Sales Analysis Report

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Tools Used: Microsoft Excel, PivotTables, Charts

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1. Project Overview

This project showcases a comprehensive Excel-based analysis of multi-year sales data from 2003 to 2005. Using PivotTables and visual charts, the report provides insights into sales trends, deal size distribution, regional performance, and order fulfillment status.

2. Dashboard Components

2.1 Monthly Sales by Year – Deal Size Breakdown

This clustered column chart displays monthly sales from 2003 to 2005 segmented by Deal Size (Large, Medium, Small). It shows that Medium-sized deals consistently contributed the most revenue, with noticeable spikes in November of each year.

> Chart Type: Clustered Column Chart grouped by Deal Size
>
> Insight: Medium-size deals consistently dominate sales volume.
>
> Tools: PivotTable, multiple data series, dynamic slicers
>
> Observation: Monthly sales trend broken down by deal size shows notable spikes in Q4 each year

2.2 Monthly Sales Trend – Overall View

This line chart shows the overall monthly sales trend across three years. Sales peaked dramatically in November 2004, indicating strong seasonality.

> Chart Type: Line Chart
>
> Insight: Monthly sales increased steadily and peaked sharply in November 2004.
>
> Tools: PivotTable, trend line chart, time series
>
> Observation: Visualizes high-level seasonal performance trends without deal segmentation

2.3 Deal Size Breakdown

This pie chart shows the proportion of order counts by Deal Size. Medium deals represent nearly half of all orders, followed by Small deals, while Large deals account for a minimal share.

> Chart Type: Pie Chart
>
> Insight: Medium and Small deals make up over 90% of total order volume
>
> Tools: PivotTable + Pie Chart
>
> Observation: Clear categorical distribution makes it easy to assess market focus

2.4 Order Status by Country

This stacked column chart visualizes the number of orders by STATUS (Shipped, On Hold, Cancelled, etc.) across different countries. USA leads in volume, with most orders being shipped successfully. Some countries show small segments of orders On Hold or Cancelled, offering a view into operational performance.

Chart Type: Stacked Column Chart

Insight: The USA dominates volume, but some order delays and cancellations appear across regions

Tools: PivotTable with status-based grouping

Observation: Operational consistency is highest in high-volume countries

2.5 Total Sales by Country

This bar chart summarizes total revenue by country. The USA is by far the top-performing region, with significantly higher sales compared to Australia, Canada, and others.

Chart Type: Clustered Bar Chart

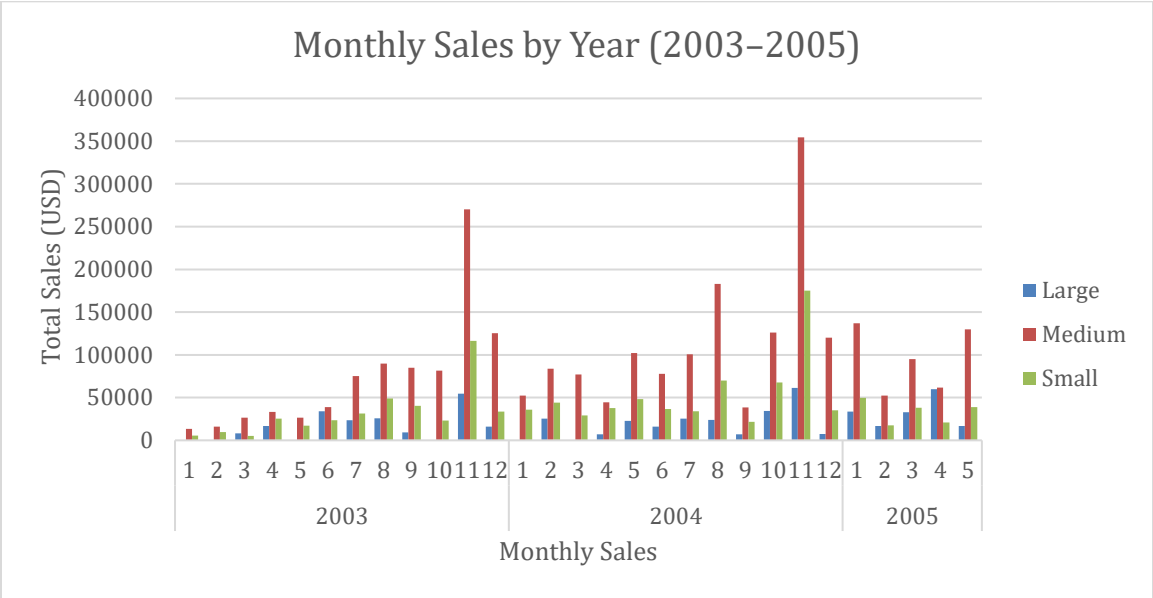Insight: USA drives the largest portion of overall revenue

Tools: PivotTable with country grouping

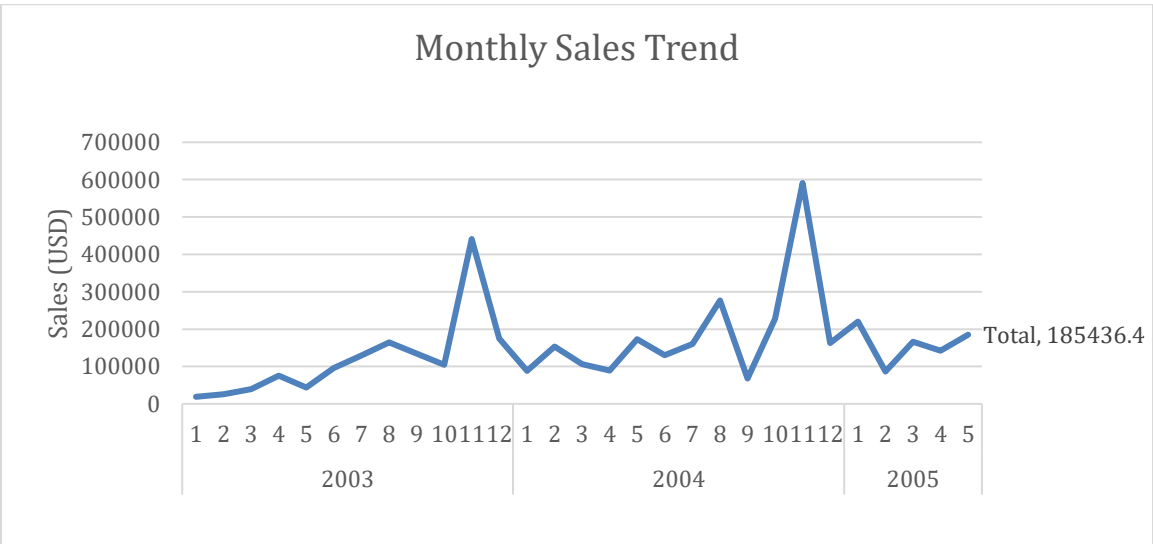Observation: Revenue distribution is heavily skewed toward the US market

3. Skills Demonstrated

- Data cleaning and transformation (ORDERDATE formatting, YEAR/MONTH extraction)
- PivotTable configuration and grouping
- Visual chart building: Column, Line, Pie, Stacked
- Dashboard layout and sheet naming
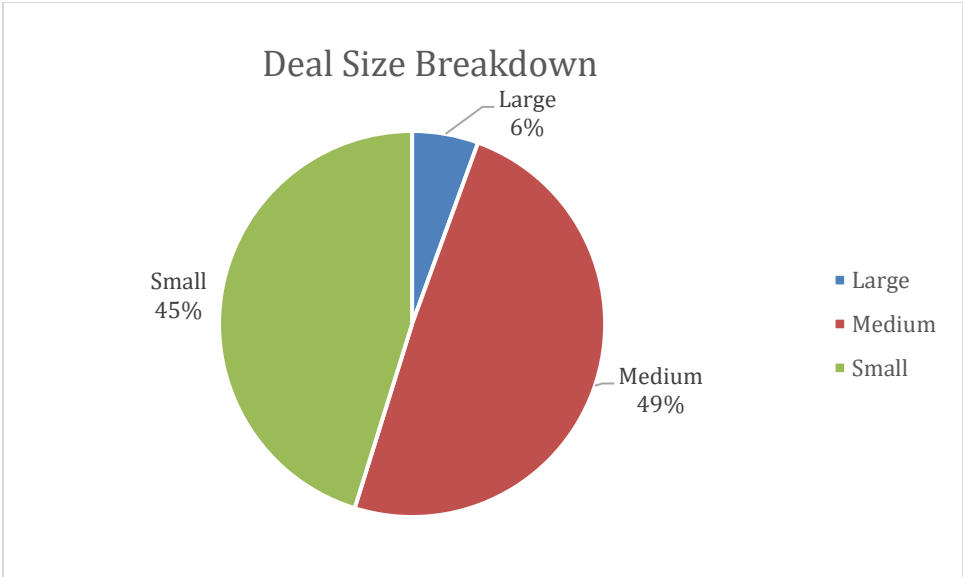- Insight synthesis for business communication

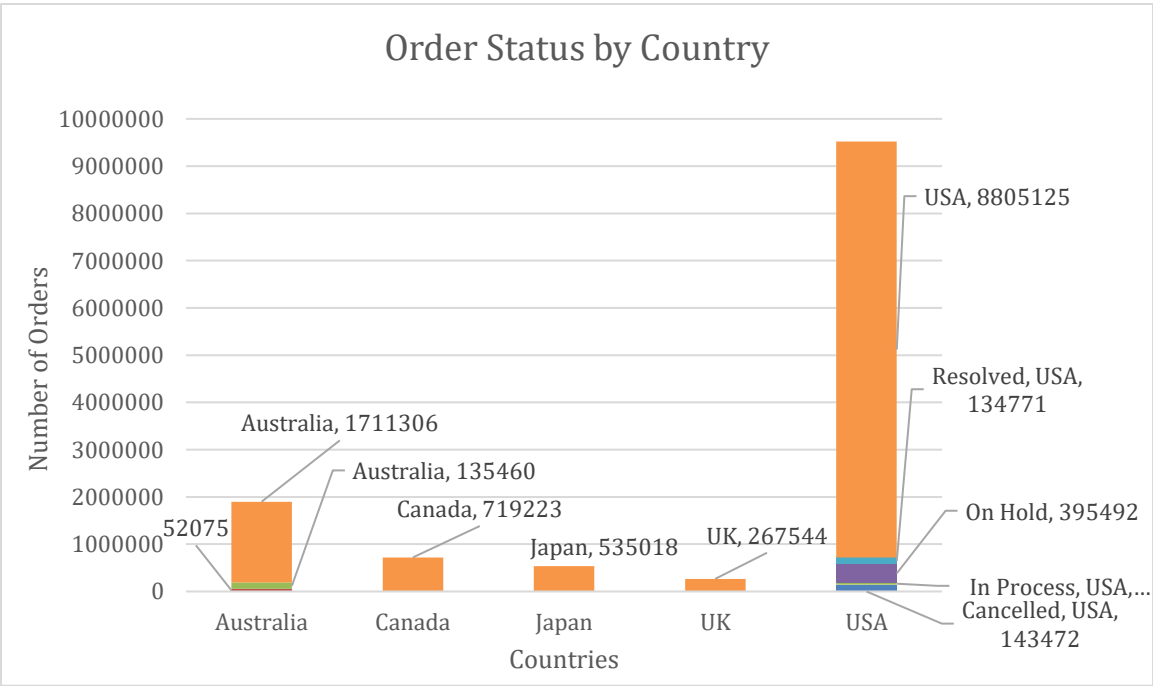## 2.1 Monthly Sales by Year – Deal Size Breakdown

Monthly Sales by Year (2003–2005)

2.2 Monthly Sales Trend – Overall View

Monthly Sales Trend

2.3 Deal Size Breakdown

Deal Size Breakdown

Large
6%

Small
45%

Medium
49%

- Large
- Medium
- Small

2.4 Order Status by Country

Order Status by Country

USA, 8805125

Resolved, USA,
134771

On Hold, 395492

In Process, USA,...

Cancelled, USA,
143472

Australia, 1711306

Australia, 135460

Canada, 719223

Japan, 535018

UK, 267544

52075

Number of Orders

10000000
9000000
8000000
7000000
6000000
5000000
4000000
3000000
2000000
1000000
0

Australia   Canada   Japan   UK   USA

Countries

2.5 Total Sales by Country

Total Sales by Country