

Creating a sales dashboard and Get key insights

As a Data Analyst, your objective is to create an interactive dashboard from the provided sales dataset that uncovers valuable insights and presents a concise summary of the business. The dashboard should encompass various visualizations to facilitate data exploration and decision-making.

Data Description

Order ID : Unique Order ID of a product

Order Date : Order Placement Date

Ship Date : Shipment Date of the placed order

Aging : Used to Create Histogram Bin

Ship Mode : Shipment mode of placed order

Product Category : Product Category

Product : Name of the Product

Sales : Sales Amount

Quantity : The amount or number of a material

Discount : A deduction from the usual cost of something

Profit : Obtain a financial advantage or benefit

Shipping Cost : The amount required to ship the placed order

Order Priority : Precedence of placed order

Customer Id : Unique Customer ID

Customer Name : Name of the Customer

Segment : ProductSegment(i.e.Home Office/Corporate/Consumer etc.)

City : Unique City Name

State : Unique State Name

Country : Unique Country Name

Region : Especially the part of a country

Months : The month of placing the order

Here are the key insights to be derived from the data:

1. **Sales Trend:** Develop a line chart or area chart that showcases the sales trend over time. This visualization should allow users to examine how sales have evolved across different periods, whether it be weekly, monthly, quarterly, or annually. By observing sales trends, the business can identify seasonal patterns, growth opportunities, and potential challenges.
2. **Country-wise Sales by Segments:** Design a bar chart or stacked bar chart that presents sales data segmented by different product categories for each country. This view will enable the business to discern which product segments are performing well in specific regions. Such information can lead to targeted marketing efforts and help the business allocate resources effectively based on regional demand.
3. **Shipping Modes Proportion:** Create a pie chart or donut chart to illustrate the proportion of sales attributed to different shipping modes. This visualization will provide an overview of how products are being delivered to customers. Understanding the popularity of various shipping options can assist the business in optimizing its logistics strategy and improving customer satisfaction.
4. **Profit Analysis:** Generate a scatter plot or box plot to analyze the profit generated by different product segments and categories. This analysis will allow users to compare profitability across various areas of the business. Identifying high-profit and low-profit segments can guide business decisions related to pricing, inventory management, and product development.

Additionally, to enhance user interaction and facilitate data exploration, the dashboard should include slicers based on time and location. These slicers will serve as filters that users can manipulate to focus on specific time periods and countries of interest. By using slicers, users can dynamically modify the displayed data and gain deeper insights into sales trends and performance metrics.

Overall, the dashboard should present a comprehensive and visually appealing overview of the sales data, empowering the business stakeholders to make informed decisions, spot opportunities, and address potential challenges to drive growth and profitability.