**Bike Sales Dashboard using Excel**

**Description:**

Developed an interactive and dynamic Bike Sales Dashboard in Microsoft Excel to analyze and visualize key sales metrics. The project utilized Pivot Tables, Pivot Charts, and Excel formulas to summarize large datasets, enabling data-driven insights into sales performance, purchase trends, customer segments, and commute patterns.

**Key Features:**

* Clean and user-friendly interface for non-technical stakeholders.
* Automated filtering sales by marital status, region, and education level of customer.
* Sales trends over time visualized through line charts and bar graphs.
* Pivot Tables used to generate real-time summaries such as total units sold, and average order value.
* Slicers for easy filtering and quick comparisons across various dimensions.

**Tools & Techniques:**

* Microsoft Excel
* Pivot Tables & Pivot Charts
* Data Cleaning & Formatting
* Slicers and Conditional Formatting
* Lookup Functions (VLOOKUP/XLOOKUP), IF statements, and dynamic named ranges

**Impact:** Enhanced decision-making for the sales team by providing a centralized, interactive view of sales performance and customer behavior.