

ONLINE PRODUCT SALES DASHBOARD

ANALYZE SALES, PROFIT, AND CATEGORY PERFORMANCE

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Objective:

To create a interactive Dashboard that helps users:

- ☐ Analyze Sales Performance.
- ☐ Identify Key Trends
- ☐ Evaluate Product Categories
- ☐ Understand Product Trends.
- ☐ Support Business Decisions

TOOLS & DATASET OVERVIEW

Tools: Tableau, Excel/CSV

Dataset:

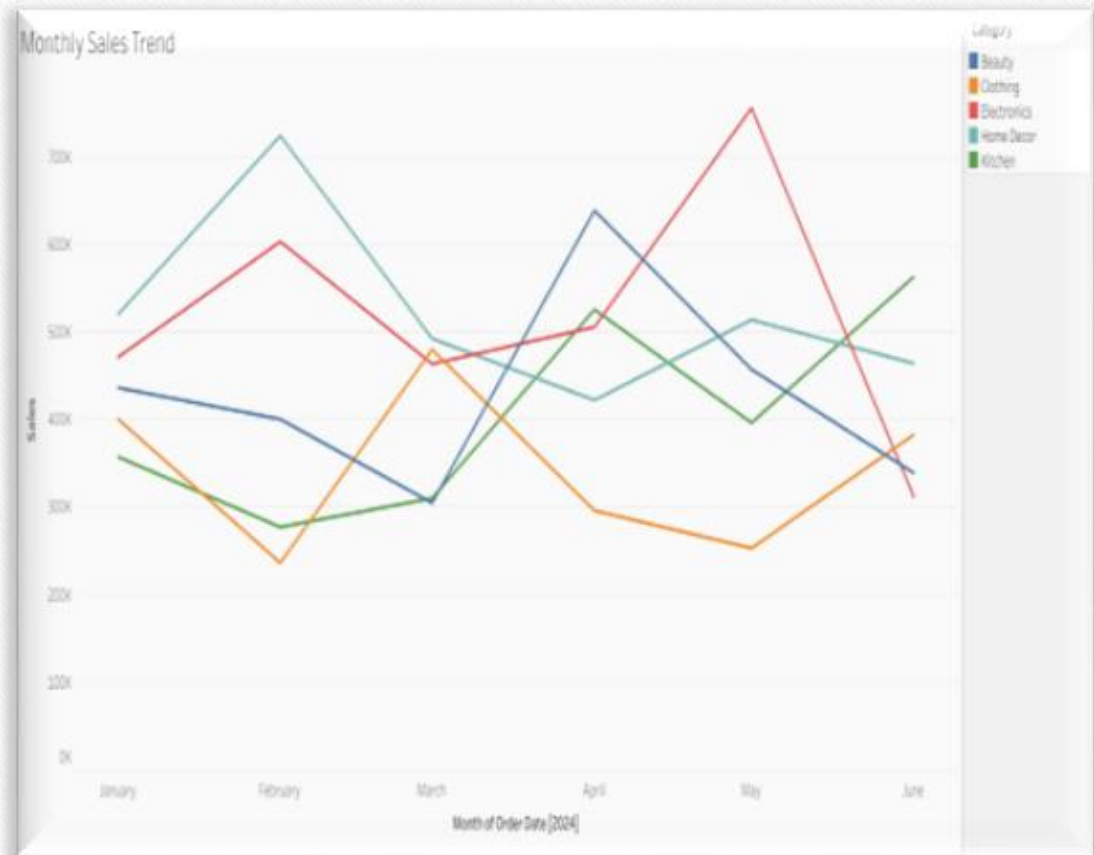
- ☐ **Dataset Name:** online_sales_datasets.csv
- ☐ **Rows:** 500(synthetic data)
- ☐ **Columns:** Date, Product, Category, Region, Sub-Region, Sales, Profit, Discount, Quantity, etc.
- ☐ Data is auto-generated for learning purposes
- ☐ No personal/private data included

VISUALS CREATED :

- ☐ **KPI Cards:** Total Sales, Total Profit and Average Discount %.
- ☐ **Line Chart:** Month Sales Trend
- ☐ **Bar Chart:** Profit by Product
- ☐ **Pie Chart:** Sales by Category
- ☐ **Histogram:** Sales vs Quantity
- ☐ **Geographical Map:** Sales by Sub-Region (City)

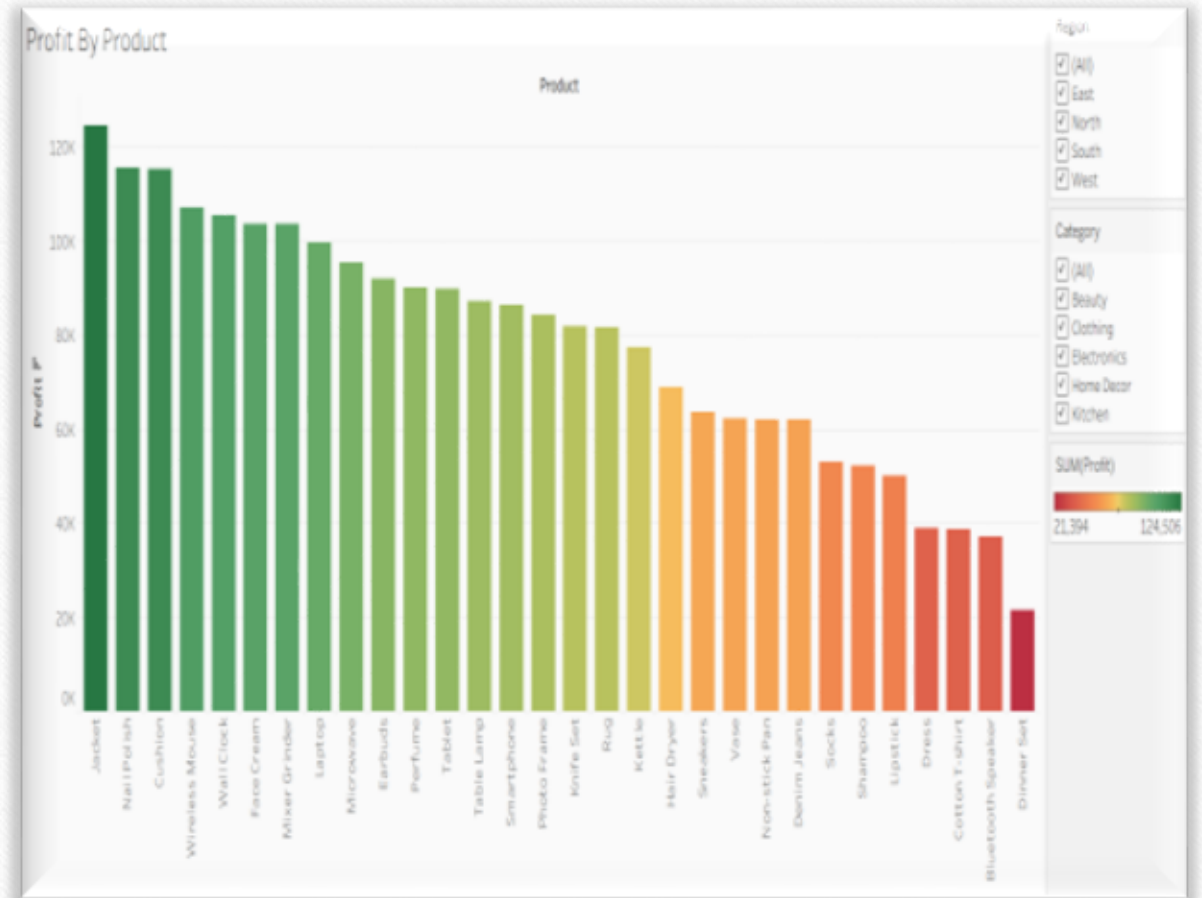
MONTHLY SALES TREND

- ❑ The Monthly Sales Trend line chart tracks sales performance across months (January–June 2024), showing fluctuations by category. This helps in identifying seasonal peaks and low-demand months.
- ❑ Monthly trend analysis highlights seasonal patterns: February and May show peaks, indicating promotional or seasonal buying behavior.



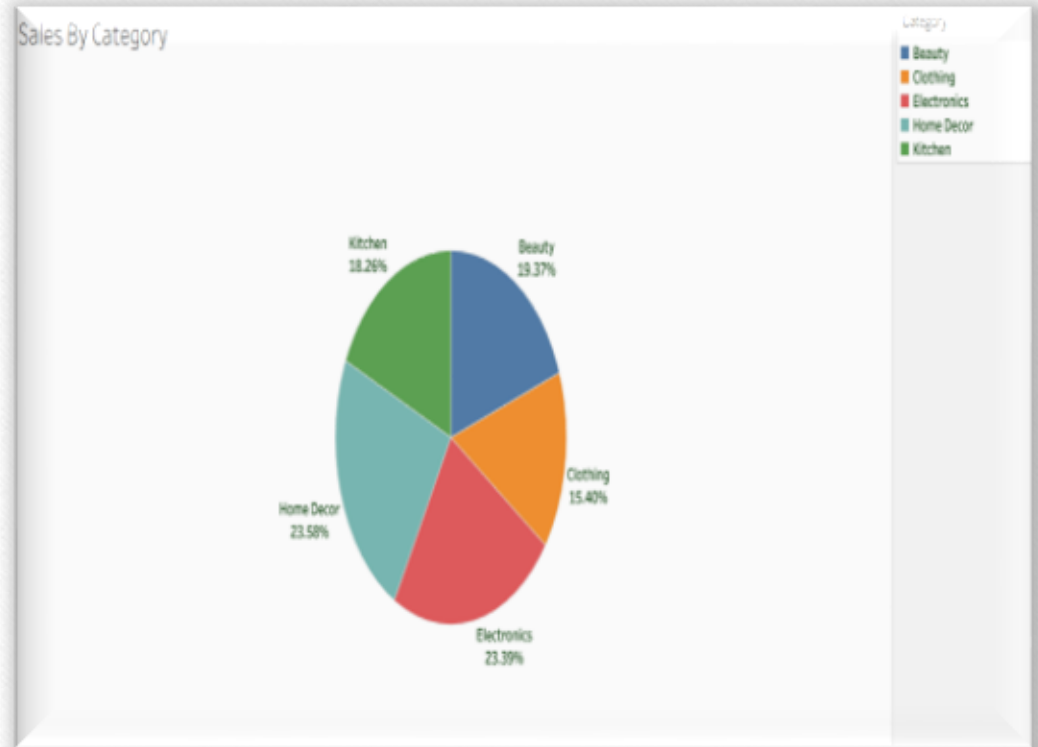
PROFIT BY PRODUCT

- ❑ Profit by Product bar chart ranks products by profitability, with Jackets, Nail Polish, and Wireless Mouse among the top performers, while Dinner Sets and Bluetooth Speakers show lower profits.
- ❑ Electronics contributed the highest sales, while Furniture showed lower profitability despite higher discounts.



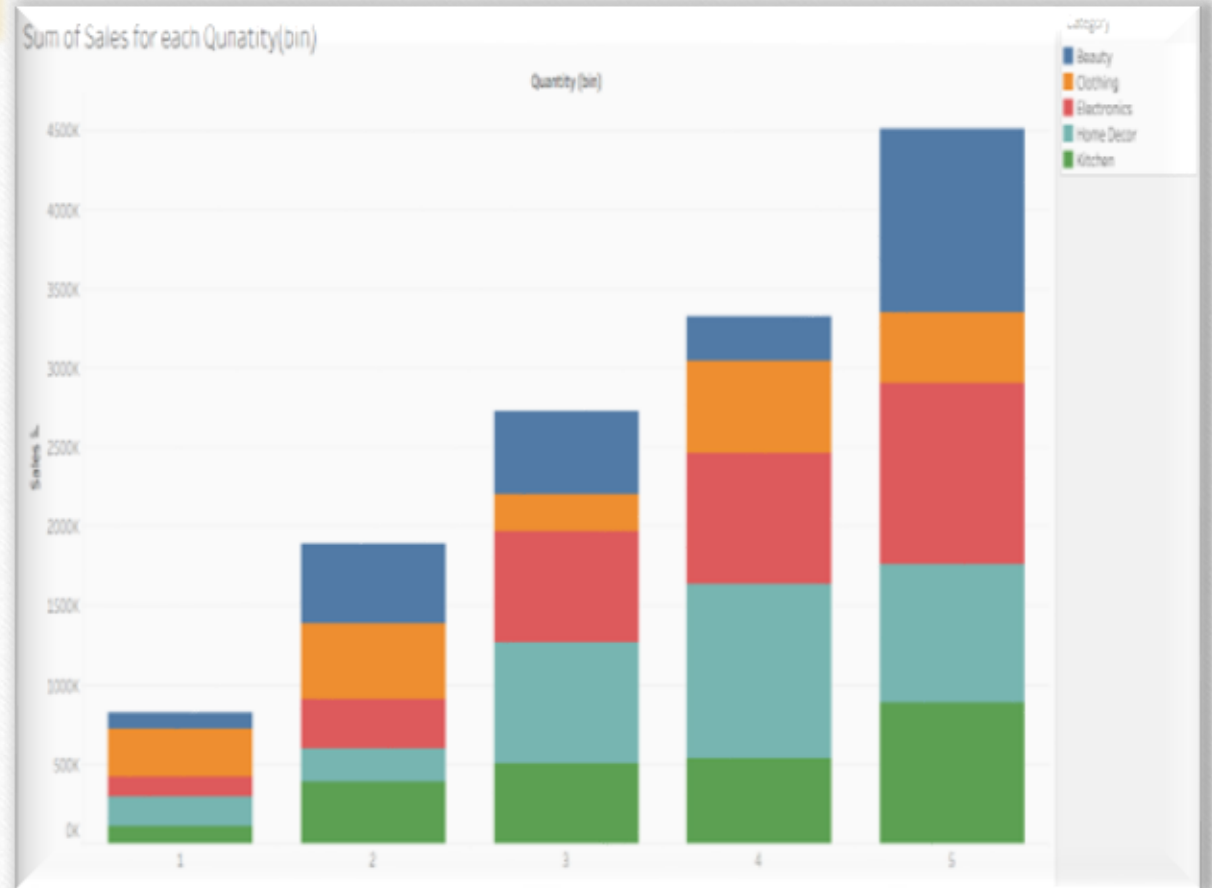
SALES BY CATEGORY

- ❑ Splits sales into product categories (Electronics, Clothing, Home Décor, etc.)
- ❑ Electronics & Home Décor dominate overall sales share (.
- ❑ Clothing contributes less (15%), showing scope for promotions.
- ❑ Good for understanding category mix



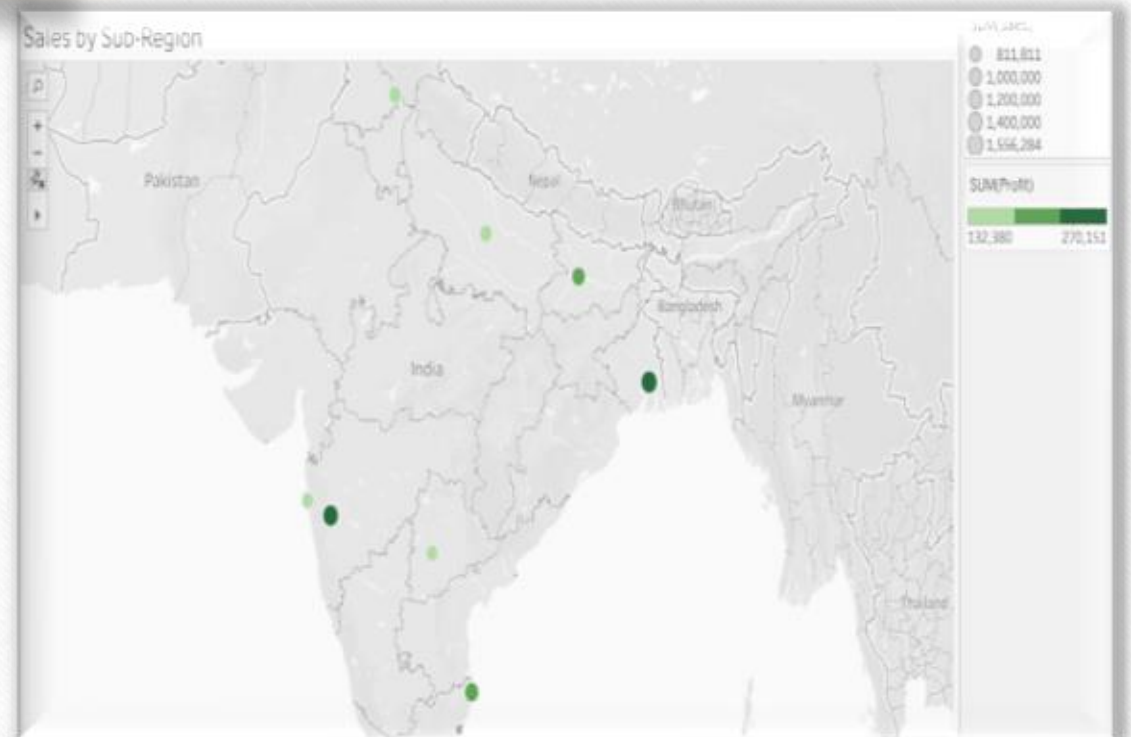
SALES VS QUANTITY

- ❑ Shows relationship between order size and sales value.
- ❑ Majority of sales come from small to medium quantity orders.
- ❑ Few bulk orders contribute significantly to overall revenue.
- ❑ Useful to analyze order pattern behavior



SALES BY SUB-REGION (CITY)

- ❑ High concentration of sales in metro cities (e.g., Mumbai, Delhi, Bangalore).
- ❑ Smaller cities show untapped potential.
- ❑ Strong performance in West & North regions.
- ❑ Supports location-based business strategy.



DATA INTERPRETATION & INSIGHTS

- ❑ Electronics & Home Décor = ~47% of sales.
- ❑ High discounting reduces profit margins.
- ❑ Seasonal spikes suggest promotions/festivals drive sales.
- ❑ Top products (Jackets, Nail Polish, Wireless Mouse) dominate profits

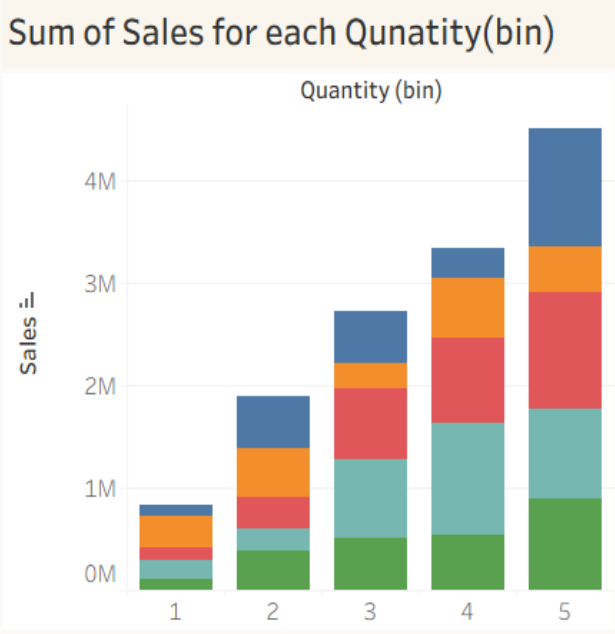
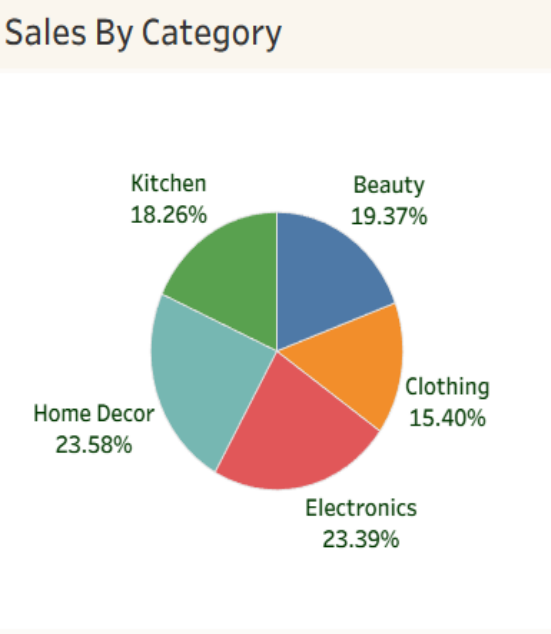
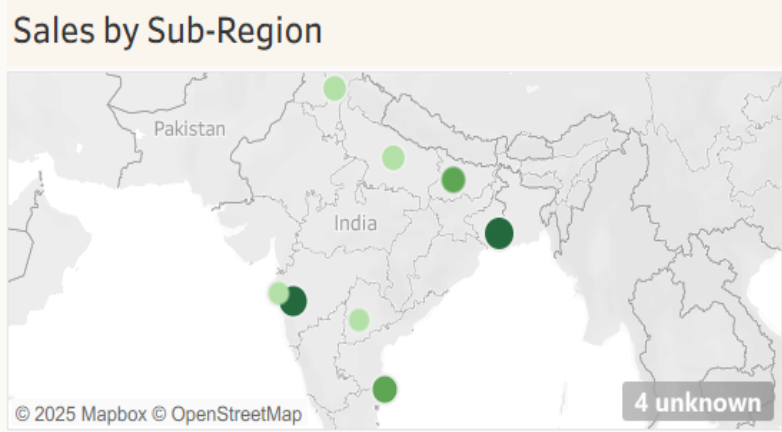
KPI CARD

- ❑ Total Sales = 13,292,518
- ❑ Total Profit = 2,352,317
- ❑ Average Discount = 12.41%

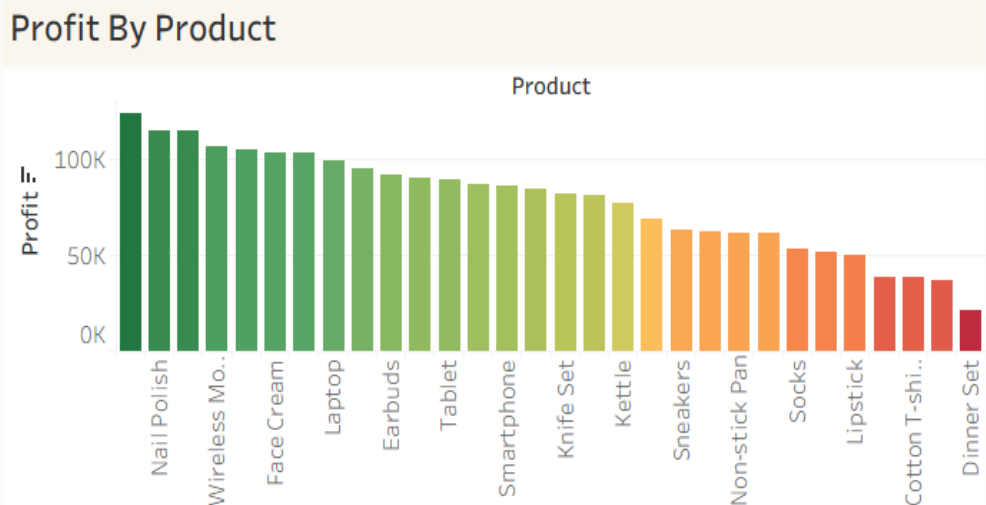
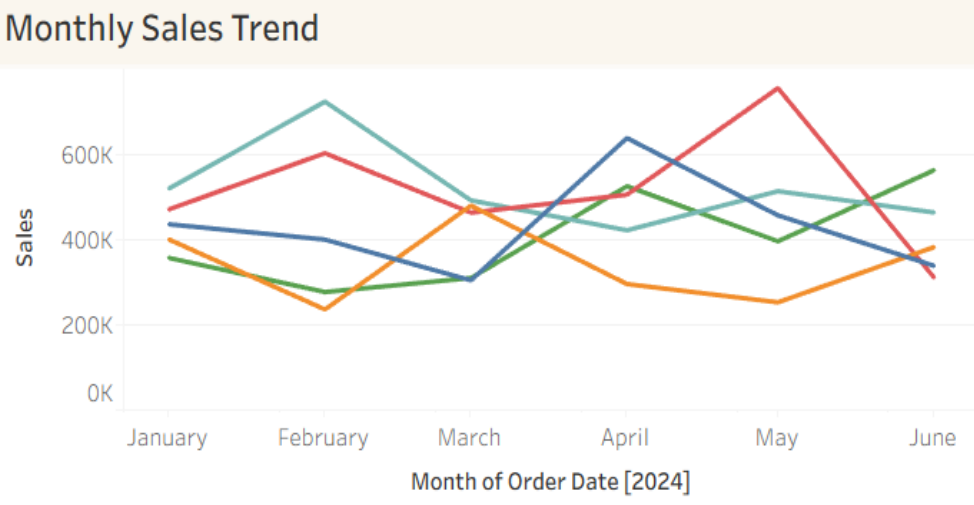


ONLINE PRODUCT SALES DASHBOARD

Total Sales	Total Profit	Avg Discount %
13,292,518	2,352,317	12.41



- Category
- Beauty
 - Clothing
 - Electronics
 - Home Decor
 - Kitchen
- Region
- ☒ (All)
 - ☒ East
 - ☒ North
 - ☒ South
 - ☒ West
- Category
- ☒ (All)
 - ☒ Beauty
 - ☒ Clothing
 - ☒ Electronics
 - ☒ Home Decor
 - ☒ Kitchen



Profit

21,394 124,506

ETHICAL & BIAS AWARENESS

- ☐ Dataset is auto-generated (synthetic).
- ☐ No sensitive customer info used.
- ☐ Analysis is for academic/project purposes
- ☐ Visuals designed with clear labels & neutral colors (no misleading scales)
- ☐ Dataset source & limits clearly mentioned.
- ☐ No single category or region is overemphasized—insights are strictly data-driven.
- ☐ Dashboard kept simple & accessible.

RECOMMENDATIONS

- ☐ Reduce discounts on high-demand items.
- ☐ Promote Clothing to improve weak sales.
- ☐ Expand campaigns in underperforming cities.
- ☐ Focus on profitable products & optimize product mix

CONCLUSION

- ☐ The interactive dashboard enables managers to explore sales, profit, discounts, and regional trends.
- ☐ Key takeaway: Strong sales don't always mean strong profits – discount strategy must be optimized.
- ☐ Dashboard supports evidence-based decision-making for growth.

LINK TO TABLEAU PUBLIC DASHBOARD

https://public.tableau.com/views/Project2OnlineProductSalesDashboard/ONLINEPRODUCTSALESDASHBOARD?:language=enUS&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

A rectangular corkboard with a light brown, textured surface is centered on a white background. The words "THANK YOU" are written in a bold, black, serif font across the middle of the board. The board is held in place by two dark brown straps, one on the left and one on the right, which are visible as horizontal bars. The entire scene is set against a light brown, wood-grain background.

THANK YOU