

Project Report

Dashboard Design using Tableau

Prepared by: [Your Name]

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Objective

The primary goal of this project was to design a professional, interactive business dashboard using Tableau that allows stakeholders to easily monitor key sales metrics, identify trends, and make data-driven decisions. This dashboard offers a visual summary of e-commerce performance across products, regions, time periods, and customer segments.

Dataset Description

The dataset used contains detailed information about e-commerce transactions. Key fields include:

- Order ID
- Order Date
- Product Name
- Category
- Quantity Ordered
- Sales Amount
- Profit
- Customer ID
- Country

Data cleaning and transformation steps were performed within Tableau using calculated fields and filters.

Data Preparation

Several derived fields and calculations were created to enhance analytical capabilities:

- Year = YEAR([Order Date])
- Month = DATENAME('month', [Order Date])
- Profit Margin = [Profit] / [Sales]
- Sales Category (Low, Medium, High) based on sales thresholds

Missing values and incorrect data types were addressed before dashboard development.

Dashboard Components

The final dashboard consists of the following interactive visual elements:

- KPI Cards: Total Sales, Total Profit, Total Orders, Total Customers
- Monthly Sales Trend: Line chart showing sales over time
- Top 10 Products by Sales: Horizontal bar chart
- Sales by Country: Filled map with color intensity
- Category-wise Sales and Profit: Stacked bar chart
- Profit vs Quantity Sold: Scatter plot
- Customer Segmentation: Pie chart/treemap

Filters: Year, Country, Category

Tooltip and highlight actions enhance user interactivity.

Key Insights

- Peak sales occurred during the festive season in Q4
- Category 'Electronics' generated the highest revenue but had lower profit margins
- Country X contributed over 35% of total sales
- Some products had high sales volume but low profit, indicating a need for pricing or cost control review

Business Value

This dashboard empowers business users to:

- Monitor performance in real time
- Identify areas for growth or cost optimization
- Make decisions based on clear, visual data insights
- Spot market opportunities by country or category

Deliverables

- Tableau Workbook File (.twbx)
- Exported PDF of the Dashboard
- Project Report (This Document)

Conclusion

The Tableau dashboard built for e-commerce sales data is a comprehensive, user-friendly, and data-driven tool that allows business stakeholders to monitor key metrics, identify trends, and optimize their strategies. The design emphasizes clarity, interactivity, and actionable insights-making it a valuable asset for sales and marketing teams.