■ Data Dashboard and Report

■ Project Overview

This project is part of a Data Analyst assignment aimed at analyzing two months of sales data and visualizing insights through an Excel-based dashboard using Pivot Tables and Charts. The dataset simulates realistic sales records for multiple regions and products.

■ Technologies Used

- Microsoft Excel

- Python (Pandas, NumPy)

- Pivot Tables & Charts

■ Dataset Description

Columns include:

- **Date:** Transaction date

- **Product:** Product category (Laptop, Smartphone, etc.)

- **Region:** Geographic sales region

- **Quantity:** Number of units sold

- **Sales:** Total sales amount

- **Profit:** Profit generated per sale

■ Process Steps

1. Generated sample dataset using Python.

2. Cleaned and formatted data for Excel.

3. Created Pivot Tables in Excel:

- Total Sales by Product

- Sales by Region

- Monthly Trends (June & July)

- Profit Analysis by Category

4. Built interactive charts for visual representation.

■ Key Insights

- **Top Products:** Smartphones and Laptops generated the highest revenue.

- **Regional Leader:** The South and West regions performed best in total sales.

- **Profit Trend:** Consistent profit margins across both months with moderate growth.

■ How to Use

1. Download the Excel file: `Sales_Dashboard.xlsx`

2. Open it in Excel.

3. Navigate to the Pivot Table sheets and interact using filters.

4. View the dashboard charts for visual insights.

■ Outcome

Delivered a professional Excel dashboard highlighting analytical and visualization skills, aligning with data analyst responsibilities such as reporting, insight generation, and data-driven recommendations.