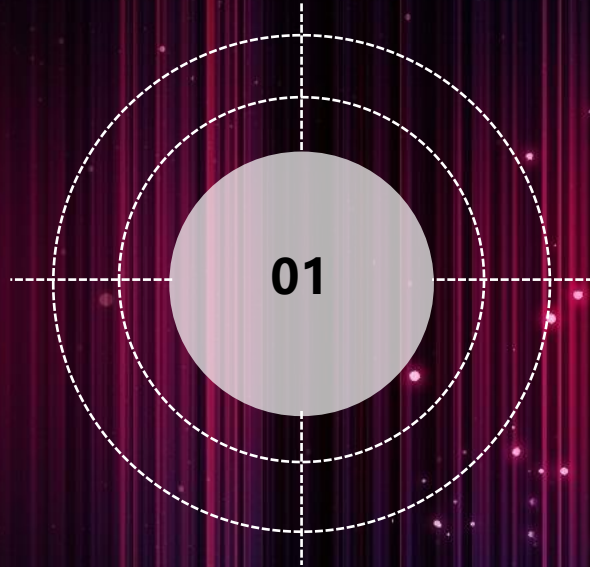


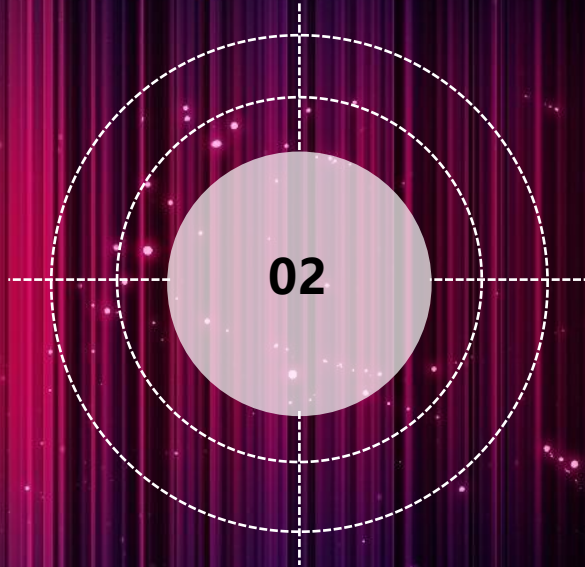


Retail Sales Dashboard Analysis

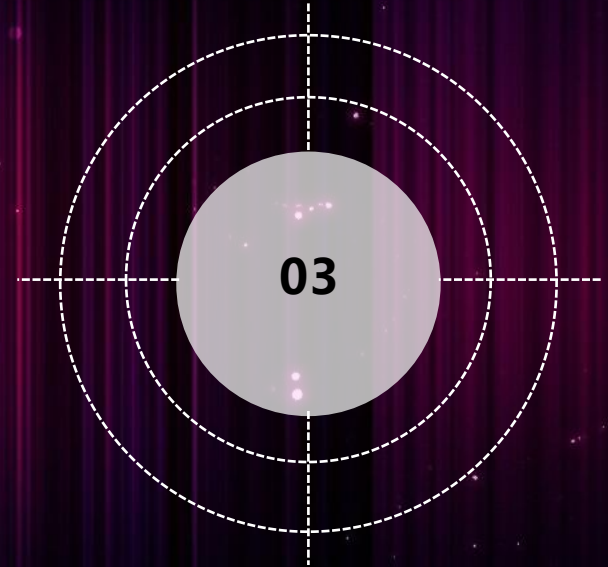
Project Objective



Analyze retail dataset to
simulate a real business case

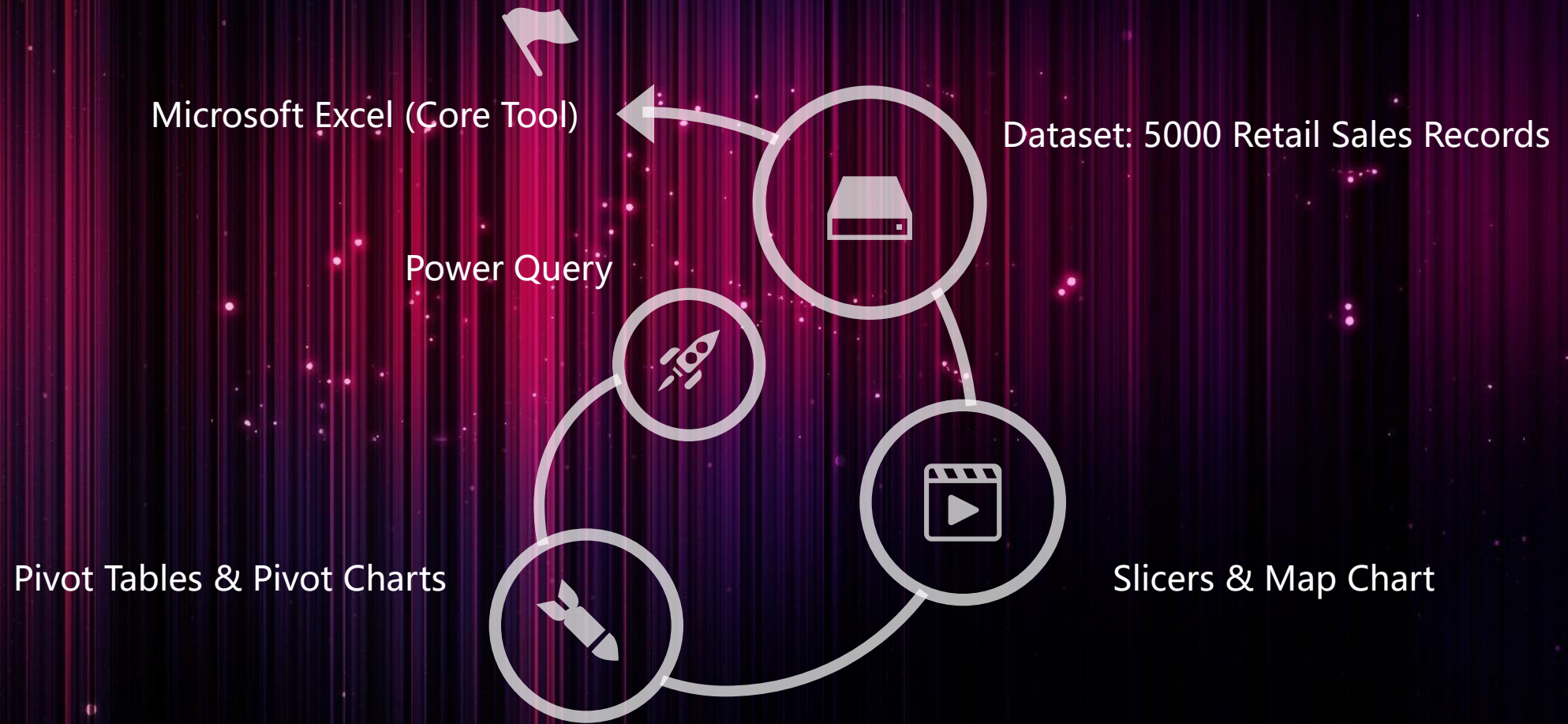


Solve decision-making
problems through Excel
dashboard



Deliver dynamic, slicer-
controlled insights

Tools & Technologies Used



Skills Applied



Business Challenges → Actionable Insights

- **Category Performance**
Identify which categories drive the most sales and profit.
- **Profit Trends**
Analyze how profit changes across years.
- **Sales Seasonality**
Understand monthly and seasonal sales patterns.
- **Top Customers**
Highlight the most profitable customers.



- **Geographical Insights**
Discover which states contribute the most to sales.
- **Customer Growth**
Track total customer count across years.
- **Dynamic Summary**
Enable interactive filters (Category + Year) for deeper insights.

Problem Insights



Data Import & Cleaning



Imported CSV in
Power Query



Removed duplicates,
filled nulls



Fixed data types &
formatted columns



Data Transformation

01

Split Order Date →
Year & Month

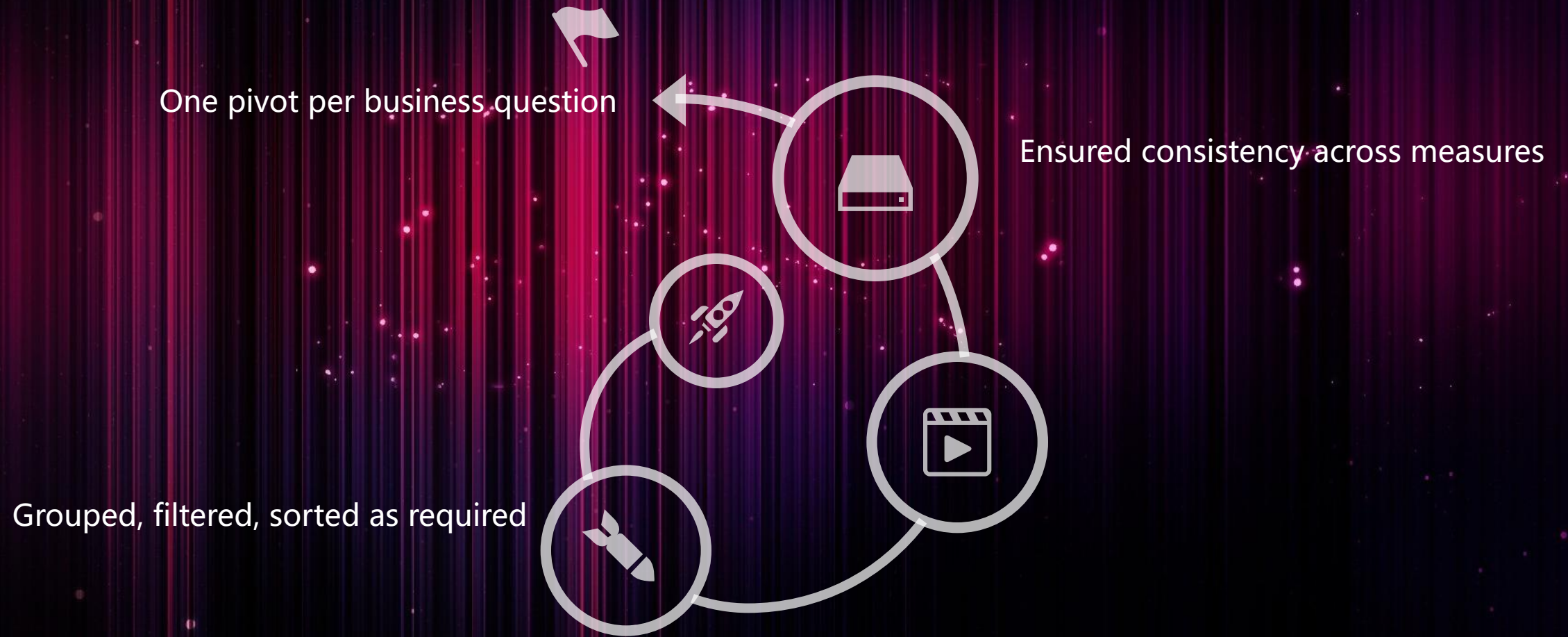
02

Created calculated
fields

03

Structured dataset
for Pivot Tables

Pivot Table Creation



Interactive Controls



Made dashboard dynamic & user-driven

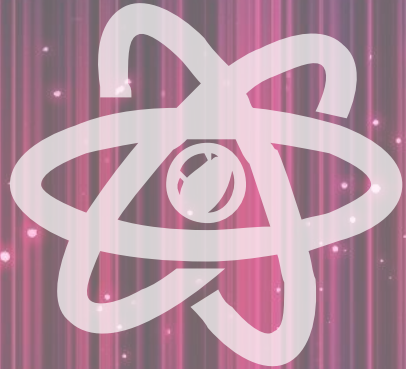
Slicers for Year & Category

Linked across multiple pivots

Visualizations Used



Dashboard Layout



- Clean, professional design
- Visuals grouped by business area
- Balanced colors for easy interpretation

Dashboard Features



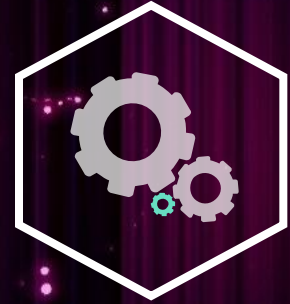
Slicers for real-time
filtering



Segmented visuals for
clarity



Minimalist design with
professional palette



Built 100% in Excel – no
macros/plugins

Dashboard Highlights

01 Fully dynamic and slicer-controlled dashboard

Designed for clarity, **02**
actionability, and user
interaction

03 Covers multi-angle
insights: category, time,
geography, customer

Built 100% in Excel – no
add-ins, just skills! **04**

Key Insights

2024 = Record Profit
Year

Delhi & WB strongest
regions

Furniture = Highest
Sales Category

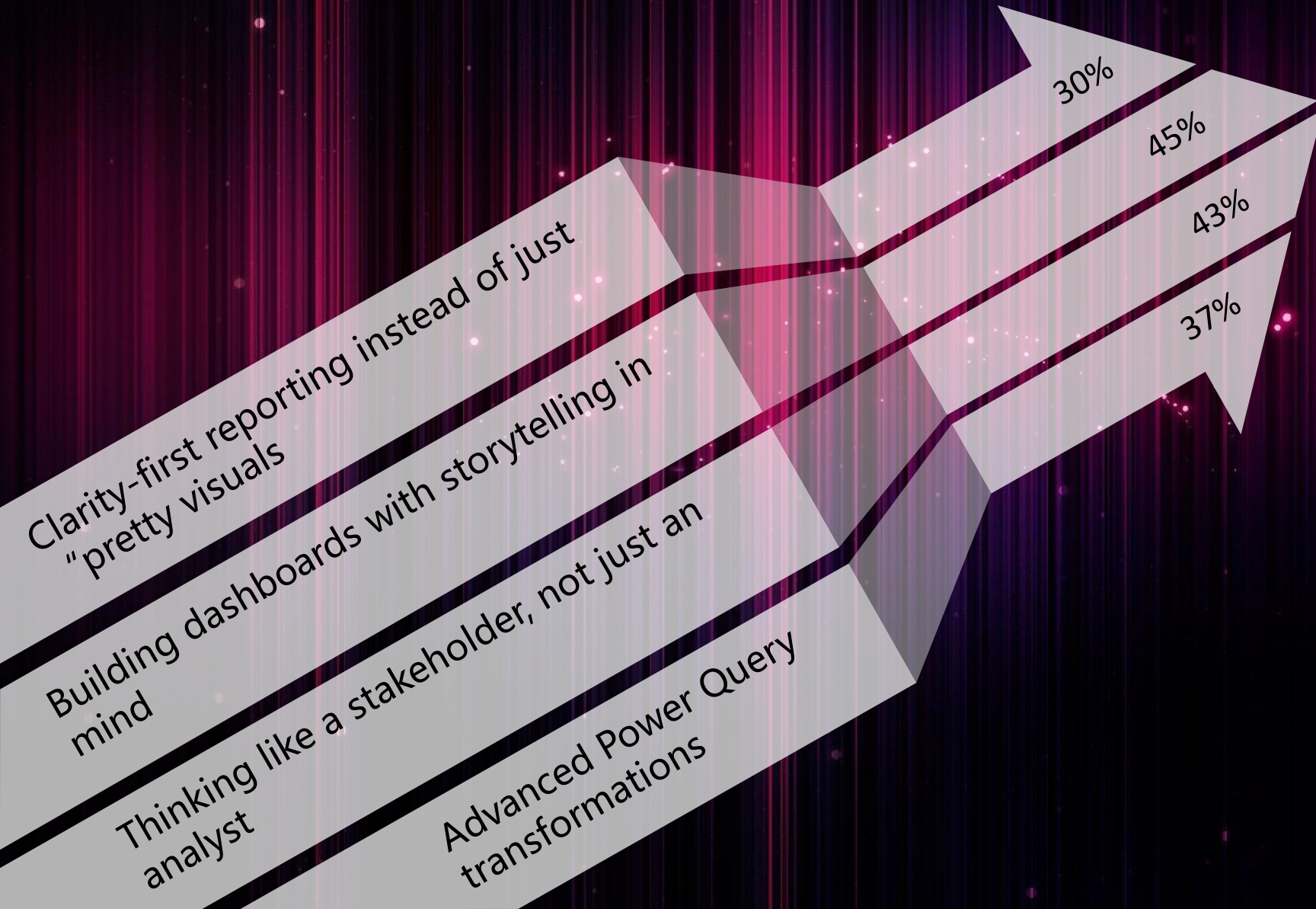
Seasonal spike in
October

Customers increasing
steadily

Business Impact



What I Learned



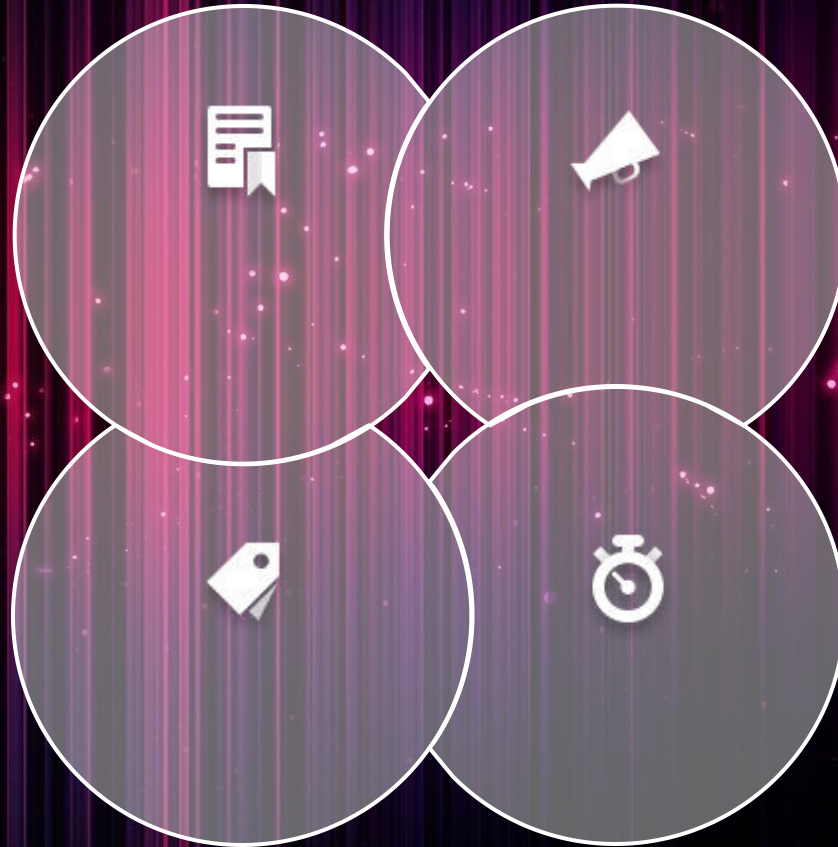
Challenges Faced

01

Handling
inconsistent &
missing data

02

Optimizing pivot
performance on
5000+ rows



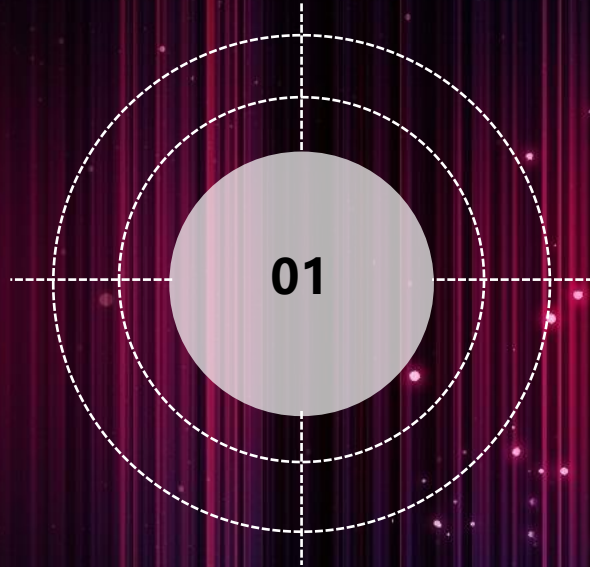
03

Designing for
clarity instead of
clutter

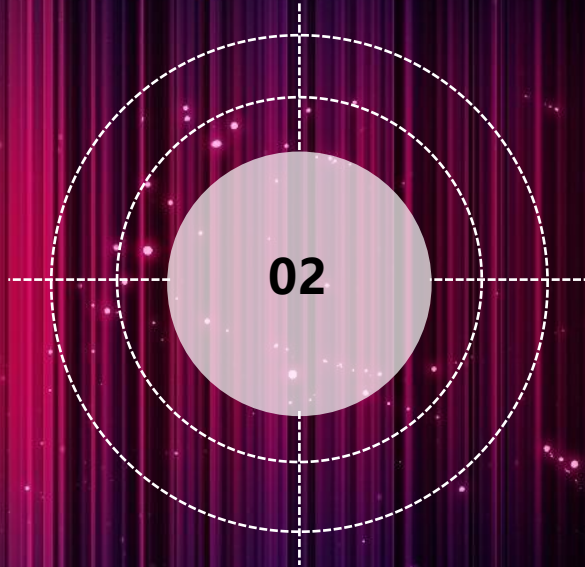
04

Choosing the
right chart for
the right story

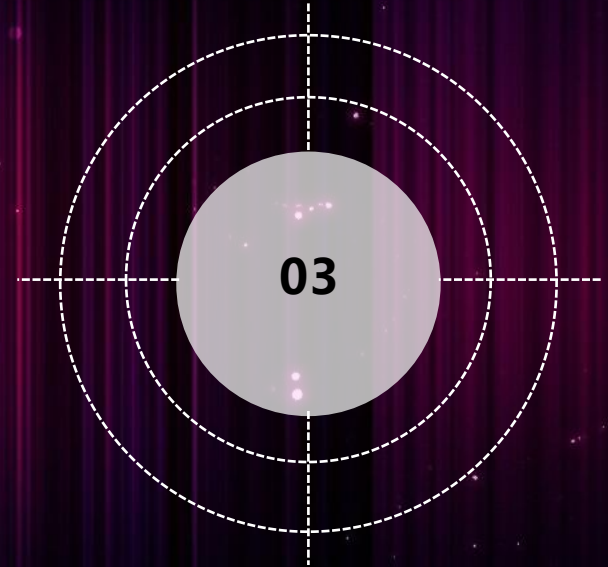
Stakeholder Value



Sales Teams → Target
profitable
categories/customers



Marketing → Run seasonal
campaigns in October peaks



Management → Track
customer growth & future
expansion areas

Storytelling with Data



Structured dashboard to answer “business questions, not just show numbers”



Insights flow from Category
→ Time → Customer →
Region → Growth



Built narrative helps
decision-makers act quickly



Future Improvements

Automate refresh with
Power Query



Add KPIs like Customer
Retention & Avg. Order Value



Expand dataset with external
sources (e.g., demographics)



Build comparison view: Planned
vs. Actual sales

Conclusion

01

Transform & Model Data
using Power Query

02

Extract Business Insights
with Pivot Analysis

03

Design Dashboards that
tell stories, not just
numbers

04

Think Critically from a
decision-maker's
perspective

05

Connect Data with
Decisions for practical
impact

06

Use Excel as a Strategic
Tool rather than just a
calculator

07

Work with Clarity, Intent
& Creativity in every
analysis



Retail Sales Dashboard Analysis

