Tableau Project

Sales insights

Problem Statement:

AtliQ Hardware is a Company. Which Supplies Hardware Peripherals to different clients such as nomad stores, excel stores, surge stores. These are all the clients and this is a hardware company which supplies computers and other peripherals, networking equipment to them. And they have a head office in let’s say Delhi India and they regional offices in different states of India. And Bhavin Patel is the sales director of this company. And he’s managing the business from the head office, but then you have regional managers per state or per region or district.

And what’s happening with this company is the sales are declining for this company and Bhavin Patel as a Sales Director is having a lot of struggle tracking where the business is failing, (Because when the business is smaller, let’s say you have ten employees, small business you can manage. But when your business is bigger and you have multiple offices, it’s hard to manage you don’t get a right picture and that’s when data analysis can help.)

So, for Bhavin Patel, when he talks with the regional managers, or regarding the business in their areas. The managers have a tendency to paint a rosy picture. (Like, sometimes they don’t lie but they put sugar coating around the facts). And as a sales director Bhavin doesn’t have any idea on what is actually happening at a ground level. He doesn’t have data insights, so that’s the challenge he goes through. So, when he calls regional managers, they will give him this big excel files, (so these excel files, as a human we are not good at consuming so many numbers so we want simple insights) so he’s frustrated. (He’s like why are you giving me these huge number of excel files just give me the insights, why do I have to do it myself. Excel is kind of a boring tool.)

So, what he wants is some simple answers (like he wants to know what are my top five customers? What are my two weakest regions where the sales are declining? What is my aggregate revenue in last 365 days? It’s called year-to-date revenue.)

All these simple answers are hard to get, but there is a saying called (A Picture is worth a thousand words)

So, what if he has a nice visualization? Where he can have a beautiful interface, where he can just click on different visuals to get the insights that he wants in simple way.

So, once you have this kind of visualizations which Is hooked up to a real database, now, this data that you are feeding is not what your managers are telling you. It is the real transactional data coming up from your software, so data do not lie, it’ll definitely tell you the right picture.

So, all Bhavin has to do is, open the tableau and looks at this dashboard and now he can get a complete idea of what’s actually going on. So, this way you can have a lot of transparency in your business, you can also get a lot of insights, for example you have to regions where sales are declining, maybe you can run a special discount, to attract more customers.

So Tableau provides you the business insights in a simplest way, that way you can make business decisions for future based on these insights.