

# CERTIFICATE

This is to certify that VAIBHAVI.M, a student of Anudip Foundation, has successfully completed the project titled "Interactive Supermarket Sales Performance Dashboard" using Microsoft Excel.

This report is a true account of the work completed and demonstrates proficiency in data visualization and spreadsheet management.

This project is a record of authentic work carried out during the period from 04-01-2026 to 05-01-2026.

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Signature of  
Head

## **ACKNOWLEDGEMENT**

I would like to express my deepest appreciation to all those who provided me the possibility to complete this project.

A special gratitude goes to my mentor, Farheen Ma'am, whose contribution in stimulating suggestions and encouragement helped me at all times of research and development of this dashboard.

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## Project Objective

The primary objective of this project is to transform complex, multi-layered sales data into a streamlined, interactive Visual Dashboard that enables data-driven decision-making.

The goal of this project is to take a list of sales (Raw Data) and turn it into interactive Dashboard.

I wanted to find out:

Which city sells the most?

Which month has the highest sales?

Which products are making the most profit?

Which day of the week has the highest sales?

Which product is sold more?

Which types of customers are giving more rating?

Which state sells the most?

# Data Cleaning

Before making the charts, I cleaned the data by:

- Removing any empty rows.
- Making sure all dates looked the same.
- Fixing the spelling of cities and products.
- Organizing the data into a table so I could make Pivot Tables easily.
- Handling Blanks:  
Checked for any missing information in the "Customer Type" or "Product Category" columns to ensure the charts were accurate.
- Currency Standardization:  
Formatted all financial columns (Sales and Profit) to currency symbols for better readability.
- Table Conversion:  
Converted the data into an "Official Excel Table" (Ctrl+T) so that any new data added would automatically be picked up by the charts.

## Key Insights (What I Found)

- **Top Performing Region:**

The West Region emerged as a significant contributor to sales, while the East Region showed strong profit margins, contributing approximately ₹5,030.67 in total profit.

- **Product Categories:**

The Bakery and Electronic Accessories categories are the primary volume drivers. Specifically, the Bakery category achieved a total profit of ₹6,614.03, making it a high-priority segment.

- **Customer Behaviour:**

Loyal Members maintain a higher average rating (3.24) compared to new customers, suggesting that retention programs are effectively maintaining customer satisfaction.

- **Monthly Trends:**

Sales peaked significantly in November (₹12,208.59), indicating a strong year-end seasonal surge, whereas December saw a slight dip, suggesting a need for post-holiday promotions.

- **Store Performance:**

Mumbai and Ahmedabad are the leading cities in terms of quantity sold, with Mumbai moving 71 units in the tracked period.

# How to Use the Dashboard

To ensure all stakeholders can effectively derive insights from this tool, follow these simple steps for interaction and data exploration.

- Refresh:  
If you add new sales to the data sheet, right-click any chart and hit "Refresh" to update the numbers.
- Navigation panes:  
Overview, Store Analysis, Regional Analysis, Product Category, Monthly Trends.
- Interactive Slicers (Filters)  
The dashboard features dynamic "Slicers" on the left or top of the visual display. These allow you to filter the entire report with a single click.
  - By Region: Click on "North," "South," "East," or "West" to see regional performance.
  - By Customer Type: Toggle between "Loyal Member," "Regular," and "New" to see who drives your revenue.
  - By Month: Select specific months to analyse seasonal trends.

## Conclusion

The "Interactive Sales Dashboard" successfully transforms raw transactional data into a strategic asset. By utilizing Excel's Pivot Tables and data cleaning capabilities, we have moved from static spread sheets to a dynamic visual tool.

The project proves that:

- Data Visualization identifies trends (like the November peak) that are invisible in raw rows.
- Regional Analysis allows for localized marketing strategies rather than a "one size fits all" approach.
- Efficiency is greatly increased, as the automated dashboard allows management to view city-wise or category-wise performance in seconds.
- By using Excel features like Slicers, Pivot Tables, and Conditional Formatting, we have created a tool that saves time and reduces errors. Instead of scrolling through thousands of rows, a user can now find the answer to a business question in just two clicks. This project demonstrates how data analysis can help any business grow by making smarter, faster decisions.

This project shows that using a Dashboard is much better than looking at a long list of numbers. It helps a store owner quickly see what is selling and which cities need more focus. Excel is a great tool for managing a small business.



# Final Result Page



