

Executive Summary – Excel Sales Dashboard Project Project by: S Sreedhar Gowd Tool: Microsoft Excel | Dataset: E-Commerce Sales Data

1. Project Overview This Excel-based Sales Dashboard is designed to provide a comprehensive view of business performance metrics using interactive visualizations and slicers. It focuses on analyzing order volumes, revenue trends, product performance, customer spending, and regional insights to aid data-driven decision-making in a retail/gifting business (FNP).

2. Objectives - Monitor Total Orders, Revenue, and Customer Spend - Identify top-performing occasions, cities, and products - Understand seasonal/monthly demand patterns - Track order-to-delivery performance - Present insights in an interactive and user-friendly manner using Excel

3. Dashboard Components KPI Block: - Total Orders: Total number of customer transactions - Sum of Revenue: Total income from all orders - Avg. Customer Spend: Revenue generated per customer - Order-Delivery Gap: Average delay between order and delivery

Visual Sections: - Revenue by Occasion: Peak occasions like Anniversary, Raksha Bandhan - Revenue by Category: High performers: Colors, Sweets, Soft Toys - Revenue by Month: Sales trends across the calendar year - Revenue by Hour: Peak order times (evening & early morning) - Top Products: Most profitable SKUs - Top Cities: Key locations like Dibrugarh, Imphal, Kavali

4. Key Insights - Highest Revenue: ■35.2 Lakhs from 1,000 Orders - Top Occasions: Anniversary, Raksha Bandhan, Holi - Top Products: Magnam Set, Quia Gift, Dolores Gift - Order Trends: Evenings (8–10 PM) have highest activity - Top Cities: Dibrugarh, Imphal, Kavali

5. Business Recommendations 1. Focus marketing on high-earning occasions and promote bundle deals. 2. Use evening hours for running digital campaigns. 3. Improve delivery performance by optimizing logistics (current average: 5.53 days). 4. Expand product range in successful categories like Colors and Sweets. 5. Build regional strategies targeting top-performing cities.

6. Skills Demonstrated - Microsoft Excel (PivotTables, Slicers, Charts, Conditional Formatting) - Data Cleaning & Aggregation - KPI Calculation & Visualization - Dashboard Design Principles - Business Analysis & Insight Writing

7. How to View the Dashboard Navigate to the “Dash Board” sheet to explore the interactive visualizations. Use the slicers on the right-hand side to filter data by: - Order Date - Delivery Date - Occasion

8. Final Thought This project reflects real-world business intelligence work, showcasing my ability to convert raw data into valuable insights using only Microsoft Excel — a tool widely used by operations, marketing, and leadership teams in daily business decisions.