

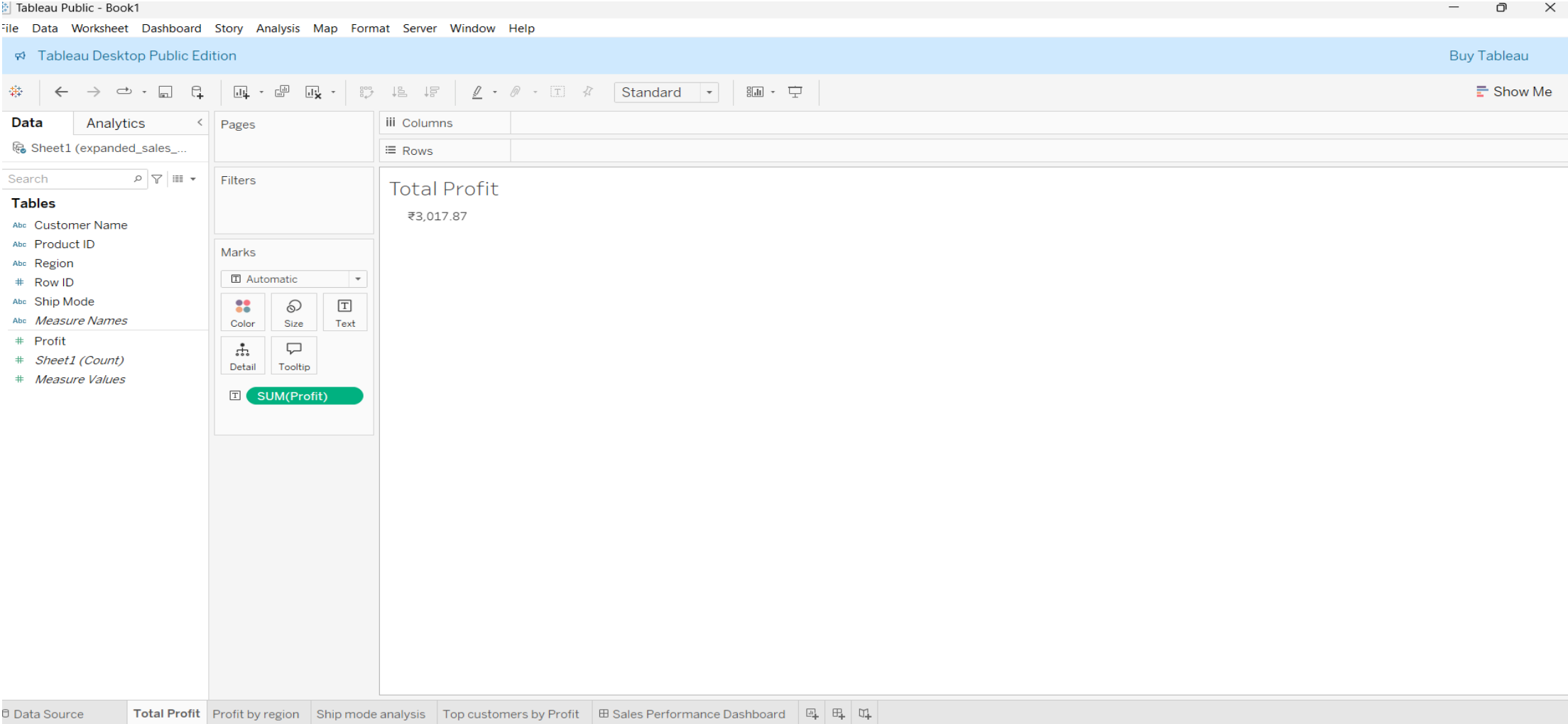
# Designing an interactive dashboard for business stakeholders

# Summary of Creating Dashboard:

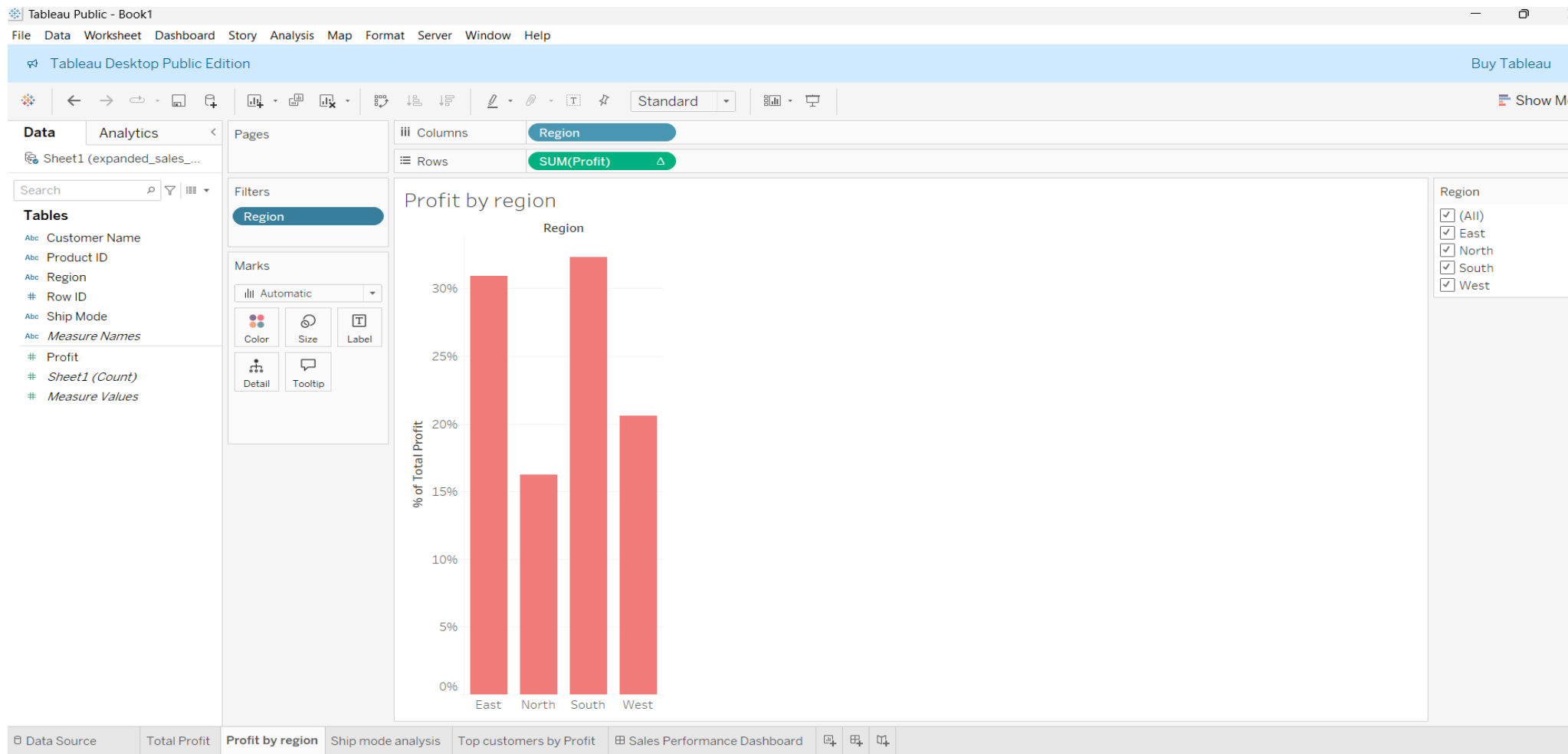
- Four distinct worksheets representing various facets of the data were made in order to construct the interactive sales dashboard in Tableau. To give a clear overview of overall performance, the profit field is dragged to the text shelf and formatted as currency in the first sheet, which shows the total profit using a KPI card. In order to determine which regions contribute most to the company's profit, the second sheet uses a bar chart to visualize profit by region. The third sheet provides information on the most profitable shipping methods by analyzing Profit by Ship Mode using a column chart. A Top N filter is used to display the most valuable clients according to their contribution to the fourth sheet, which highlights the Top Customers by Profit.

- Once these individual visuals are ready, all of the sheets are organized neatly and a new dashboard is made. For interactivity, filters like Region and Ship Mode have been added and are used in all views. Lastly, a consistent color scheme and formatting are used to keep the layout neat and professional, giving business stakeholders an insightful dashboard that is easy to use.

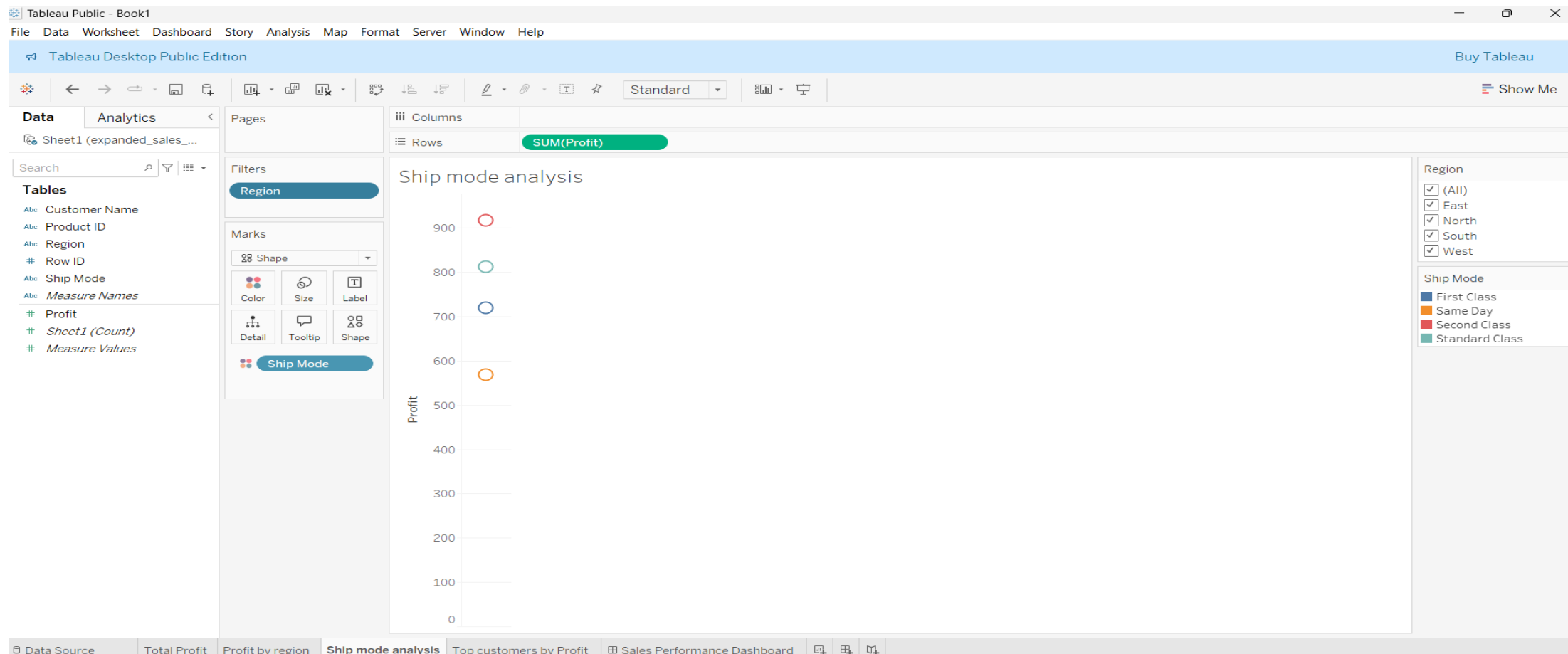
# Total Profit



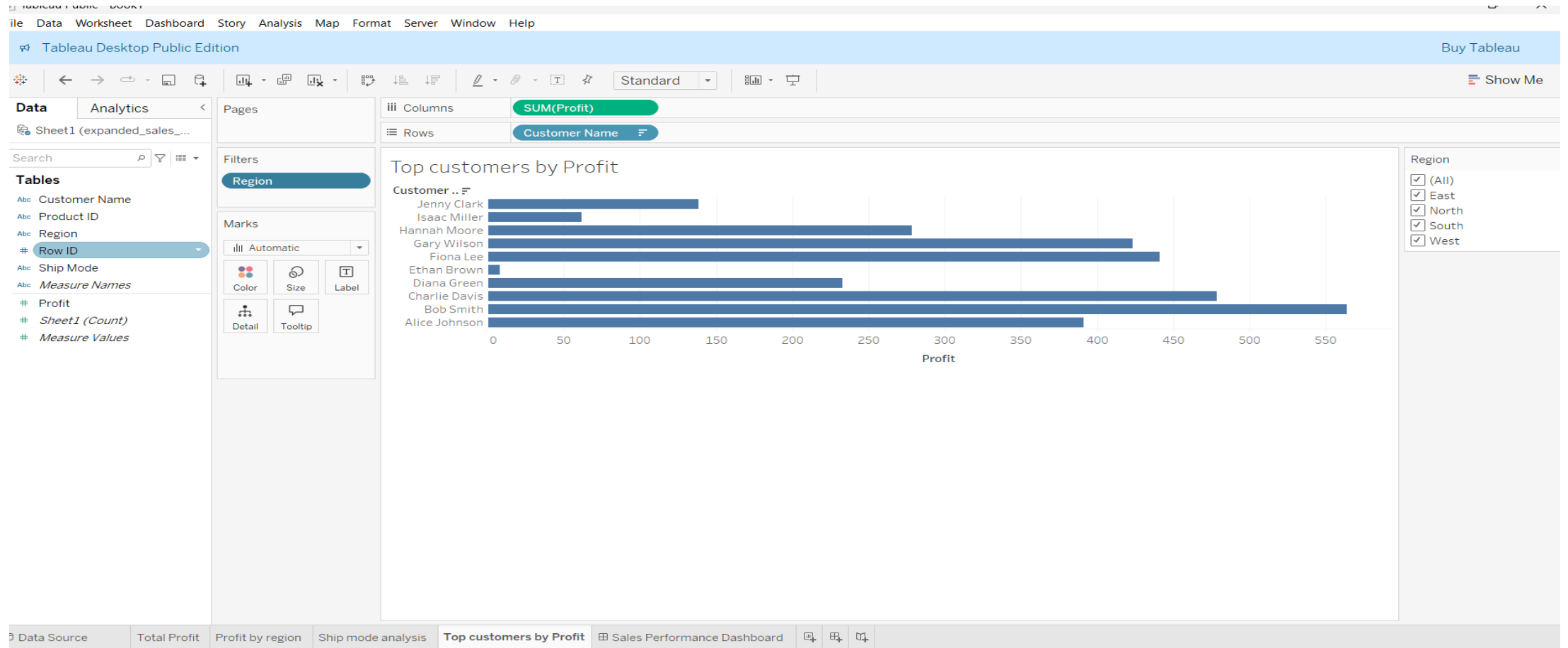
# Profit by Region



# Ship mode Analysis



# Top Customers by Profit



# Sales Performance Dashboard

Tableau Desktop Public Edition

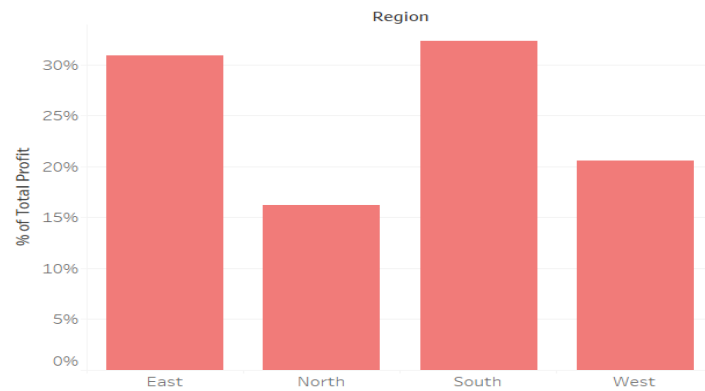
Buy Tableau

## Sales Performance Dashboard

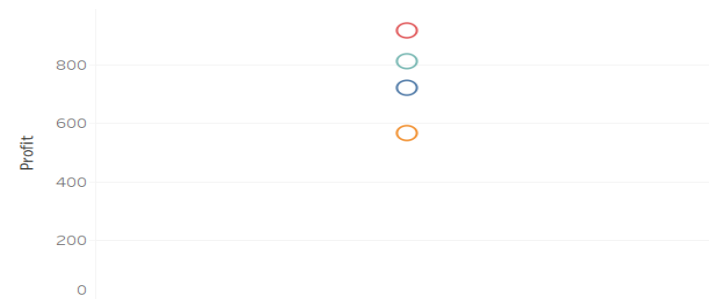
Total Profit

₹3,017.87

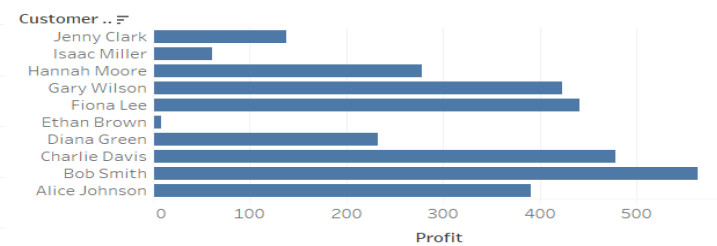
## Profit by region



## Ship mode analysis



## Top customers by Profit



Region

- ☒ (All)
- ☒ East
- ☒ North
- ☒ South
- ☒ West

Region

- ☒ (All)
- ☒ East
- ☒ North
- ☒ South
- ☒ West

Ship Mode

- ☒ First Class
- ☒ Same Day
- ☒ Second Class
- ☒ Standard Class

Region

- ☒ (All)
- ☒ East
- ☒ North
- ☒ South
- ☒ West

Total Profit Profit by region Ship mode analysis Top customers by Profit Sales Performance Dashboard