

Title: Sales Performance Dashboard

Description: This dashboard provides an interactive and visual representation of monthly sales performance for multiple regions, product categories, and sales representatives. It empowers stakeholders to monitor key metrics, identify trends, and make data-driven decisions.

Features:

- Dynamic Data Analysis:**
 - Filters for Region, Product Category, and Sales Representatives through slicers.
 - Drill-down capability for monthly and regional trends.
- Key Metrics Displayed:**
 - Total Sales and Target vs. Actual Performance.
 - Growth Rate visualization over time.
 - Top-performing regions and products.
- Interactive Visualizations:**
 - Bar chart for regional performance comparison.
 - Pie chart for product category distribution.
 - Line chart for monthly sales trends.
 - KPIs displayed with graphical indicators for better readability.

Techniques Used:

- Advanced Excel tools: PivotTables, slicers, charts, and conditional formatting.
- Formula-driven KPIs: SUM, AVERAGE, INDEX, MATCH, and IF functions.
- Progress Indicators: Data bars and color-coded metrics for intuitive understanding.
- Sheet Protection: Ensuring layout consistency while allowing interactivity.

Outcomes:

- Streamlined sales analysis for faster insights.
- Identification of underperforming regions and products.
- Enhanced decision-making support for management.

Tools/Technologies:

- Microsoft Excel: Advanced data handling, visualizations, and interactivity.

