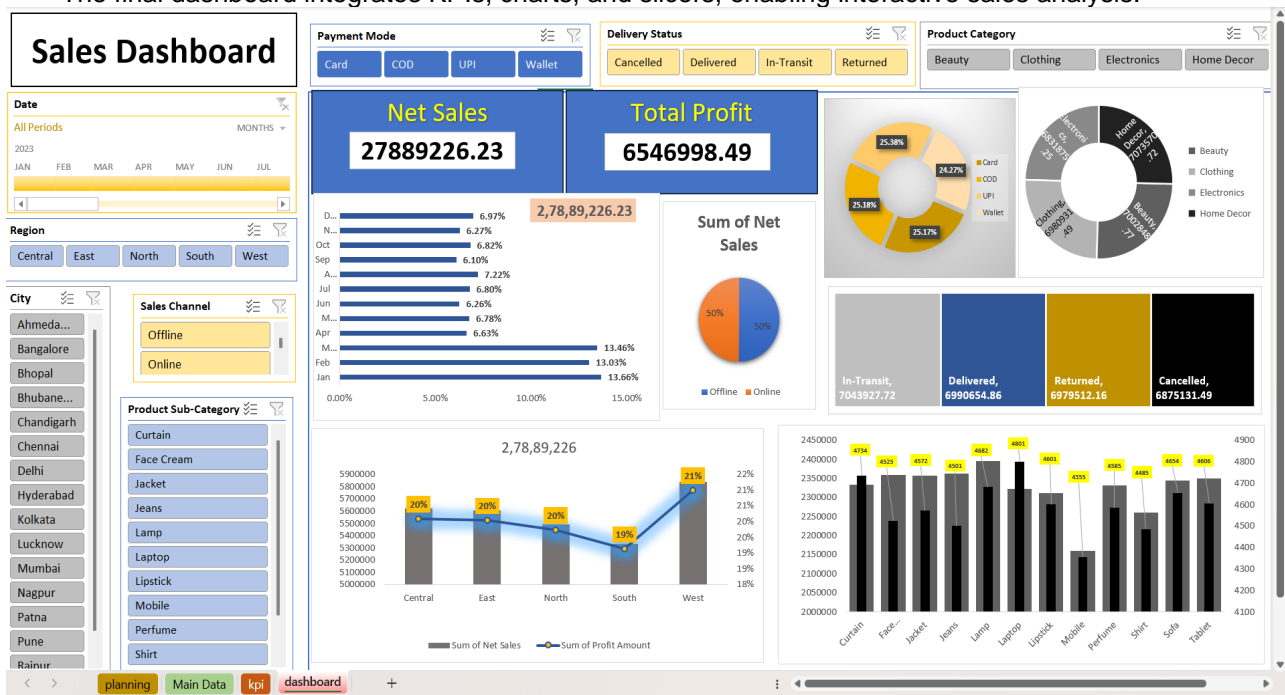
## 6. KPI Creation

KPI cards such as Net Sales and Total Profit were created to present high-level performance metrics.

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## 7. Final Dashboard

The final dashboard integrates KPIs, charts, and slicers, enabling interactive sales analysis.



## 8. Key Insights

- Regional and category-wise sales performance variation
- Balanced contribution from online and offline channels
- Product-level profit margin comparison
- Clear visibility of delivery status and returns
- Discount impact on net sales and profit

## 9. Conclusion

This project demonstrates practical Excel-based MIS reporting skills, from planning and data preparation to dashboard design.