

DMart Sales Dashboard - Mini Project Report

■ Project Overview

This mini project focuses on analyzing DMart sales data using Excel and Power Query. The dashboard provides insights into sales performance, customer demographics, payment methods, and order distribution. It helps decision-makers track KPIs such as Total Sales, Orders, Cancelled Orders, and Subscription-based revenues.

■ Objectives

- Track Total Orders, Cancel Orders, Customers, and Shipping Costs
- Visualize Sales Trends (MTD, YTD, OTD)
- Analyze Payment Insights across methods (Debit, Credit, UPI, COD)
- Monitor Order Status Distribution (Delivered, Shipped, Cancelled, Returned)
- Understand Customer Demographics by Gender & Location
- Measure Sales Distribution by Subscription plans

■■ ETL & Data Cleaning (Power Query)

The raw sales dataset underwent several cleaning and transformation steps using Power Query (M Language):

- Data Extraction: Imported multiple CSV/Excel files and combined using Append Queries.
- Data Cleaning: Removed duplicates, handled missing values, standardized column names.
- Data Transformation: Split columns, changed data types, created conditional columns for Paid vs Pending payments.
- Calculated Fields: Added Total Sales and Profit measures.
- Data Loading: Loaded the cleaned dataset into Excel model for building Pivot Tables & Charts.

■ Dashboard Features

- Filters (Slicers): State, Category, Subscription
- KPIs: Total Sales, MTD Sales, YTD Sales, OTD Sales
- Line Chart: Sales Trend
- Bar Chart: Payment Insights
- Pie Chart: Order Status Distribution
- Map: Customer Distribution
- Gauge: Average Rating
- Stacked Bar: Subscription-wise Sales

■ Tools & Technologies

- Microsoft Excel (Dashboard, Pivot Tables) - Power Query (ETL, Data Cleaning & Transformation)
- Power Pivot / DAX (Calculated Measures) - Synthetic DMart Dataset (CSV/Excel)

■ Conclusion

The DMart Sales Dashboard effectively highlights key sales insights and operational metrics. By leveraging Excel and Power Query, this project demonstrates end-to-end ETL, data cleaning, and visualization, making it valuable for business decision-making and reporting.