**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.