



Retail Sales Dashboard Analysis





Excel Dashboard Project – Retail Sales Insights

This is my second Excel dashboard project, created under the clear and insightful guidance of Miss Ayushi Mishra Ma'am. She helped me deeply understand how to identify business problems from complex datasets and build meaningful reports and dashboards. I'm truly grateful for her invaluable mentorship.

🧠 Project Overview

I created an interactive Retail Sales Dashboard by importing a large dataset (5000 rows) using Power Query in Excel.



#ExcelDashboard #PowerQuery #DataAnalytics #Retailinsights
#MISReporting #DataCleaning #Visualization #ExcelProjects

EXCEL DASHBOARD PROJECT – RETAIL SALES INSIGHTS

Unlock the Power of Excel!

PROJECT OVERVIEW

I created an interactive Retail Sales Dashboard by importing a large dataset (5000 rows) using Power Query in Excel. The goal was to solve real business problems using visual insights and pivot analysis.

-  Tool Used: Excel (Power Query, Pivot Table, Map Chart)
-  Data Source: 5000-row CSV file | Cleaned & Transformed in Power Query

? BUSINESS PROBLEMS IDENTIFIED

- ✓ Which category is driving sales the most?
- ✓ How is profit changing over the years?
- ✓ What are the monthly sales trends?
- ✓ Who are the top 5 customers by profit?
- ✓ Which states are contributing the most to sales?
- ✓ What is the total customer count across years?
- ✓ Final summary with dynamic filters (Category + Year)



STEPS APPLIED

- Imported data via Power Query and applied cleaning steps.
- Extracted Year and Month from Order Date.
- Created separate Pivot Tables for each problem.
- Used Slicers for interactive filters (Category & Year).
- Built visualizations: Bar, Line, Pie, Map, Area Charts.
- Designed a clean and color-themed Dashboard layout.



KEY INSIGHTS & SOLUTIONS

- ✓ 1. Sales by Category: Furniture leads in total sales, followed by Office Supplies and Technology.
- ✓ 2. Profit Gained Over Time: Highest profit observed in 2024, majorly driven by Technology.
- ✓ 3. Monthly Sales Trend: Sales peaked in October; lowest observed in April.
- ✓ 4. Top 5 Customers by Profit: Misha Chawla and Neysa Rege are top contributors.

Retail Sales Dashboard

Category

Furniture

Office Supplies

Technology

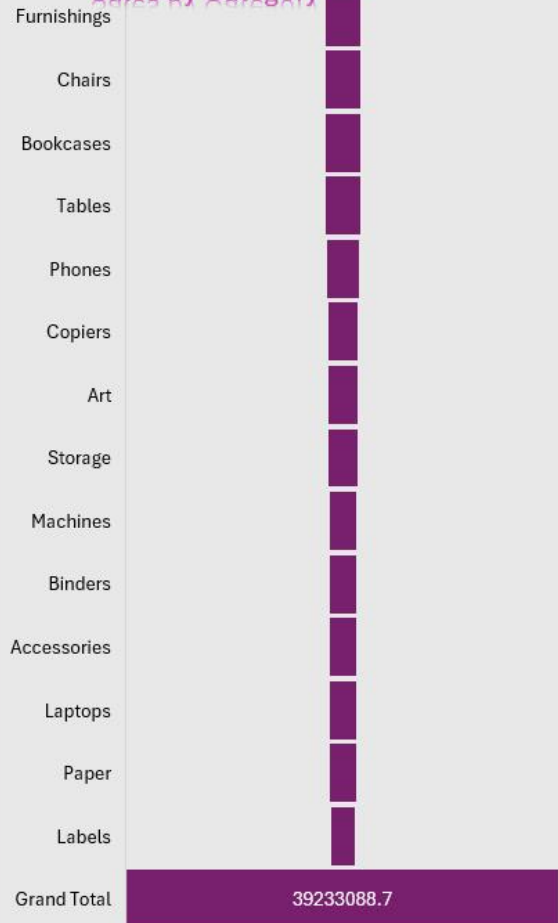
Year

2023

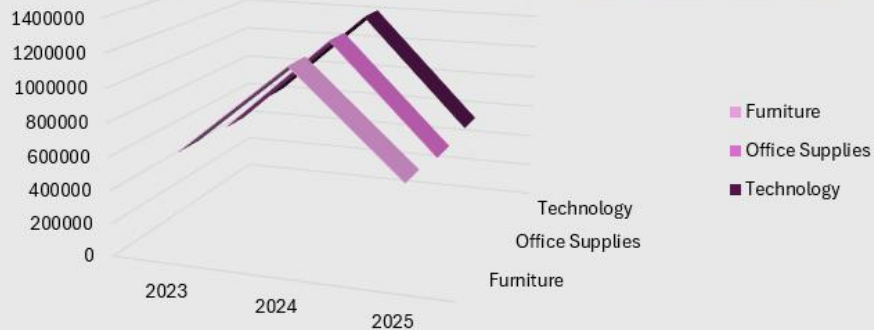
2024

2025

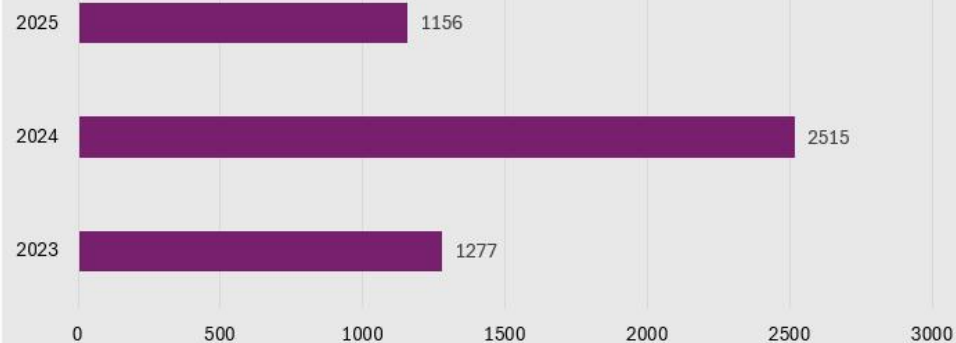
Sales by Category



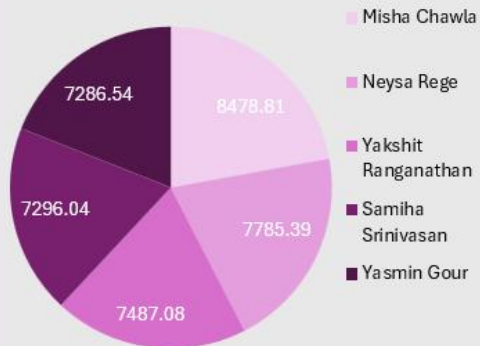
Profit Gained Over Time



Customer Count



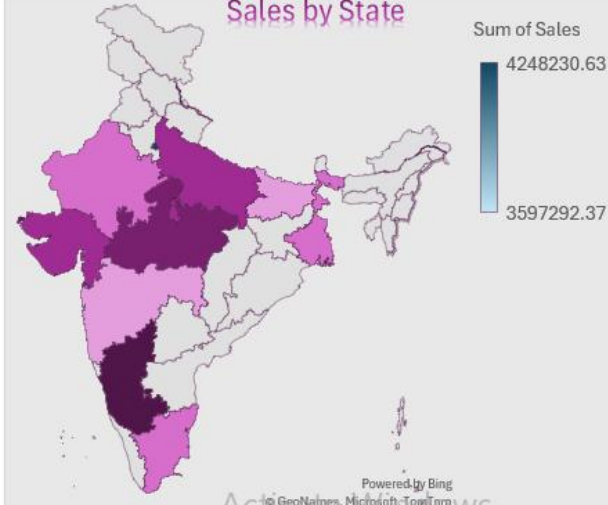
Top 5 Customers



Monthly Sales



Sales by State



Top 5 Customers

Sales by State

Customer Count

retail_sales_5000

Retail Sales Dashboard

Project Overview



✳ DASHBOARD HIGHLIGHTS

- Fully dynamic and slicer-controlled dashboard
- Covers multi-angle insights: category, time, geography, customer
- Designed for clarity, actionability, and user interaction
- Built 100% in Excel – no add-ins, just skills!

CONCLUSION

This project was a true turning point in my Excel journey — where I moved beyond formulas to solving real-world business problems.

It sharpened my ability to:

- Transform and model data using Power Query*
- Extract insights with purpose-driven pivot analysis*
- Design dashboards that tell stories, not just show numbers*
- Think critically from a business decision-maker's perspective*

CONCLUSION

More than just a technical task, this dashboard taught me how to connect data with decision-making — and how a tool as simple as Excel can be turned into a strategic advantage when used with clarity, intent, and creativity.