

## Business Insights Dashboard in Excel

This interactive Excel dashboard represents the sales data for a company. The workbook contains five spreadsheets where the first two contain the data and pivot tables and the other 3 are dashboards which are as follows:

**Income Sources:** It displays income sources, financial statistics, and operating profits. Key points include income breakdowns, marketing stats, and achieved income percentages.

**Geographical Statistics:** This contains the geographical financial statistics such as sales percentage achieved and taxes data.

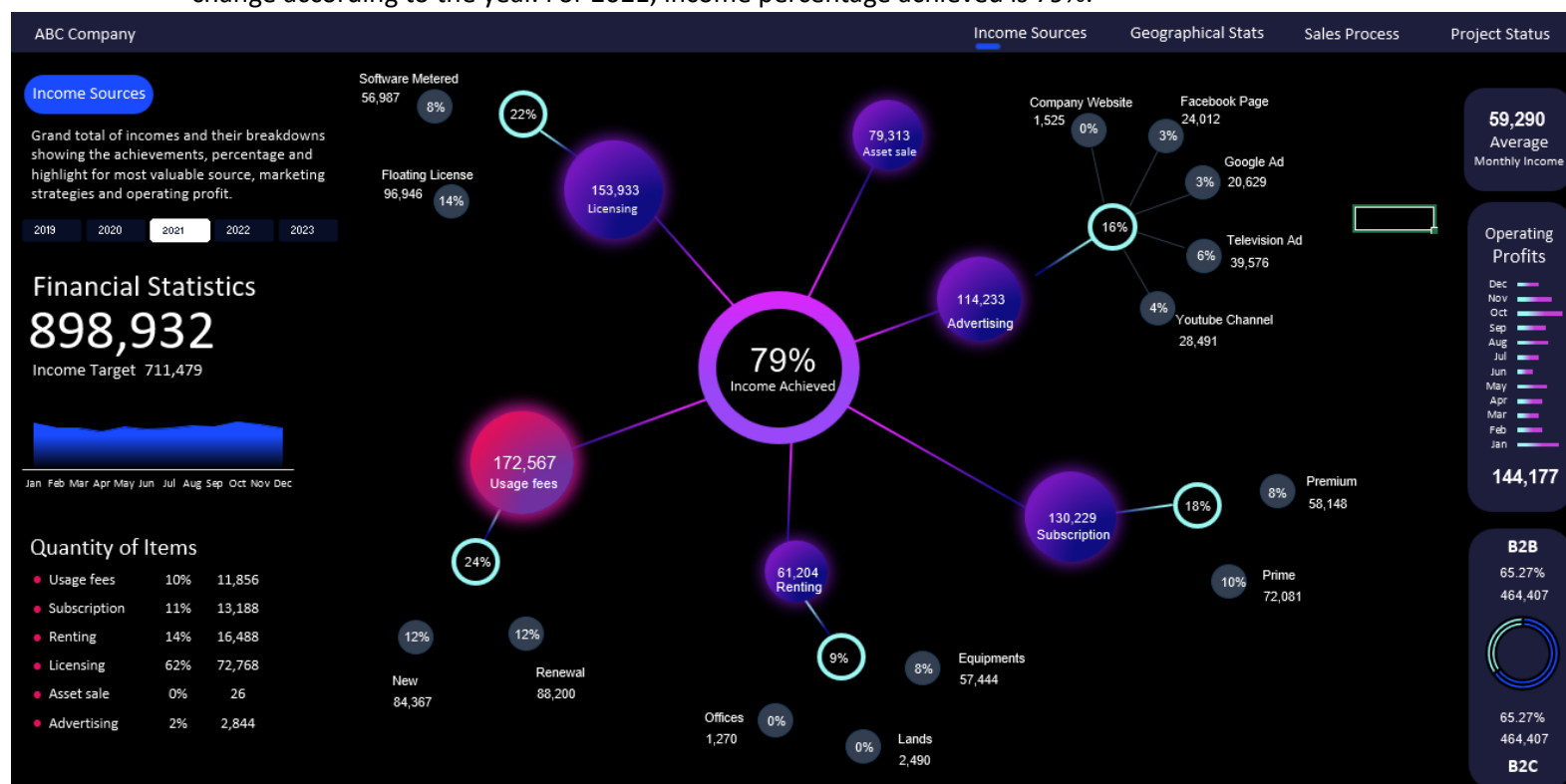
**Sales Process:** It displays customer data, sales channels, orders, and financial statistics. Key points include payment methods, registered customer info, and shipment details.

### Income Sources Dashboard

This picture shows the data table used for the Income sources dashboard.

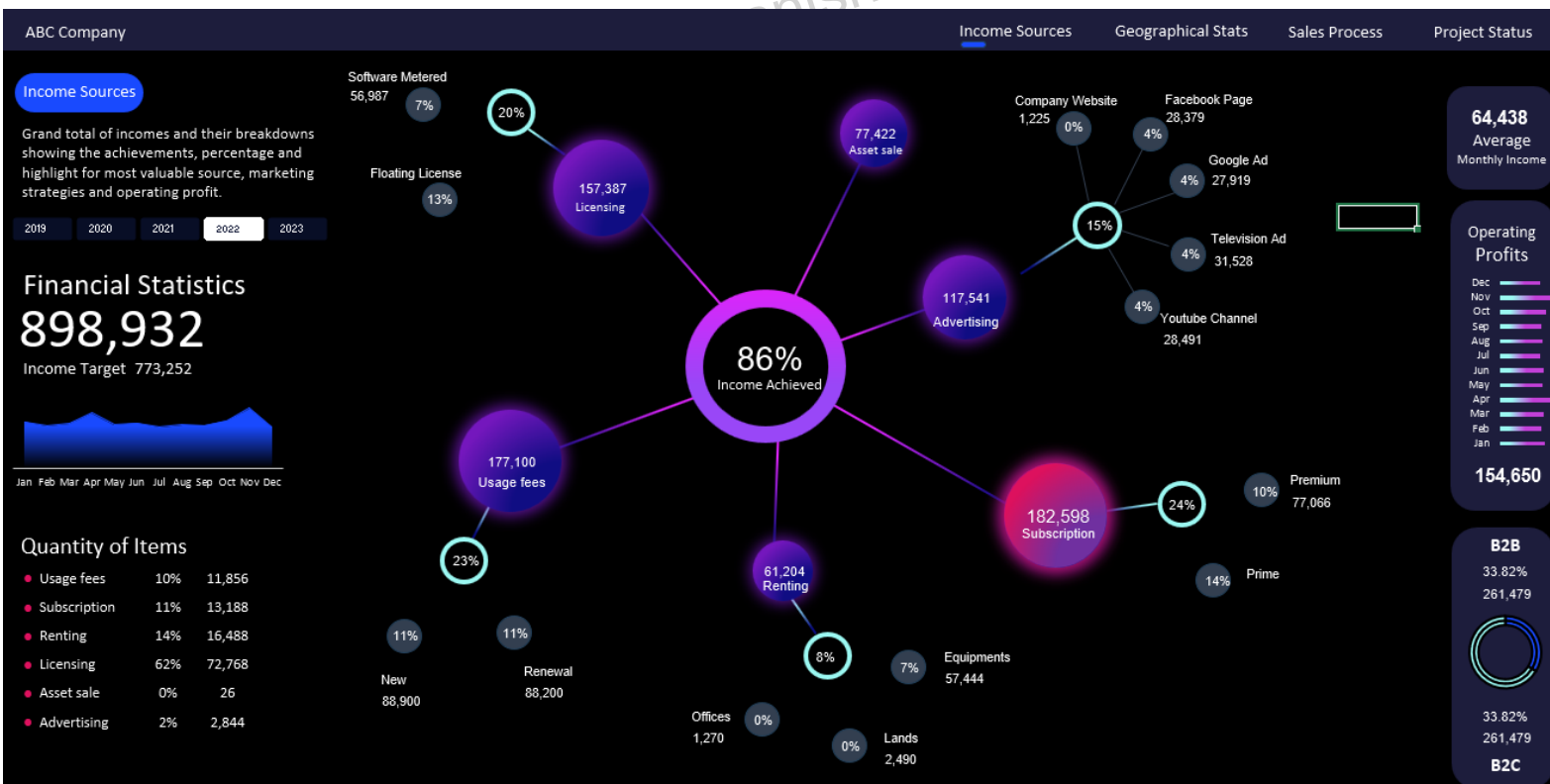
Year	Month	Income sources	Income Breakdowns	Counts	Income	Target Income	operating profit	Marketing Strategies
2019	Jan	Licensing	Software Metered License	3,566	5,493	5,127	1,099	B2B
2019	Jan	Licensing	Floating License	2,498	3,045	8,960	964	B2B
2019	Jan	Renting	Equipments	1,245	5,493	5,126	467	B2B
2019	Jan	Subscription	Prime	644	6,892	6,433	1,378	B2B
2019	Jan	Usage fees	Renewal	643	5,825	7,840	525	B2B
2019	Jan	Subscription	Premium	455	5,265	5,128	1,053	B2B
2019	Jan	Usage fees	New	345	7,983	7,840	78	B2B
2019	Jan	Renting	Offices	122	170	112	539	B2B
2019	Jan	Advertising	Facebook Page	78	4,493	5,126	1,099	B2B
2019	Jan	Advertising	Google Ad	76	4,492	5,126	856	B2B
2019	Jan	Advertising	Company Website	46	204	224	48	B2B
2019	Jan	Advertising	Youtube Channel	34	2,674	5,126	509	B2B
2019	Jan	Renting	Lands	7	136	224	733	B2B
2019	Jan	Asset sale	Asset sale	3	7,260	7,392	1,452	B2B
2019	Jan	Advertising	Television Ad	3	2,644	5,127	1,007	B2B

This is what the dashboard looks like. The dashboard allows year selection via a slicer. The statistics change according to the year. For 2021, income percentage achieved is 79%.



For the year 2022 the income percentage achieved was 86 as shown below.

The highest income source is highlighted in the pink and purple gradient circle.



## Geographical Statistics Dashboard

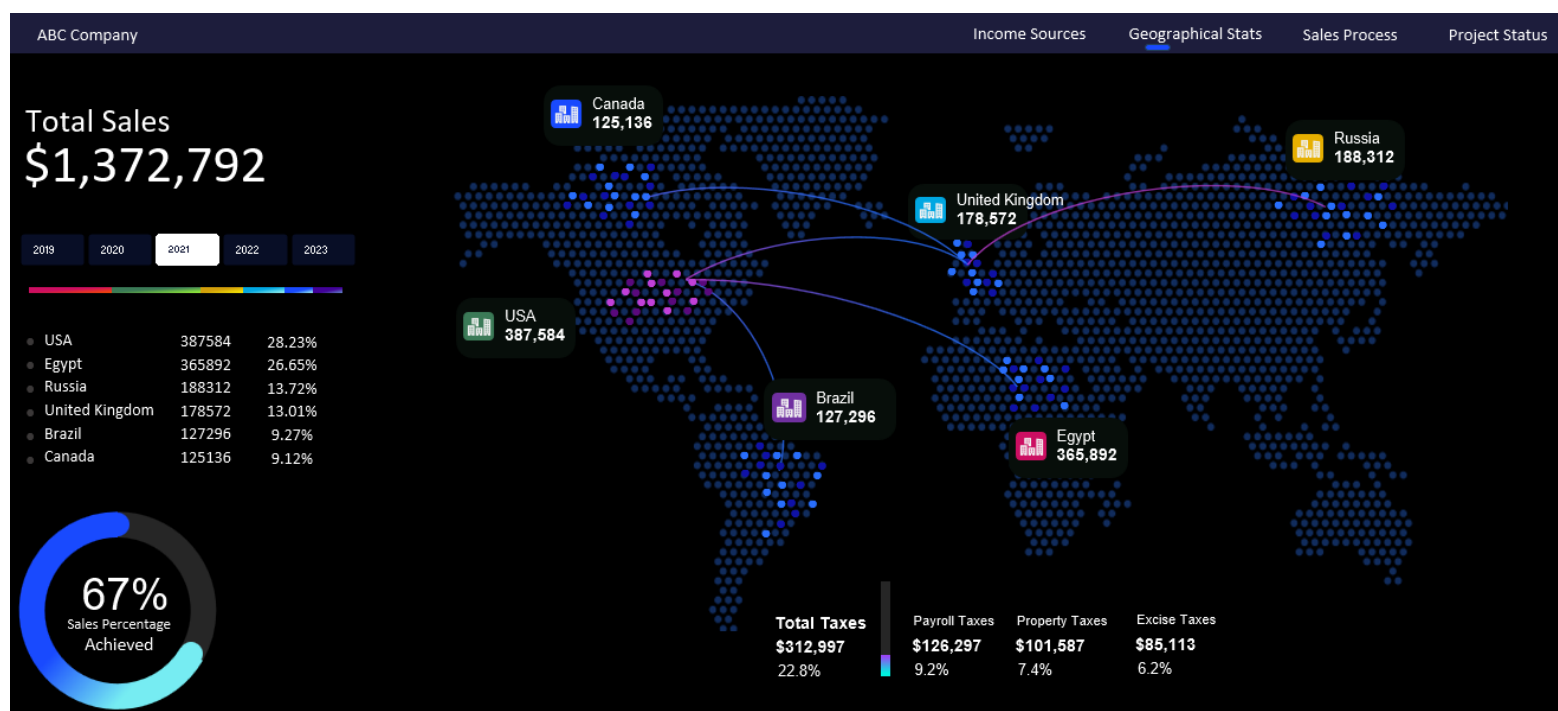
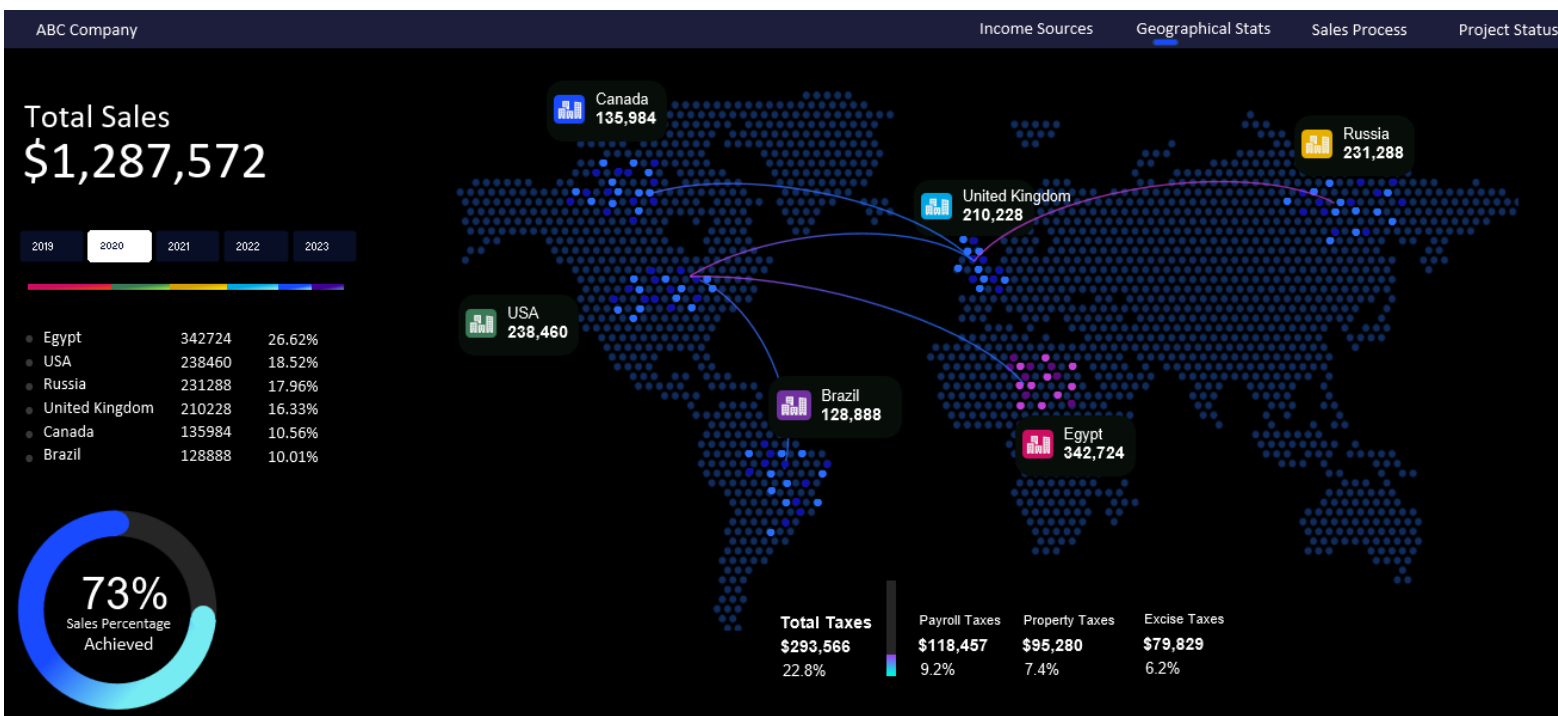
Here is a look of the table used for the second dashboard:

Year	Country	Amount	Target
2019	Egypt	364236	501558
2019	USA	197480	360898
2019	Russia	187412	227490
2019	ted Kingd	167840	281796
2019	Brazil	126472	206265
2019	Canada	125960	202419
2020	Egypt	342724	509978
2020	USA	238460	280188
2020	Russia	231288	209587
2020	ted Kingd	210228	273633
2020	Canada	135984	204158
2020	Brazil	128888	275347
2021	Egypt	365892	524450
2021	Russia	188212	201424

- The table on the left side shows the sales total per country for the selected year.
- The colourful bars under the slicer show the sales of countries from highest to lowest.
- At the bottom, taxes paid for different categories are shown.

Here is what the dashboard looks like. Again, the best performing country is highlighted in pink colour on the map.

In 2020 the best performing country was Egypt and in 2021 it was USA as shown in the pictures below.



## Sales Process Dashboard

Here is a look of the table used to create this dashboard.

Order Number	Year	Month	POS	Payment Method	Assembly Stage	Registration Status	Sale Status	Delivery Type	Amount	Target
AD01-9361	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Shipment	350	500.5
AD01-9361	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Shipment	344	491.92
AD01-9362	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Download	236	337.48
AD01-9362	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Download	284	406.12
AD01-9364	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Download	238	340.34
AD01-9361	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Download	280	400.4
AD01-9361	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Download	208	297.44
AD01-9362	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Shipment	354	526.24
AD01-9361	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Shipment	348	526.24
AD01-9364	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Shipment	342	526.24
AD01-9362	2019	Apr	Website	Credit Card	Order assembled	Register Customer info	Paid	Download	277	389.44

- The process chart contains a total of 11 nodes. However, it specifically highlights the 6 most relevant nodes based on the performance throughout the year.
- Each node represents a step or category in the process.
- The doughnut chart on the right represents the total sales and sales total by category.
- The pie chart on the top represents the percentage of orders refunded.

