

EXECUTIVE BUSINESS OPERATIONS DASHBOARD

SAMPLE/ DEMO PORTFOLIO PROJECT

PROJECT OBJECTIVE

The objective of this project was to create a centralized business operations system that gives a busy founder clear visibility into revenue, expenses, clients, invoices, projects, tasks, meetings, and team workload from one organized workspace.

BUSINESS PROBLEM

Small businesses can easily lose track of important information when revenue, expenses, client details, invoices, tasks, and follow-ups are managed separately. This can make it difficult to identify overdue work, monitor outstanding payments, understand team workload, and make informed operational decisions. This project was designed to solve that problem by bringing core operational information into one connected system with automated calculations, dropdown-driven data entry, visual alerts, and an executive dashboard.

MY ROLE

I created a connected business operations management system containing revenue tracking, expense tracking, invoice management, client management, task and project tracking, meeting tracking, team workload monitoring, KPI reporting, an executive dashboard, and an executive summary.

TOOLS USED

Google Sheets — formulas, data validation, dropdowns, conditional formatting, tables, charts, KPI calculations, and dashboard design.

Google Docs — executive summary and portfolio documentation.

ChatGPT/CLAUDE AI — planning, troubleshooting, and workflow development.

Canva

KEY FEATURES

- **Automated revenue and expense calculations**
- **Automatic invoice outstanding-balance calculations**
- **Automatic payment-status identification**
- **Dropdown-driven client management**
- **Priority and account-owner dropdowns**
- **Automatic overdue-task identification**
- **Conditional formatting for important statuses**
- **Team workload tracking**
- **KPI summary calculations**
- **Executive dashboard with visual charts**
- **Executive summary for management review**

HOW IT HELPS THE BUSINESS OWNER

The system gives the business owner a centralized view of business performance and day-to-day operations. Instead of manually checking multiple trackers, the owner can quickly review financial performance, outstanding invoices, active clients, open projects, overdue tasks, team workload, and upcoming activities. This improves visibility, reduces manual checking, and helps ensure important follow-ups do not fall through the cracks.

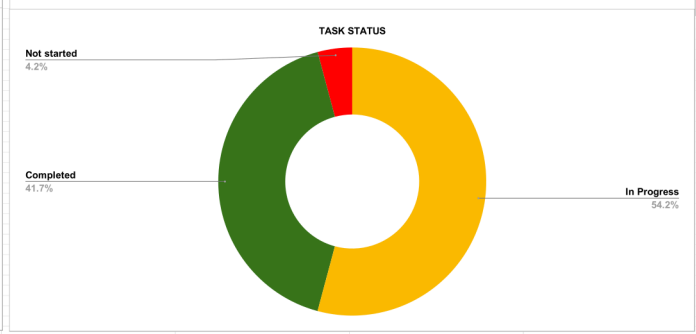
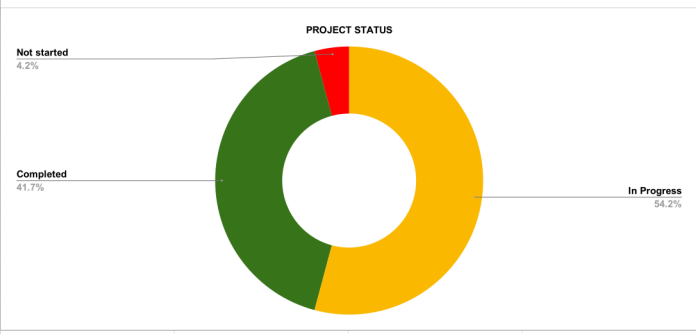
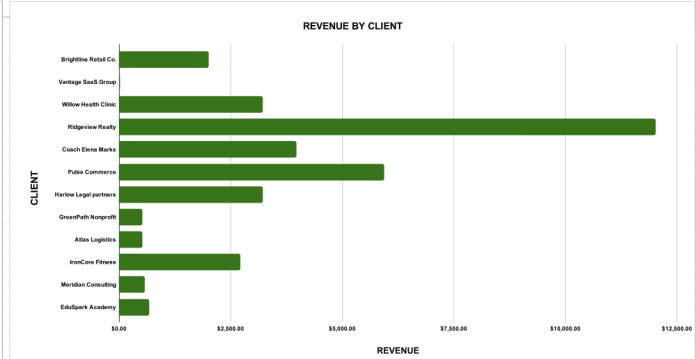
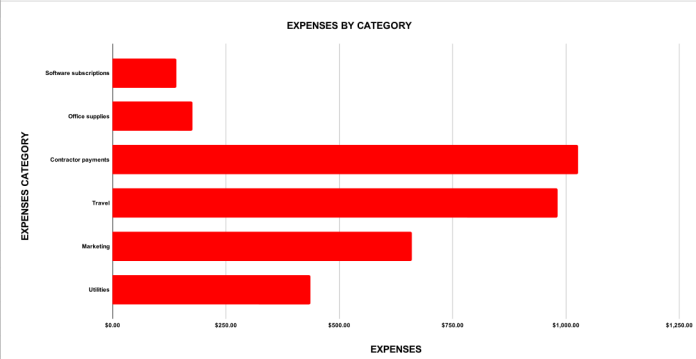
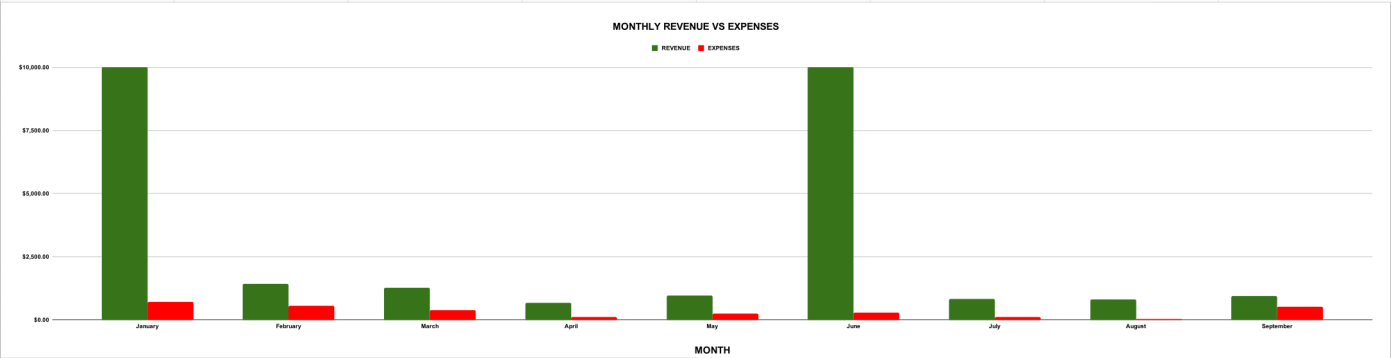
DELIVERABLES

- **Fully functional Google Sheets business operations system**
- **Executive Dashboard**
- **Executive Summary**
- **Supporting operational trackers**
- **KPI reporting and visual charts**
- **Portfolio case study documentation**

IMPORTANT DEMO DISCLAIMER

NOTE: This is a fictional sample/demo project created to demonstrate professional Executive/Operations Virtual Assistant capabilities. Northstar Business Consulting, its employees, clients, financial figures, and business information are fictional.

NORTHSTAR BUSINESS CONSULTING				
EXECUTIVE OPERATIONS DASHBOARD				
MANAGEMENT OVERVIEW SEPTEMBER 2026				
TOTAL REVENUE		TOTAL EXPENSES	NET PROFIT	OUTSTANDING INVOICES
\$36,900.00		\$7,112.50	\$29,787.50	\$11,100.00
ACTIVE CLIENTS		OPEN PROJECTS	OVERDUE TASKS	
12		13	0	
ALERTS AND ACTION ITEMS				
OUTSTANDING INVOICES	\$11,100.00			
OVERDUE TASKS	0			
ACTIVE CLIENTS	12			
OPEN PROJECTS	13			



MONTH	REVENUE	EXPENSES
January	\$10,000.00	\$695.00
February	\$1,400.00	\$535.00
March	\$1,250.00	\$360.00
April	\$650.00	\$85.00
May	\$950.00	\$229.00
June	\$10,000.00	\$275.00
July	\$800.00	\$100.00
August	\$780.00	\$15.00
September	\$920.00	\$500.00

PAYMENT STATUS	AMOUNT
PAID	12.00
PARTIALLY PAID	8.00
UNPAID	4.00

REVENUE BY CLIENT	AMOUNT
CLIENT	REVENUE
Brightline Retail Co.	\$1,980.00
Vantage SaaS Group	\$0.00
Willow Health Clinic	\$3,200.00
Ridgeview Realty	\$12,000.00
Coach Elena Marks	\$3,950.00
Pulse Commerce	\$5,920.00
Harlow Legal partners	\$3,200.00
GreenPath Nonprofit	\$500.00
Atlas Logistics	\$500.00
IronCore Fitness	\$2,700.00
Meridian Consulting	\$550.00
EduSpark Academy	\$650.00

EXPENSES BY CATEGORY	AMOUNT
EXPENSES CATEGORY	EXPENSES
Software subscriptions	\$140.00
Office supplies	\$175.00
Contractor payments	\$1,025.00
Travel	\$980.00
Marketing	\$659.00
Utilities	\$435.00

PROJECT STATUS	#
PROJECT STATUS	PROJECT COUNT
In Progress	13
Completed	10
Not started	1
On Hold	0

TASK	TASK COUNT
TASK STATUS	TASK COUNT
In Progress	13
Completed	10
Not started	1
On Hold	0

NORTHSTAR BUSINESS CONSULTING							
EXECUTIVE SUMMARY							
MANAGEMENTREVIEW SEPTEMBER 2026							
WHAT NEEDS ATTENTION							
OUTSTANDING INVOICESREQUEST FOLLOW-UPS							
THERE ARE ACTIVE PROJECTS CURRENTLY IN PROGRESS							
REVIEW OUTSTANDING BALANCES AND CONFIRM PAYMENT FOLLOW-UOS							
WHAT'S OVERDUE							
NO OVERDUE TASKS ARE CURRENTLYSHOWINGONTHE DASHBOARD							
OUTSTANDING INVOICES SHOULD STILL BE MONITORED FOR PAYMENT DEADLINES							
WHAT'S COMING UP							
TASKS DUE WITHIN THE NEXT7 DAYS		11					
UPCOMING MEETINGS SHOULD BE REVIEWED IN THE MEETING TRACKER							
FINANCIAL HIGHLIGHTS							
TOTAL REVENUE		\$36,900.00					
TOTAL EXPENSES		\$7,112.50					
NET PROFIT		\$29,787.50					
OUTSTANDING INVOICES		\$11,100.00					
OPERATIONAL ISSUES							
ACTIVE CLIENTS		12					
OPEN PROJECTS		13					
OVERDUE TASKS		0					
RECOMMENDED FOLLOW-UPS							
FOLLOW UP ON OUTSTANDINGINVOICESANDUNPAID BALANCES.							
REVIEW THE 13 OPEN PROJECTS AND CONFIRM THEIR CURRENT PROGRESS							
MONITOR TASKS APPROACHING THEIR DUE DATES							
REVIEW UPCOMING MEETINGS AND CONFIRM REQUIRED FOLLOW-UP ACTIONS.							

#	DATE	VENDOR	CATEGORY	DESCRIPTION	AMOUNT	PAYMENT METHOD	DEPARTMENT	STATUS
Contractor & Subscriptions								
1/8/2024	Amazon	Office supplies	Printer paper and stationery	\$45.00	Cash	Admin	Paid	
1/12/2024	Upwork	Contractor payments	Virtual assistant/contractor support	\$200.00	Bank transfer	Operations	Pending	
2/5/2024	Delta Airlines	Travel	Client meeting travel	\$400.00	Cash	Executive	Paid	
2/6/2024	Meta	Marketing	Facebook advertising campaign	\$180.00	Cash	Marketing	Paid	
3/12/2024	PG&E	Utilities	Office electricity bill	\$95.00	Bank transfer	Admin	Paid	
3/12/2024	Microsoft	Software subscriptions	Microsoft 365 subscription	\$75.00	Cash	Operations	Paid	
3/18/2024	Boji	Travel	Local business transportation	\$60.00	Cash	Executive	Paid	
3/19/2024	Upwork	Contractor payments	Administrative/contractor support	\$400.00	Bank transfer	Operations	Pending	
4/22/2024	Meta	Marketing	Lead generation advertising	\$250.00	Cash	Marketing	Paid	
4/22/2024	Upwork	Utilities	Office electricity bill	\$110.00	Bank transfer	Admin	Paid	
5/12/2024	Amazon	Office supplies	Printer ink and stationery	\$65.00	Cash	Admin	Paid	
6/12/2024	Meta	Marketing	Social media advertising	\$220.00	Cash	Marketing	Paid	
7/12/2024	Upwork	Contractor payments	Graphic design/contractor support	\$270.00	Bank transfer	Marketing	Paid	
8/12/2024	PG&E	Utilities	Office electricity bill	\$100.00	Bank transfer	Admin	Cancelled	
8/28/2024	Canva	Software subscriptions	Canva pro subscription	\$10.00	Cash	Marketing	Paid	
9/12/2024	Delta Airlines	Travel	Business conference travel	\$300.00	Cash	Executive	Cancelled	
11/8/2024	Amazon	Office supplies	Printer paper and stationery	\$45.00	Cash	Admin	Paid	
12/8/2024	Google Workspace	Software subscriptions	Monthly workspace subscription	\$50.00	Cash	Operations	Pending	
12/12/2024	PG&E	Utilities	Year end office electricity bill	\$100.00	Bank transfer	Admin	Paid	
TOTAL EXPENSES					\$2444.00			
EXPENSES BY CATEGORY								
CATEGORY	TOTAL							
Software subscriptions	\$140.00							
Office supplies	\$170.00							
Contractor payments	\$1,180.00							
Travel	\$980.00							
Marketing	\$620.00							
Utilities	\$400.00							
AVERAGE MONTHLY EXPENSE					\$204.30			
EXPENSES BY CATEGORY								
Utilities	12.7%							
Marketing	16.7%							
Travel	25.7%							
Contractor payments	20.0%							
Office supplies	6.1%							
Software subscriptions	4.1%							

INVOICE NUMBER	CLIENT	SERVICE	📅 INVOICE DATE	📅 DUE DATE	💵 AMOUNT	💵 AMOUNT PAID	💵 OUTSTANDING BALANCE	PAYMENT	📅 PAYMENT DATE
INV-1001	Brightline Retail Co.	Bookkeeping Support	1/5/2026	1/20/2026	\$1,200.00	\$1,200.00	\$0.00	STATUS	1/18/2026
INV-1002	Vintage SaaS Group	Executive Assistance	1/8/2026	1/23/2026	\$950.00	\$0.00	\$950.00	Paid	
INV-1003	Willow Health Clinic	HR & Recruiting Support	1/12/2026	1/27/2026	\$1,800.00	\$900.00	\$900.00	Unpaid	1/25/2026
INV-1004	Ridgeview Realty	Social Media Management	2/5/2026	2/20/2026	\$2,000.00	\$1,000.00	\$1,000.00	Partially Paid	2/18/2026
INV-1005	Coach Elena Marks	Project Coordination	2/8/2026	2/23/2026	\$3,000.00	\$3,000.00	\$0.00	Partially Paid	2/22/2026
INV-1006	Pulse Commerce	Customer Support Operations	2/12/2026	2/27/2026	\$5,000.00	\$1,000.00	\$4,000.00	Paid	2/25/2026
INV-1007	Harlow Legal partners	Executive Assistance	3/5/2026	3/20/2026	\$400.00	\$0.00	\$400.00	Partially Paid	
INV-1008	GreenPath Nonprofit	Bookkeeping Support	3/8/2026	3/23/2026	\$500.00	\$400.00	\$100.00	Unpaid	3/20/2026
INV-1009	Atlas Logistics	Social Media Management HR	3/12/2026	3/27/2026	\$500.00	\$500.00	\$0.00	Partially Paid	3/25/2026
INV-1010	IronCore Fitness	& Recruiting Support Social	4/5/2026	4/20/2026	\$700.00	\$450.00	\$250.00	Paid	4/20/2026
INV-1011	Meridian Consulting	Media Management Customer	4/8/2026	4/23/2026	\$550.00	\$500.00	\$50.00	Partially Paid	4/20/2026
INV-1012	EduSpark Academy	Support Operations Project	5/12/2026	5/27/2026	\$650.00	\$0.00	\$650.00	Partially Paid	
INV-1013	Coach Elena Marks	Coordination	6/8/2026	6/23/2026	\$950.00	\$450.00	\$500.00	Unpaid	
INV-1014	Ridgeview Realty	Project Coordination	7/12/2026	7/27/2026	\$10,000.00	\$10,000.00	\$0.00	Partially Paid	2/20/2026
INV-1015	Vintage SaaS Group	Customer Support Operations	8/5/2026	8/20/2026	\$800.00	\$800.00	\$0.00	Paid	7/25/2026
INV-1016	Brightline Retail Co.	HR & Recruiting Support	9/8/2026	9/23/2026	\$780.00	\$780.00	\$0.00	Paid	8/18/2026
INV-1017	Pulse Commerce	Bookkeeping Support	10/12/2026	10/27/2026	\$920.00	\$920.00	\$0.00	Paid	9/20/2026
INV-1018	Willow Health Clinic	Customer Support Operations	11/8/2026	11/23/2026	\$1,400.00	\$1,400.00	\$0.00	Paid	10/25/2026
INV-1019	Harlow Legal partners	Executive Assistance	12/8/2026	12/23/2026	\$2,800.00	\$2,500.00	\$300.00	Paid	11/20/2026
INV-1020	IronCore Fitness	Social Media Management	12/12/2026	12/27/2026	\$2,000.00	\$0.00	\$2,000.00	Partially Paid	12/20/2026
								Unpaid	
INVOICE SUMMARY									
TOTAL INVOICED	\$36,900.00								
TOTAL PAID	\$25,800.00								
TOTAL OUTSTANDING	\$11,100.00								
PAID INVOICES	8								
UNPAID INVOICES	4								
PARTIALLY PAID INVOICES	8								

[illegible]

PROJECT	CLIENT	TASK	ASSIGNED TO	PRIORITY	START DATE	END DATE	STATUS	COMPLETION %	NOTES
Regional Marketing Support	Michigan Retail Co.	Develop print ad campaign	Amrinda Bhatia	High	08-01-2024	08-15-2024	Completed	100.0%	Ad campaign delivered to client
Monthly Bookkeeping Support	Michigan Retail Co.	Prepare monthly financial report	Amrinda Bhatia	High	08-01-2024	08-08-2024	Completed	100.0%	Report delivered to client
Executive Support	Michigan Retail Co.	Update executive calendar	James Okegbo	High	08-01-2024	08-01-2024	In Progress	75.0%	Calendar updates in progress
Executive Support	Michigan Retail Co.	Organize executive meeting schedule	James Okegbo	Medium	08-08-2024	08-08-2024	In Progress	60.0%	Meeting schedule in progress
HR Recruitment Project	Michigan Health Clinic	Review candidate applications	David Kim	High	08-01-2024	08-07-2024	Completed	100.0%	Interviews completed
HR Recruitment Project	Michigan Health Clinic	Conduct candidate interviews	David Kim	High	08-08-2024	08-15-2024	In Progress	50.0%	Interviews being scheduled
Customer Support Setup	Michigan Beauty	Organize customer support workflow	Julia Bennett	High	08-01-2024	08-01-2024	Completed	100.0%	Workflow organized
Customer Support Setup	Michigan Beauty	Train support team	Julia Bennett	Medium	08-08-2024	08-08-2024	In Progress	40.0%	Training sessions underway
Executive Administration	Michigan Media	Organize client appointments	James Okegbo	Medium	08-01-2024	08-01-2024	Completed	100.0%	Appointments organized
Executive Administration	Michigan Media	Prepare weekly schedule	James Okegbo	Low	08-01-2024	08-01-2024	Completed	100.0%	Schedule for availability confirmation
Social Media Campaign	Michigan Media	Create social media content calendar	Prity Arora	High	08-01-2024	08-01-2024	In Progress	80.0%	Content creation in progress
Social Media Campaign	Michigan Media	Prepare social media graphics	Prity Arora	High	08-08-2024	08-08-2024	In Progress	45.0%	Graphics in production
Bookkeeping Support	Michigan Legal Partners	Review monthly financials	Amrinda Bhatia	High	08-01-2024	08-07-2024	In Progress	90.0%	Financials reviewed
Bookkeeping Support	Michigan Legal Partners	Prepare expense summary	Amrinda Bhatia	Medium	08-08-2024	08-08-2024	Completed	70.0%	Final checks underway
Project Coordination	Michigan Nonprofit	Update project timeline	Tasha Baker	High	08-01-2024	08-01-2024	In Progress	60.0%	Timeline updated
Project Coordination	Michigan Nonprofit	Coordinate stakeholder meeting	Tasha Baker	High	08-08-2024	08-08-2024	In Progress	40.0%	Meeting confirmation pending
Customer Support Operations	Michigan Logistics	Review support performance report	Julia Bennett	High	08-01-2024	08-01-2024	Completed	100.0%	Report reviewed
Customer Support Operations	Michigan Logistics	Prepare support performance report	Julia Bennett	Medium	08-08-2024	08-08-2024	In Progress	30.0%	Report collection underway
Executive Media Campaign	Michigan Fitness	Develop executive campaign performance	Prity Arora	Medium	08-01-2024	08-01-2024	Completed	100.0%	Performance report completed
Executive Media Campaign	Michigan Fitness	Develop supporter presentation	Prity Arora	High	08-08-2024	08-08-2024	In Progress	55.0%	Content plan being developed
Executive Support	Michigan Consulting	Prepare executive briefing	James Okegbo	High	08-01-2024	08-01-2024	Completed	70.0%	Briefing being finalized
Executive Support	Michigan Consulting	Organize leadership meeting	James Okegbo	Medium	08-01-2024	08-08-2024	In Progress	10.0%	Meeting agenda being set
Recruitment Support	Michigan Academy	Review recruitment engagement	David Kim	High	08-01-2024	08-01-2024	In Progress	90.0%	Recruitment campaign
Recruitment Support	Michigan Academy	Prepare candidate shortlist	David Kim	High	08-01-2024	08-10-2024	Planned	20.0%	Candidate screening underway
					08-01-2024	08-01-2024	Completed		
					08-08-2024	08-08-2024	In Progress		

 MEETING DATE	 TIME	CLIENT/PARTICIPANT	MEETING TYPE	 ORGANIZER	 STATUS	 FOLLOW-UP DATE	NOTES
08/04/2026	9:00:00 AM	Brightline Retail Co.	Client Review	Maria Chen	Completed	08/06/2026	Monthly bookkeeping review
08/06/2026	11:00:00 AM	Vantage SaaS Group	Executive Support	James Okoye	Completed	08/08/2026	Executive calendar review
08/10/2026	10:00:00 AM	Willow Health Clinic	HR Review	David Kim	Completed	08/12/2026	Recruitment progress discussion
08/12/2026	2:00:00 PM	Ridgeview Realty	Client Operations	Sofia Ramirez	Completed	08/14/2026	Customer support workflow review
08/14/2026	9:30:00 AM	Coach Elena Marks	Executive Support	James Okoye	Completed	08/17/2026	Weekly scheduling review
08/18/2026	1:00:00 PM	Pulse Commerce	Marketing Review	Priya Anand	Completed	08/20/2026	Content campaign review
08/20/2026	10:30:00 AM	Harlow Legal Partners	Finance Review	Ahmed Hassan	Completed	08/22/2026	Monthly financial review
08/24/2026	3:00:00 PM	GreenPath Nonprofit	Project Review	Tunde Bakare	Completed	08/26/2026	Project timeline discussion Support
08/26/2026	11:00:00 AM	Atlas Logistics	Support Review	Sofia Ramirez	Completed	08/28/2026	performance discussion
08/28/2026	9:00:00 AM	IronCore Fitness	Marketing Review	Priya Anand	Completed	08/30/2026	September campaign planning
09/02/2026	10:00:00 AM	Meridian Consulting	Executive Review	James Okoye	Scheduled	09/04/2026	Leadership priorities discussion
09/03/2026	1:30:00 PM	EduSpark Academy	HR Review	Grace Osei	Scheduled	09/05/2026	Recruitment progress review

Employee	Role	Total Tasks	In Progress	Completed	High Priority Pending	Workload Status
Maria Chen	Ops Manager	0	0	0	0	Low
James Okoye	Executive Assistant	6	4	1	2	High
Priya Anand	Marketing Coordinator	4	3	1	3	Moderate
David Kim	HR Coordinator	2	1	1	1	Low
Tunde Bakare	Project Coordinator	2	1	1	1	Low
Sofia Ramirez	Customer Support Lead	4	2	2	0	Moderate
Ahmed Hassan	Bookkeeper	4	1	3	0	Low
Grace Osei	Recruiting Specialist	2	1	1	1	Low

TOTAL REVENUE	\$36,900.00
TOTAL EXPENSES	\$7,112.50
NET PROFIT	\$29,787.50
OUTSTANDING INVOICES	\$11,100.00
ACTIVE CLIENTS	12
OPEN PROJECTS	13
OVERDUE TASKS	0

Status	Priority	Service	Account owner	Payment status	Employees
Active	High	Bookkeeping support	Maria chen	Paid	Maria chen
Inactive	Medium	Executive assistance	James okoye	Partially paid	James okoye
On hold		Social media management	Priya anand	Unpaid	Priya anand
Prospect	Low	HR & recuriting support	David kim	Overdue	David kim
		Project coordination	Tunde bakare		Tunde bakare
		Customer support operations	Sofia ramirez		Sofia ramirez
			Ahmed hassan		Ahmed hassan
			Grace Osei		Grace osei