Sales Performance Dashboard

Introduction: Dunder Mifflin Paper Company is a fictional paper company featured in the television show "The Office." In this write-up, we will create an Excel dashboard to visualize the sales performance data of Dunder Mifflin Paper Company.

Data Sources: To create the dashboard, we will use the following data sources:
- Sales data of Dunder Mifflin Paper Company

Dashboard Components:
The dashboard will consist of the following components:
1. Sales Overview: This section will provide an overview of the sales performance of Dunder Mifflin Paper Company, including total sales, average sales, and sales growth.
2. Sales by Employee: This section will provide a histogram of sales accomplished by each employee.
3. Sales by Region: This section will provide a breakdown of sales by region, including sales by state and sales by region.
4. Sales Trend: This section will compare the sales performance of Dunder Mifflin Paper Company across the months.
5. Sales by Product Category: This section will provide a breakdown of sales by product category, including copy paper(item-1), cardstock(item-2), and envelopes(item-3).
6. Customer Revenue: This section will give the customer revenue generated over particular time period and region on selected product category.

Dashboard Creation:
1. Sales Overview: We will create a chart to display the total sales, average sales, and sales growth of Dunder Mifflin Paper Company. We will use a line chart to show the trend of sales growth over time. We will also add a table to show the total sales and average sales.
2. Sales by Product Category: We will create a stacked bar chart to show the sales by product category. The x-axis will represent the product categories, and the y-axis will represent the sales. We will use different colours to represent each product category.
3. Sales by Region: We will create a map to show the sales by region. We will use different colours to represent the sales by state and the sales by region.
4. Sales Trend: We will create a line chart to compare the sales performance of Dunder Mifflin Paper Company across months.

Conclusion:
In conclusion, the Excel dashboard created for Dunder Mifflin Paper Company provides a comprehensive overview of the company's sales performance. The dashboard is designed to be user interactive and be easy to read and understand, allowing executives to quickly identify KPIs, areas for improvement and make informed decisions.