**TABLEAU PROJECT OBSERVATIONS**

Name: *Onyeka Ngene*

**PROJECT OVERVIEW**

DigiComp, a leading global enterprise specializing in the design, development, manufacturing, and marketing of clothing materials, is actively optimizing its sales strategies. Recognizing the significance of data analytics for sales insights in its expansive global operations, DigiComp has chosen Tableau Dashboards as the key tool. The primary focus is on consolidating and analyzing data from diverse sources to enhance decision-making within the sales department. The business context involves a commitment to understanding global sales dynamics. Key objectives include consolidating data from various channels, providing remote accessibility to critical sales data through Tableau Dashboards, identifying inefficiencies, and improving decision-making through Tableau's visualization capabilities. The analysis centers on the "Orders" and "Returns" datasets, crucial sources for insights into sales and customer interactions.

**INFERENCES AND ANALYSIS ALIGNMENT WITH DIGICOMP'S OBJECTIVES**

DigiComp, a prominent global enterprise in clothing materials, is actively refining its sales strategies through the utilization of Tableau Dashboards for data analytics. The company acknowledges the pivotal role of data insights in its expansive global operations. The analysis presented aligns with DigiComp's objectives of consolidating and analyzing data from diverse sources to enhance decision-making within the sales department.

Sales Trends and Peaks: DigiComp's focus on understanding global sales dynamics is evident in the examination of sales patterns and peaks. The observed peaks in March and November 2017, as well as the declines in February and April, provide valuable insights for optimizing sales strategies globally.

Men’s Category Overview: The consistent increase in sales in the men’s category, except for a slight dip in December, resonates with DigiComp's commitment to identifying inefficiencies and enhancing decision-making. September's emergence as the most lucrative month aligns with the company's goal of maximizing profitability.

Women’s Category Dynamics: The fluctuations in sales within the women’s category, especially the highest sales in September and lowest in February, contribute to DigiComp's objective of consolidating data from various channels. The emphasis on August as the most profitable month aligns with the aim of improving decision-making through visualization capabilities offered by Tableau Dashboards.

Product Category Analysis: The comprehensive analysis of product categories, particularly the standout performance of kid’s clothing and the profitability of wide-leg Denim Jeans, directly supports DigiComp's commitment to understanding global sales dynamics and identifying product-level inefficiencies.

Regional Profitability: DigiComp's emphasis on global operations is reflected in the examination of regional profitability. The consistent ranking of California, Arkansas, and Alabama as top states aligns with the company's objective of consolidating data from diverse sources to inform strategic decisions.

Return Patterns: The identification of the Pullover Hoodie Sweatshirt as the most returned item corresponds with DigiComp's focus on analyzing "Returns" datasets for insights into customer interactions and potential inefficiencies in product categories.

Regional Sales Impact: The regional sales analysis, indicating the West as a high-volume seller and the South recording the lowest quantity, directly contributes to DigiComp's goal of understanding global sales dynamics and optimizing sales strategies across regions.

Top Profitable Products: The emphasis on wide-leg Denim Jeans, Wollen Cap, Wrap-Top, and Wrap-Skirt as top profitable products aligns with DigiComp's objective of identifying high-performing items and leveraging them for enhanced profitability.

City-wise Sales vs. Profit: The observation that the city with the highest sales (New York) did not generate the most profit provides valuable insights into regional sales dynamics, supporting DigiComp's commitment to optimizing strategies based on comprehensive data analysis.

In summary, the inferences drawn from the analysis directly contribute to DigiComp's objectives of consolidating diverse data sources, providing remote accessibility through Tableau Dashboards, and enhancing decision-making in the global sales context. The alignment with key objectives underscores the strategic relevance of the analysis in optimizing DigiComp's sales strategies.