Sales Analytics Dashboard – Detailed Project Report

Overview

This report provides a detailed explanation of the Sales Analytics Dashboard built using Tableau. It includes data preprocessing steps, KPIs, dashboard elements, and visual screenshots of the final dashboard components.

Objectives

• Analyze revenue across countries.
• Identify top-performing salespersons.
• Present KPIs including total sales, boxes shipped, and dataset size.

Dataset Summary

Total Records: 1,094
Columns used: Country, Sales Person, Amount, Boxes Shipped, Date.
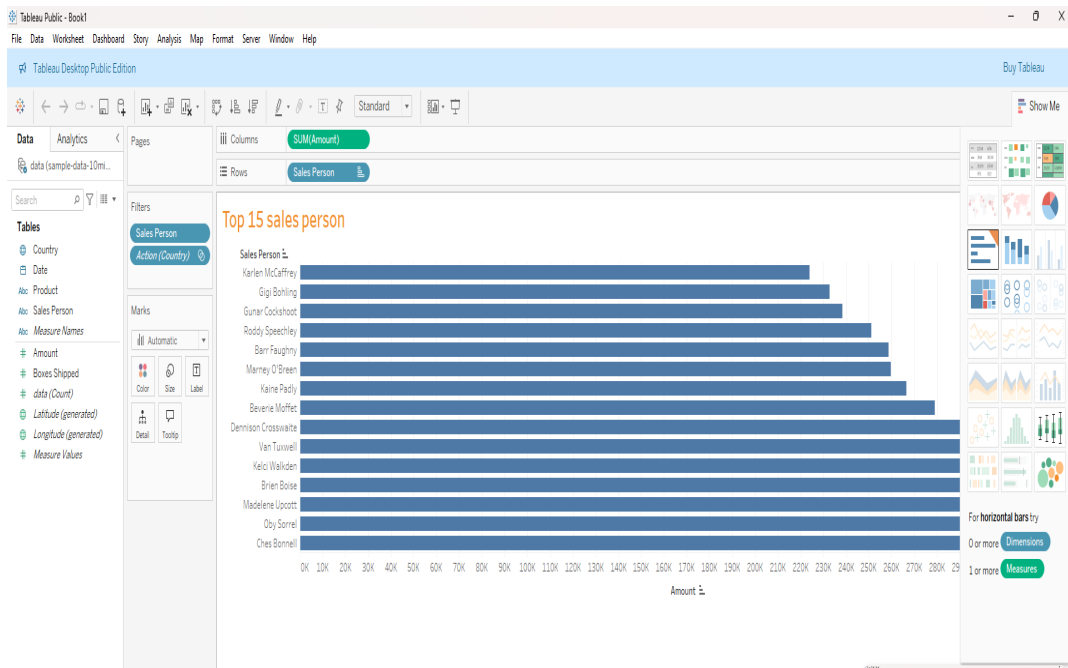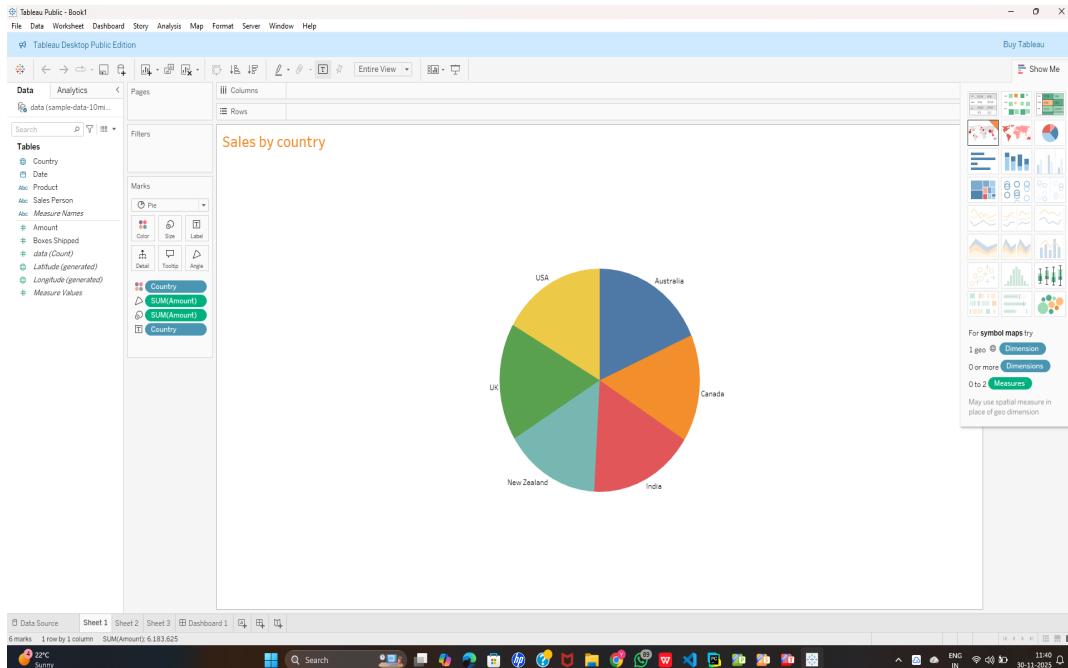Data was cleaned using Excel, SQL, and Python before loading into Tableau.
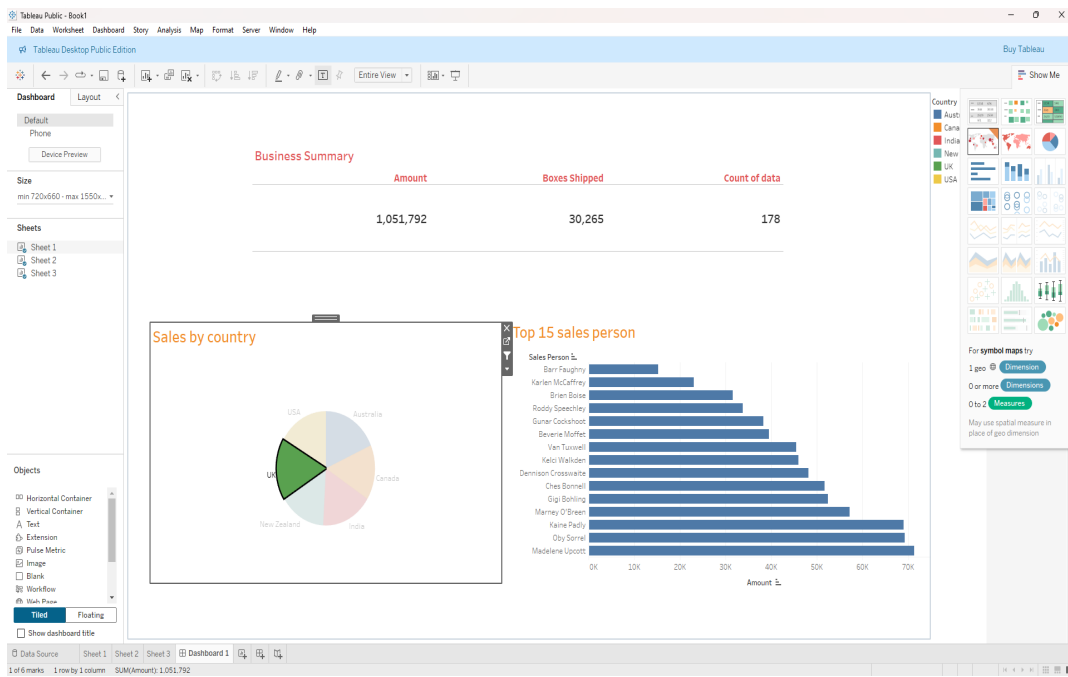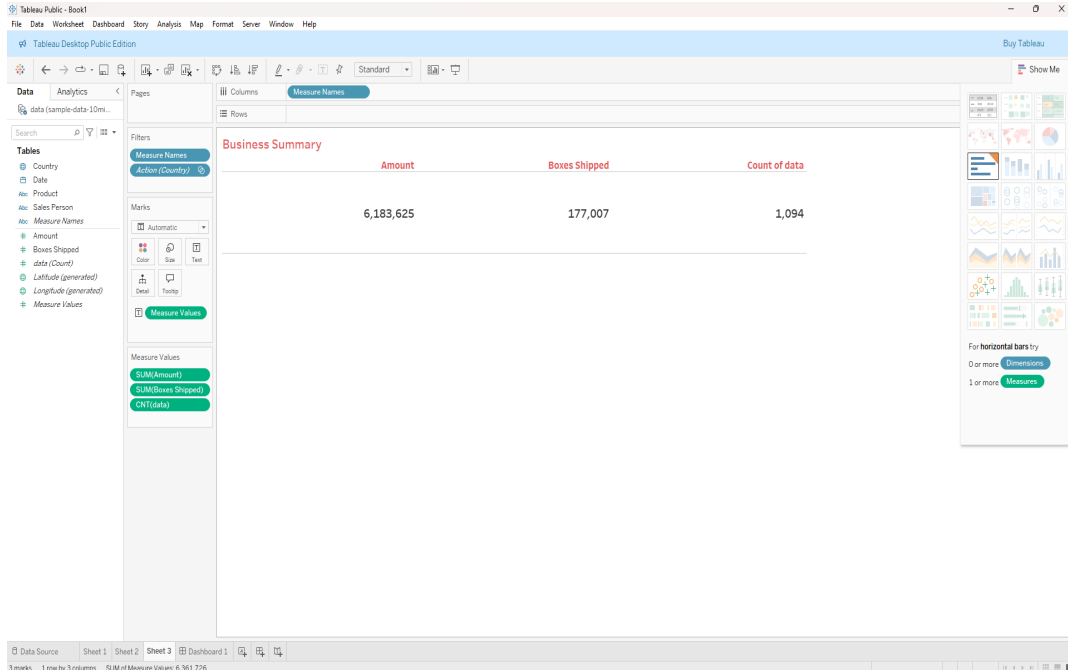
Tools Used

• Tableau Public Edition
• Excel for data preparation
• SQL for preprocessing
• Python for validation

Dashboard Components

• KPI Summary (Total Sales, Boxes Shipped, Record Count)
• Pie Chart: Sales by Country
• Bar Chart: Top 15 Salespersons
• Interactive filters and visuals

Dashboard Screenshots

Tableau Public - Book1 — Sheet 3

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Data | Analytics

data (sample-data-10mi...

Tables
- Country
- Date
- Product
- Sales Person
- Measure Names
- Amount
- Boxes Shipped
- data (Count)
- Latitude (generated)
- Longitude (generated)
- Measure Values

Pages

Filters
- Measure Names
- Action (Country)

Marks
- Automatic
- Color
- Size
- Text
- Detail
- Tooltip
- Measure Values

Measure Values
- SUM(Amount)
- SUM(Boxes Shipped)
- CNT(data)

Columns: Measure Names
Rows:

Business Summary

Amount	Boxes Shipped	Count of data
6,183,625	177,007	1,094

Data Source Sheet 1 Sheet 2 Sheet 3 Dashboard 1

3 marks 1 row by 3 columns SUM of Measure Values: 6,361,726

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Dashboard | Layout

Default
Phone
Device Preview

Size
min 720x560 - max 1550x...

Sheets
- Sheet 1
- Sheet 2
- Sheet 3

Objects
- Horizontal Container
- Vertical Container
- Text
- Extension
- Pulse Metric
- Image
- Blank
- Workflow
- Web Page

Tiled | Floating

Show dashboard title

Country
- Austr
- Cana
- India
- New
- UK
- USA

Business Summary

Amount	Boxes Shipped	Count of data
1,051,792	30,265	178

Sales by country

USA · Australia · UK · Canada · New Zealand · India

Top 15 sales person

Sales Person
- Barr Faughny
- Karlen McCaffrey
- Brien Boise
- Roddy Speechley
- Gunar Cookshoot
- Bevenie Moffet
- Van Tuxwell
- Kelci Walkden
- Dennison Crosswaite
- Ches Bonnell
- Gigi Bohling
- Marney O'Breen
- Kaine Padly
- Oby Sorrel
- Madelene Upcott

0K 10K 20K 30K 40K 50K 60K 70K
Amount

For symbol maps try
- 1 geo Dimension
- 0 or more Dimensions
- 0 to 2 Measures
May use spatial measure in place of geo dimension

Data Source Sheet 1 Sheet 2 Sheet 3 Dashboard 1

1 of 6 marks 1 row by 1 column SUM(Amount): 1,051,792

Author

Krishna Deepika Yeloori
Email: ykrishnadeepika@gmail.com
LinkedIn: linkedin.com/in/yeloorikrishnadeepika