

OnyX Coffee Sales Analysis Technical Report

Project Background and Overview

OnyX Coffee, established in 2018, is a South Africa-based company that sells coffee in three countries: South Africa, Namibia, and Botswana.

The company has a significant amount of data on its sales, product offerings, and loyalty program, which has been previously underutilized. I'm partnering with the Head of Operations to thoroughly analyze this data to uncover insights that will enhance OnyX's profitability and commercial success.

Insights and recommendations are provided on the following key business areas:

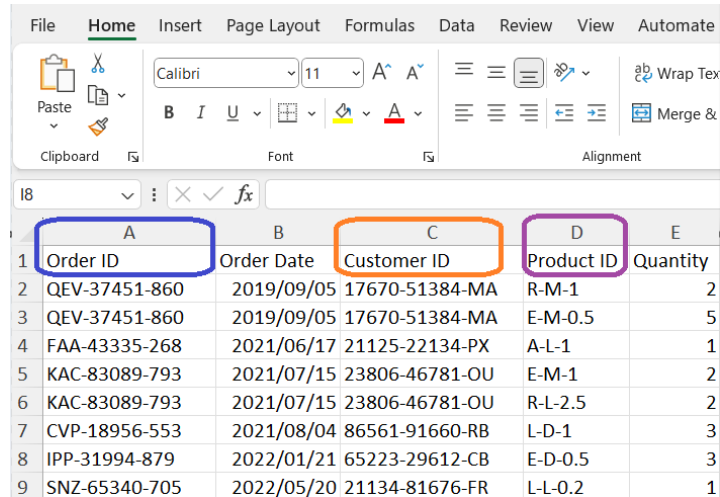
- 1. Sales Trends and Growth Analysis:** This involves evaluating OnyX's historical sales patterns from 2019 to 2022 across its three operations, focusing on revenue, order volume, and average order value (AOV).
- 2. Product Performance:** This section includes an analysis of OnyX's product lines to understand their impact on overall sales.
- 3. Loyalty Program Success:** This involves assessing the effectiveness of the loyalty program in driving customer sales.

This analysis will assist the OnyX's product team to identify the most profitable coffee products and optimize pricing, the inventory Management team to ensure that the right quantities of each coffee product are stocked, and the marketing team to tailor marketing campaigns to specific customer segments.

Dataset Description:

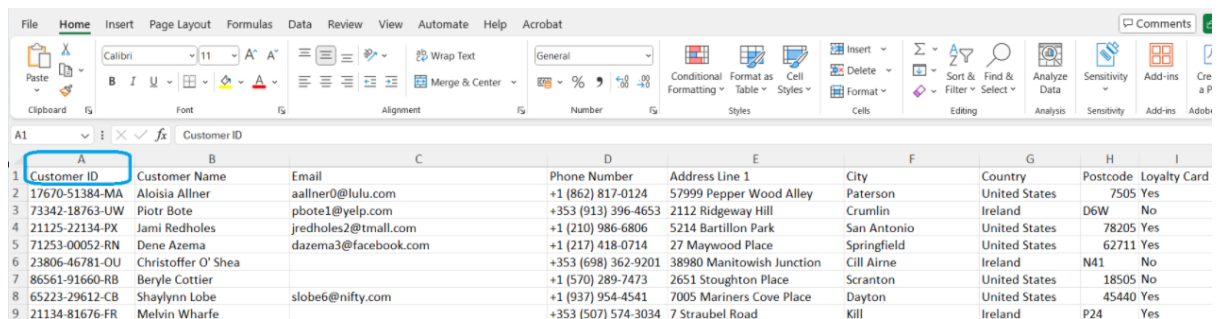
The Excel sheet consists of three tabs:

1. **Orders** - This tab lists all the orders made over time by customers.



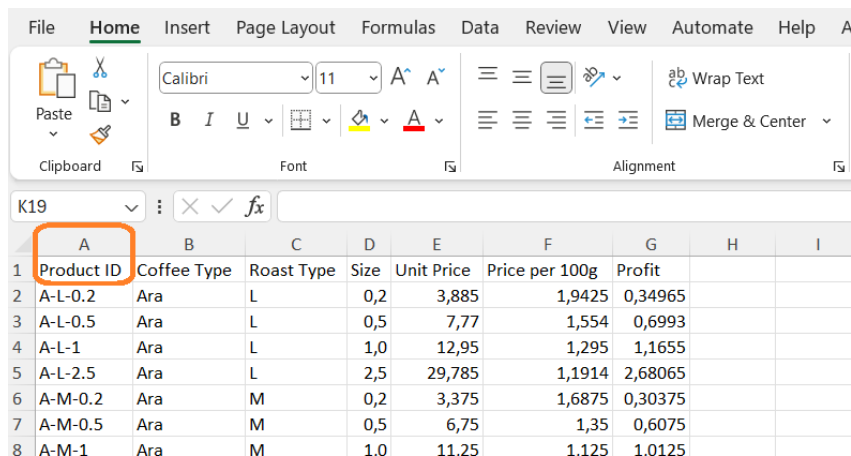
| | A | B | C | D | E |
|---|---------------|------------|----------------|------------|----------|
| 1 | Order ID | Order Date | Customer ID | Product ID | Quantity |
| 2 | QEV-37451-860 | 2019/09/05 | 17670-51384-MA | R-M-1 | 2 |
| 3 | QEV-37451-860 | 2019/09/05 | 17670-51384-MA | E-M-0.5 | 5 |
| 4 | FAA-43335-268 | 2021/06/17 | 21125-22134-PX | A-L-1 | 1 |
| 5 | KAC-83089-793 | 2021/07/15 | 23806-46781-OU | E-M-1 | 2 |
| 6 | KAC-83089-793 | 2021/07/15 | 23806-46781-OU | R-L-2.5 | 2 |
| 7 | CVP-18956-553 | 2021/08/04 | 86561-91660-RB | L-D-1 | 3 |
| 8 | IPP-31994-879 | 2022/01/21 | 65223-29612-CB | E-D-0.5 | 3 |
| 9 | SNZ-65340-705 | 2022/05/20 | 21134-81676-FR | L-L-0.2 | 1 |

2. **Customers** - This tab contains customer details, including a unique customer ID.



| | A | B | C | D | E | F | G | H | I |
|---|----------------|---------------------|----------------------|---------------------|---------------------------|-------------|---------------|----------|--------------|
| 1 | Customer ID | Customer Name | Email | Phone Number | Address Line 1 | City | Country | Postcode | Loyalty Card |
| 2 | 17670-51384-MA | Aloisia Allner | aallner0@lulu.com | +1 (862) 817-0124 | 57999 Pepper Wood Alley | Paterson | United States | 7505 | Yes |
| 3 | 73342-18763-UW | Piotr Bote | pbote1@yelp.com | +353 (913) 396-4653 | 2112 Ridgeway Hill | Crumlin | Ireland | D6W | No |
| 4 | 21125-22134-PX | Jami Redholes | jredholes2@tmall.com | +1 (210) 986-6806 | 5214 Bartillon Park | San Antonio | United States | 78205 | Yes |
| 5 | 71253-00052-RN | Dene Azema | dazema3@facebook.com | +1 (217) 418-0714 | 27 Maywood Place | Springfield | United States | 62711 | Yes |
| 6 | 23806-46781-OU | Christoffer O' Shea | | +353 (698) 362-9201 | 38980 Manitowish Junction | Cill Airne | Ireland | N41 | No |
| 7 | 86561-91660-RB | Beryle Cottier | | +1 (570) 289-7473 | 2651 Stoughton Place | Scranton | United States | 18505 | No |
| 8 | 65223-29612-CB | Shaylynn Lobe | slobe6@nifty.com | +1 (937) 954-4541 | 7005 Mariners Cove Place | Dayton | United States | 45440 | Yes |
| 9 | 21134-81676-FR | Melvin Wharfe | | +353 (507) 574-3034 | 7 Straubel Road | Kill | Ireland | P24 | Yes |

3. **Products** - This tab features details about coffee products, such as the type of coffee and its unique product ID.



| | A | B | C | D | E | F | G | H | I |
|---|------------|-------------|------------|------|------------|----------------|---------|---|---|
| 1 | Product ID | Coffee Type | Roast Type | Size | Unit Price | Price per 100g | Profit | | |
| 2 | A-L-0.2 | Ara | L | 0,2 | 3,885 | 1,9425 | 0,34965 | | |
| 3 | A-L-0.5 | Ara | L | 0,5 | 7,77 | 1,554 | 0,6993 | | |
| 4 | A-L-1 | Ara | L | 1,0 | 12,95 | 1,295 | 1,1655 | | |
| 5 | A-L-2.5 | Ara | L | 2,5 | 29,785 | 1,1914 | 2,68065 | | |
| 6 | A-M-0.2 | Ara | M | 0,2 | 3,375 | 1,6875 | 0,30375 | | |
| 7 | A-M-0.5 | Ara | M | 0,5 | 6,75 | 1,35 | 0,6075 | | |
| 8 | A-M-1 | Ara | M | 1.0 | 11.25 | 1.125 | 1.0125 | | |

Step 1 of 4: Dataset records consolidation

A decision has been made that the order tab/table lacks some necessary information required from the customer and products tab/tables, as detailed below.

| | A | B | C | D | E | F | G | H | I | J | K | L | M |
|---|---------------|------------|----------------|------------|----------|---------------|-------|---------|-------------|------------|------|------------|-------|
| 1 | Order ID | Order Date | Customer ID | Product ID | Quantity | Customer Name | Email | Country | Coffee Type | Roast Type | Size | Unit Price | Sales |
| 2 | QEV-37451-860 | 2019/09/05 | 17670-51384-MA | R-M-1 | 2 | | | | | | | | |
| 3 | QEV-37451-860 | 2019/09/05 | 17670-51384-MA | E-M-0.5 | 5 | | | | | | | | |
| 4 | FAA-43335-268 | 2021/06/17 | 21125-22134-PX | A-L-1 | 1 | | | | | | | | |
| 5 | KAC-83089-793 | 2021/07/15 | 23806-46781-OU | E-M-1 | 2 | | | | | | | | |
| 6 | KAC-83089-793 | 2021/07/15 | 23806-46781-OU | R-L-2.5 | 2 | | | | | | | | |
| 7 | CVP-18956-553 | 2021/08/04 | 86561-91660-RB | L-D-1 | 3 | | | | | | | | |
| 8 | IPP-31994-879 | 2022/01/21 | 65223-29612-CB | E-D-0.5 | 3 | | | | | | | | |
| 9 | SNZ-65340-705 | 2022/05/20 | 21134-81676-FR | L-L-0.2 | 1 | | | | | | | | |

Both the XLOOKUP and INDEX + MATCH functions will be used to retrieve the missing data from their respective tabs. These functions were chosen to demonstrate Excel skills and for their dynamic nature.

XLOOKUP function:

To fill the missing values in the customer table, such as **Customer Name**, **Email**, and **Country**, an XLOOKUP function was used.

It is important to note that while VLOOKUP could have also been suitable this time, XLOOKUP was chosen because it is a newer version of VLOOKUP.

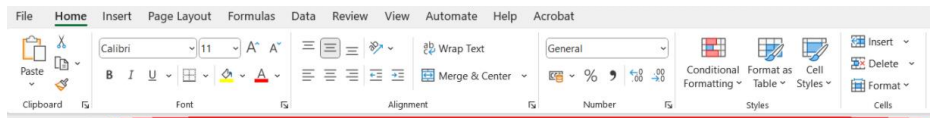
Customer Name

The screenshot shows the Excel interface with the 'Home' tab selected. The formula bar displays the XLOOKUP formula: `=XLOOKUP(C2;customers!A1:A1001;customers!B1:B1001;;0)`. Below the formula bar, the 'Order' table is visible, with the 'Customer Name' column populated with the results of the XLOOKUP function. The formula bar and the 'Customer Name' column are highlighted with a purple box. A red arrow points to the 'Customer Name' column header.

| | A | B | C | D | E | F |
|---|---------------|------------|----------------|------------|----------|----------------|
| 1 | Order ID | Order Date | Customer ID | Product ID | Quantity | Customer Name |
| 2 | QEV-37451-860 | 2019/09/05 | 17670-51384-MA | R-M-1 | 2 | Aloisia Allner |
| 3 | QEV-37451-860 | 2019/09/05 | 17670-51384-MA | E-M-0.5 | 5 | Aloisia Allner |
| 4 | FAA-43335-268 | 2021/06/17 | 21125-22134-PX | A-L-1 | 1 | Jami Redholes |

Email

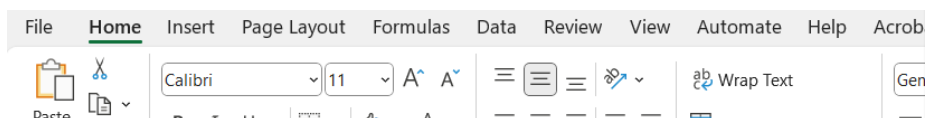
An IF function was added to an XLOOKUP function to eliminate "0" from cells with blank email addresses as shown below.



The screenshot shows the Excel interface with the formula bar for cell G2. The formula is: `=IF(XLOOKUP(C2;customers!A1:A1001;customers!C1:C1001;0)="",XLOOKUP(C2;customers!A1:A1001;customers!C1:C1001;0))`. The formula bar and the data table below are highlighted with a red box.

| Order ID | Order Date | Customer ID | Product ID | Quantity | Email |
|---------------|------------|----------------|------------|----------|----------------------|
| QEV-37451-860 | 2019/09/05 | 17670-51384-MA | R-M-1 | 2 | aallner0@lulu.com |
| QEV-37451-860 | 2019/09/05 | 17670-51384-MA | E-M-0.5 | 5 | aallner0@lulu.com |
| FAA-43335-268 | 2021/06/17 | 21125-22134-PX | A-L-1 | 1 | jredholes2@tmail.com |
| KAC-83089-793 | 2021/07/15 | 23806-46781-OU | E-M-1 | 2 | |
| KAC-83089-793 | 2021/07/15 | 23806-46781-OU | R-L-2.5 | 2 | |
| CVP-18956-553 | 2021/08/04 | 86561-91660-RB | L-D-1 | 3 | |

Country

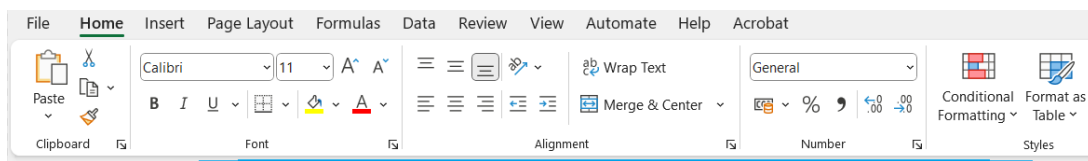


The screenshot shows the Excel interface with the formula bar for cell H2. The formula is: `=XLOOKUP(C2;customers!A1:A1001;customers!G1:G1001;0)`. The formula bar and the data table below are highlighted with an orange box.

| Order ID | Order Date | Customer ID | Product ID | Quantity | Country |
|---------------|------------|----------------|------------|----------|---------------|
| QEV-37451-860 | 2019/09/05 | 17670-51384-MA | R-M-1 | 2 | United States |
| QEV-37451-860 | 2019/09/05 | 17670-51384-MA | E-M-0.5 | 5 | United States |
| FAA-43335-268 | 2021/06/17 | 21125-22134-PX | A-L-1 | 1 | United States |
| KAC-83089-793 | 2021/07/15 | 23806-46781-OU | E-M-1 | 2 | Ireland |
| KAC-83089-793 | 2021/07/15 | 23806-46781-OU | R-L-2.5 | 2 | Ireland |
| CVP-18956-553 | 2021/08/04 | 86561-91660-RB | L-D-1 | 3 | United States |
| IPP-31994-879 | 2022/01/21 | 65223-29612-CB | E-D-0.5 | 3 | United States |
| SNZ-65340-705 | 2022/05/20 | 21134-81676-FR | L-L-0.2 | 1 | Ireland |

INDEX + MATCH:

To fill in the missing values in the products table such as **Coffee Type**, **Roast Type**, & package **Size**, an INDEX & MATCH function was used.



The screenshot shows the Excel interface with the formula bar for cell I2. The formula is: `=INDEX(products!A1:G49;MATCH(orders!$D2;products!$A$1:$A$49;0);MATCH(orders!$I$1;products!$A$1:$G$1;0))`. The formula bar and the data table below are highlighted with a blue box.

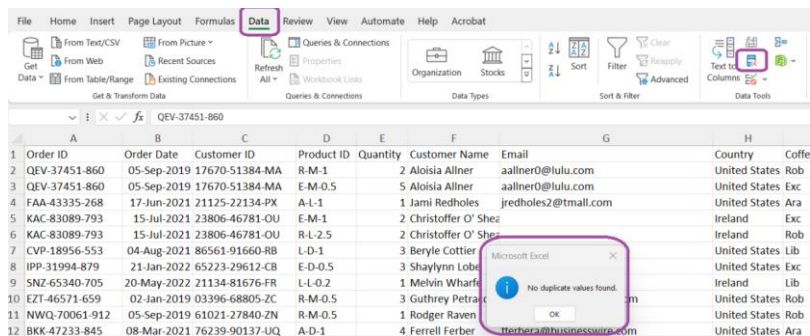
| Order ID | Order Date | Customer ID | Product ID | Quantity | Coffee Type | Roast Type | Size | Unit Price |
|---------------|------------|----------------|------------|----------|-------------|------------|------|------------|
| QEV-37451-860 | 2019/09/05 | 17670-51384-MA | R-M-1 | 2 | Rob | M | 1 | 9,95 |
| QEV-37451-860 | 2019/09/05 | 17670-51384-MA | E-M-0.5 | 5 | Exc | M | 0,5 | 8,25 |
| FAA-43335-268 | 2021/06/17 | 21125-22134-PX | A-L-1 | 1 | Ara | L | 1 | 12,95 |
| KAC-83089-793 | 2021/07/15 | 23806-46781-OU | E-M-1 | 2 | Exc | M | 1 | 13,75 |
| KAC-83089-793 | 2021/07/15 | 23806-46781-OU | R-L-2.5 | 2 | Rob | L | 2,5 | 27,485 |
| CVP-18956-553 | 2021/08/04 | 86561-91660-RB | L-D-1 | 3 | Lib | D | 1 | 12,95 |
| IPP-31994-879 | 2022/01/21 | 65223-29612-CB | E-D-0.5 | 3 | Exc | D | 0,5 | 7,29 |

A straightforward multiplication calculation was used to populate the **Sales** column, as illustrated below.

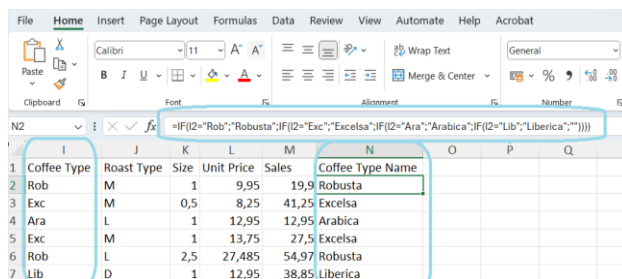
| | B | C | D | E | F | G | H | I | J | K | L | M |
|---|------------|---------------------------|------------|----------|---------------------|----------------------|---------------|-------------|------------|------|------------|-------|
| | Order Date | Customer ID | Product ID | Quantity | Customer Name | Email | Country | Coffee Type | Roast Type | Size | Unit Price | Sales |
| 1 | 1-860 | 2019/09/05 17670-51384-MA | R-M-1 | 2 | Aloisia Allner | aallner0@lulu.com | United States | Rob | M | 1 | 9,95 | 19,9 |
| 2 | 1-860 | 2019/09/05 17670-51384-MA | E-M-0.5 | 5 | Aloisia Allner | aallner0@lulu.com | United States | Exc | M | 0,5 | 8,25 | 41,3 |
| 3 | 5-268 | 2021/06/17 21125-22134-PX | A-L-1 | 1 | Jami Redholes | jredholes2@tmall.com | United States | Exc | L | 1 | 12,95 | 13 |
| 4 | 5-793 | 2021/07/15 23806-46781-OU | E-M-1 | 2 | Christoffer O' Shea | | Ireland | Exc | M | 1 | 13,75 | 27,5 |
| 5 | 5-793 | 2021/07/15 23806-46781-OU | R-L-2.5 | 2 | Christoffer O' Shea | | Ireland | Rob | L | 2,5 | 27,485 | 55 |
| 6 | 5-553 | 2021/08/04 86561-91660-RB | L-D-1 | 3 | Beryle Cottier | | United States | Lib | D | 1 | 12,95 | 38,9 |

Step 2 of 4: Data Cleaning

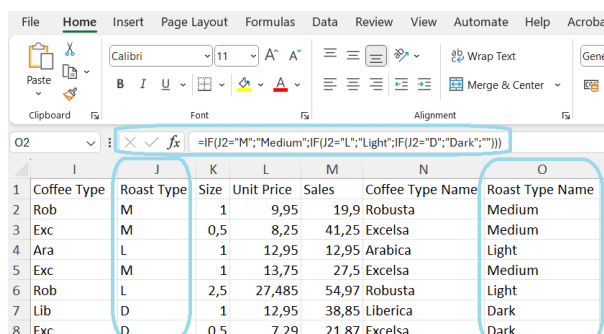
Checking for possible duplicate records.



To improve readability, prefixes in the **Coffee Type** column will be fully spelled out in a new column called **Coffee Type Name** using the **IF Function**, as shown below.

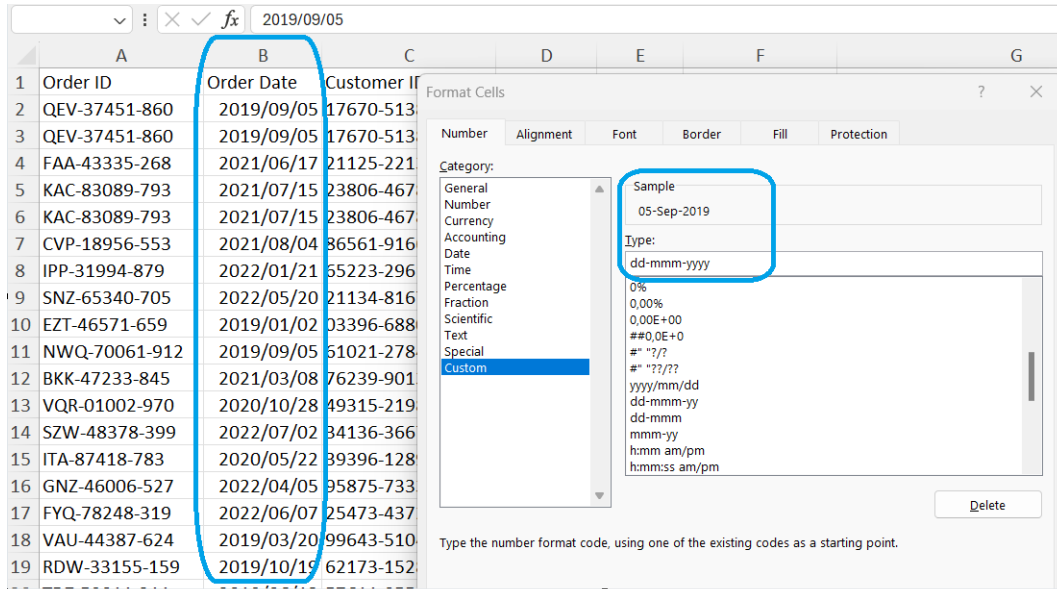


Similarly, prefixes in the **Roast Type** column will be fully spelled out in a new column called **Roast Type Name** using the **IF Function**, as shown below.



Step 3 of 4: Cell Formatting

The numeric date format can be confusing; therefore, the **Order Date** column has been formatted as shown below.



| | A | B | C | D | E | F |
|----|---------------|-------------|----------------|------------|----------|---------------------|
| 1 | Order ID | Order Date | Customer ID | Product ID | Quantity | Customer Name |
| 2 | QEV-37451-860 | 05-Sep-2019 | 17670-51384-MA | R-M-1 | 2 | Aloisia Allner |
| 3 | QEV-37451-860 | 05-Sep-2019 | 17670-51384-MA | E-M-0.5 | 5 | Aloisia Allner |
| 4 | FAA-43335-268 | 17-Jun-2021 | 21125-22134-PX | A-L-1 | 1 | Jami Redholes |
| 5 | KAC-83089-793 | 15-Jul-2021 | 23806-46781-OU | E-M-1 | 2 | Christoffer O' Shea |
| 6 | KAC-83089-793 | 15-Jul-2021 | 23806-46781-OU | R-L-2.5 | 2 | Christoffer O' Shea |
| 7 | CVP-18956-553 | 04-Aug-2021 | 36561-91660-RB | L-D-1 | 3 | Beryle Cottier |
| 8 | IPP-31994-879 | 21-Jan-2022 | 55223-29612-CB | E-D-0.5 | 3 | Shaylynn Lobe |
| 9 | SNZ-65340-705 | 20-May-2022 | 21134-81676-FR | L-L-0.2 | 1 | Melvin Wharfe |
| 10 | EZT-46571-659 | 02-Jan-2019 | 03396-68805-ZC | R-M-0.5 | 3 | Guthrey Petracci |
| 11 | NWQ-70061-912 | 05-Sep-2019 | 51021-27840-ZN | R-M-0.5 | 1 | Rodger Raven |
| 12 | BKK-47233-845 | 08-Mar-2021 | 76239-90137-UQ | A-D-1 | 4 | Ferrell Ferber |
| 13 | VQR-01002-970 | 28-Oct-2020 | 49315-21985-BB | E-L-2.5 | 5 | Duky Phizackerly |
| 14 | SZW-48378-399 | 02-Jul-2022 | 34136-36674-OM | R-M-1 | 5 | Rosaleen Scholar |
| 15 | ITA-87418-783 | 22-May-2020 | 39396-12890-PE | R-D-2.5 | 2 | Terence Vanyutin |

Updated the Coffee size packages column called **Size** to reflect its corresponding unit size (i.e., kg), as shown below.

The screenshot shows the 'Format Cells' dialog box in Excel. The 'Custom' category is selected in the left pane. The 'Type' field in the right pane contains the text '0,0 "kg"'. The background spreadsheet shows a table with columns 'Roast Type', 'Size', and 'Unit Price'. The 'Size' column contains values: 1, 0,5, 1, 1, 2,5, 1, 0,5, 0,2, 0,5, 1, 2,5, 0,2, 1. The 'Unit Price' column contains values: 9,95, 8,25, 12,95, 13,75, 27,485, 12,95, 7,29, 4,755, 5,97, 5,97, 9,95, 34,155, 9,95, 20,585, 3,885, 22,885, 3,375, 12,95.



| C | D | E | F | G | H | I | J | K | L |
|----------------|------------|----------|---------------------|----------------------|---------------|-------------|------------|-------|------------|
| Customer ID | Product ID | Quantity | Customer Name | Email | Country | Coffee Type | Roast Type | Size | Unit Price |
| 17670-51384-MA | R-M-1 | 2 | Aloisia Allner | aallner0@lulu.com | United States | Rob | M | 1,0kg | 9,95 |
| 17670-51384-MA | E-M-0.5 | 5 | Aloisia Allner | aallner0@lulu.com | United States | Exc | M | 0,5kg | 8,25 |
| 21125-22134-PX | A-L-1 | 1 | Jami Redholes | jredholes2@tmall.com | United States | Ara | L | 1,0kg | 12,95 |
| 23806-46781-OU | E-M-1 | 2 | Christoffer O' Shea | | Ireland | Exc | M | 1,0kg | 13,75 |
| 23806-46781-OU | R-L-2.5 | 2 | Christoffer O' Shea | | Ireland | Rob | L | 2,5kg | 27,485 |
| 86561-91660-RB | L-D-1 | 3 | Beryle Cottier | | United States | Lib | D | 1,0kg | 12,95 |
| 65223-29612-CB | E-D-0.5 | 3 | Shaylynn Lobe | slobe6@nifty.com | United States | Exc | D | 0,5kg | 7,29 |
| 21134-81676-FR | L-L-0.2 | 1 | Melvin Wharfe | | Ireland | Lib | L | 0,2kg | 4,755 |

Both Unit Price and Sales columns have been reformatted to show the associated currency, which is the US Dollar (\$), as illustrated below.

| K | L | M | N |
|-------|------------|-------|------------------|
| Size | Unit Price | Sales | Coffee Type Name |
| 1,0kg | 9,95 | 19,9 | Robusta |
| 0,5kg | 8,25 | 41,25 | Excelsa |
| 1,0kg | 12,95 | 12,95 | Arabica |
| 1,0kg | 13,75 | 27,5 | Excelsa |
| 2,5kg | 27,485 | 54,97 | Robusta |
| 1,0kg | 12,95 | 38,85 | Liberica |
| 0,5kg | 7,29 | 21,87 | Excelsa |
| 0,2kg | 4,755 | 4,755 | Liberica |
| 0,5kg | 5,97 | 17,91 | Robusta |
| 0,5kg | 5,97 | 5,97 | Robusta |
| 1,0kg | 9,95 | 39,8 | Arabica |

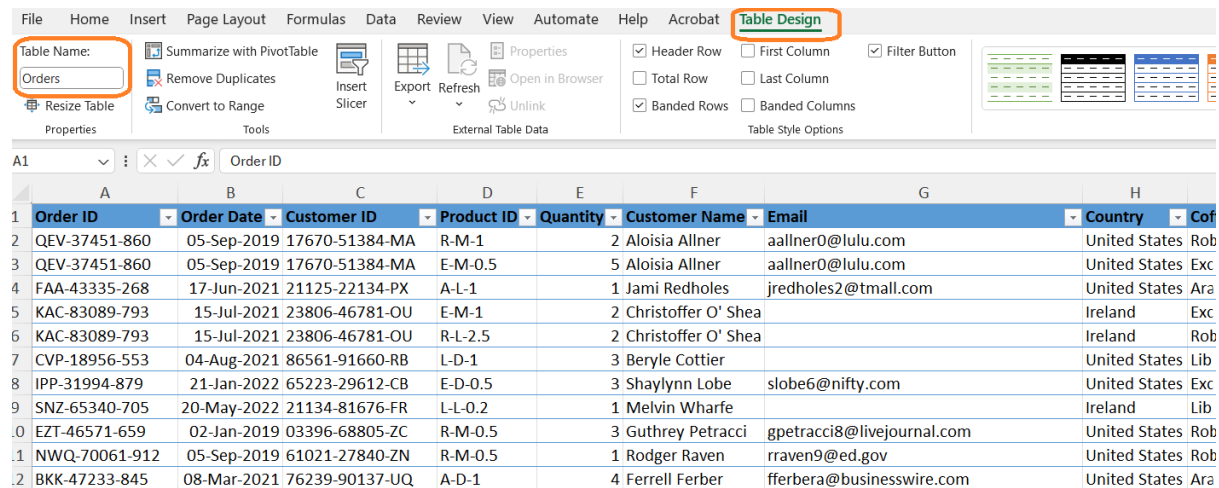


| K | L | M | N |
|-------|------------|-----------|------------------|
| Size | Unit Price | Sales | Coffee Type Name |
| 1,0kg | \$ 9,95 | \$ 19,90 | Robusta |
| 0,5kg | \$ 8,25 | \$ 41,25 | Excelsa |
| 1,0kg | \$ 12,95 | \$ 12,95 | Arabica |
| 1,0kg | \$ 13,75 | \$ 27,50 | Excelsa |
| 2,5kg | \$ 27,49 | \$ 54,97 | Robusta |
| 1,0kg | \$ 12,95 | \$ 38,85 | Liberica |
| 0,5kg | \$ 7,29 | \$ 21,87 | Excelsa |
| 0,2kg | \$ 4,76 | \$ 4,76 | Liberica |
| 0,5kg | \$ 5,97 | \$ 17,91 | Robusta |
| 0,5kg | \$ 5,97 | \$ 5,97 | Robusta |
| 1,0kg | \$ 9,95 | \$ 39,80 | Arabica |
| 2,5kg | \$ 34,16 | \$ 170,78 | Excelsa |
| 1,0kg | \$ 9,95 | \$ 49,75 | Robusta |

Step 4 of 4: Pivot Tables & Charts Creation for the Dashboard

We will first convert our worksheet into a table.

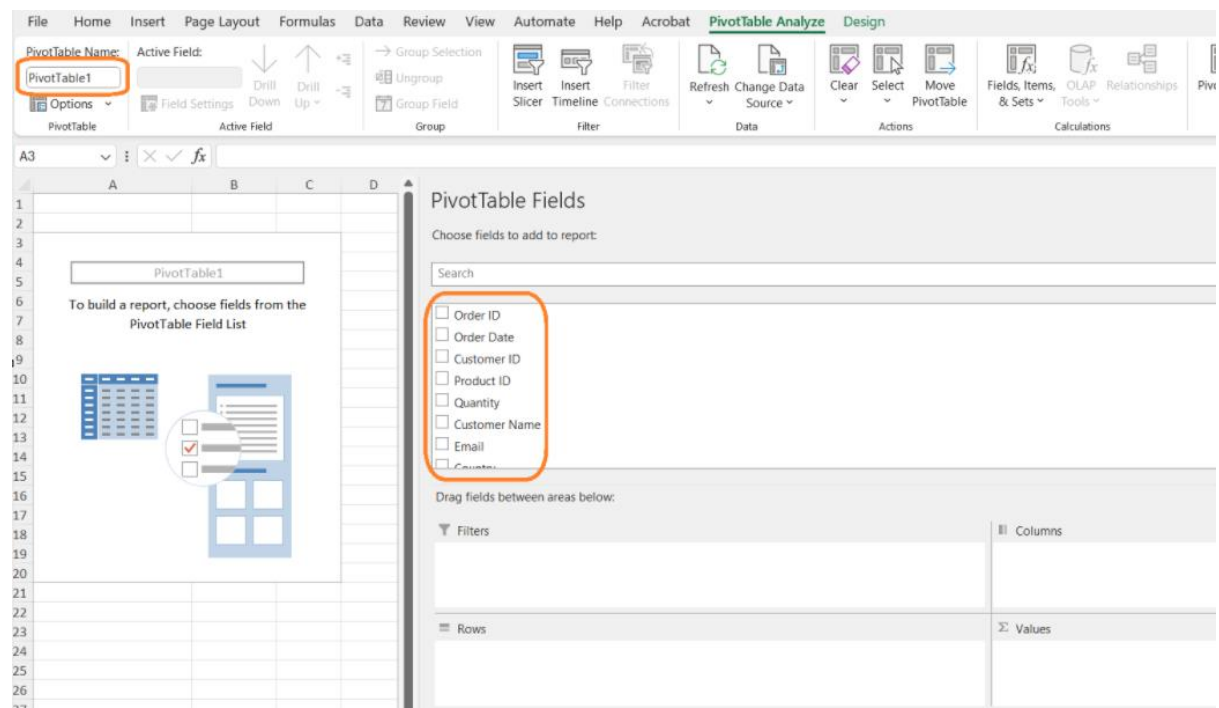
With a mouse cursor on any cell on our worksheet, pressing Ctrl + T on the keyboard creates a table and allows you to give it a name, as shown below.



The screenshot shows the Excel interface with the 'Table Design' ribbon active. The 'Table Name' is 'Orders'. The table contains the following data:

| Order ID | Order Date | Customer ID | Product ID | Quantity | Customer Name | Email | Country | Conf |
|---------------|-------------|----------------|------------|----------|---------------------|----------------------------|---------------|------|
| QEV-37451-860 | 05-Sep-2019 | 17670-51384-MA | R-M-1 | 2 | Aloisia Allner | aallner0@lulu.com | United States | Rob |
| QEV-37451-860 | 05-Sep-2019 | 17670-51384-MA | E-M-0.5 | 5 | Aloisia Allner | aallner0@lulu.com | United States | Exc |
| FAA-43335-268 | 17-Jun-2021 | 21125-22134-PX | A-L-1 | 1 | Jami Redholes | jredholes2@tmall.com | United States | Ara |
| KAC-83089-793 | 15-Jul-2021 | 23806-46781-OU | E-M-1 | 2 | Christoffer O' Shea | | Ireland | Exc |
| KAC-83089-793 | 15-Jul-2021 | 23806-46781-OU | R-L-2.5 | 2 | Christoffer O' Shea | | Ireland | Rob |
| CVP-18956-553 | 04-Aug-2021 | 86561-91660-RB | L-D-1 | 3 | Beryle Cottier | | United States | Lib |
| IPP-31994-879 | 21-Jan-2022 | 65223-29612-CB | E-D-0.5 | 3 | Shaylynn Lobe | slobe6@nifty.com | United States | Exc |
| SNZ-65340-705 | 20-May-2022 | 21134-81676-FR | L-L-0.2 | 1 | Melvin Wharfe | | Ireland | Lib |
| EZT-46571-659 | 02-Jan-2019 | 03396-68805-ZC | R-M-0.5 | 3 | Guthrey Petracci | gpetracci8@livejournal.com | United States | Rob |
| NWQ-70061-912 | 05-Sep-2019 | 61021-27840-ZN | R-M-0.5 | 1 | Rodger Raven | rraven9@ed.gov | United States | Rob |
| BKK-47233-845 | 08-Mar-2021 | 76239-90137-UQ | A-D-1 | 4 | Ferrell Ferber | fferbera@businesswire.com | United States | Ara |

We will now create a Pivot Table for all the fields of our worksheet. Now, with a mouse cursor on any cell on our worksheet, pressing Alt + N + V + T on the keyboard creates a Pivot Table, as shown below.



The screenshot shows the Excel interface with the 'PivotTable Analyze' ribbon active. The 'PivotTable Fields' task pane is open, showing the list of fields to be added to the report. The fields are:

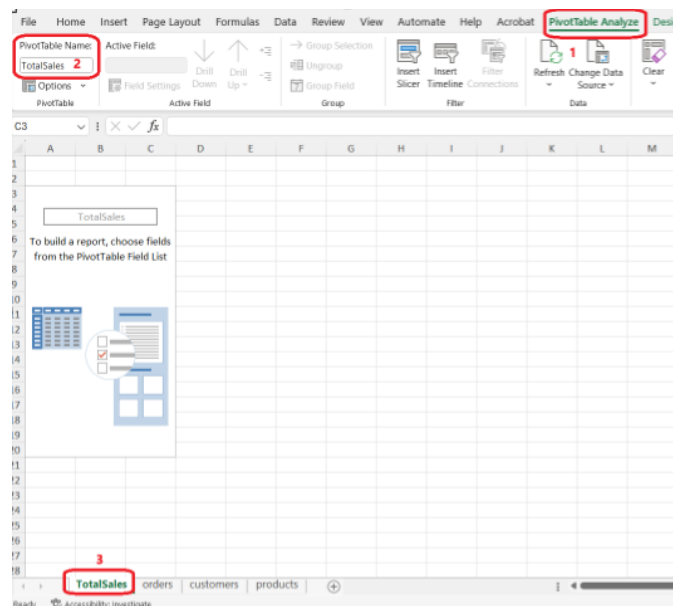
- Order ID
- Order Date
- Customer ID
- Product ID
- Quantity
- Customer Name
- Email
- Country

The 'PivotTable Fields' task pane also shows the 'Drag fields between areas below' section, which is currently empty. The 'PivotTable Analyze' ribbon shows the 'Design' tab selected, with the 'PivotTable Name' set to 'PivotTable1'.

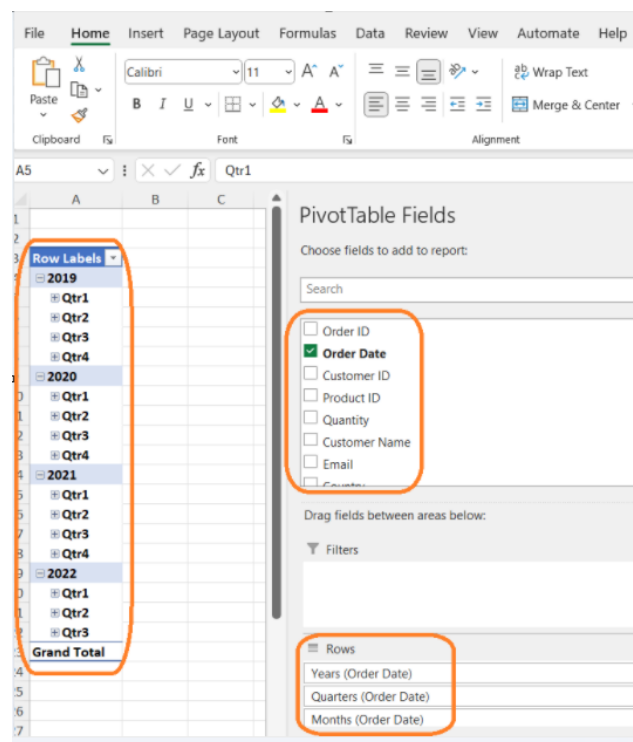
Total Sales Dashboard Visualize:

The **Pivot tables** and **charts** will be used to create a visual representation of total sales.

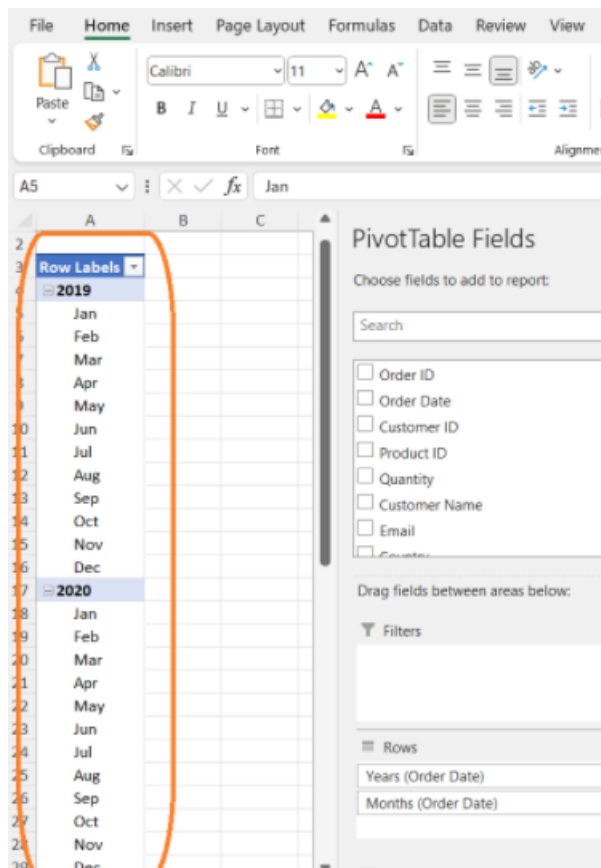
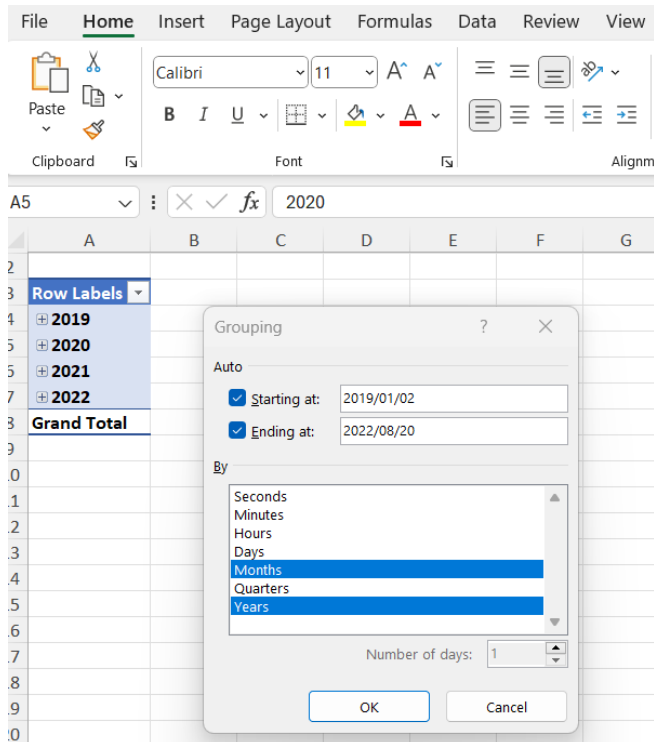
The total sales dashboard visuals will be created in a new worksheet. Our worksheet and pivot table have been created and named, as shown below.

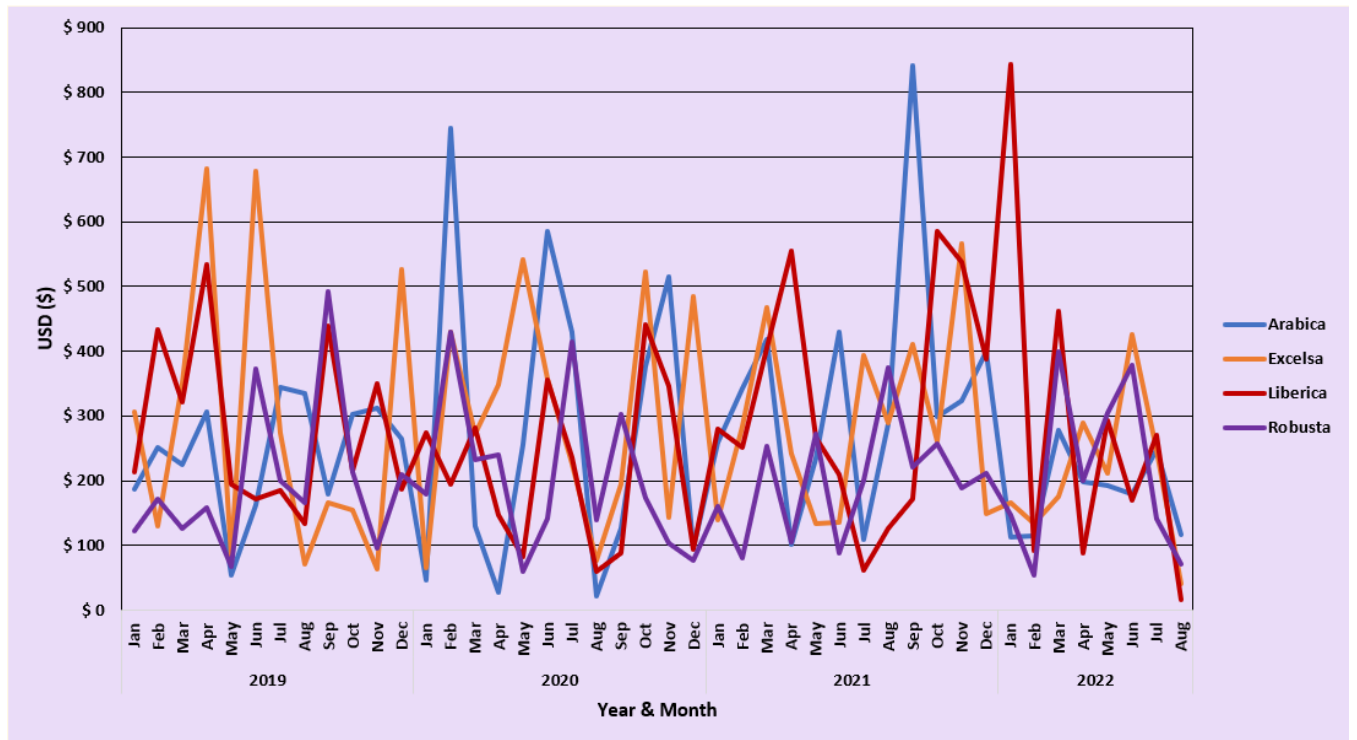
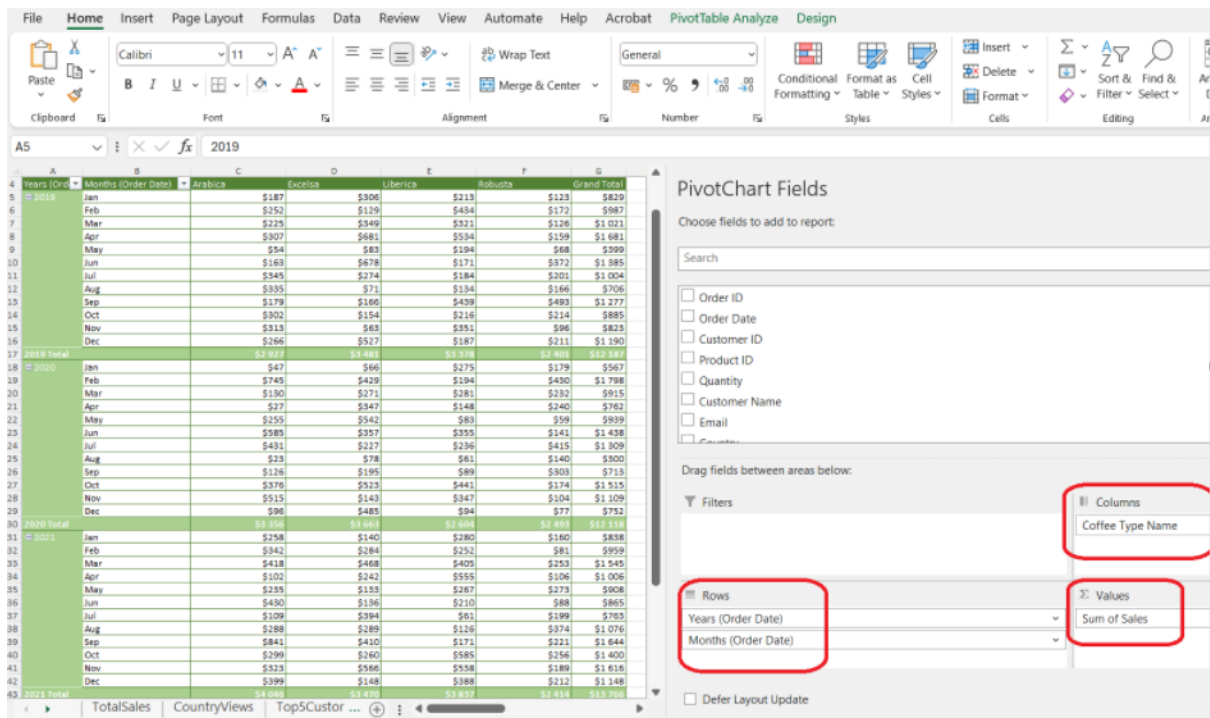


To visualize Total Sales Over Time, a line chart is suitable. As shown below, the order dates include quarterly information.

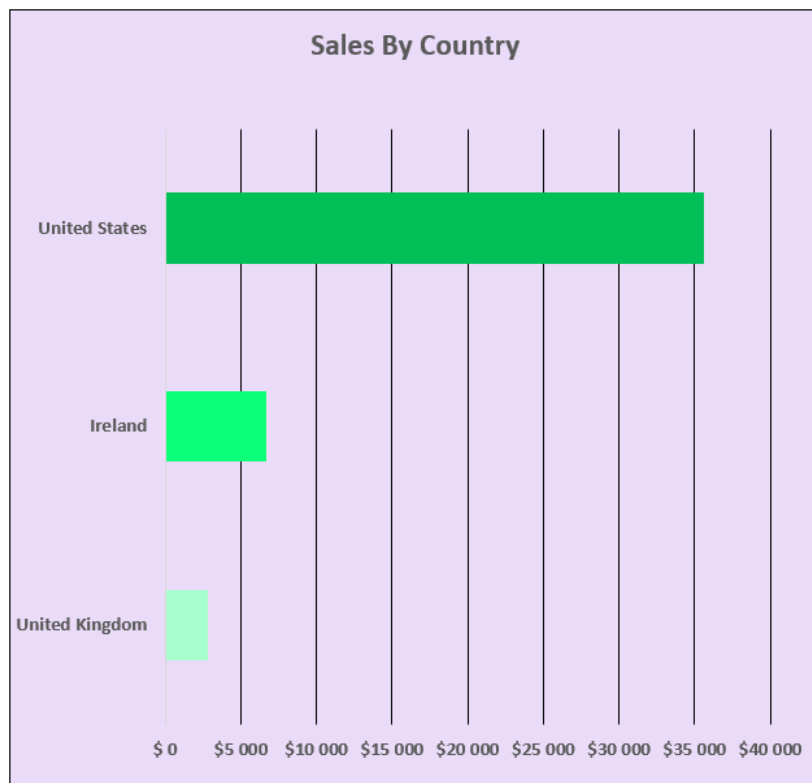
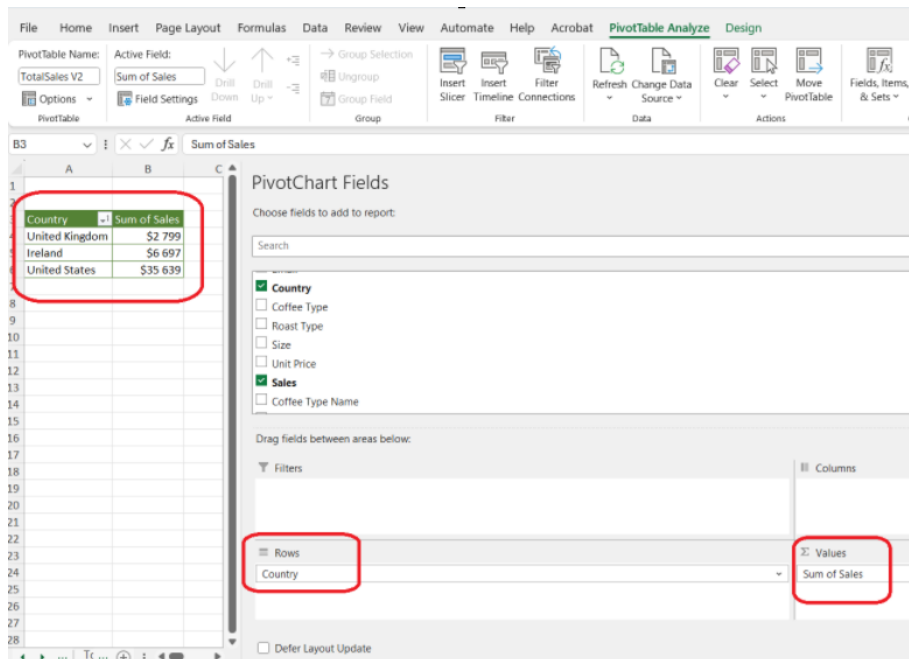


To display only the Year and Month, right-click the existing Pivot Table. In the new window, select "**Group**" and choose the preferred format.

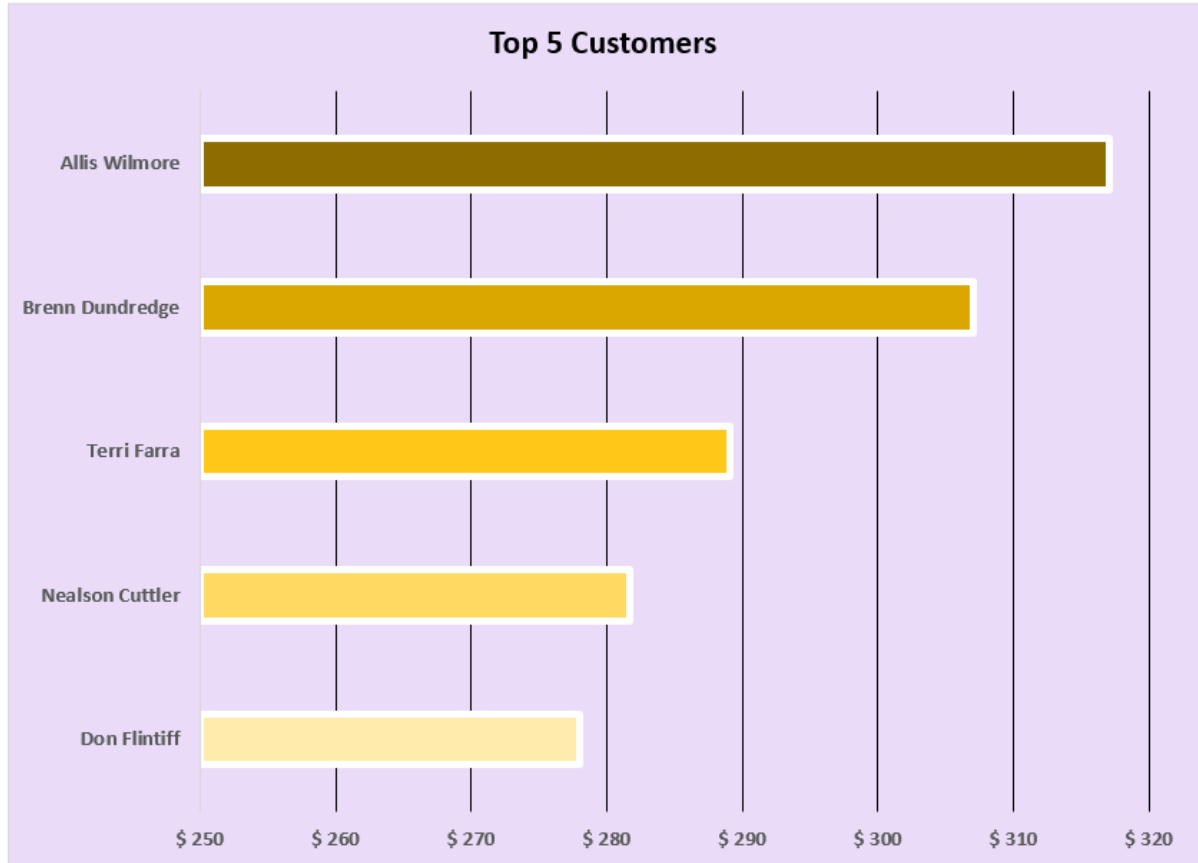
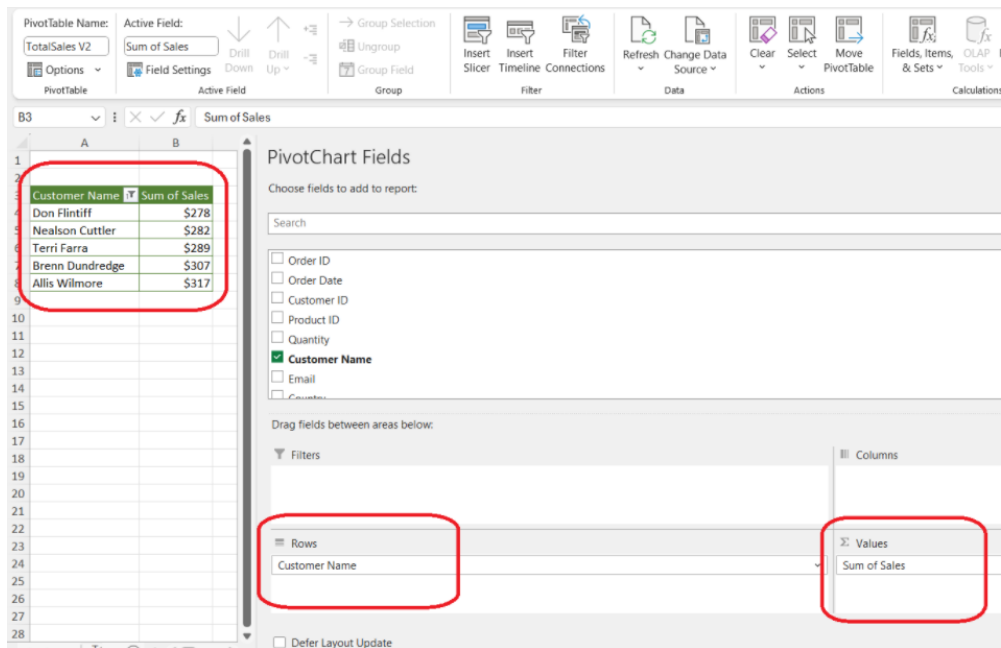




Sales by Country Dashboard Visualize:



Top 5 Customers by Sales Dashboard Visualize:



Complete Dashboard:

