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Sales Dashboard Project

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Abstract

This project involves building an interactive Tableau dashboard to analyze sales across regions, product categories, and time periods. The dashboard provides insights into top-performing products, seasonal trends, and regional sales distribution.

Introduction

The objective of this project is to provide a comprehensive view of the company's sales performance. By using Tableau, we aim to visualize data effectively to support business decisions.

Tools & Technologies

Tableau, Excel/CSV datasets, PowerPoint (for presentation), basic SQL for data extraction.

Data Collection

Sales data was collected from the company's internal systems, exported in Excel format. The dataset contains sales transactions, product details, regional information, and timestamps.

Data Cleaning & Preprocessing

Data cleaning involved removing duplicates, handling missing values, correcting inconsistent data entries, and formatting dates correctly. Preprocessing included creating calculated fields and aggregations for better visualization.

Dashboard Design

The dashboard was designed with multiple views: regional sales maps, bar charts for product categories, line charts for time analysis, and filters for region, category, and time period. Interactivity allows users to drill down into specific areas.

Regional Sales Analysis

The map visualization shows the sales distribution across different regions. North region leads in revenue, followed by East and South regions. This insight helps in resource allocation and regional strategy planning.

Product Category Analysis

Bar charts reveal top-selling products and categories. Electronics and Home Appliances are the most profitable categories. Promotions can be focused on underperforming categories.

Time & Seasonality Analysis

Line charts show monthly and quarterly trends. Peak sales occur during festive seasons and year-end. Identifying seasonal patterns aids inventory and marketing planning.

Insights & Recommendations

1. Focus marketing campaigns on top-performing regions and categories.
2. Allocate inventory based on seasonal demand.
3. Explore strategies to boost sales in underperforming regions.

Challenges & Solutions

Challenges included missing data, inconsistent entries, and large dataset handling. Solutions involved data cleaning, preprocessing, and efficient Tableau extracts.

Conclusion

The Tableau dashboard provides actionable insights, supporting better business decisions. It helps in identifying trends, understanding regional and product performance, and planning resources efficiently.

References / Appendix

Appendix includes sample screenshots of dashboards, sample data, and links to Tableau resources used.