

SALES ANALYTICS DASHBOARD

Excel Business Intelligence & Reporting

SAMPLE / DEMO PROJECT

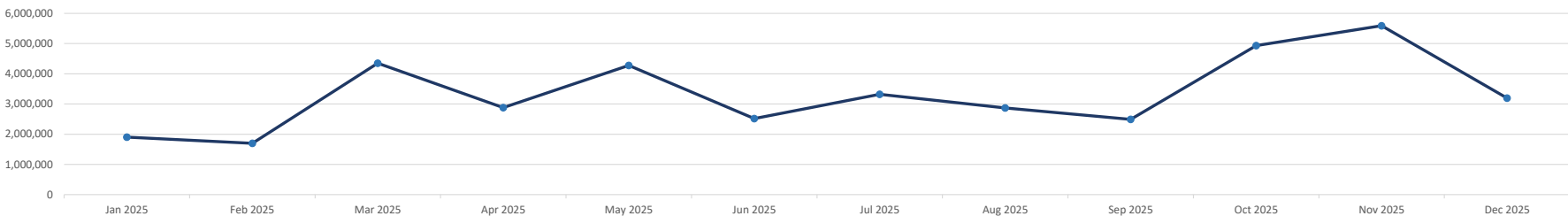
Sample / demo dataset · FY2025 · all values in EGP

FILTERS · select any value below to filter every KPI and chart ("All" = no filter)

YEAR	MONTH	CATEGORY	REGION	SALES CHANNEL	CUSTOMER SEGMENT	ORDER STATUS
2025	All	All	All	All	All	Completed
TOTAL REVENUE	TOTAL PROFIT	PROFIT MARGIN	TOTAL ORDERS	UNITS SOLD	AVG ORDER VALUE	AVG ORDER PROFIT
40,027,900 EGP	12,826,650 EGP	32.0%	921	6,316	43,461 EGP	13,927 EGP
gross revenue	revenue less cost	profit / revenue	order count	items sold	per order	per order

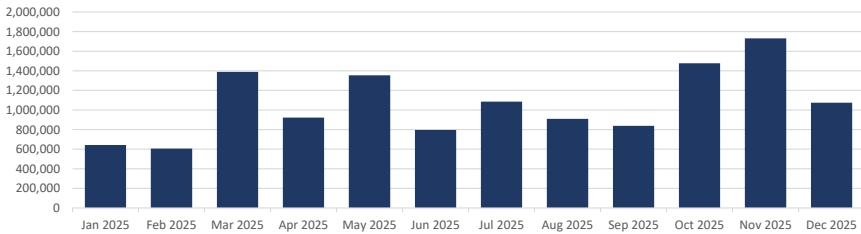
MONTHLY PERFORMANCE

Monthly Revenue Trend

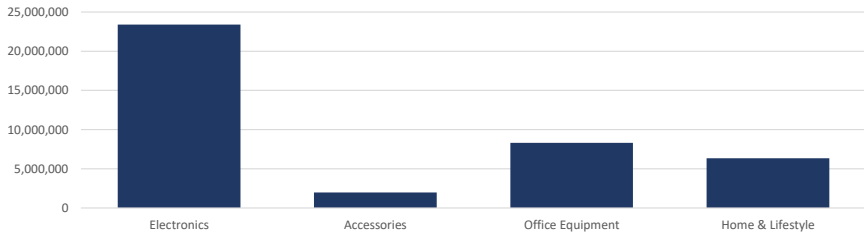


PROFITABILITY & BREAKDOWN

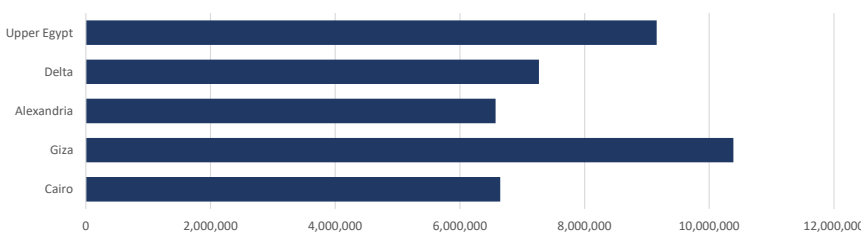
Monthly Profit Trend



Revenue by Category



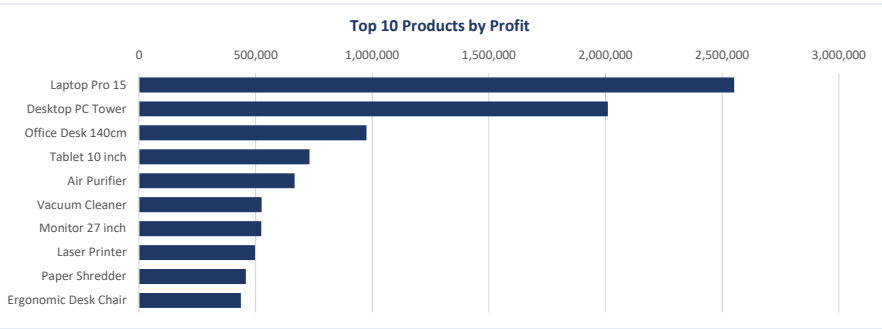
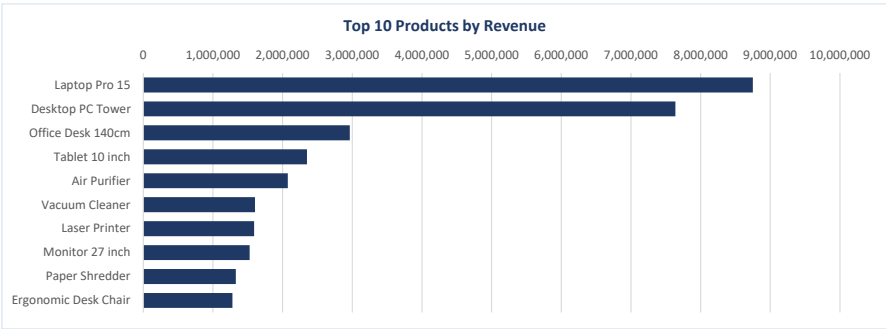
Revenue by Region



Sales Channel Performance



PRODUCT PERFORMANCE



TOP PERFORMERS & HIGHLIGHTS

Metric	Leader	Value
Top Product by Revenue	Laptop Pro 15	8,748,000 EGP
Top Product by Profit	Laptop Pro 15	2,551,500 EGP
Top Region by Revenue	Giza	10,385,600 EGP
Top Sales Channel	Wholesale	21,901,850 EGP
Top Customer by Revenue	Mostafa Shawky	1,300,850 EGP

Performance Highlights (calculated from the filtered data)
Highest revenue month: November 2025 (5,591,900 EGP)
Highest profit month: November 2025 (1,730,900 EGP)
Best-performing category by revenue: Electronics (23,388,300 EGP)
Best-performing category by profit: Electronics (6,871,450 EGP)
Best-performing region by profit: Giza (3,318,400 EGP)

Sample / demo dataset created for portfolio demonstration purposes. 1,000 transactions, 100 customers, 30 products - FY2025. All values in EGP. All KPIs and charts recalculate with the filter selections above.