Executive Summary – Sales Dashboard

This project presents an interactive Sales Dashboard designed in Microsoft Excel / Power BI to analyze and visualize sales performance across categories, regions, customers, and time periods. The dashboard provides a clear overview of profitability, customer behavior, and market trends, enabling stakeholders to take data-driven decisions to improve business growth.

# Key Highlights

• Time Period Covered: 2014 – 2017

• Top Sales Categories: Phones and Chairs generated the highest revenue, followed by Storage and Tables.

• Profit Trend: Consistent growth in profit for Technology and Office Supplies, while Furniture showed limited profitability.

• Customer Growth: Customer count steadily increased from 2014 to 2017.

# Business Insights

1. Sales by Category  
- Phones (₹3.3L) and Chairs (₹3.28L) contributed the highest sales revenue.  
- Fasteners, Labels, Envelopes, and Art supplies had negligible sales.

2. Profit Gained Over Time  
- Technology consistently delivered the highest profit growth.  
- Office Supplies also showed steady improvement.  
- Furniture lagged in profitability.

3. Sales by State  
- Certain states contributed disproportionately higher sales.  
- States with lighter sales figures represent untapped opportunities.

4. Customer Insights  
- Customer count grew each year, peaking in 2017 with 700+ active customers.  
- Top 5 customers contributed significant profits.

5. Monthly Sales Trends  
- November and December recorded peak sales.  
- January and February showed weaker sales.

# Business Value

• Category Performance Tracking – identifies high and low-performing products.

• Profitability Analysis – highlights segments driving maximum profit.

• Customer Analysis – pinpoints top customers and tracks overall customer growth.

• Geographic Insights – evaluates state-level sales contributions.

• Seasonal Trend Analysis – captures monthly sales cycles for better forecasting.

# Conclusion & Recommendations

The analysis reveals strong growth in Technology and Office Supplies, while Furniture remains an underperforming segment. Key opportunities exist in expanding sales in low-performing categories, strengthening customer loyalty programs, and targeting seasonal promotions during off-peak months. By leveraging insights from this dashboard, businesses can optimize product mix, boost regional sales, and maximize profitability.