

Sales Analysis Dashboard – Project Report

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1. Title of the Project

Sales Analysis Dashboard

2. Abstract

This project focuses on building an interactive and visual Sales Analysis Dashboard to analyze and monitor business performance. The dashboard provides insights into total sales, orders, customer distribution, salesperson performance, and payment methods. By leveraging sales data, this project helps organizations identify revenue trends, understand regional contributions, and make data-driven decisions.

3. Objectives

- To track monthly sales revenue and order trends.
- To analyze sales distribution across regions and salespersons.
- To identify top customers contributing to revenue.
- To evaluate order distribution by transaction amount.
- To compare payment mode preferences among customers.
- To support management in making informed strategic decisions.

4. Tools & Technologies Used

- Data Visualization Tool: Excel
- Data Source: Sample company sales dataset From Website
- Platform: Windows
- Version Control: Git & GitHub

5. Methodology

1. Data Collection

- A dataset containing sales transactions (orders, customers, revenue, payment modes, and salesperson details) was used.

2. Data Preprocessing

- Cleaning missing values, formatting sales values, and categorizing order ranges.

3. Data Analysis & Visualization

- Monthly revenue and order counts were analyzed.
- Sales distribution was calculated by salesperson and region.
- Order amounts were grouped into ranges (0–1000, 1000–2000, etc.).
- Payment mode preferences were compared.

4. Dashboard Creation

- Charts and graphs were designed for better visual insights:
 - Bar chart for sales trends by month
 - Pie chart for regional sales
 - Bar charts for salesperson sales, top customers, and payment modes
 - Histogram for order distribution

6. Analysis & Results

- Total Sales: \$435K
- Total Orders: 369

Key Insights:

- Monthly Sales Trend: December (\$67K) and June (\$56K) recorded the highest sales.
- Regional Sales: North region contributed the most (32%) followed by East (25%).
- Top Salesperson: Nancy Freehafer generated the highest revenue (\$104K).
- Order Distribution: Most orders (218) fall in the range of \$0–1000, showing more small-value purchases.
- Top Customer: Company D contributed the maximum revenue (\$67K).
- Payment Modes: Credit card was the most preferred mode (\$172K).

7. Advantages of the Dashboard

- Provides real-time insights into sales performance.
- Helps in identifying top-performing regions and employees.
- Assists in customer segmentation and revenue tracking.
- Improves decision-making with clear visualization.

8. Conclusion

The Sales Analysis Dashboard successfully provides a comprehensive view of company sales performance. By identifying revenue patterns, customer behavior, and payment trends, the dashboard enables organizations to optimize strategies and focus on key growth areas. This project demonstrates how data visualization can transform raw data into actionable business intelligence.

9. Future Scope

- Integration with live sales databases for real-time updates.
- Deployment as a web dashboard for remote accessibility.

10. References

- Sample datasets for sales analysis