Sales Analytics Dashboard

I built a Python prototype with AI assistance to turn sales records, a work schedule and an activity log into a checked report and a next action.

Sales records
Closed deals and later outcomes.

Activity log
Time spent on calls, CRM and follow-up.

Work schedule
The shifts that should be in the report.

ILLUSTRATIVE DATA / THREE SHIFTS

Sales overview

Sales and work records match across all three shifts.

Sales	Retained sales	Hours logged	Retained sales / hour
12	9	6	1.5

Sales by shift

Mon	5
Tue	7
Wed	0

Where the time went

Calls 120 min
CRM 120 min
Follow-up 80 min
Waiting 40 min

Suggested action

Clarify what the deal includes before confirmation.

The three withdrawals in this example were logged as unmet expectations.

What the data check catches

Remove Wednesday from the activity log. The sales total stays at 12, but the report withholds the hourly rate until the missing shift is restored.

What the app produces

The Python app exports an HTML report and a KPI CSV using the same calculations as the dashboard. The dashboard also suggests a follow-up action based on the logged withdrawal reasons.

Python · pandas · Excel / Power Query · JavaScript