**Marketing & Sales Performance Dashboard (Excel Project)**

**Overview**

This project features a professionally designed dashboard built in Microsoft Excel to analyze and visualize marketing and sales performance data. It allows users to interactively explore key business metrics using slicers, pivot charts, and dynamic visuals

**Key Highlights**

**Total Earnings Summary**

Real-time calculation of total revenue, with average, highest, and lowest earning months.

**Monthly Trends**

Line chart showing revenue performance across the year.

**Marketing Channel Breakdown**

Visual comparison of sales from various marketing divisions like Google Ads, WhatsApp, and YouTube.

**Course and Skill-Level Analysis**

Breakdown of enrolled courses by skill level and fee structure.

**Geographic Distribution**

Performance mapped by location codes for better regional insights.

**Sales Team Comparison**

Horizontal bar chart comparing total sales across different sales groups.

**Dynamic Filters**

Interactive slicers for filtering by sales rep and billing month.

**Tools Used**

- Microsoft Excel

- Pivot Tables & Charts

- Slicers & Filters

- Conditional Formatting

- Dashboard Design & Layout

**File Included**

Marketing\_Sales\_Dashboard.xlsx — Full Excel workbook with raw data, pivot tables, and the completed dashboard

DashboardPreview.png- Visual preview of the dashboard

README.md-Documentation file describing the project, features, and usage

**Purpose**

This project demonstrates advanced Excel skills in dashboard creation, data visualization, and interactive reporting. It’s ideal for presenting insights to stakeholders in a visually clear and actionable format.