

Project Storytelling – Data Intelligence Dashboard

This project focuses on analyzing **customer transaction data** to understand sales performance, customer behavior, and business trends.

First, I collected and organized raw transaction data containing details like **date, customer, product, region, payment method, quantity, and total amount**. The raw data was cleaned to remove inconsistencies and formatted properly so that analysis could be done accurately.

Next, I used **Excel formulas, pivot tables, and calculations** to analyze key metrics such as **total sales, category-wise performance, region-wise sales, and customer segments**. This helped convert raw data into meaningful insights.

After analysis, I designed an **interactive dashboard** using charts, slicers, and KPIs. The dashboard allows users to easily filter data by **region, category, payment method, and time period**, making the analysis dynamic and user-friendly.

Finally, the dashboard provides clear business insights like **top-performing products, high-value customers, popular payment methods, and sales trends**, which can help management make **data-driven decisions**.

Overall, this project demonstrates my skills in **data cleaning, analysis, visualization, and dashboard design using Excel**.