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**Sales Performance Analysis**

DESCRIPTION : Mike Goodman, the head of Product Management of a retail products company, is responsible for determining which products his company should continue to offer for sale and which products should be discontinued from the company’s product catalog.

Objective : To build a dashboard that will present monthly sales performance by product segment and product category to help client identifying the segments and categories that have met or exceeded their sales targets, as well as those that have not met their sales targets.

Task Done :

1. Sample-Superstore dataset is used. Using Category and Segment dimensions to create a graphical representation.
2. Another dataset, **‘Sample-Sales Target’** , was used to blend with the previous dataset.
3. Sales measures are dragged into the COLUMN.
4. Order date is dragged into the COLUMN section. Also into the filter to create an Order Date(filter) option to choose between years and option **‘Single Value(list)’** is opted.
5. Calculated field is created to work upon the Target(Above & Below)option. Color code is done for both the options.
6. Dashboard is generated and the above sheet ‘**Sales Performance V/S Target’** is dragged onto the dashboard section.

LINK TO THE PROJECT :

<https://public.tableau.com/views/Project_15921655853470/Dashboard1?:display_count=y&:origin=viz_share_link>

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