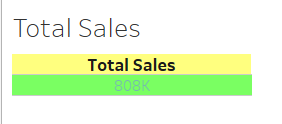
**Superstore Sales Performance - Capstone Project**

**"Empowering businesses with data-driven insights, I craft compelling solutions using Tableau to unveil hidden patterns and trends, transforming complexity into captivating visual narratives."**

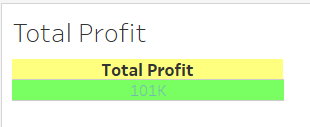
View 1: Total Sales

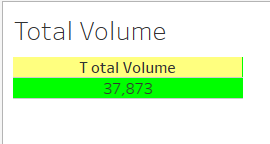
* The sheet should only display the Total Sales in thousands, along with the header “Total Sales”.
* The Total Sales displayed should have the color code “#76b7b2”. Use the Color Palette.
* Disable Tooltip for this view.
* Use the background color of your choice.
* Name the sheet as “Total Sales”.



View 2: Total Profit and Volume

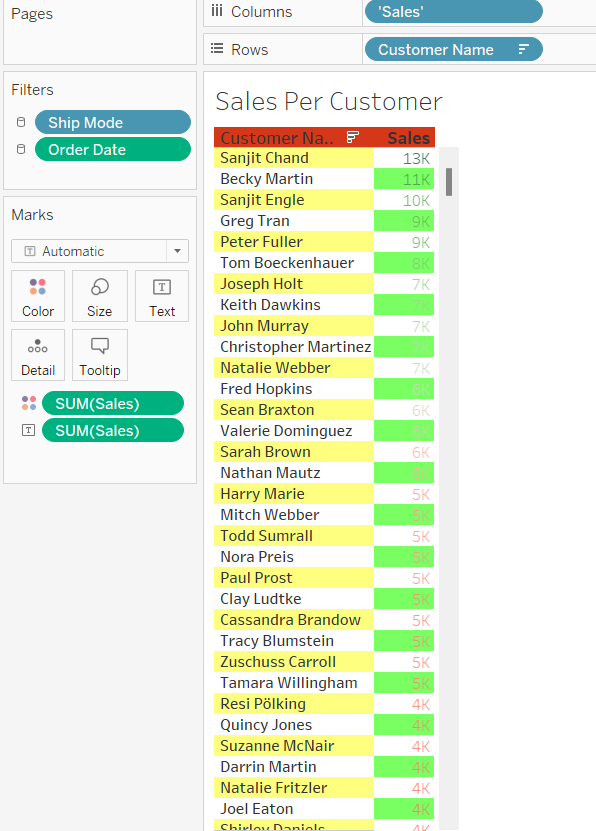
* Requirements are the same as for the view “Total Sales”.





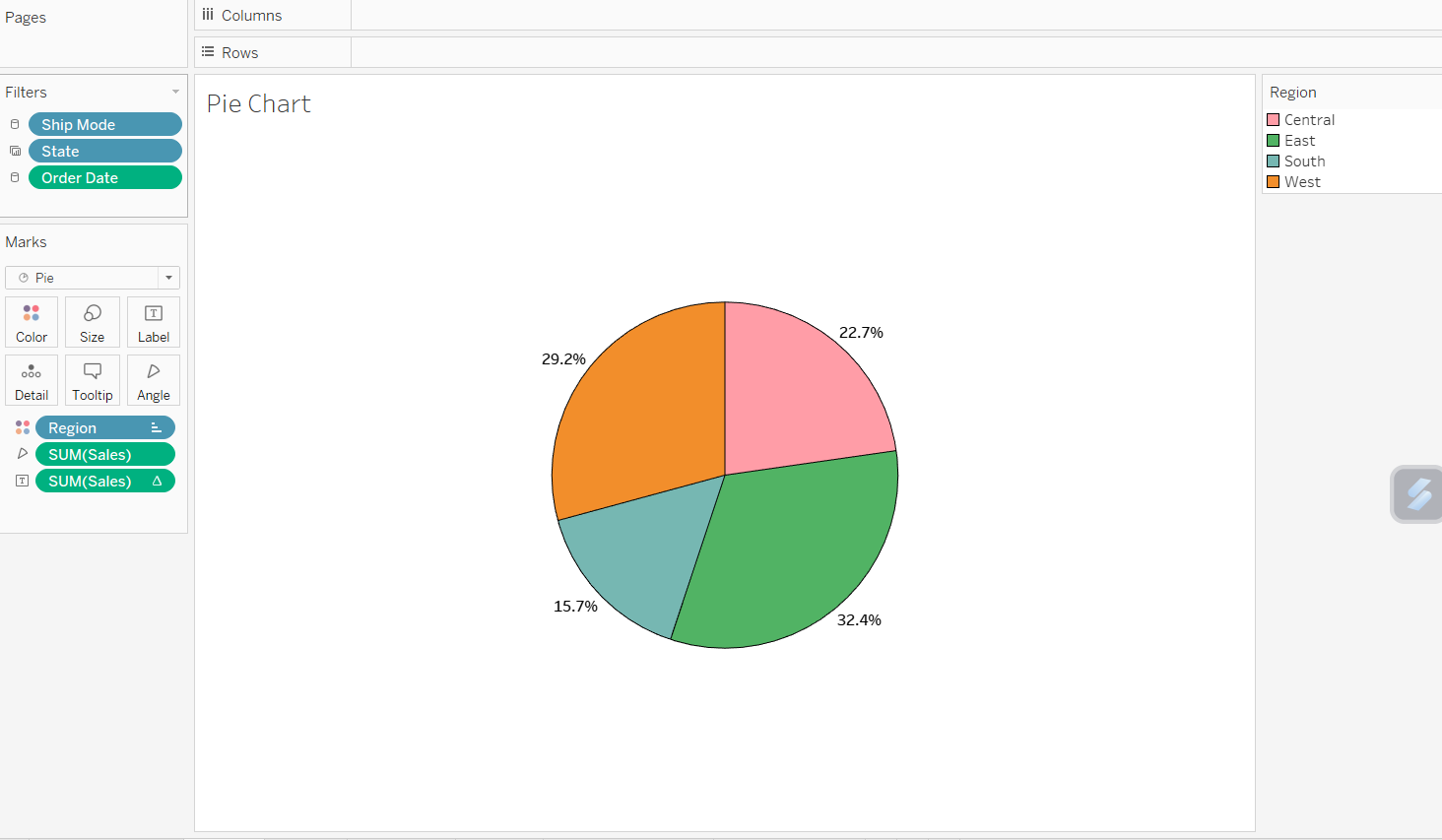
View 3: Sales Per Customer

* Requirements are the same as for the view “Total Sales“.



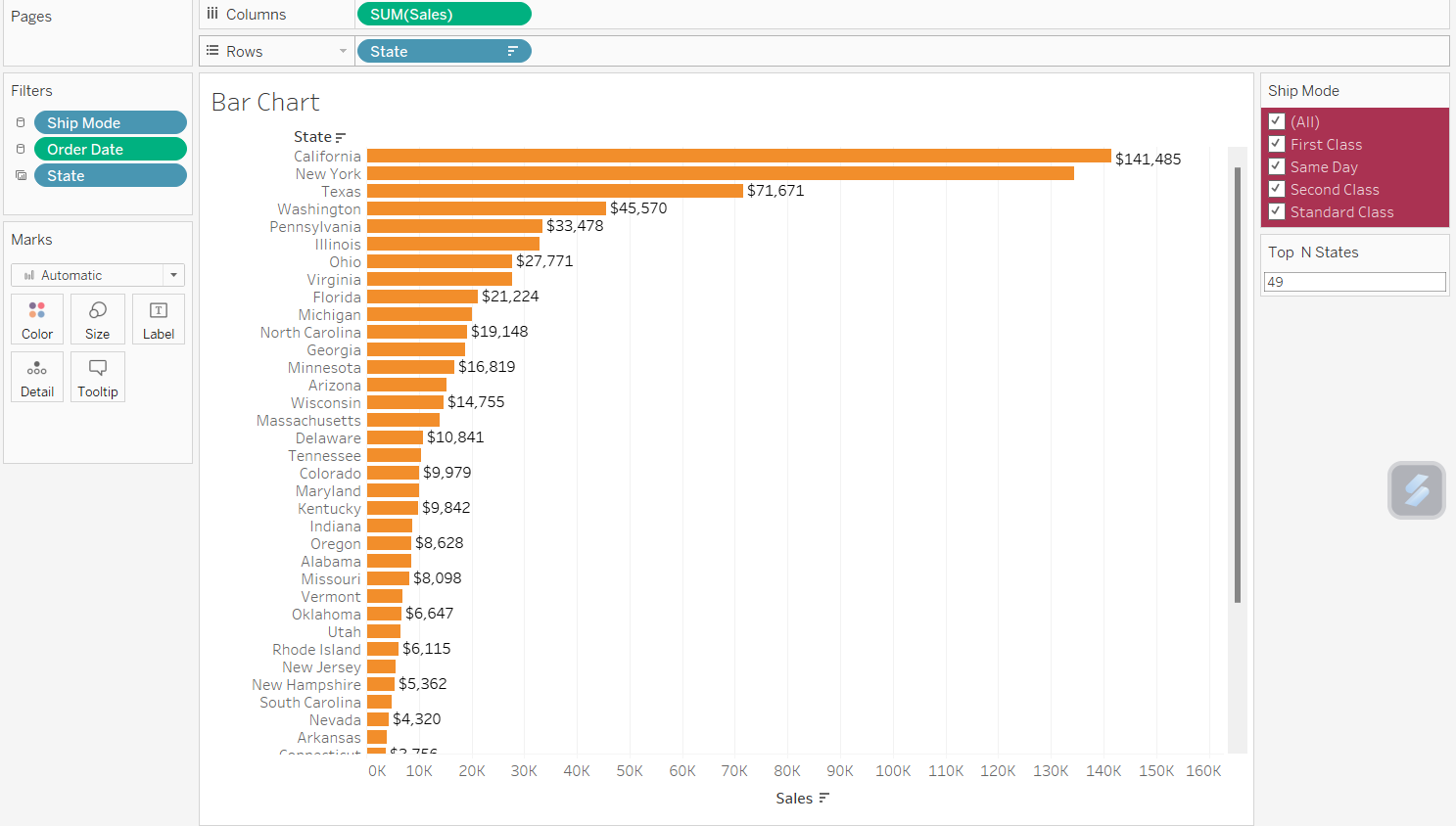
view 4: Pie Chart

* Pie Chart should display the percent of Total Sales by Region.
* Use the Summer Color Palette. Pie Chart should have black borders.
* Tooltip should be formatted as seen below showing Region Name, Percent of Total Sales, and the Total Sales value formatted in currency and displayed in thousands (K).



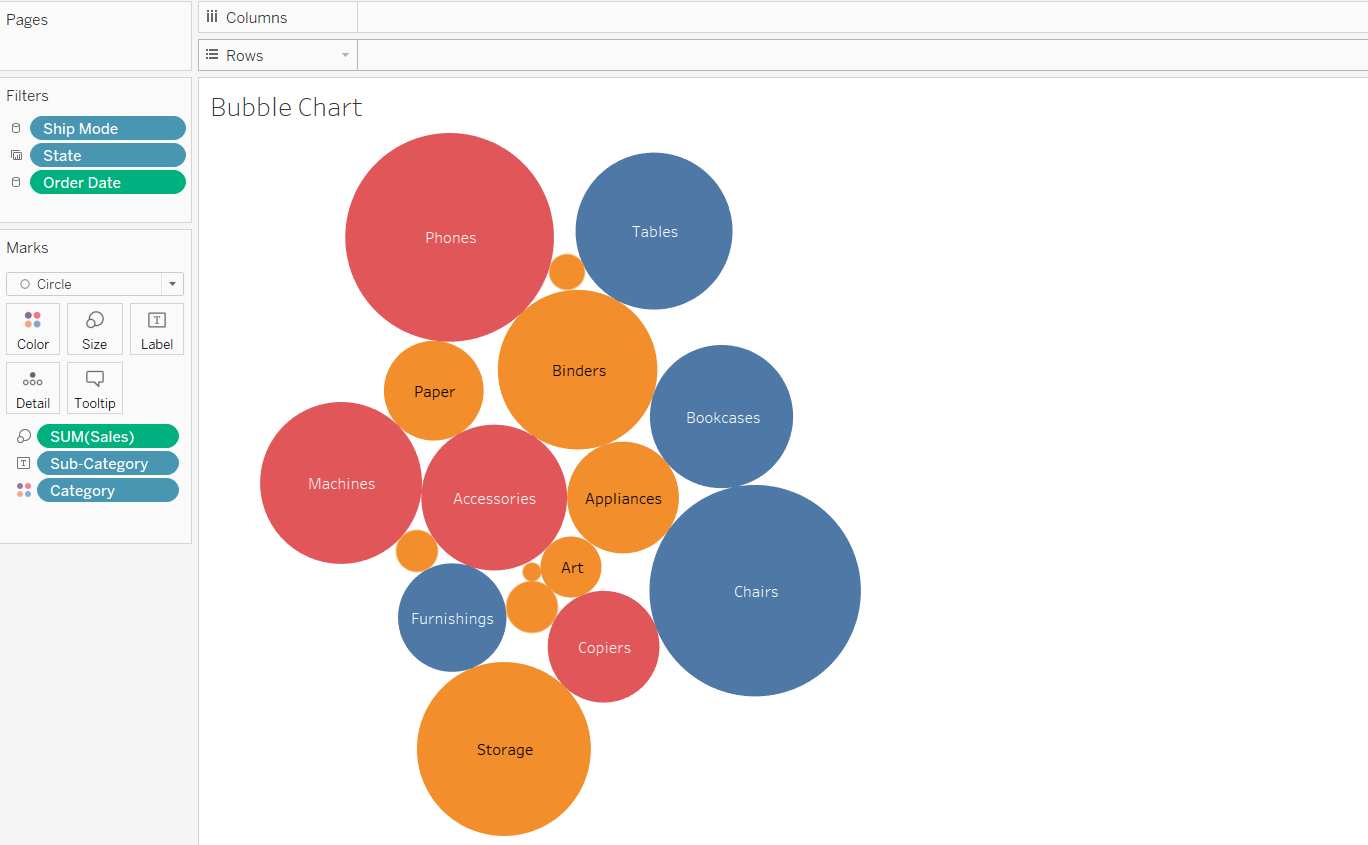
View 5: Bar Chart

* Horizontal Bar Chart should display the top N states by Sales.
* Using a Parameter, the user should be able to change the value of N.
* Use the color of your choice for the bars along with the labels displayed in $.
* Data should always be sorted in descending order.



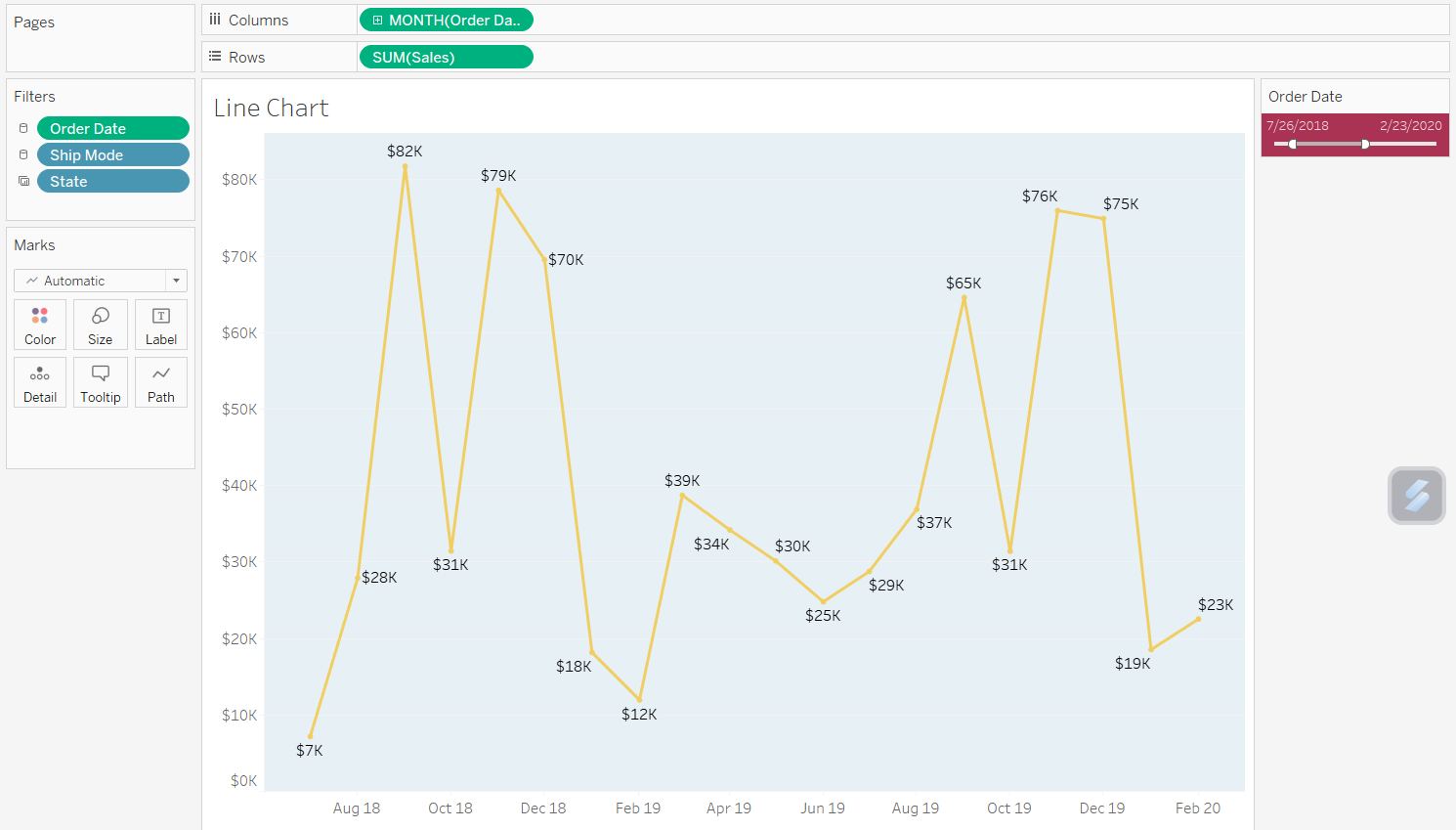
View 6: Bubble Chart

* Bubble chart should display Sales by sub-category.
* Bubbles should be colored by category.
* Use the color of your choice for the bubble.
* Tooltip should display only sub-category along with the sales value in $ in thousands (K).



View 7: Line Chart

* A continuous line chart should display the Sales trend by Month-Year.
* X-axis should display month and year in the format MMM YY. For example, Mar 22 [Year 2022].
* Hide the axis titles only.
* Tooltip should display only Month-Year, along with the sales value in $ in Thousands (K).
* Use Order Date as a Date Range filter.
* Name the sheet as shown below and color the tab.



**Dashboard Requirements**

* Dashboard Name: Sales Dashboard
* Dashboard Title: Superstore Sales Performance
* Dashboard description: Sales overview of the superstore data
* Dashboard size: Should be set to FIXED size. Width – 1055, Height – 850
* Dashboard Filters:
* Filters to be present in dashboard:

1. Order Date – Show as Range of date. This filter should be applied to all worksheets.
2. Segment – Show as multiple values (drop-down) with the Apply button and showing only relevant values. This filter should be applied to all worksheets.
3. Ship Mode – Show multiple values (drop-down) with the Apply button and show only relevant values. This filter should be applied to all worksheets.
4. State – Show multiple values (drop-down) with the Apply button and show only relevant values. This filter should be applied to all worksheets except the bar chart.

* Filter Formatting:

1. Format the filter background to any color.
2. Add borders if necessary.
3. Place all these filters in a horizontal container and distribute them evenly.

**Dashboard Containers:**

* Horizontal Container 1: Should have the name of the dashboard and add an image showing a shopping cart (add an image with transparent background) to the left of it as shown below. You can rename this container “Title/Logo” as it will help you distinguish between containers.
* Horizontal Container 2: This should contain all the filters arranged in a horizontal container. Name this container “Filters”. Distribute the contents evenly.
* Horizontal Container 3: Arrange all the scorecards in a horizontal container.
* Horizontal Container 4: Pie Chart and Bar Chart should be arranged and placed in a horizontal container. Name it accordingly.
* Horizontal Container 5: Bubble Chart and Line Chart should be arranged and placed in a horizontal container. Name it accordingly.
* Vertical Container: Place all these horizontal containers one above the other, top to bottom, in the order they are numbered.

**Dashboard Formatting:**

* Legends: Hide the titles for the legends and place it next to their associated charts in such a way that they don’t overlap with the chart.
* Borders: Add borders if needed per chart or per container, whichever is visually comprehensive.
* Actionable Filters:
* Use the Pie chart and Bubble chart as Actionable Filters.
* Parameters: Place the parameter close to the Bar chart and place it somewhere on the Sheet title. Please look at the final expected solution to get an idea.
* Fit View: Fit the Dashboard to “Entire View”, wherever applicable.
* Sheet Titles: Describe each visualization with a meaningful title.
* Hide Sheets: After the dashboard is all set to be published, hide all the sheets, and clean up your workbook. Also, you can hide all unused fields if needed.

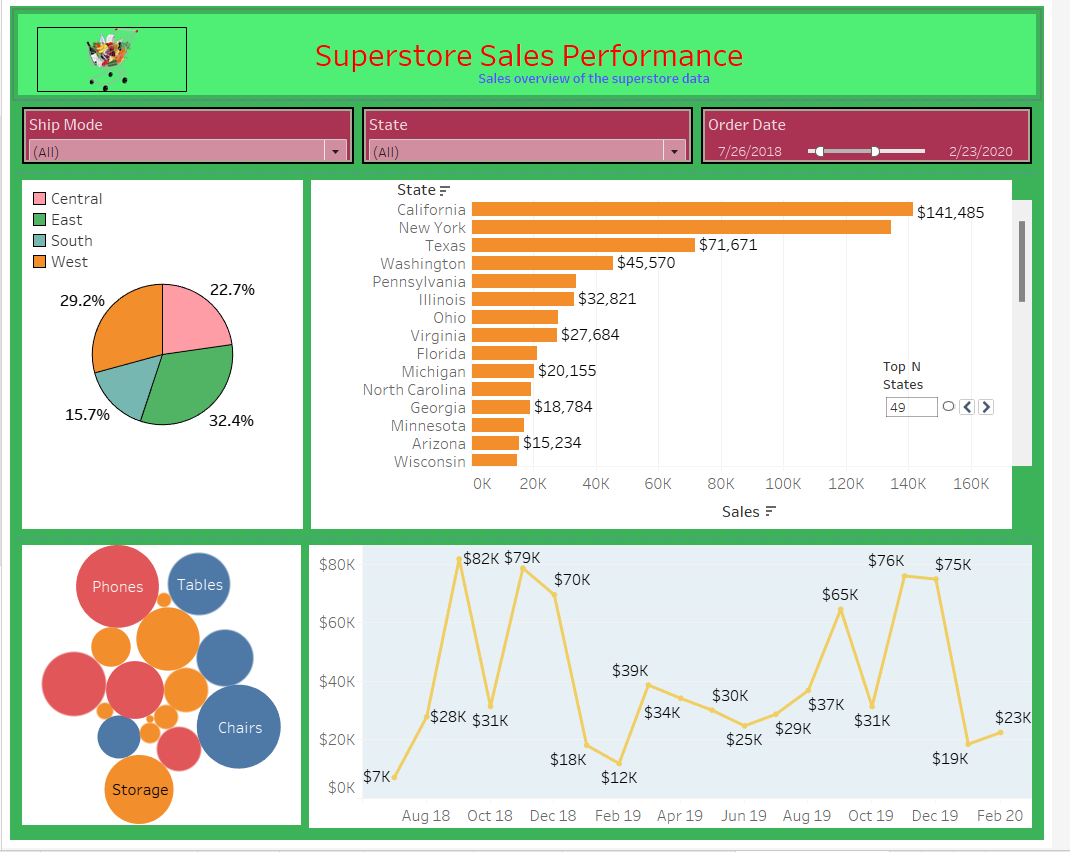


Tableau link:

<https://public.tableau.com/app/profile/prakash.p5489/viz/SuperstoreSalesPerformance1-CapstoneProject/SalesDashboard>

**Thank you**