**Sales Dashboard Project**

**1. Project Overview** This sales dashboard is designed to provide a comprehensive overview of sales performance, product analysis, and salesperson metrics. Built using Excel, the dashboard aggregates sales, profit, and product data, visualizing key business indicators for better decision-making.

**2. Features and Components**

* **Key Metrics Overview:**
  + Total Sales: ₹9,92,271.00
  + Total Boxes Sold: 64,557
  + Profit Percentage: 80.7%
* **Top 5 Products:**
  + Visual bar chart highlighting the top-performing products.
  + Helps quickly identify the highest revenue-generating products.
* **Trend Analysis:**
  + Sales, boxes, and profit trends displayed over time.
  + Monthly data points for detailed time series analysis.
* **Salesperson Performance Table:**
  + Detailed table showing each salesperson’s sales, expenses, profit, profit %, and boxes sold.
  + Visual progress bars for easier interpretation of metrics.
* **Category & Product Filters:**
  + Interactive slicers for product categories (e.g., Bites, Bars, Other).
  + Product-level filtering for deeper insights into specific items.

**3. Data Model and Structure**

* **Tables:**
  + Sales Data
  + Product Information
  + Salesperson Details
* **Key Fields:**
  + Sales, Expenses, Profit, Profit %, Boxes, Date, Category, Product, Salesperson

**4. Calculations and Formulas** Here are some essential calculations used to power the dashboard:

* **Profit Calculation:**

Profit = Sales - Expenses

* **Profit Percentage:**

Profit % = (Profit / Sales) \* 100

* **Total Sales:**

Total Sales = SUM(Sales)

**5. Insights and Use Cases** With this dashboard, users can:

* Track sales trends and identify peak periods.
* Assess salesperson performance and allocate incentives.
* Discover the most profitable products and categories.
* Use interactive filters for dynamic data exploration.