

Project Title:

E-Commerce Sales Data Analysis using Tableau – Interactive Dashboard

Project Description:

I developed a comprehensive sales data analysis project for an e-commerce store using **Tableau**, aiming to extract meaningful insights that support marketing and business decision-making.

The project went through the following stages:

- **Data Preparation**
Connected and explored the dataset.
Created calculated fields like Profit Ratio & Returned Orders.
- **Data Modeling**
Used sets, parameters, and filters to create flexible logic.
Built KPIs like Total Sales, Profit, Quantity, and # Customer.
- **Data Visualization...**
Built multiple chart types:
Waterfall, Lollipop, Donut, Maps, Bar, Pie, Line Charts.
Used cards, KPI tiles, and interactive filters.
Applied color encoding and custom tooltips.
- **Dashboard Design & Interactivity...**
Designed product-level and overview dashboards.
Used Viz in Tooltip, sheet filters, and dashboard actions.
Created a storyline to walk through key insights.
Implemented top / bottom analysis, dynamic sorting.

- **Skills Used:**

Tableau
Data Analysis
Data Visualization
Dashboard Design
KPIs
Calculated Fields
Interactive Dashboards
Business Intelligence
Storytelling with Data
Data Cleaning
Data Preparation