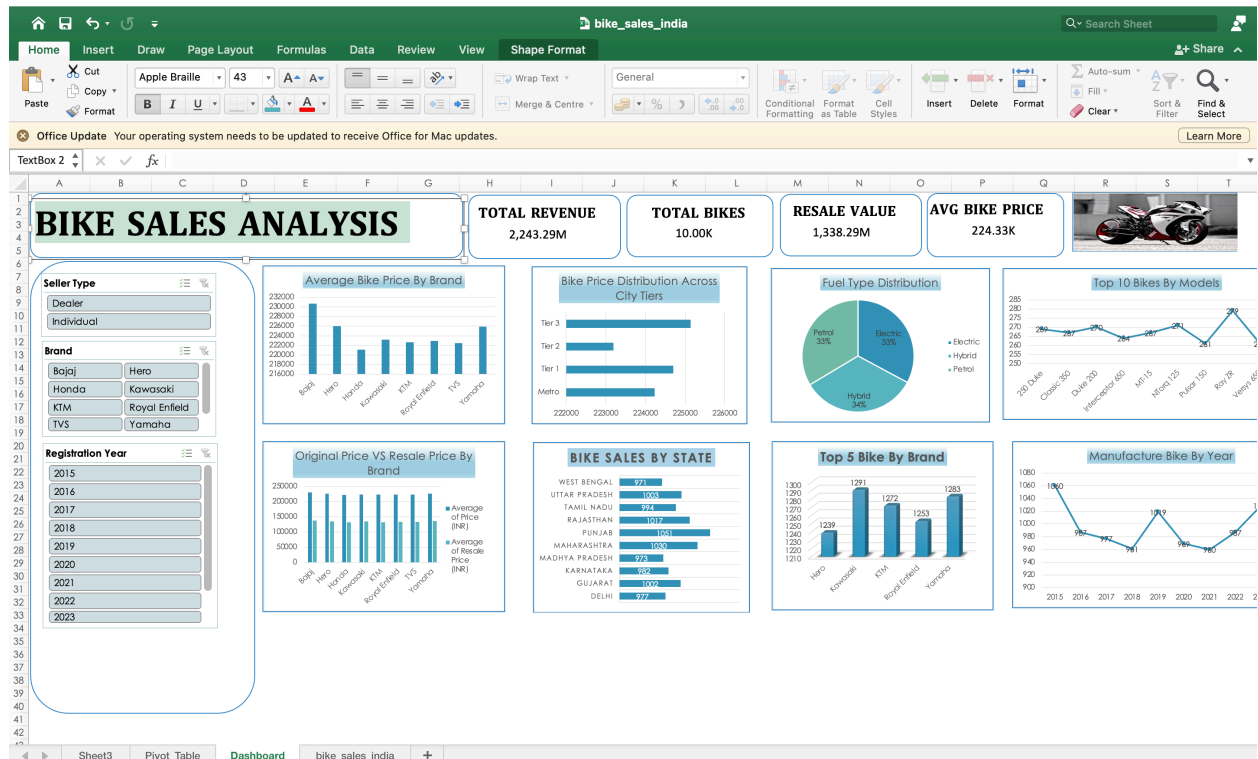


# DASHBOARD AND CONCLUSION

## DASHBOARD GUIDE

The goal of this Bike Sales Dashboard is to enable real-time filtering of market data across all four charts simultaneously using the Slicer.



- **Start with the Big Picture :-** Begin by observing the four charts without selecting any filters. Your goal here is to confirm the high-level findings, such as the highest average resale price existing in Tier 3 cities and the even market share distribution among brands.
- **Test the Interactivity :-** The **Slicer** is your primary control. Click any single button (e.g., the **Hybrid** option under the Fuel Type Slicer). All four charts must update instantly and simultaneously. This confirms the dashboard's core functionality and connection to the Master PivotTable. While the **Hybrid** filter is active, look specifically at the **Sales Volume by State** chart. This view now

isolates sales performance *only for Hybrid bikes*, allowing the reviewer to identify the states that are high-volume for that specific technology segment.

- **Confirm a Strategic Insight** :- Click the **Dealer** button on the Seller Type filter. Observe the **Resale Value by City Tier** chart. The average price must rise, directly confirming the strategic insight that **dealer sales command a premium** over individual sales.

**By following this flow, the reviewer demonstrates that the dashboard is not just static visualisation, but a dynamic tool capable of answering complex, segmented business questions.**

## PROJECT CONCLUSION

This Bike Sales Analysis project successfully utilised Microsoft Excel's robust PivotTable and Slicer functionality to transform over 10,000 raw sales records into a dynamic and professional dashboard. The analysis revealed several high-value, non-obvious market insights, notably that **resale prices peak in Tier 3 cities**, that **bike age does not linearly correlate with depreciation** (with older models retaining surprising value), and that the market remains **highly fragmented** among major brands. The final product is a high-contrast, segmented dashboard that enables stakeholders to move beyond general sales figures and apply precise, data-backed strategies to optimise inventory acquisition, regional marketing efforts, and pricing decisions.