Dillon Gatlin

# "TL:DR Sales Performance Dashboard"

Project Pipeline

| Grab dataset: 'Super Store Sales' (Kaggle) | Clean/inspect data: Excel | Metric Creation/Aggregation: PostgreSQL and DBeaver | Validate Data: Excel | Dashboard creation: Tableau Public |
| --- | --- | --- | --- | --- |
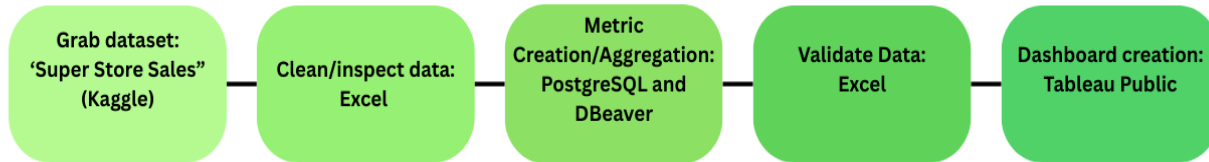
## Introduction:

This project serves to create a Tableau Dashboard using an open-access dataset from Kaggle containing Retail data from 4 years.

**Software used:**
- Excel
- PostgreSQL
- Dbeaver
- Tableau Public

## 1) Sourcing Data:

Utilized the Open-access dataset "Superstore Sales Dataset" found on Kaggle under the GPL 2 license. https://www.kaggle.com/datasets/rohitsahoo/sales-forecasting

## 2) Data Validation and Cleaning:

The dataset was already well cleaned, simple alignment change in Excel for the date columns. Verified No blank rows.

## 3) Metric Creation/Aggregation:

Used DBeaver and PostgreSQL to extract metrics. Exported the desired metrics results as I am using Tableau Public, which requires this extra step.

**Metrics extracted:**
- City & State revenue and Orders
- KPI Summary for 2018 & 2017
- MoM Change
- Product Revenue Rank
- Revenue By Category

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# 4) Validate Data:

Verified extracted metrics in Excel for any errors or corruption.

# 5) Dashboard Creation:

Utilized Tableau Public to create a Dashboard showing the desired metrics. Imported the metric CSV files, as continuous linking/updating is not possible on the free version of Tableau.

**Tables/Graphics:**
- YTD Revenue
- YoY Change
- Heatmap of the top 10 states' Revenue with Ranks
- Revenue Per Category
- Monthly Revenue showing MoM change
- Top Products sold

# Final Dashboard: