INTB233:DATA VISUALIZATION
PROJECT REPORT

COMPANY ANALYSIS DASHBOARD

Submitted by

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Computer Science and Engineering

INTB233

Under the Guidance of

Assistant   Professor

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Discipline of CSE/IT
Lovely School of Computer Science
Lovely Professional University, Phagwara

CERTIFICATE

This is to certify that Abhinav bearing Registration no. 12215717 has completed **INTB233** project titled, **"*SALES ANALYSIS DASHBOARD*"** under my guidance and supervision. To the best of my knowledge, the present work is the result of his/her original development, effort and study.

Signature and Name of the Supervisor Designation of the Supervisor

School of ………………………………………….

Lovely Professional University

Phagwara, Punjab.

Date: 18-11-2024

Acknowledgement:

We would like to express our sincere gratitude to Baljinder Kaur for their guidance and support. Their teachings were instrumental in making the dashboard.

Special thanks go to the School of Computer Science and Engineering for introducing the course. Their quality brought specific outcomes to fruition.

Lastly, we acknowledge the support and encouragement of the teachers for their commitment to upskills in a particular domain. Their guidance has been invaluable throughout this project.

This project would not have been possible without the collective efforts of everyone involved. We are truly grateful for your contributions and dedication.

Sincerely,

Abhinav

12215717

Table of Content

Introduction

Welcome to our Sales Analysis Dashboard. Crafted with Tableau Desktop, this dashboard offers a comprehensive platform for exploring crucial sales metrics, facilitating data-driven decision-making, and refining sales strategies to drive organizational growth. From sales performance and revenue generation to customer acquisition and retention, this dashboard provides a panoramic view of our sales landscape, empowering sales professionals and organizational leaders to uncover patterns, seize opportunities, and achieve meaningful results. With customizable visualizations and interactive features, this dashboard equips you with actionable insights to optimize sales efforts, enhance customer relationships, and ultimately contribute to our company's success.

Objectives/Scope of the Analysis
1) How many sales representatives are there in each region according to the available data?
2) Gender distribution: What is the breakdown of male and female sales representatives in each region?
3) Age distribution: What is the age spread of our sales team? How many employees fall within specific age brackets?
4) Which products or services generate the highest revenue across all categories?
5) Top earners by region: Who are the top-performing sales representatives in terms of revenue generation in each region?
6) Education level vs. Sales performance: Analyze the correlation between the educational qualifications of sales representatives and their sales performance.
7) Show the trend in sales growth over the last 5 years.
8) Filter sales representatives by their names' first letters to facilitate quick identification.
9) Analyze the leave balance of sales representatives to ensure adequate coverage and resource allocation.
10) Build the Sales Analysis Dashboard

Source of dataset:

The source of the dataset is picked from Kaggle.com. Its data of the employees working the Awesome chocolate company that is establish in US.

ETL process:

The ETL process stands for Extract, Transform, Load. It's a fundamental component of data warehousing and analytics, involving three key stages:

Extract: In this stage, data is extracted from Kaggle website of the company. The data extracted may include information on employee demographics, job roles, salaries, performance ratings, training records, attendance, turnover rates, and more.

Transform: After extraction, the data undergoes transformation to prepare it for analysis in Tableau. This transformation may involve tasks such as cleaning the data to remove duplicates or errors, standardizing formats etc. In my case the data is already cleaned.

Load: Once the data is transformed, it is loaded into Tableau for visualization and analysis. Tableau allows users to connect to various data sources and import datasets directly into its environment. Users can then create dashboards and reports by dragging and dropping fields onto the canvas, applying filters, adding calculations, and designing visualizations to convey insights effectively.

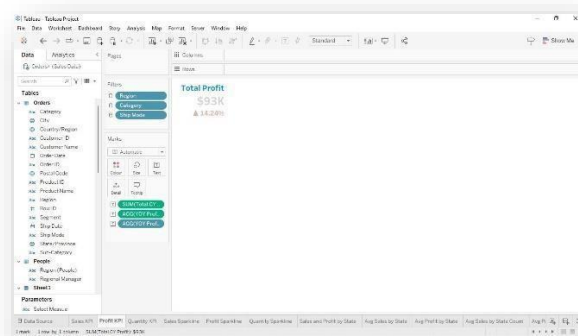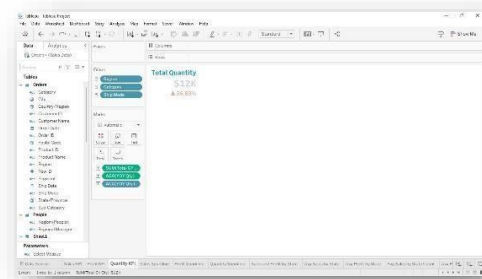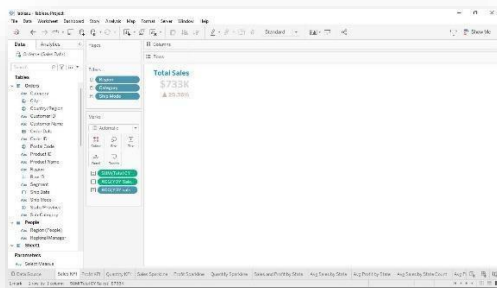## Analysis of dataset (for each analysis):
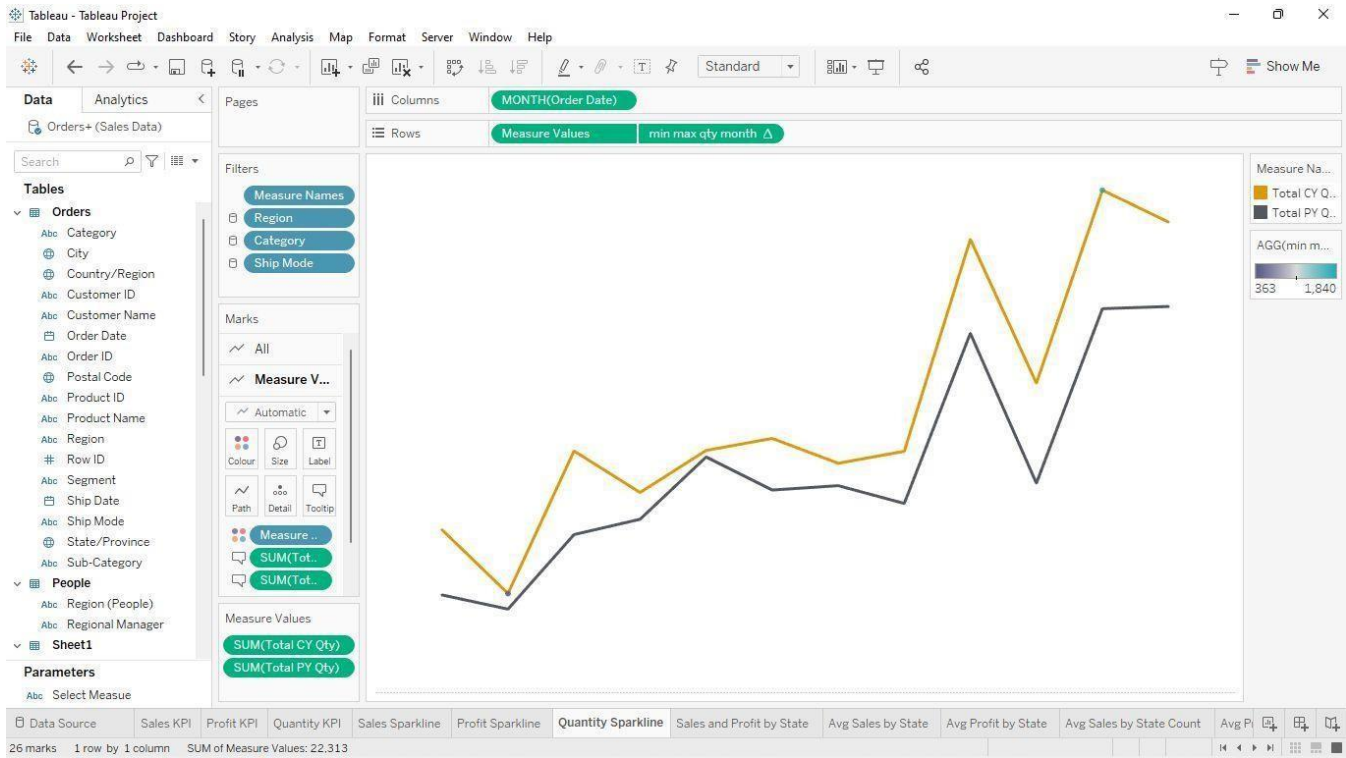

Dark mode
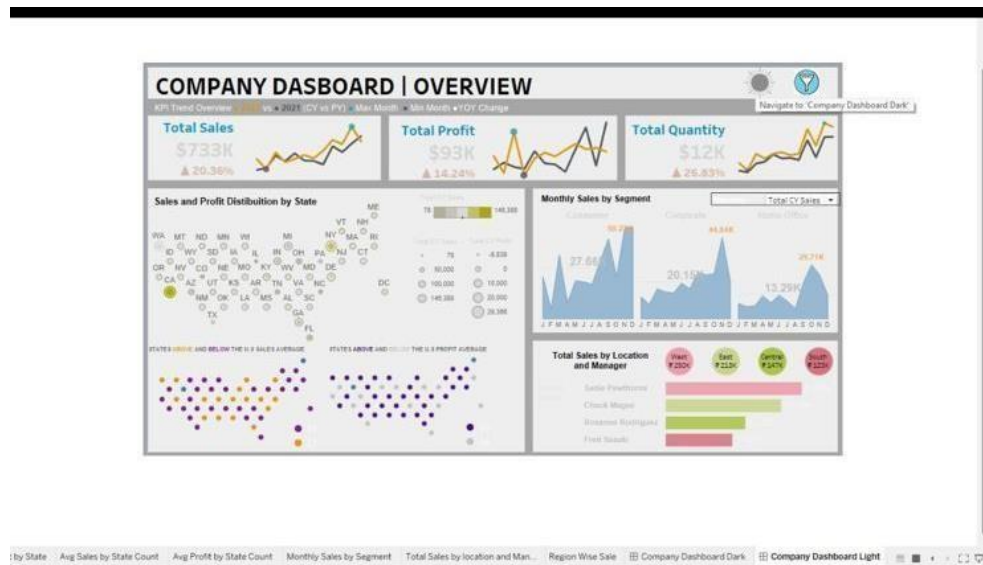
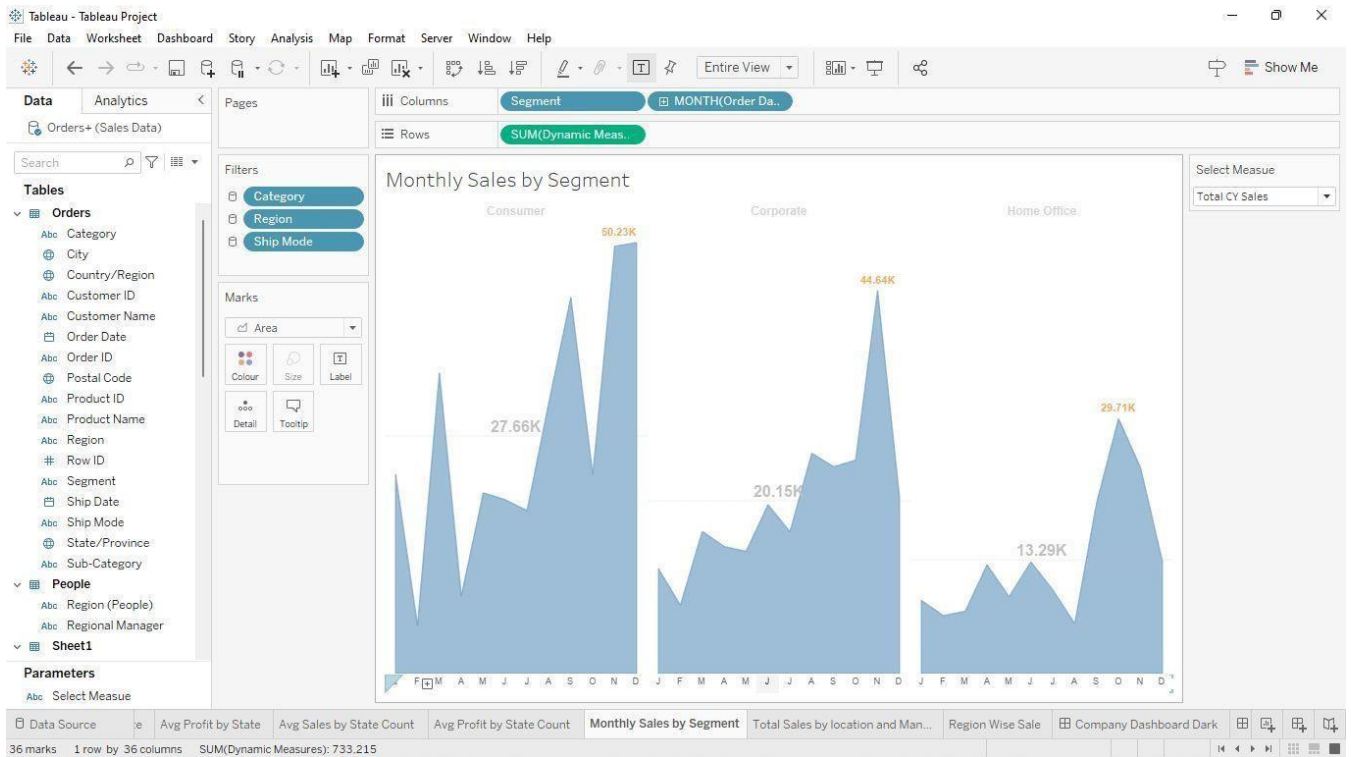Light mode

List of Analysis with results

form the above all three we will get total sale quantity and profit.

Yellow line is showing for current year and blue line is showing for previous year, From this costumers know that how their business is performing sale wise for each month.

The chart shows that sales tend to be higher in the later months of the year, from October to December. It is difficult to say for sure from this graph however, whether this is a consistent trend, or just a reflection of the data for this particular year.
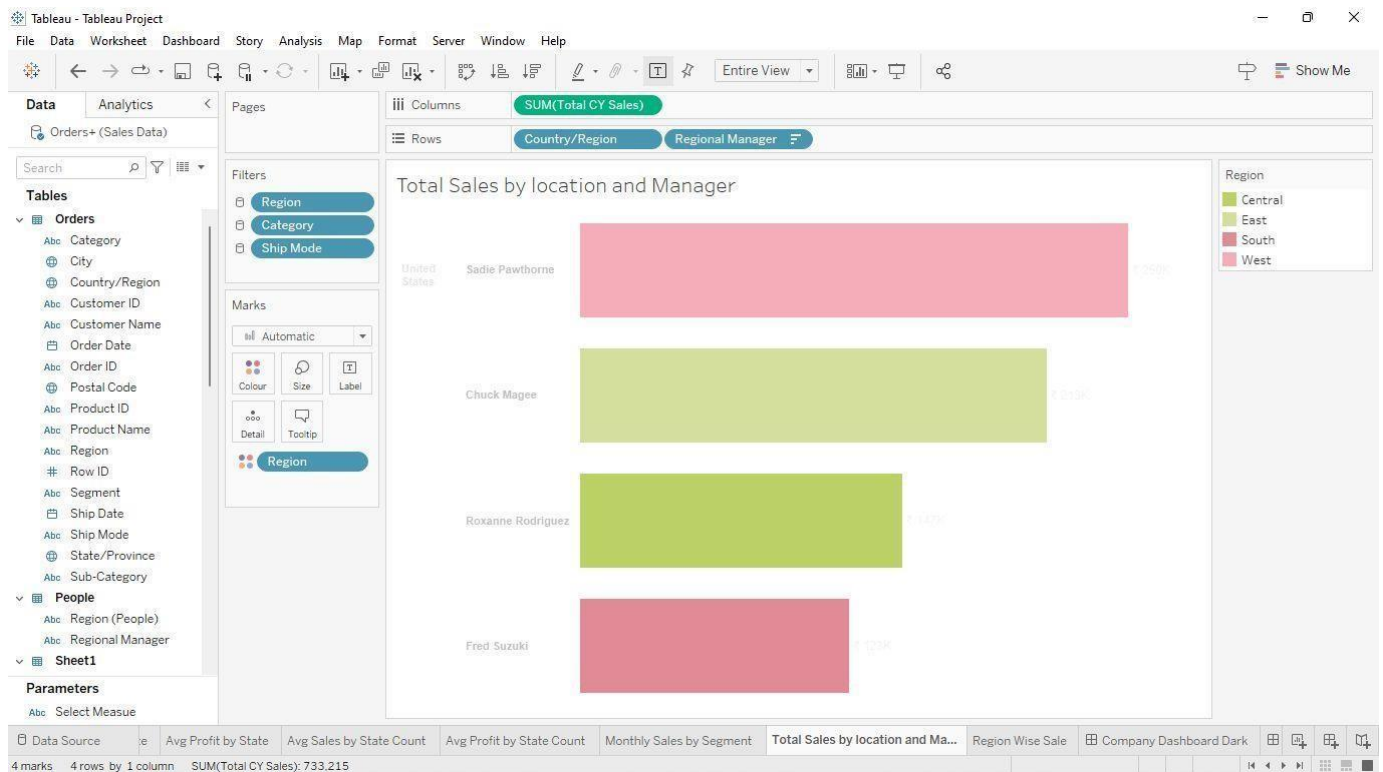
The worksheet displays a table with four columns: Country/Region, Regional Manager, SUM(Total CY Sales), and City.

The SUM(Total CY Sales) column shows the total sales for each country/region and manager combination. For example, the first row shows that Sadle Pawthor, the regional manager for Central, has $733.215 in total sales.

The Country/Region and City columns provide more detail about the location of the sales. For example, the first row shows that Sadle Pawthor's sales come from the Central region and the city of Chic Magne.
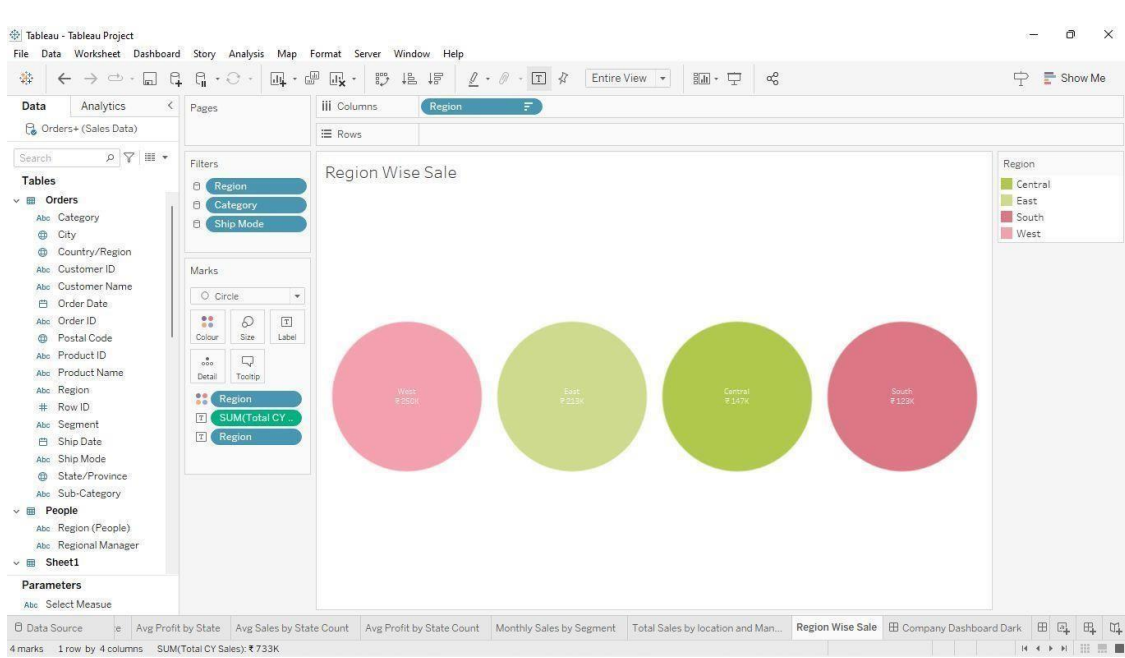
This is the char for Region wise Sales all the circle denoting region wise sale and having data inside the circle.

Bibliography:

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