Project Title: Sales Performance Analysis Dashboard

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📌 Project Overview

This project involved conducting a comprehensive sales performance analysis using Excel. The goal was to uncover insights into product performance, regional sales, and monthly year-over-year (YoY) sales comparisons for 2023 and 2024, and to present those insights through an interactive dashboard for business decision-making.

🎯 Objectives

- Analyze sales data to identify key revenue drivers

- Track performance by region and product category

- Compare monthly sales trends between 2023 and 2024

- Design a clear, interactive Excel dashboard for stakeholder use

🧰 Tools & Techniques

- **Microsoft Excel**

- Pivot Tables for calculations and aggregations

- Pivot Charts for visualizations

- Slicers for interactivity

⚒ Process

1. Data Modeling

- Imported sales data from CSV files into Excel
- Extracted `Month` and `Year` from the `Date` column for time-based analysis
- Standardized column headers and ensured consistent data types

2. Pivot Analysis

- Created Pivot Tables to summarize sales by:
  - **Region**
  - **Product Category**
  - **Monthly YoY performance**
- Calculated total sales, profit margins, cost, quantity sold, and growth percentages
- Used calculated fields to derive YoY growth rates and profit margins

3. Dashboard Design

- Used Pivot Charts to visualize:
  - Total sales
  - Sales by region
  - Sales by product
  - Monthly YoY sales performance for 2023 and 2024
- Added slicers to enable filtering by product category

☑ Key Insights

- **Sales grew by 30%** in 2024 compared to 2023

- **South region** saw the highest sales growth, followed by the **East**

- **Q2 2024** began with a decline but ended with a strong recovery

- **Top 3 products in 2024**: Monitor, Mouse, Keyboard

- **Top 3 products in 2023**: Keyboard, Headphones, Laptop

- **Monitor and Mouse** made a dramatic turnaround from the bottom in 2023 ($37k & $42k) to top performers in 2024 ($109k & $106k)

- **Laptop** sales remained consistent across both years, showing stable demand

- **Keyboard** sales declined in 2024, indicating potential market saturation or rising competition

- **Profit margin increased by 34%** in 2024, driven by strong sales and better-performing product mix

✓ Recommendations

- Double down on marketing and sales in the **South** and **East** to maintain growth momentum

- Analyze and replicate the success strategies behind **Monitor** and **Mouse** performance

- Reassess the **Keyboard** strategy—consider innovation or promotion to regain market share

- Keep a close watch on Q2 trends in future years to mitigate risks early

- Continue leveraging data to drive proactive decision-making

🧠 What I Learned

- Strengthened my Excel dashboarding and storytelling capabilities

- Increased confidence working with Pivot Tables and slicers

- Developed sharper skills in identifying trends and anomalies

- Gained appreciation for year-over-year comparative analysis

- Reinforced the importance of continuous learning in data analysis
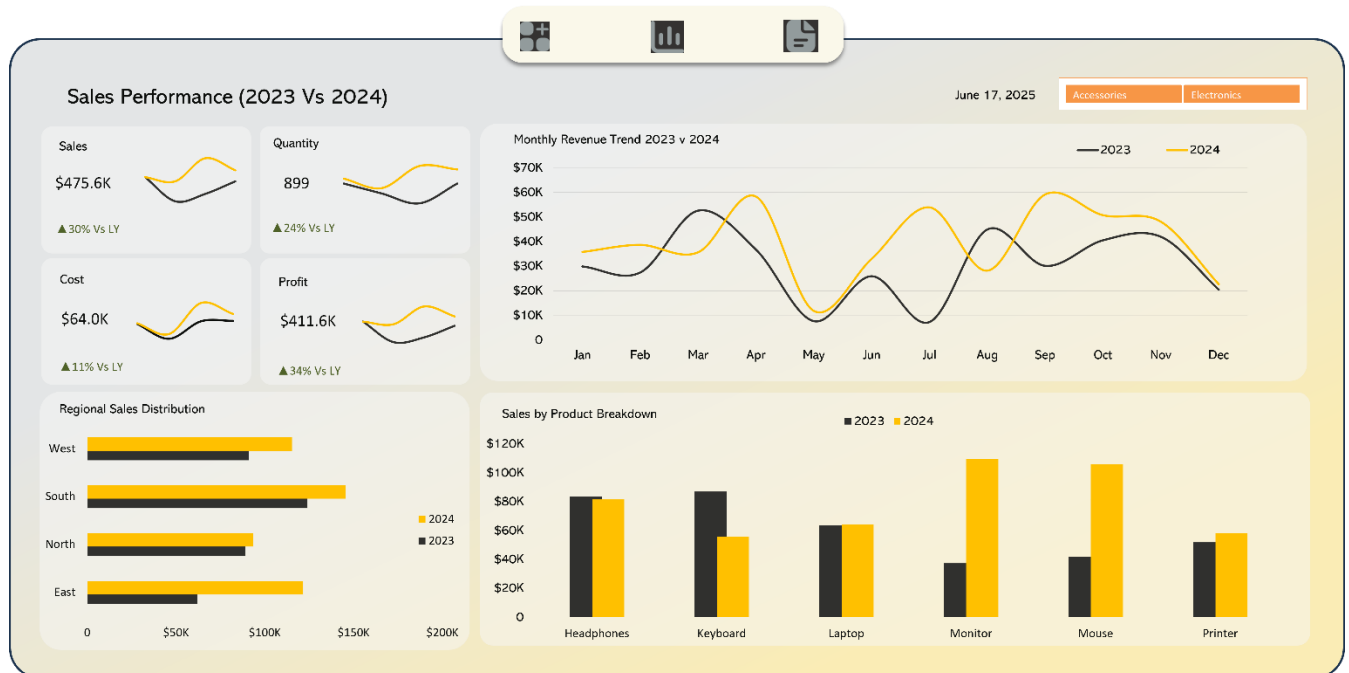
🔗 Project Assets

- 📸 Dashboard Screenshot

Figure 1. Sales Performance Dashboard

- 📊 View Interactive Dashboard

💬 *This project is part of my ongoing journey to sharpen my analytical skills and deliver business-ready insights through data visualization.*