

## CASE STUDY 2: Sales Performance

1. In this case study, you are tasked with creating a dashboard for sales performance. The dataset you'll be using is called dataset2.txt. Please open Google Sheets and import this dataset.
2. Figure 6 illustrates data on sales performance. This dataset contains nine columns. *Customer*, *product*, and *salesperson* are some of the columns that are used.

CUSTOMER	PRODUCTS	SALES PERSON	Sales Region	Target	SALES	SALES YEAR	SALES MONTH	SALES QTR
99 SpeedMart	Flour	Saharulnizam	North	11681	15691.32	2020	Apr	Q2
99 SpeedMart	Flour	Saharulnizam	North	61690	89032.32	2020	Jun	Q2
99 SpeedMart	Flour	Saharulnizam	North	10000	13068.27	2020	Jul	Q3
99 SpeedMart	Flour	Saharulnizam	North	69399	90415.62	2020	Nov	Q4
99 SpeedMart	Flour	Saharulnizam	North	60190	74473.74	2020	Oct	Q4
99 SpeedMart	Flour	Saharulnizam	North	43948	48816.135	2020	Dec	Q4
99 SpeedMart	Flour	Saharulnizam	North	69301	65906.415	2020	May	Q2
99 SpeedMart	Flour	Saharulnizam	North	35258	24770.205	2020	Sept	Q3
Aeon Mall	Flour	Hadirah	West	64416	108643.86	2020	Nov	Q4
Aeon Mall	Flour	Hadirah	West	62753	96949.755	2020	Sept	Q3
Aeon Mall	Flour	Hadirah	West	64258	80262.72	2020	Dec	Q4
Lotus's	Flour	Saharulnizam	North	53728	114692.535	2020	Mar	Q1
Lotus's	Sugar	Saharulnizam	North	51662	21993.165	2020	May	Q2
Lotus's	Sugar	Saharulnizam	North	52913	22315.5	2020	Apr	Q2
Lotus's	Cooking Oil	Saharulnizam	North	69554	111666.24	2020	Jul	Q3
Lotus's	Sugar	Thanneermalai	North	66365	114843.915	2020	Feb	Q1
Lotus's	Cooking Oil	Saharulnizam	North	66761	113638.095	2020	Apr	Q2

Figure 6

3. You must create a dashboard similar to Figure 7. There are three menus on the left side menu: sales year, sales region, and products. Customers and salespeople can also be found in the right side menu. To visualise information about sales performance, five charts of various shapes are used. Monthly sales, region, customer, salesperson, and sales trend are all represented in the chart.

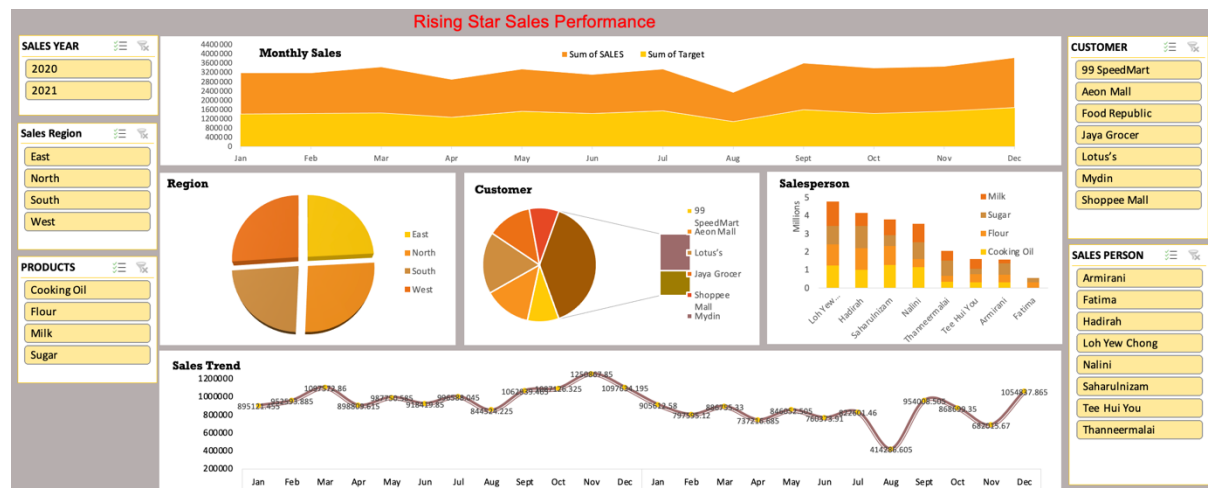


Figure 7

4. Each of these menus must be related to the others. If we select Loh Yew Chong as the salesperson, all charts will display information about Loh Yew Chong (refer Figure 8).

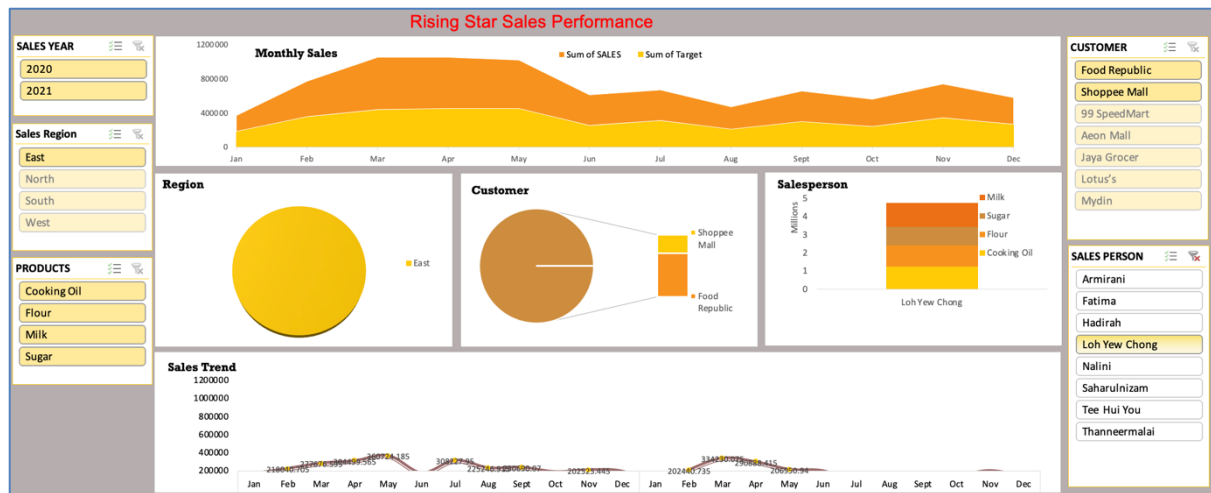


Figure 8

5. If you select cooking oil as a product and the sales year is 2021, the display looks like Figure 9.

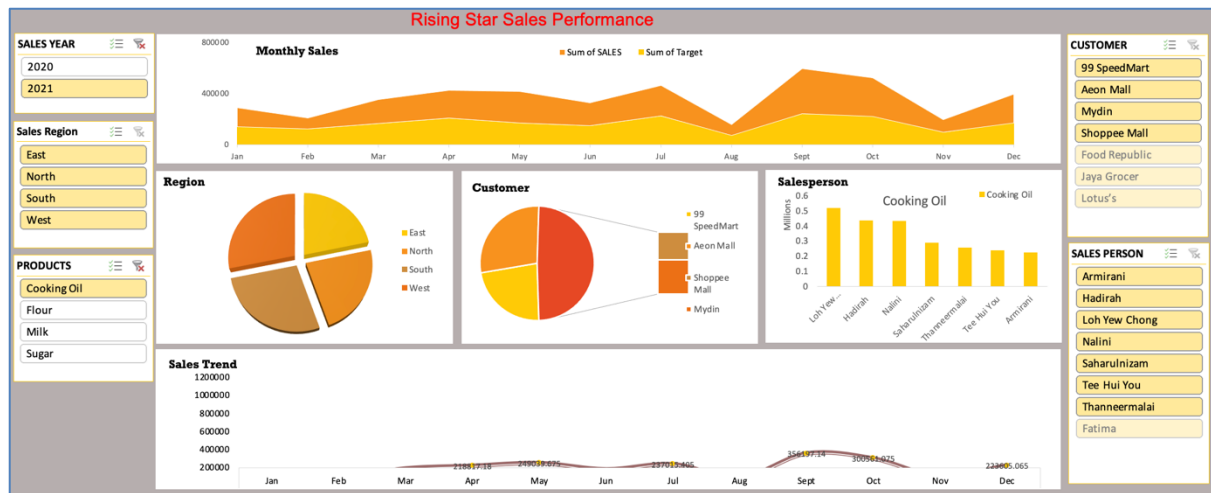


Figure 9