**EXCEL PROJECT**

Problem Statement for Excel Project

Title: Sales Performance Analysis Dashboard

Objective:

A retail company wants to analyze its sales performance across different regions, products, sales representatives, and customer types to improve decision-making. The company seeks an interactive Excel dashboard that provides key insights into sales trends, profitability, and regional performance.

Challenges:

* The company lacks a centralized view of sales data.
* Sales managers struggle to identify top-performing products and sales reps.
* There is no clear insight into customer buying patterns (new vs. returning).
* The finance team needs a quick way to analyze profit margins across different products.

Expected Deliverables:

**Sales Trend Analysis:** Identify monthly and yearly sales patterns.  
**Top Products & Categories:** Highlight best-selling and most profitable products.  
**Regional Sales Performance:** Compare sales across different locations.  
**Sales Representative Performance:** Track top-performing employees.  
**Customer Insights:** Analyze the ratio of new vs. returning customers.  
**Analysis:** Show which products generate the highest profit margins.

Outcome:

A visually appealing Excel Dashboard that helps business stakeholders make data-driven decisions for improving sales and profitability.