

# Sales Performance Analysis for Drink Store Chain Using Excel Dashboard

## Objective:

The primary goal of this project was to analyze sales performance across multiple stores, identify key trends in revenue, profit, refund rates, and customer behavior, and design an interactive dashboard for business decision-making using Excel.

## Tools & Technologies:

- **Microsoft Excel** (Power Pivot, Pivot Charts, Slicers, Form Controls)
- **Data Cleaning & Transformation**
- **Advanced Dashboard UI Design**
- **Interactive Navigation Buttons**
- **Dynamic Filtering**

## Dashboard Features:

The final solution includes **four fully interactive dashboards**:

### Customer & Time Analysis View

- KPIs: Total COGS, Revenue, Profit, and Profit Margin %
- Customer demographics (gender, age group)
- Profit trends by month with MOM growth
- Weekday vs weekend profitability
- Top profitable locations
- Top 5 products by quantity sold
- Product return and refund rates

### Store Performance Dashboard

- Monthly revenue vs budgeted target by store
- Variance and variance % shown visually
- Month slicers and filters
- Easy comparison between stores over time

### Monthly Budget vs Revenue View

- Revenue comparison by quarter and weekday
- Above/below average revenue performance
- Monthly revenue vs target with variance bars
- Interactive filters by store

## Product Profitability Dashboard

- Dynamic list of all 100 products
- KPIs: Quantity sold, Quantity returned, Refund %, Revenue, COGS, Total Profit, Profit Margin %
- Conditional formatting to highlight best and worst-performing products
- Vertical navigation buttons for scrolling through product list

### My Role & Contributions:

- **Data Cleaning & Structuring:** Cleaned raw sales data, handled missing values, and standardized formats.
- **Data Modeling:** Created relationships and models in Excel to support interactivity across dashboards.
- **KPI Calculations:** Defined key metrics like COGS, revenue, refund %, and profit margin.
- **Dashboard Design:** Designed intuitive and clean dashboards using charts, icons, and UI elements.
- **Interactivity:** Linked dashboards using buttons and slicers; added form controls to toggle views and metrics.
- **UX Enhancements:** Used colors, spacing, and layout design principles for a user-friendly experience.

### Key Business Insights:

- **71.5%** of revenue is generated on weekdays, indicating store staffing and marketing should focus on weekday performance.
- Some products have refund rates over **8%**, suggesting potential quality or customer satisfaction issues.
- **50+ age group** showed highest profit contribution.
- Stores like **Myers-Lopez** and **Valdez** performed **above targets**, while **Novak PLC** and **Berg-Trujillo** were **under target** by double digits.

### Outcome:

The dashboard provides store managers, marketing teams, and executives with a powerful tool to:

- Monitor sales performance in real-time.
- Identify problem areas and opportunities.
- Make data-driven decisions with ease.

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