



# **ONLINE RETAIL SALES DASHBOARD - EXECUTIVE SUMMARY**

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# PROJECT OBJECTIVE

- Purpose:
  - To provide business stakeholders with a clear, interactive view of key sales performance indicators and trends.
- Goals:
  - Track total sales and quantity sold
  - Identify top customers and countries
  - Monitor monthly sales growth
  - Enable real-time data exploration with filters



# KEY KPIS INCLUDED

- Visuals Used: Card KPIs
  - Total Sales
  - Total Quantity Sold
  - Unique Customers
  - Average Sales per Invoice
- All KPIs are dynamically updated based on slicer selections.



# INTERACTIVE FEATURES

- Filters/Slicers:

- Date (by month/year)
- Country
- Product Description
- Customer ID

- Benefits:

- Easily drill down into specific regions or time periods
- Real-time visual updates based on filter selections

# VISUAL INSIGHTS

- Chart Type | Purpose
  - -----|-----
  - Line Chart | Monthly sales trend
  - Bar Chart | Top countries by sales
  - Pie Chart | Best-selling products
  - Table View | Detailed invoice-level data
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- All visuals update automatically based on user selections.



# DESIGN THEME & STYLING

- Theme Used: Executive
  - Professional, business-friendly palette
  - Consistent use of blue, gray, and neutral tones
  - Clean layout with readable fonts and spacing



# NAVIGATION & USER EXPERIENCE

- Multi-page layout: Summary, Products, Country View
- Buttons used for easy page navigation
- Dashboard designed for both analysts & executives



# KEY BUSINESS TAKEAWAYS

- Overall sales showed steady growth over months
- UK & Netherlands among top-performing countries
- Product X and Y are consistent top sellers
- Top 10 customers drive significant revenue





# **FUTURE ENHANCEMENTS**

- Add Profit Margin analysis (if data allows)
- Implement Customer Segmentation
- Connect to live database for real-time tracking
- Build mobile-optimized view



# THANK YOU

## Questions?