

Sales Dashboard Report

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Agenda



Introduction

Key Performance Indicators (KPIs):

- Monitor essential KPIs for a comprehensive understanding of business performance.
- KPIs include Revenue, Sales Quantity, and Profit Margin.

Comprehensive Analysis:

- The dynamic dashboard offers a comprehensive analysis of key metrics.
- Gain insights into the Top 5 Best Selling Products, Weekly Sales Distribution, Top 5 Cities by Sales Count, Sales by Month, and Top 5 Products by Sales Count.

Decision-Making Support:

- Empower the organization with a user-friendly dashboard to aid in making informed and impactful decisions.
- Bridge the gap between raw data and actionable insights for business success.



Data Processing & Loading



**ANNUAL
REVENUE
GROWTH**

Data Import:

- Gathered data from Meriskill
- Imported data into Tableau for transformation

Data Transformation:

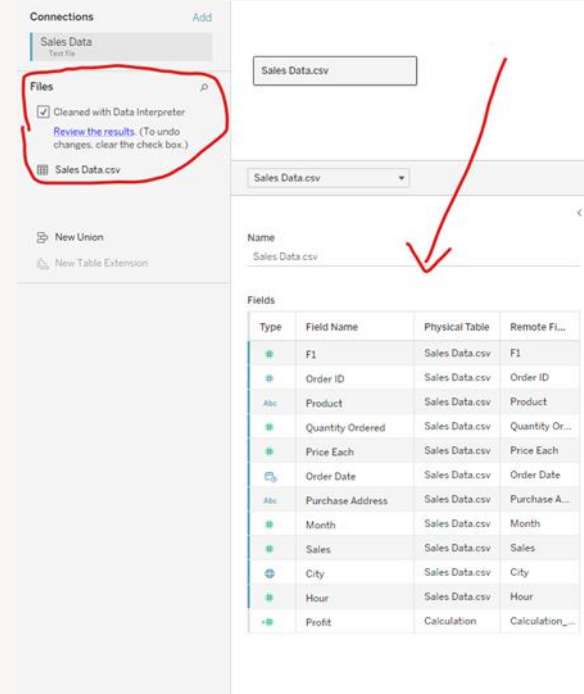
- Used Data Interpreter to clean and fine-tune data

Data Loading and Modeling:

- Imported transformed data into Database
- Created relationships between tables

Data Implementation:

- Used Calculated fields to create calculated measures and columns



Connections

Sales Data
Text file

Files

☒ Cleaned with Data Interpreter
[Review the results.](#) (To undo changes, clear the check box.)

Sales Data.csv

New Union

New Table Extension

Sales Data.csv

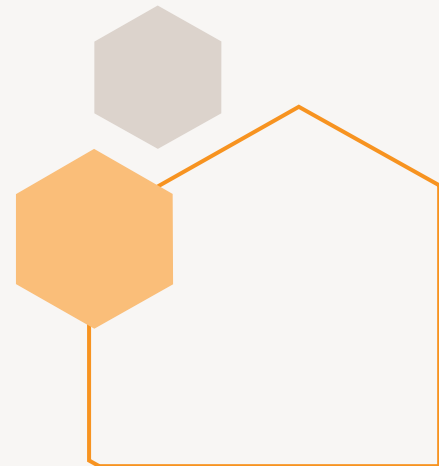
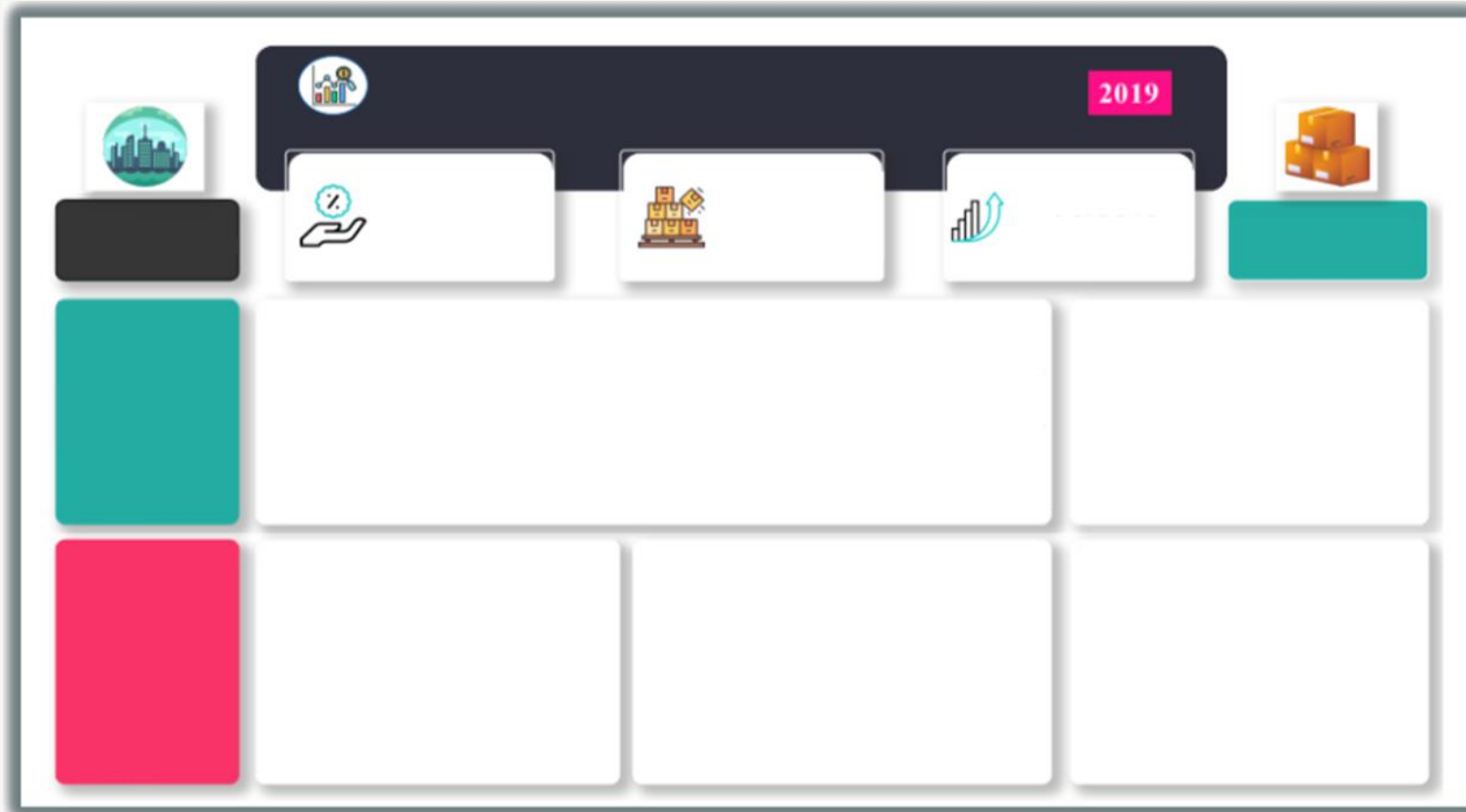
Name
Sales Data.csv

Fields

Type	Field Name	Physical Table	Remote FI...
	F1	Sales Data.csv	F1
	Order ID	Sales Data.csv	Order ID
Alt	Product	Sales Data.csv	Product
	Quantity Ordered	Sales Data.csv	Quantity Or...
	Price Each	Sales Data.csv	Price Each
	Order Date	Sales Data.csv	Order Date
Alt	Purchase Address	Sales Data.csv	Purchase A...
	Month	Sales Data.csv	Month
	Sales	Sales Data.csv	Sales
	City	Sales Data.csv	City
	Hour	Sales Data.csv	Hour
	Profit	Calculation	Calculation_...

Dashboard Design

- Designed a theme for the report using Canva
- Imported the theme to Tableau

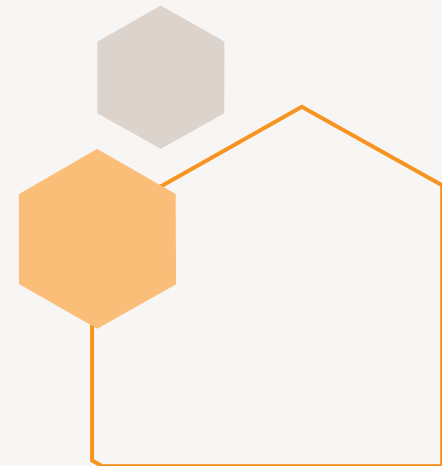


Report Creation

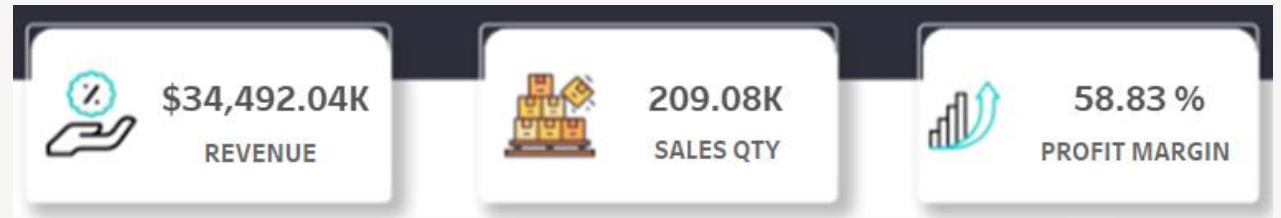


The key features of the dashboard

- Revenue
- Sales QTY
- Profit Margin
- Top 5 Best Selling Products
- Weekly Sales Distribution
- Top 5 Cities by Sales Count
- Sales by Month
- Top 5 Products by Sales Count



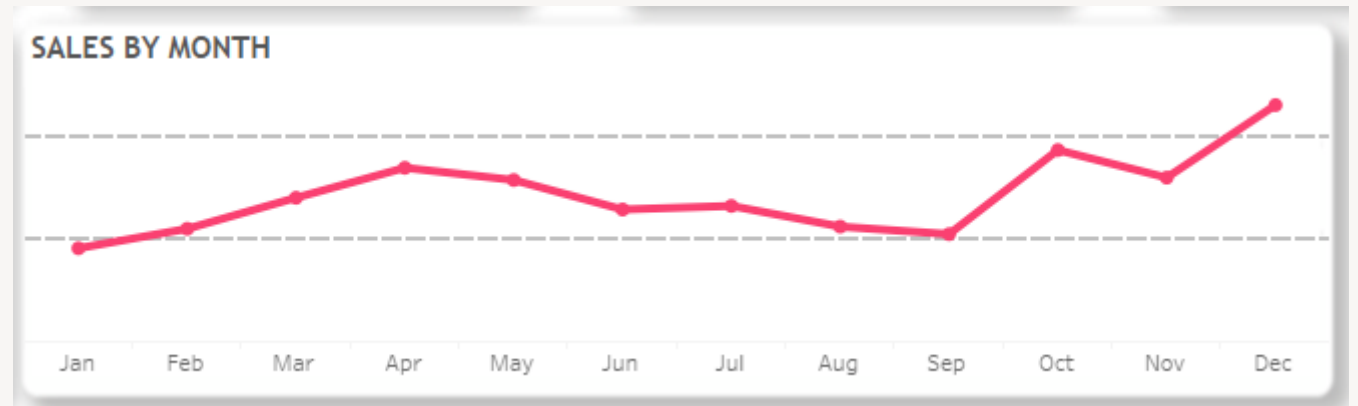
Overview: Total Revenue, Quantity Sold, Profit Margin



These figures provide a holistic view of the project's success, showcasing the overall revenue, quantity sold, and an impressive profit margin. Understanding these metrics is crucial for assessing the project's financial impact and success.

Sales by Month - Line Chart

- January to December Sales data



The sales distribution by month reveals the seasonality and patterns in purchasing behavior. Identifying peak months or slumps helps in planning marketing strategies, inventory management, and resource allocation.

Top 5 Cities by Sales - Map

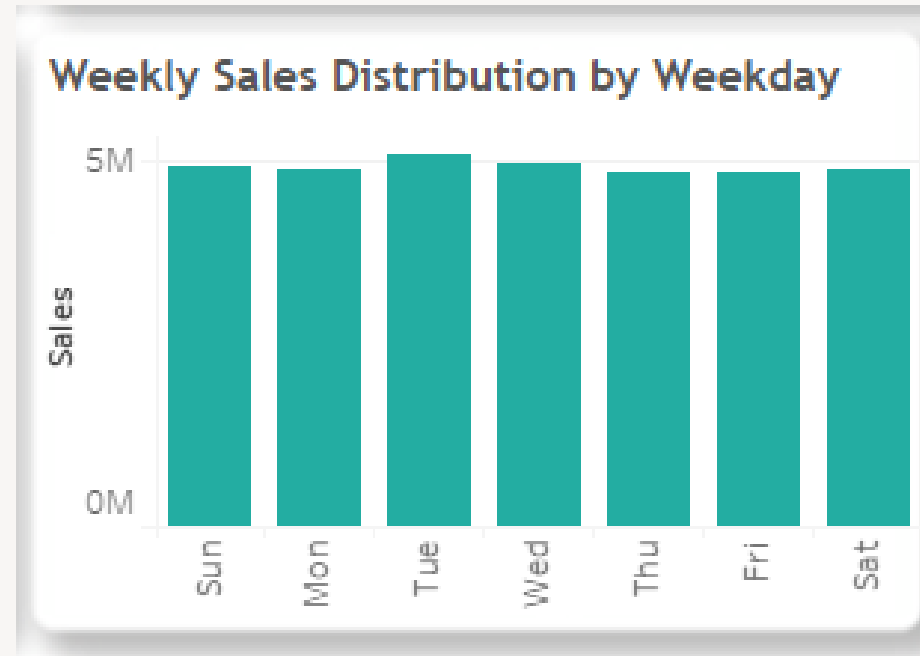
- Sales distribution across key cities



Visualizing sales geographically helps in targeting specific regions for marketing efforts or identifying areas with potential growth. It aids in understanding market dynamics and optimizing sales strategies.

Weekly Sales Distribution by Weekday

- Sales distribution across weekdays



Recognizing weekly sales patterns informs decisions related to promotions, staffing, and inventory management. It helps allocate resources effectively based on high-sales days and ensures operational efficiency.

Top 5 Products by Sales Count

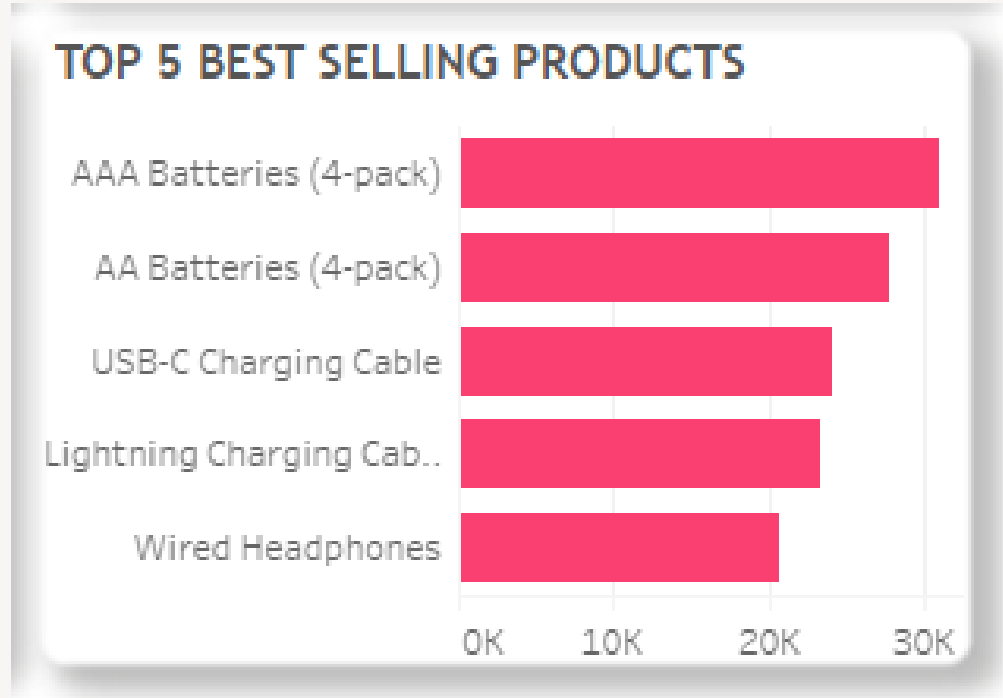
- Products with the highest sales count



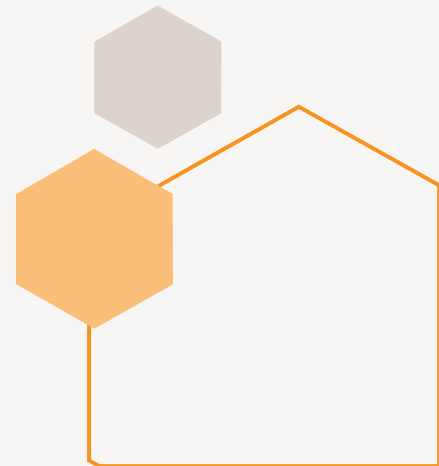
Knowing the top-selling products helps in inventory planning and marketing. It guides decisions on product promotions, stock levels, and can influence procurement strategies.

Top 5 Best Selling Products

- Products with the highest quantity ordered



Identifying the best-selling products provides insights into customer preferences. This information is crucial for marketing strategies, product development, and inventory management.



Conclusion



Informed Decision-Making:

- The project successfully enabled informed decision-making by providing detailed insights into key performance indicators such as Revenue, Sales Quantity, and Profit Margin.



Strategic Trend Identification

- Through the dynamic dashboard, the team identified and analyzed trends, ensuring the organization is well-positioned to adapt strategies in response to market dynamics.



Enhanced Productivity:

- The implementation of Power BI, along with efficient data transformation and modeling, streamlined data analysis processes, contributing to increased efficiency and productivity.



Thank you