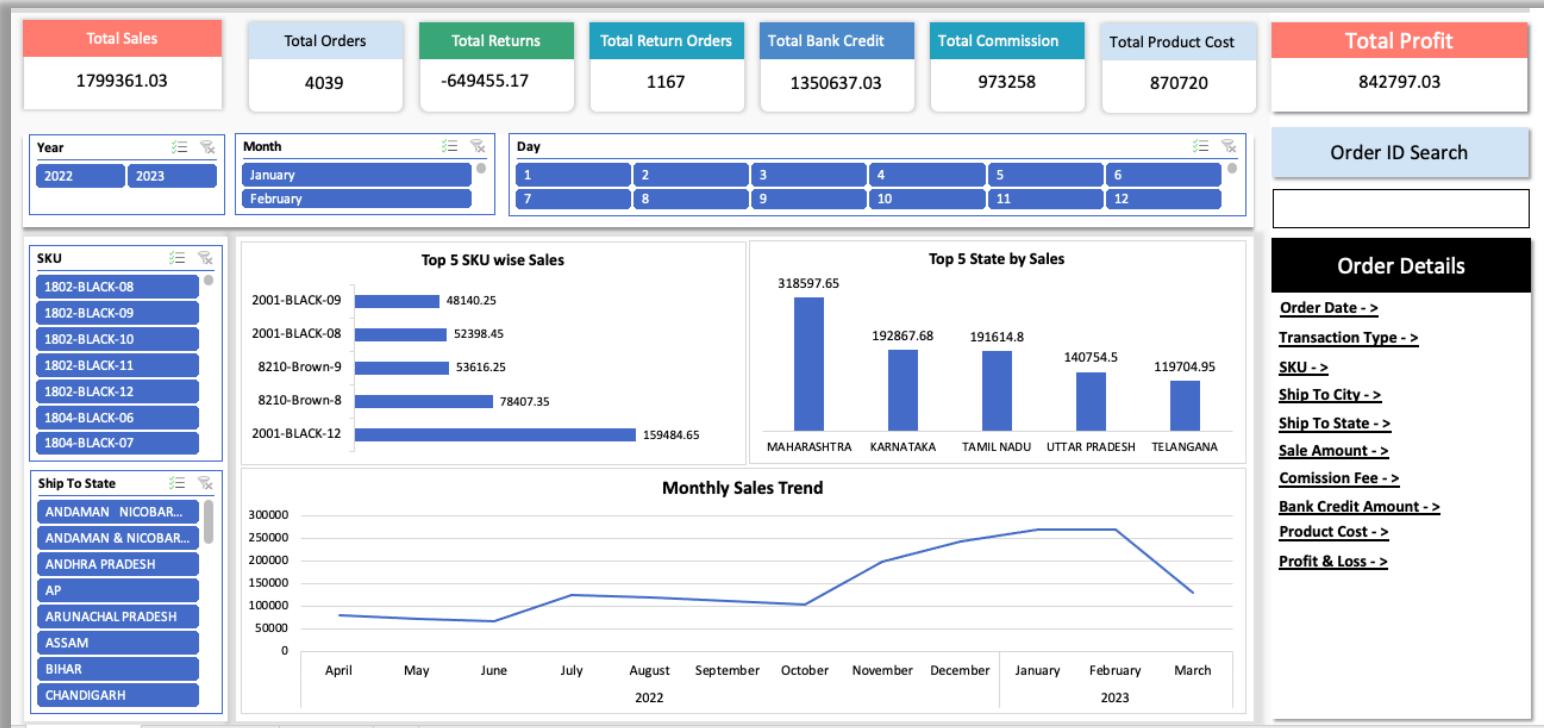


Dashboard Overview

The final Excel dashboard was developed based on the approved mock-up layout and populated using pivot table analysis. It provides a consolidated and interactive view of sales performance, profitability, returns, and regional trends.



KPI Cards

This KPI section displays real calculated values derived from pivot tables, providing instant visibility into overall sales performance, profitability, costs, and returns.

Total Sales	Total Orders	Total Returns	Total Return Orders
1799361.03	4039	-649455.17	1167

Total Bank Credit	Total Commission	Total Product Cost	Total Profit
1350637.03	973258	870720	842797.03

Date-wise Analysis (Year → Month → Day Slicers)

Date-based slicers enable users to dynamically analyse sales performance across different time periods, supporting trend analysis and period-wise comparison.



SKU & State Slicer (Interactive Analysis)

SKU and State slicers allow focused analysis of individual products and regions, enabling identification of high-performing SKUs and key sales regions.

The screenshot shows two vertical dropdown menus side-by-side. The left menu is titled 'SKU' and lists the following items: 1802-BLACK-08, 1802-BLACK-09, 1802-BLACK-10, 1802-BLACK-11, 1802-BLACK-12, 1804-BLACK-06, and 1804-BLACK-07. The right menu is titled 'Ship To State' and lists the following items: ANDAMAN NICOBAR..., ANDAMAN & NICOBAR..., ANDHRA PRADESH, AP, ARUNACHAL PRADESH, ASSAM, BIHAR, and CHANDIGARH. Both menus have standard UI elements like a header, a scroll bar, and a close button.

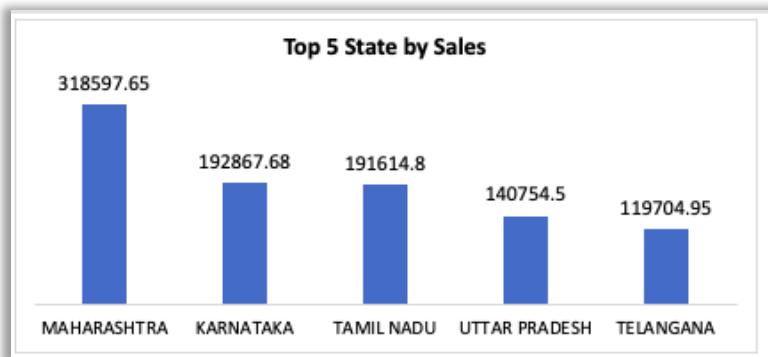
Top 5 SKU-wise Sales (Bar Chart)

This section highlights the top 5 SKUs based on sales value, helping the business identify products contributing most to overall revenue.



Top 5 State-wise Sales (Bar Chart)

This section presents the top 5 states by sales value, enabling the business to identify high-performing regions and optimize logistics and regional focus.



Monthly Sales Trend (Line Chart)

This chart shows month-wise sales trends derived from pivot tables, supporting analysis of growth patterns, demand fluctuations, and seasonality.



Order ID Search & Order Details (Transaction Level)

This section enables transaction-level analysis by displaying detailed order information based on search order ID, supporting reconciliation and issue investigation.

Order ID Search

405-1783725-5410751

Order Details

Order Date - > 16/04/2022

Transaction Type - > Shipment

SKU - > 305_BLACK_11

Ship To City - > VISHAKHAPATNAM

Ship To State - > ANDHRA PRADESH

Sale Amount - > 849

Commission Fee - > 250

Bank Credit Amount - > 599

Product Cost - > 240

Profit & Loss - > 359

Note: The Excel dashboard was implemented using the same structure defined in the mockups, ensuring alignment between business requirements, visual design, and final analytical output.