Atliq Sales Insight Dashboard: Revenue and Profit Analysis

Your Role:

Business Intelligence Analyst

Project Description:

This project focuses on analyzing sales data for Atliq Corporation to identify revenue and profit trends across multiple markets. Using Tableau, I developed an interactive dashboard that highlights key insights such as market-specific performance, profit margins, and sales trends from 2017 to 2020.

Key Features:

- Designed an interactive Tableau dashboard to provide actionable insights into market revenues and profit margins.
- Utilized SQL to clean and normalize sales data, ensuring accurate analytics and visualizations.
- Identified high-performing markets, profit distribution, and revenue growth trends, aiding strategic business decisions.

Impact:

The dashboard enhanced Atliq Corporation's decision-making by delivering clear visual insights, helping the team focus on profitable markets and optimize resource allocation.

Attached Files (suggested for portfolio):

- Sales Insight Dashboard - Atliq.twbx (Interactive Tableau Dashboard file).
- Sales Insight Dashboard - Profit Analysis.pdf (PDF report for profit insights).
- Sales Insight Dashboard - Revenue Analysis.pdf (PDF report for revenue trends).