Reporting & Analysis Ready Output

Demonstrating how a structured Excel dataset enables automated KPI reporting, business insights, and scalable analytics.

Business Goal

The objective of this project was to convert raw, multi-page PDF sales reports into a clean, structured, analysis-ready Excel dataset to support automated KPI reporting and business intelligence.

KPI reporting

- Sales performance tracking

- Regional comparison

- Profitability analysis

- Automated dashboard creation

Final Clean Data Model

	Order Date	ABC Product Name	ABC Category	ABC Region	123 Quantity	1.2 Sales	1.2 Profit
1	31-12-2024	Printer	Office	North	4	3640	348.93
2	27-11-2022	Mouse	Accessories	East	7	1197	106.53
3	11-05-2022	Tablet	Electronics	South	5	5865	502.73
4	16-03-2024	Mouse	Accessories	South	2	786	202.87
5	10-09-2022	Mouse	Accessories	West	1	509	103.28
6	01-12-2023	Camera	Electronics	West	1	524	106.35
7	09-10-2023	Headphones	Accessories	North	7	6167	1027.98
8	14-01-2022	Camera	Electronics	South	7	3059	873.5
9	02-04-2022	Smartwatch	Electronics	East	9	5526	595.28
10	22-10-2024	Printer	Office	South	8	672	186.37
11	04-12-2023	Monitor	Accessories	South	6	7074	1357.68
12	27-09-2022	Smartwatch	Electronics	East	2	502	137.4
13	21-12-2023	Tablet	Electronics	North	7	7462	2166.17
14	03-02-2024	Smartphone	Electronics	West	5	4205	585.29
15	10-10-2023	Camera	Electronics	West	1	570	138.54
16	16-10-2022	Headphones	Accessories	East	1	441	102.42
17	15-05-2022	Mouse	Accessories	North	7	7469	589.81
18	11-02-2023	Tablet	Electronics	South	2	2212	145.75
19	27-12-2023	Tablet	Electronics	East	5	740	146.39
20	05-10-2023	Headphones	Accessories	North	1	662	193.92
21	05-03-2024	Mouse	Accessories	North	7	5712	651.27
22	18-07-2023	Smartwatch	Electronics	North	3	2739	572.73
23	25-06-2023	Keyboard	Accessories	West	5	1400	213.63
24	13-11-2023	Printer	Office	North	3	3477	939.2
25	09-07-2022	Camera	Electronics	North	5	3475	570.36
26	11-12-2023	Laptop	Electronics	West	9	6138	1562.14
27	18-03-2023	Camera	Electronics	West	5	3665	406.93
28	09-08-2024	Printer	Office	North	2	2372	206.42
29	04-05-2024	Laptop	Electronics	North	2	1382	211.11
30	04-09-2022	Laptop	Electronics	West	1	1126	194.08
31	14-05-2023	Laptop	Electronics	West	9	9702	2771.49
32	04-09-2023	Keyboard	Accessories	East	8	5888	354.27
33	20-09-2022	Tablet	Electronics	East	4	1768	145.33

rofiling based on top 1000 rows

Clean, structured, and standardized dataset prepared for reporting and dashboard analysis.

KPI Summary – Category Analysis

Category ▼	Total Sales
Accessories	43508
Electronics	74333
Office	10383
Grand Total	128224

Acessory wise Total Sale
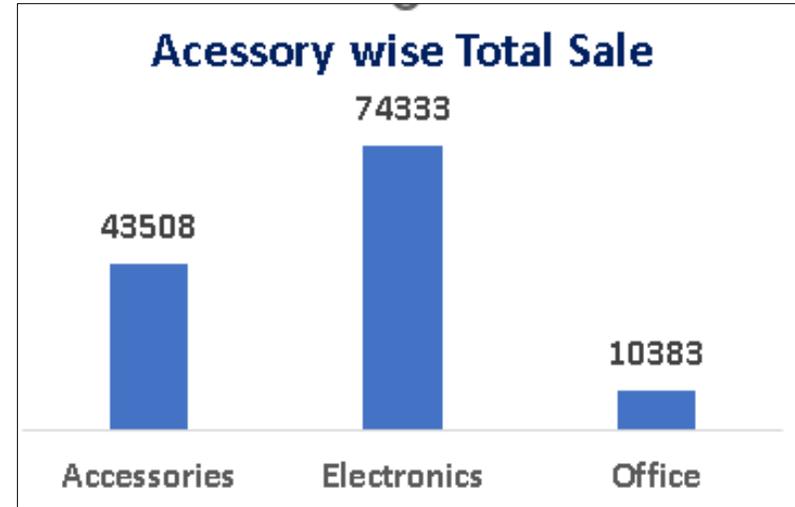
Electronics contributes the highest total sales among all categories.

Dynamic KPI calculations generated directly from the structured dataset.

KPI Summary – Regional Performance

Region	Total Sales
East	27709
North	52526
South	20150
West	27839
Grand Total	128224

Region wise Total Sale
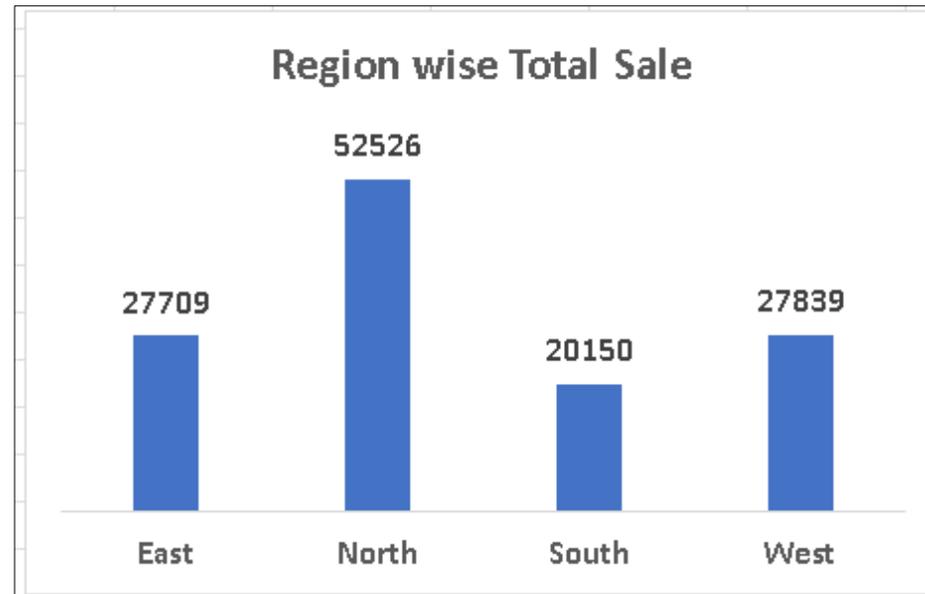
North region shows the strongest sales performance compared to other regions.

Dynamic KPI calculations generated directly from the structured dataset.

KPI Summary – Product Performance

Product	Total Sales
Camera	11293
Headphones	8292
Keyboard	7288
Laptop	18608
Monitor	12255
Mouse	15673
Printer	10383
Smartphone	4205
Smartwatch	19297
Tablet	20930
Grand Total	**128224**

Product wise Total Sale

Product	Value
Tablet	20930
Smartwatch	19297
Smartphone	4205
Printer	10383
Mouse	15673
Monitor	12255
Laptop	18608
Keyboard	7288
Headphones	8292
Camera	11293

Tablets and Smartwatches generate the highest product-level revenue.

Dynamic KPI calculations generated directly from the structured dataset.

Business Insights Enabled

The structured dataset enables scalable reporting and seamless Power BI integration:

- Sales trend analysis by date

- Category-wise revenue comparison

- Regional performance breakdown

- Product-level profitability tracking

- Quantity vs Sales correlation analysis

Business Impact & Value Delivered

- Reduced manual consolidation effort by approximately 70%

- Reduced reporting time significantly

- Improved data accuracy and consistency

- Enabled automated pivot reporting

- Created foundation for dashboard and BI integration

This approach ensures long-term scalability and reporting efficiency.

Final structured Excel dataset ready for reporting, pivot tables, dashboards, and BI tools.
Fully automated, refresh-enabled model built using Power Query.

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