CASE STUDY

Sales Performance Analysis

- **Objective**:
  The goal of this project was to analyze sales performance across different regions, products, and salespersons using Excel. The focus was on tracking sales targets, identifying high-performing regions, salespersons, and products while visualizing key insights for decision-making.

- **Process**:
  - Collected raw sales data including dates, salesperson, regions, products, units sold, unit prices, and targets.
  - Cleaned and structured the dataset for analysis.
  - Created calculated columns such as 'Sales Value' and 'Met Target' using formulas like IF, SUMIF, AVERAGEIF, COUNTIF.
  - Summarized results by region, product, and target achievement.
  - Built a dashboard with slicers, filters, and dynamic charts (bar, pie, column) to make the insights interactive and visually engaging.

- **Key Findings**:
  - **London** had the highest regional sales total (£13,500).
  - **James** was the highest salesperson by sales value.
  - **Phones** had the highest average units sold per transaction (19 units).
  - Overall, **66.7% of sales met or exceeded their targets**.

- **Tools Used**:
  - Microsoft Excel / Google Sheets
  - Formulas: IF, SUMIF, AVERAGEIF, COUNTIF
  - Pivot Tables (where necessary)
  - Data Visualization: Column charts, bar charts, pie charts, slicers.

- **Outcome**:
  The dashboard provided clear insights into sales performance, enabling stakeholders to quickly identify top-performing regions, products, and salespersons. This project demonstrates skills in data cleaning, analysis, and dashboard design, which are essential for data analyst roles.