SALES DASHBOARD | DOMAIN ANALYTICS

Glossary

- I have divided the Dashboard into 3 parts: - General Dashboard and Customer Purchase Behavior Dashboard, Customer Segmentation
- The 1st Dashboard one depicts the overall sales trend, profit, top income categories, etc. and all of them are designed keeping "sales" as base.
- The 2nd Dashboard is basically highlighting the behavior of customer towards their purchase patterns, top products that are preferred by the customers, etc. which would further help the company in channelizing their business strategy.
- The 3rd Dashboard basically points at how many customers are present (segments) and which all customers need to be paid attention, etc.
- Coming into the technical part (considered while making the dashboard): -
    1. To handle the numbers, present under week and day column into more informatic format, I have converted them into date-time (Base/Start is considered from 01-01-2021) where exactly 2 years data is present to be analyzed in order to make a more informed dashboard/decision.
    2. To represent the codes of Marital status, I have mapped them into married, etc., which further helped in making the Dashboard more understandable.
    3. Columns which had certain null values, etc. are also handled properly to generate more meaningful data.
    4. To take out the profit from sales, custom columns is made which derives calculation from discounts, etc. (COGS & profit per unit).
    5. Certain other custom columns are also designed as per need basis while designing KPIs, RFM analysis, etc.

    #To cater all the above pointers, respective calculated field are made for same#

Link to the **General Sales Dashboard: -**

https://public.tableau.com/views/GeneralSalesDashboard_17021145098840/GeneralSalesDashboard?:language=en-US&:display_count=n&:origin=viz_share_link

Link to the **Customer Behavior Analysis Dashboard: -**

https://public.tableau.com/views/SalesDashboardBasedonCustomerPurchaseBehaviour/CustomerPurchasePatternDashboard?:language=en-US&:display_count=n&:origin=viz_share_link

Link to the **Customer Segmentation and Focus Analysis Dashboard: -**

https://public.tableau.com/shared/YGWJ9C6DC?:display_count=n&:origin=viz_share_link

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