

Sales Performance Analysis Dashboard (Using Tableau)

A Data Analytics Project

Objective

- To analyze and visualize sales performance across various dimensions (region, category, customer segment) using interactive dashboards in Tableau.

Dataset Used

- Sample Superstore Dataset
- Available within Tableau or downloadable online.
- Fields include:
 - - Order Date, Sales, Profit, Category, Sub-Category
 - - Customer Segment, Region, Quantity, Discount

Key Metrics & KPIs

- - Total Sales: Total revenue generated
- - Total Profit: Total net gain
- - Profit Margin: $\text{Profit} / \text{Sales}$
- - Orders: Number of transactions
- - Top Products: Best-performing products by sales

Dashboard Features

- 1. Sales Trend Over Time – Monthly/Quarterly trend
- 2. Regional Performance – Sales by Region (Map or Bar)
- 3. Category vs. Sub-Category Analysis
- 4. Top 10 Products by Sales/Profit
- 5. Customer Segment Performance

Product Sales Dashboard

Auto date range

📅

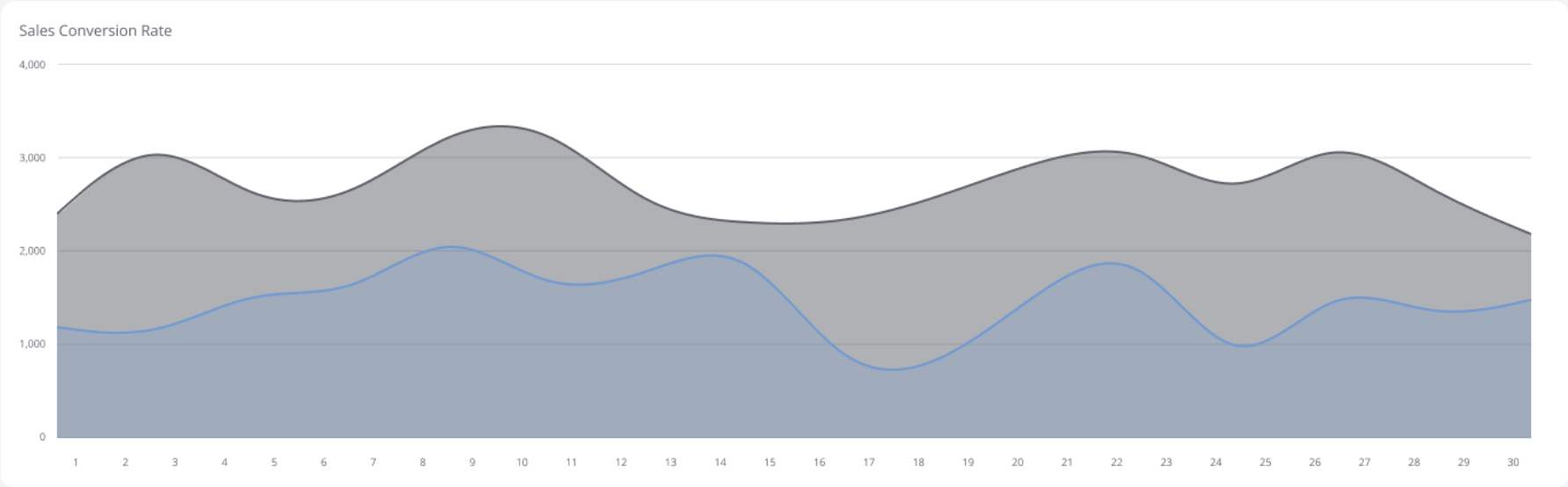
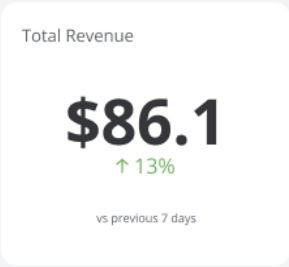
This Week

Services

All

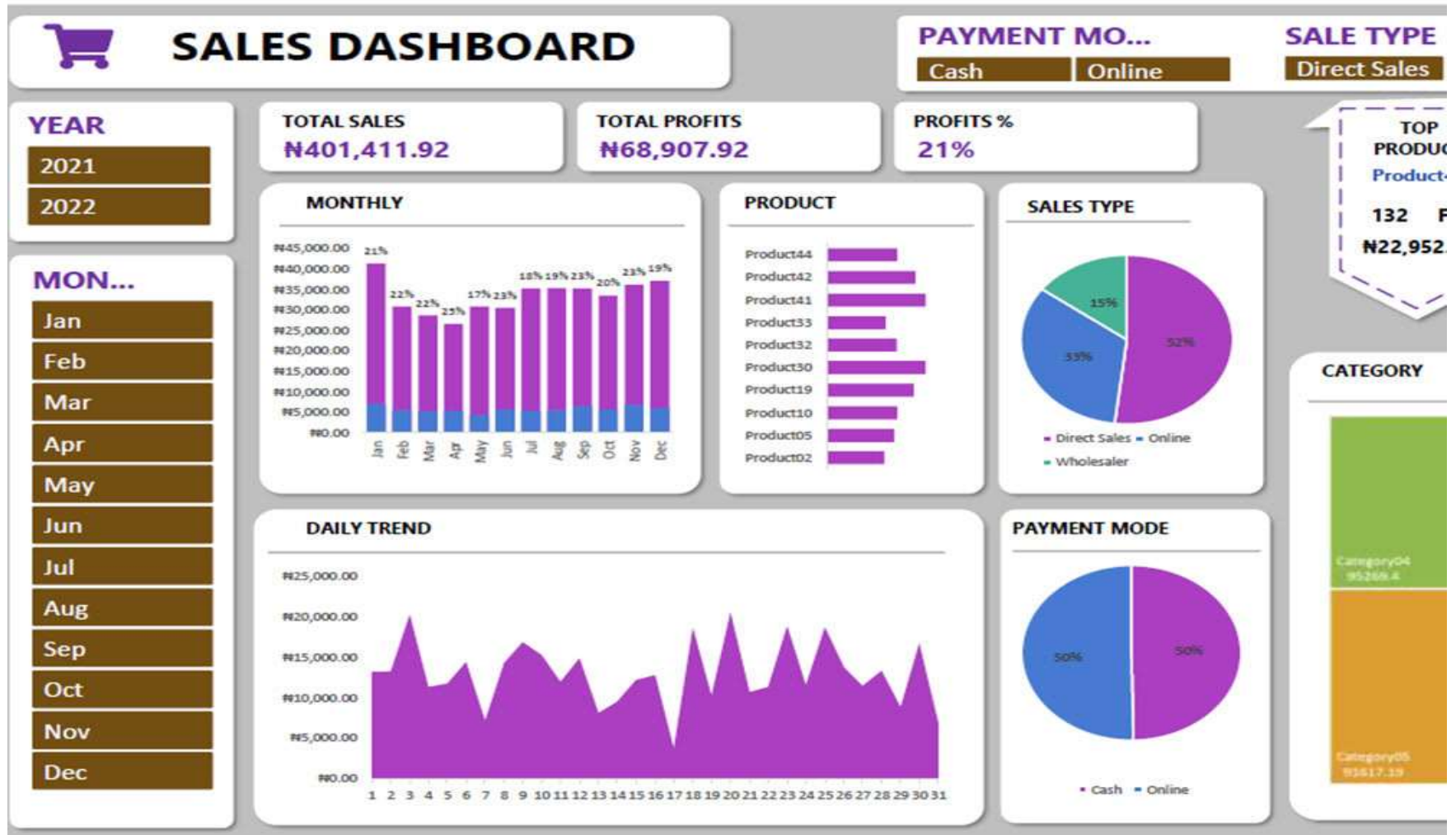
Posts

All



Dashboard Screenshot - Regional Performance

Insert screenshot of Tableau Regional Performance dashboard here.



Dashboard Screenshot - Top Products

Insert screenshot of Tableau Top Products dashboard here.





SALES DASHBOARD

SUPERMARKET SHOP

SALE TYPE

Direct Sales

Online

Wholesaler

PAYMENT MODE

Cash

Online



LeaneXcel
Solutions

YEAR

2021

2022

TOTAL SALES

\$4,01,412



TOTAL PROFIT

\$68,908



PROFIT %

21%



TOP
PRODUCT

Product41

132 Ft

\$22,952



TOP
CATEGORY

Category04

\$95,269



MONTH

Jan

Feb

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec

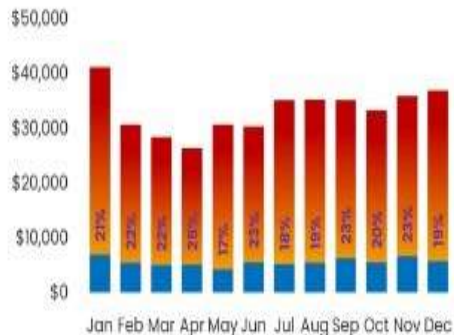


MONTHLY

☒ SALE

☒ PROFIT

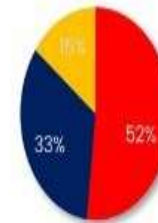
☒ PROFIT %



PRODUCT



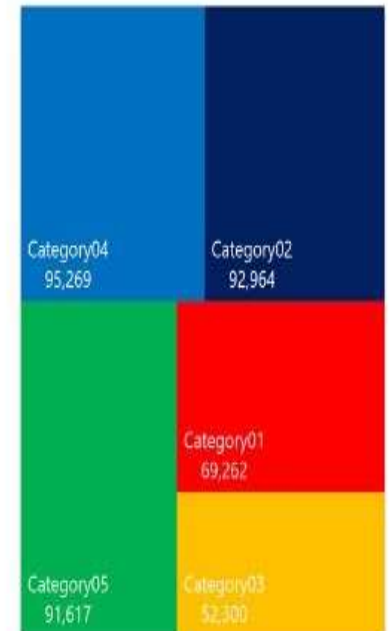
SALES TYPE



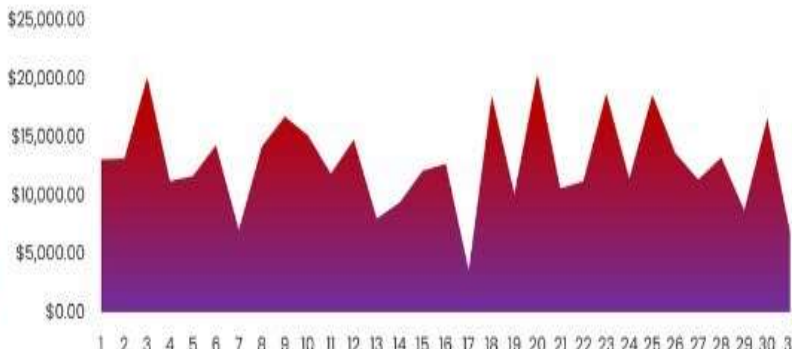
Direct Sales Online
Wholesaler



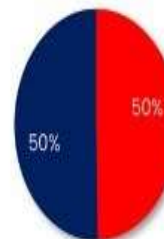
CATEGORY



DAILY



PAYMENT MODE



Cash Online

