Sales Dashboard Report

Interactive Sales Analysis using Tableau

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Objective

- • Analyze and visualize overall sales performance
- • Identify trends across time, regions, and deal sizes
- • Help stakeholders make informed business decisions

Key KPIs (Metric Summary)

- 📦 Total Sales: ₹ 10000000
- 🌍 Top Performing Country: USA
- 📈 Peak Sales Month: October
- 🧩 Largest Deal Size: Large

Monthly Sales Trend

- • Sales peaked in October with over ₹200 million.
- • A gradual increase from Q1 to Q4.

Sales by Country

- • USA, France, and Germany lead in total revenue.
- • Emerging markets like Singapore showed moderate performance.

Order Status Breakdown

- • Majority of orders were Shipped (X%).
- • Only Y% were Cancelled or On Hold.

Sales by Deal Size

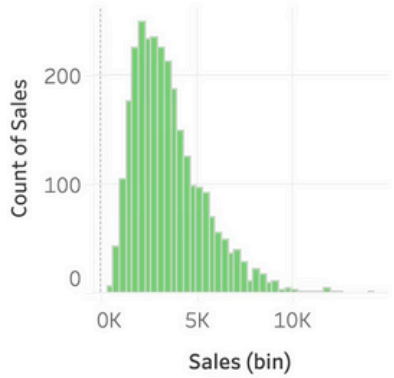
- • Large deals account for over 60% of revenue.
- • Opportunity to grow Small and Medium deal segments.

Key Insights & Recommendations

- Insights:
- - Sales are strongest in Q4
- - High concentration of revenue from a few countries
- - Large deal size dominates sales
- Recommendations:
- - Explore marketing in underperforming regions
- - Improve smaller deal conversion strategies
- - Focus on reducing Cancelled orders

- Tableau helped create a clear, interactive view of sales.
- Stakeholders can use the dashboard for real-time decisions.
- The dashboard is scalable to include profit, targets, and forecasts.

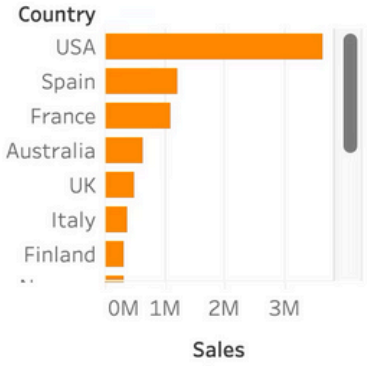
Total Sales



Monthly sales

Sales by Deal Size

Sales by Country



Order Status Breakdown

thankyou
for your purchase