**Project Title: "Global Sales Performance and Market Analysis"**

**ABSTRACT:** The project aims to leveraging Tableau to conduct a comprehensive analysis of sales data across different dimensions such as products, segments, countries, and discount levels. Through visualizations and analytical techniques, the project aims to uncover valuable insights into sales performance, profitability, market share, trends over time, and geographic sales patterns. The findings from this analysis will guide strategic decision-making, optimize sales strategies, and drive business growth.

**ABOUT DATA**

The data is a comprehensive sales report containing information on product sales across various segments, countries, and discount levels. It includes data points such as units sold, manufacturing prices, sale prices, gross sales, discounts, net sales, cost of goods sold (COGS), and net profits. The products listed are Carretera, Montana, Paseo, Velo, VTT, and Amarilla, and the segments include Government, Midmarket, Enterprise, Small Business, and Channel Partners. Countries covered are Canada, Germany, France, Mexico, and the United States.

**Objective of the Project:**

The project is to analyze and visualize sales performance, profitability, market share, trends, and geospatial data to gain insights into the company's global sales operations. This analysis aims to identify trends, top-performing products, profitable markets, and areas for improvement, market position compared to competitors, growth opportunities, and regions with high sales potential.

**METHODOLOGY:**

**Data Preparation:** Cleanse and prepare the sales data by organizing it into relevant dimensions and measures suitable for analysis.

**Sales Performance Analysis:** Create visualizations to compare sales performance across countries, products, segments, and months to identify trends and top-performing areas.

**Profitability Analysis:** Analyze profitability by visualizing gross sales, profits, profit margins, and cost structures to identify profitable products, markets, and segments.

**Market Share Analysis:** Use Tableau to visualize market share data and compare sales volume or revenue with competitors across different countries or segments.

**Trend Analysis:** Create trend lines and time series visualizations to analyze sales and profitability trends over months or years, identifying growth opportunities or areas of decline.

**Geo-spatial Analysis:** Utilize Tableau's geospatial capabilities to create maps and visualizations that analyze sales and profitability by geographic regions, identifying areas with high sales potential or targeting regions for marketing campaigns.

**Histogram Analysis:** Use histograms to visualize the distribution of sales, profits, or other relevant metrics. Create histograms for key variables such as sales volume, discounts, or net profits to identify patterns and outliers.

**Pie Chart Analysis:** Utilize pie charts to represent the composition of sales, market share, or profitability across different segments, products, or countries.

Create pie charts to show the percentage contribution of each product to total sales or compare market share among different segments.

**Bubble Plot Analysis:** Develop bubble plots to visualize three dimensions of data simultaneously, such as sales, profits, and market share.

Customize bubble sizes based on metrics like sales volume or profitability to highlight key insights.

**Dashboard Creations:** Design interactive dashboards using Tableau to consolidate and present all visualizations in a cohesive manner. Include filters, parameters, and drill-down options in the dashboard to enable users to explore and analyze data dynamically. Organize the dashboard layout logically, with sections for sales performance, profitability, market share, trends, and geographic analysis.