# Final Tableau Dashboard Project Report

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Tool Used: Tableau Public

Link:

https://public.tableau.com/views/finaltableauproject_17503940108380/Dashboard1

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## 1. Introduction

This report summarizes the insights derived from a Tableau dashboard built to analyze sales and performance metrics of a fictional retail dataset. The goal was to visualize key trends, identify areas of high and low performance, and support strategic business decisions using interactive visuals.

## 2. Objective

- Provide a high-level summary of monthly sales and profits.

- Break down performance by region, category, and sub-category.

- Enable drill-down through interactive filters.

- Support visual storytelling with intuitive charts.

## 3. Tools Used

- Tableau - for dashboard creation

- Excel/CSV - data source (Superstore dataset)

- Tableau Public - for publishing the dashboard

## 4. Dashboard Features and Visualizations

- Monthly Sales Trend (Line Chart): Shows total sales across months to identify seasonality.

- Profit by Region (Bar Chart): Highlights profit contribution by each region.

- Category & Sub-Category Sales: Compares product-level performance.

- KPIs: Displays total sales, profit, and quantity metrics.

- Interactive Filters: Allow dynamic exploration by Region, Category, and Segment.

- Clean Layout: Designed with user-friendly structure and readability.

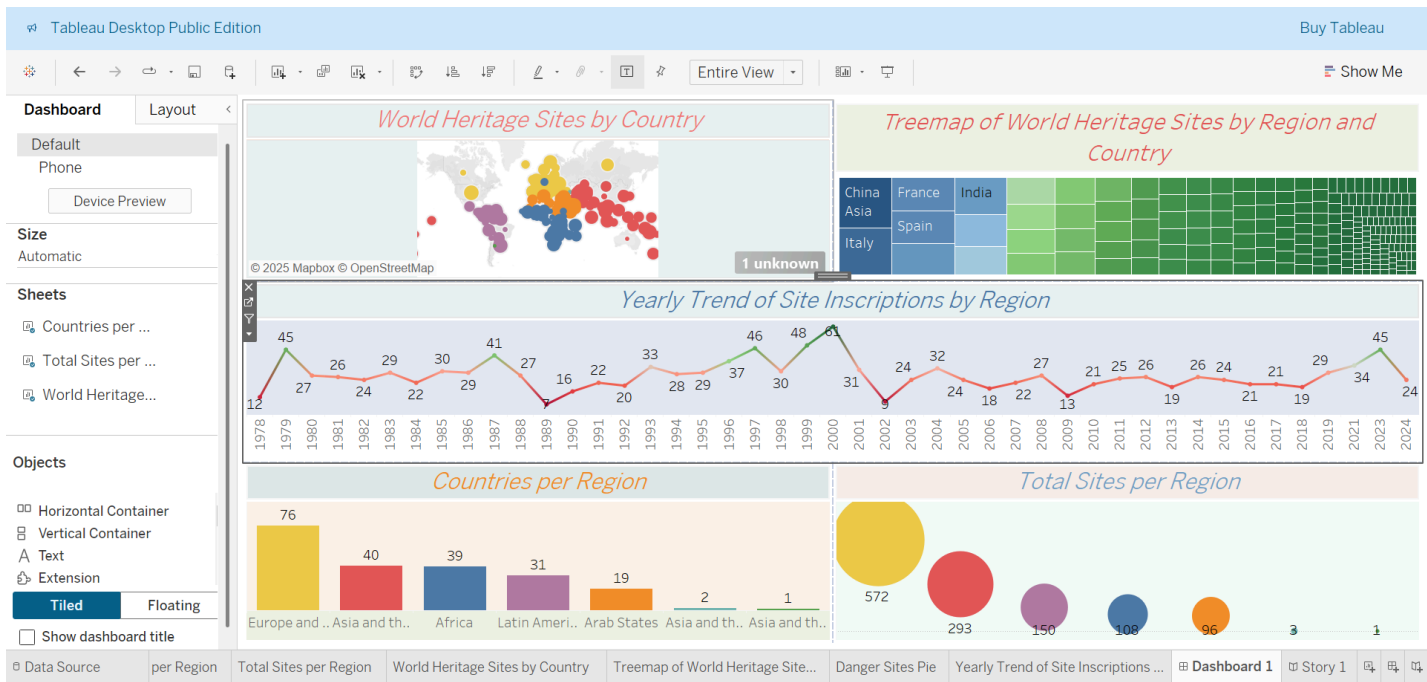# Final Tableau Dashboard Project Report

## 5. Key Insights

- West region showed strong sales, especially in Technology.

- Furniture had decent sales but low profit - needs cost optimization.

- November and December were peak sales months.

- Corporate segment emerged as most profitable.

## 6. Conclusion

This dashboard provided a clear overview of business metrics and helped identify patterns and areas for improvement. It made data analysis accessible and impactful for decision-making.

## 7. Future Enhancements

- Add forecasting for sales trends.

- Use geospatial analysis for deeper insights.



- Design mobile-responsive versions.