



# Excel Sales Performance Dashboard

Regional & Product Sales Analytics Dashboard

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Excel Dashboard Design · Sales Data Analysis · Business Reporting

# From Raw Data to Clear Business Insights



This project presents a professional Excel sales dashboard designed to help businesses track and analyze sales performance across products, regions, sales managers, representatives, months, and quarters — all in one organized view.

→ Converts raw data into clear insights

→ Supports confident sales decision-making

→ Monitors real-time business performance

→ Built for managers, owners, and sales teams

# Structured Sales Records Built for Analysis

The dashboard was built from a structured dataset containing thousands of sales records, organized into clean columns ready for reporting and analysis.

Product	Area	Sales Manager	Sales Rep	Month	Quarter	Sales Value
Product A	North	Manager 1	Rep A	Jan	Q1	\$12,400
Product B	South	Manager 2	Rep B	Feb	Q1	\$9,800
Product C	East	Manager 1	Rep C	Mar	Q1	\$15,200
Product A	West	Manager 3	Rep A	Apr	Q2	\$18,600
Product D	North	Manager 2	Rep D	May	Q2	\$11,300
Product B	East	Manager 3	Rep B	Jun	Q2	\$14,700

 Sample data shown above. The full dataset contains thousands of records across all regions, products, and time periods.

# Eight Core Analytics Views in One Dashboard



## Total Sales Overview

High-level summary of all sales activity



## Regional Sales Analysis

Performance breakdown by area and region



## Product Performance

Category-level sales contribution



## Monthly Sales Trends

Month-by-month performance tracking



## Quarterly Sales Trends

Quarterly comparisons and growth



## Manager Performance

Sales manager rankings and output



## Sales Rep Performance

Individual rep contributions and rankings



## Top & Bottom Indicators

Best and worst performers at a glance

# Key Metrics at a Glance

The dashboard surfaces the most critical sales KPIs in a clean, easy-to-read format — giving managers instant visibility into business performance without digging through spreadsheets.

\$2.4M

Total Sales

Across all regions and products

North

Top Region

Highest-performing sales area

Prod A

Top Product

Largest sales contributor

Q3

Best Quarter

Peak performance period

Rep C

Top Sales Rep

Highest individual contributor

\$48K

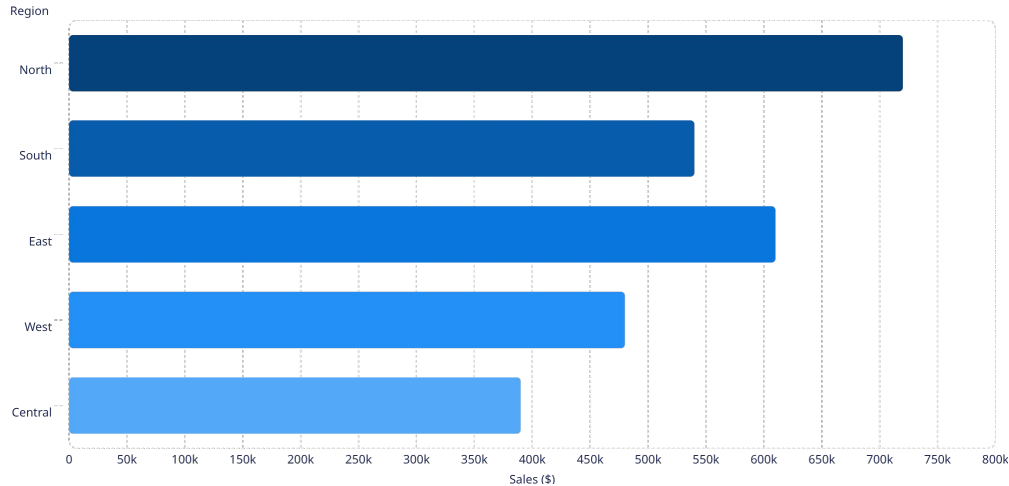
Avg. Monthly Sales

Average per month across the year



Values shown are illustrative placeholders. Replace with actual dashboard data before publishing.

# Comparing Performance Across Regions



## What This View Reveals

The dashboard compares sales performance across all areas, helping identify the strongest and weakest regions at a glance. Managers can quickly spot where to invest more resources and where performance needs improvement.

### Strongest Region

North leads with the highest total sales volume

### Growth Opportunity

Central and West show room for improvement

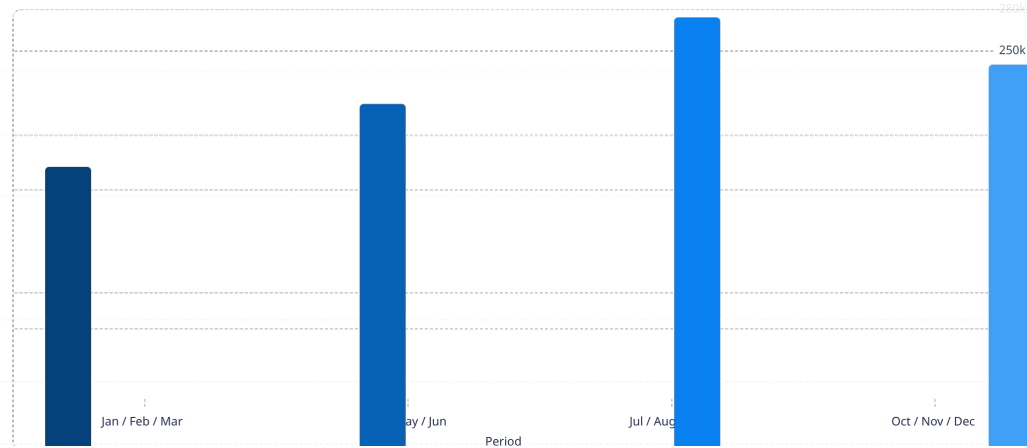


MONTHLY & QUARTERLY TRENDS

## Tracking Sales Momentum Over Time

This view helps sales teams understand seasonality, growth patterns, and performance changes — enabling smarter planning and forecasting.

Q1 Q2 Q3 Q4



### Q3 Peak

Highest quarterly sales driven by seasonal demand

### Steady Growth

Consistent upward trend from Q1 through Q3

### Seasonality Visible

Patterns help forecast future performance



BUSINESS VALUE & DELIVERABLES

# What This Dashboard Delivers



## Saves Reporting Time

Automated summaries replace manual reporting — managers get instant answers



## One-Place Overview

All key metrics, trends, and rankings in a single, easy-to-read dashboard



## Identifies Top Performers

Spotlight top regions, products, managers, and reps — and areas needing attention



## Supports Better Planning

Data-driven insights enable smarter sales strategy and resource allocation

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