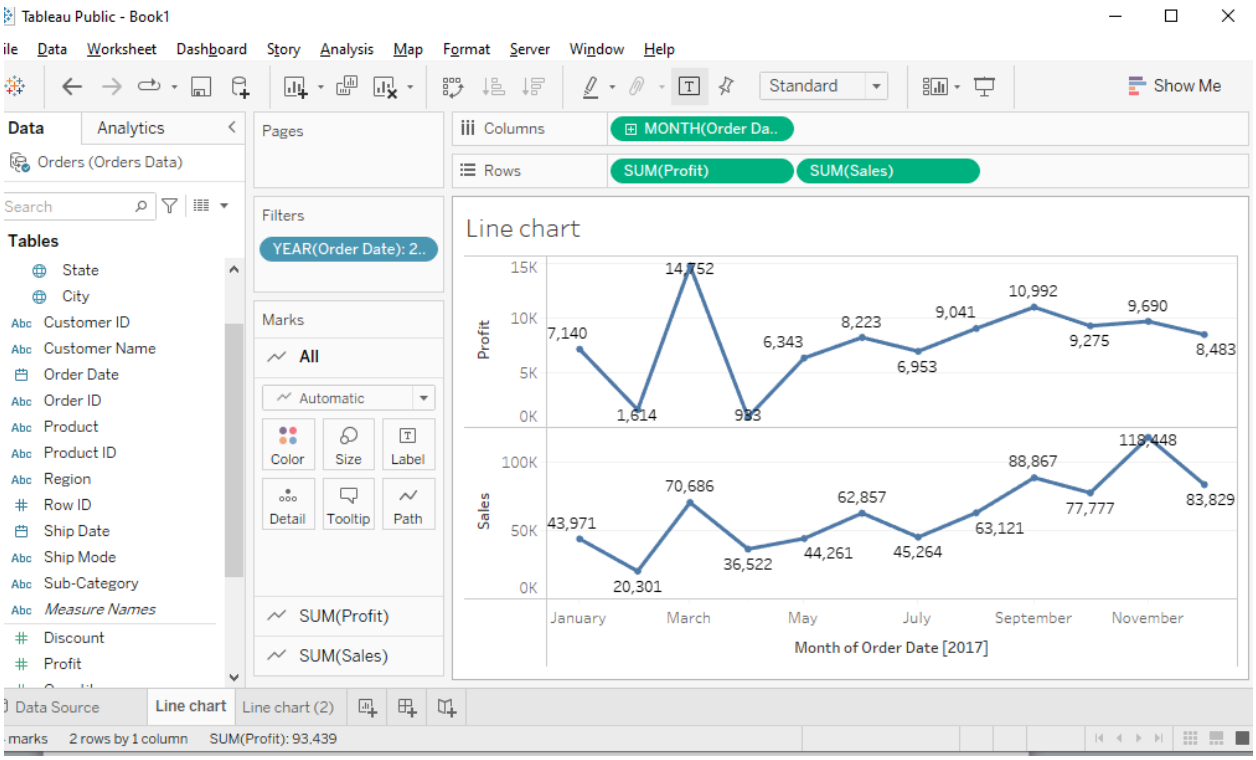
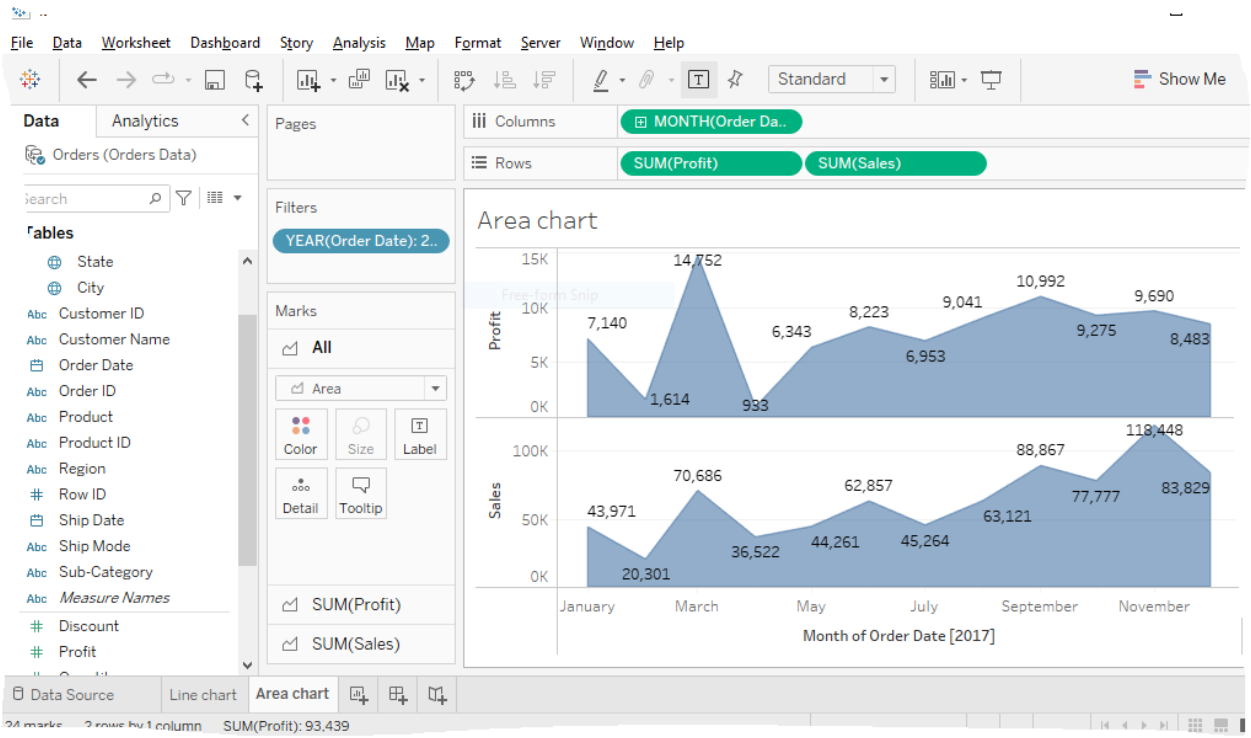
Course-End Project: Sales Analysis

1. Analyse the *Sales/Profit* for all the months of 2017 as a continuous line chart and area chart.

Line Chart (Continuous)

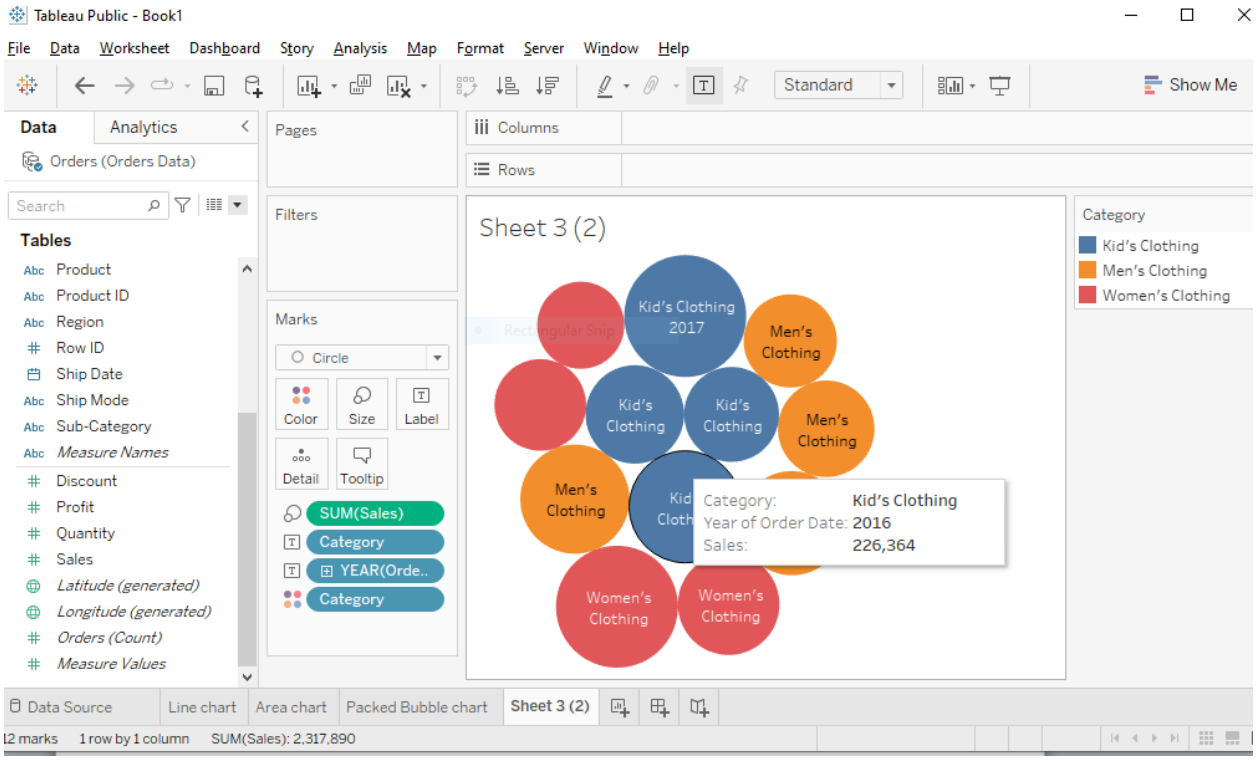


Area Chart

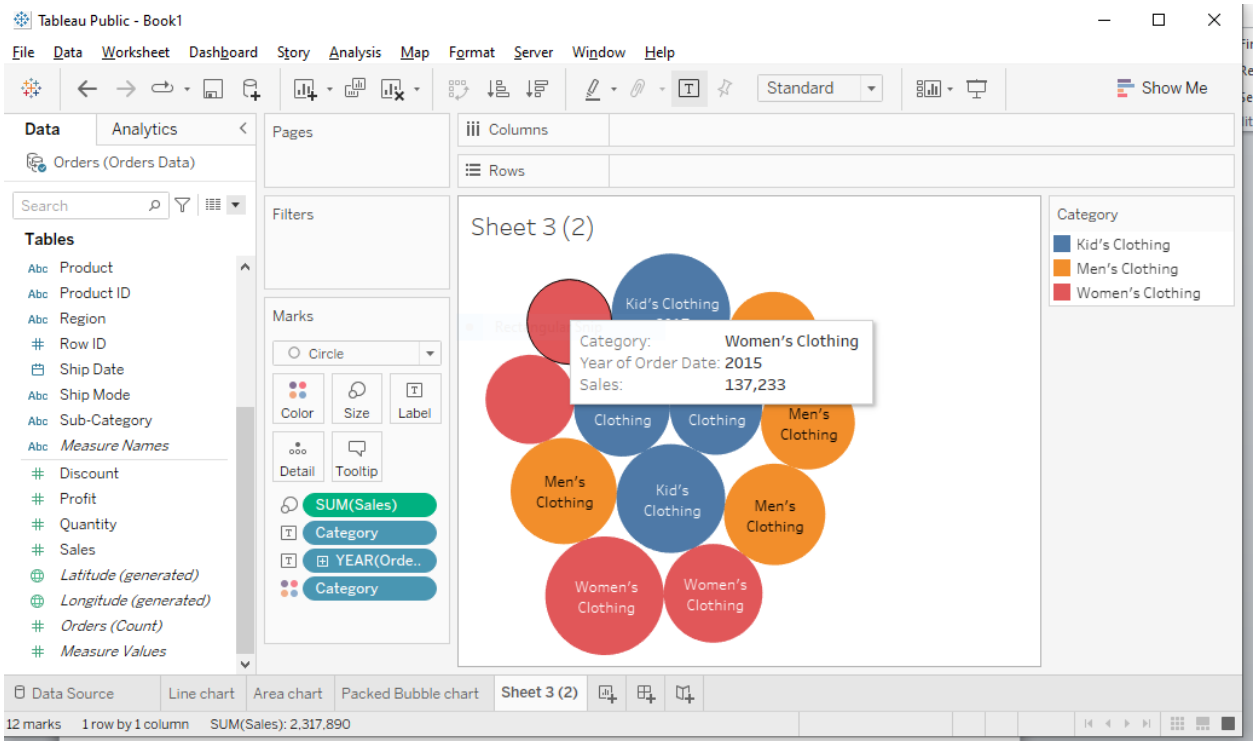


2. Show *Category*-wise *Sales* as Packed Bubbles Chart suggesting categories with highest to lowest sales.

Packed Bubbles Chart Highest Sales

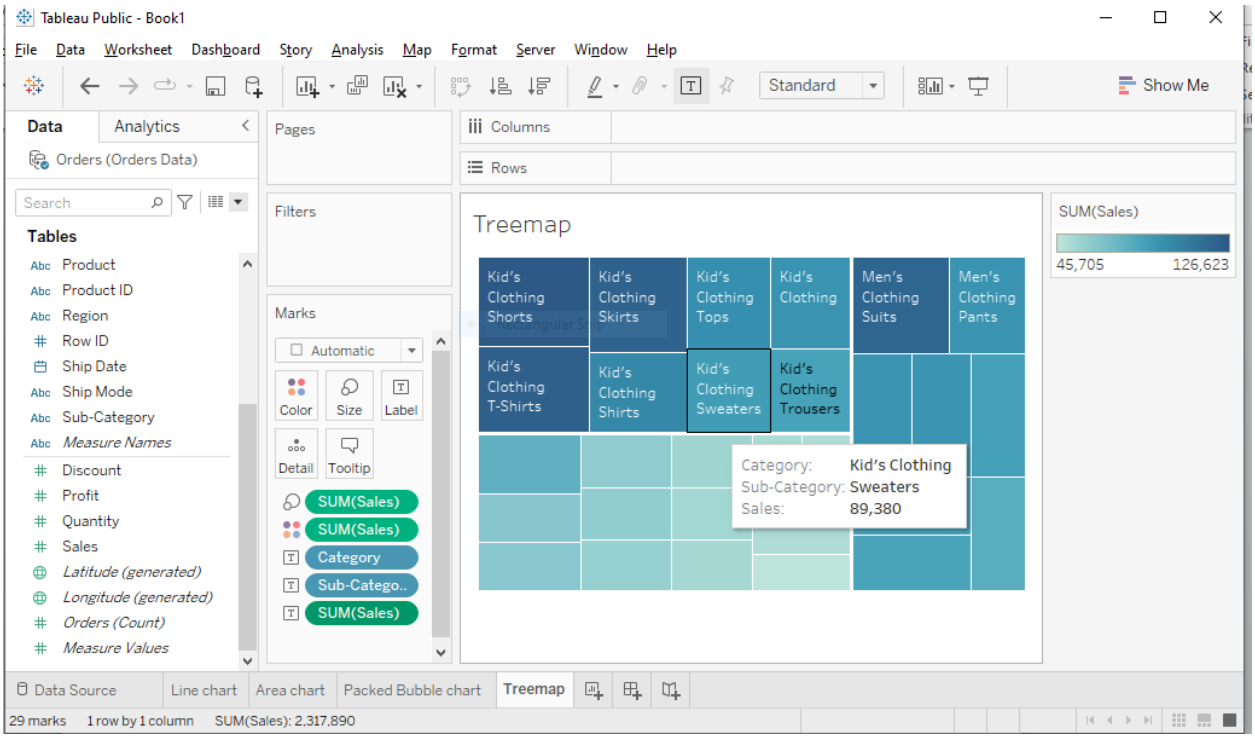


Packed Bubbles Chart Lowest sales



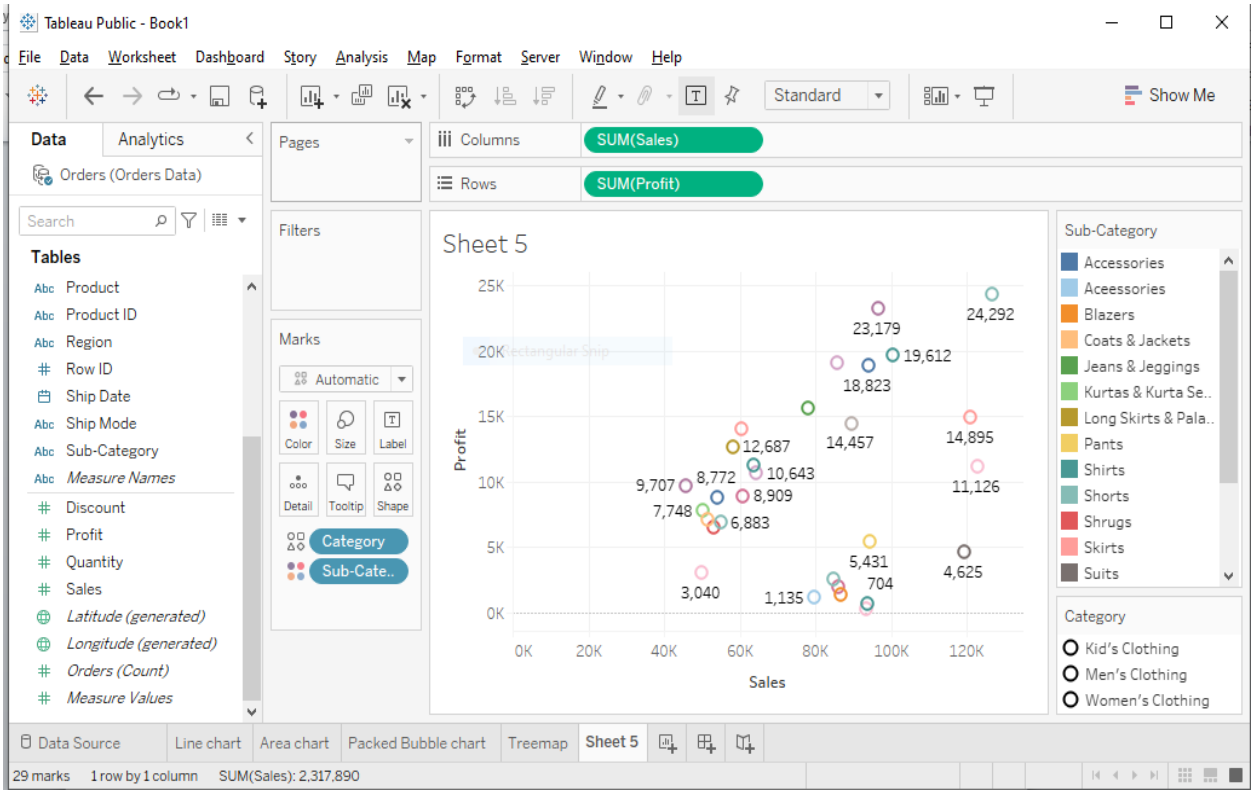
3. Create a Treemap chart showing *Sales* by *Category* and *Sub-Category*.

Tree Map



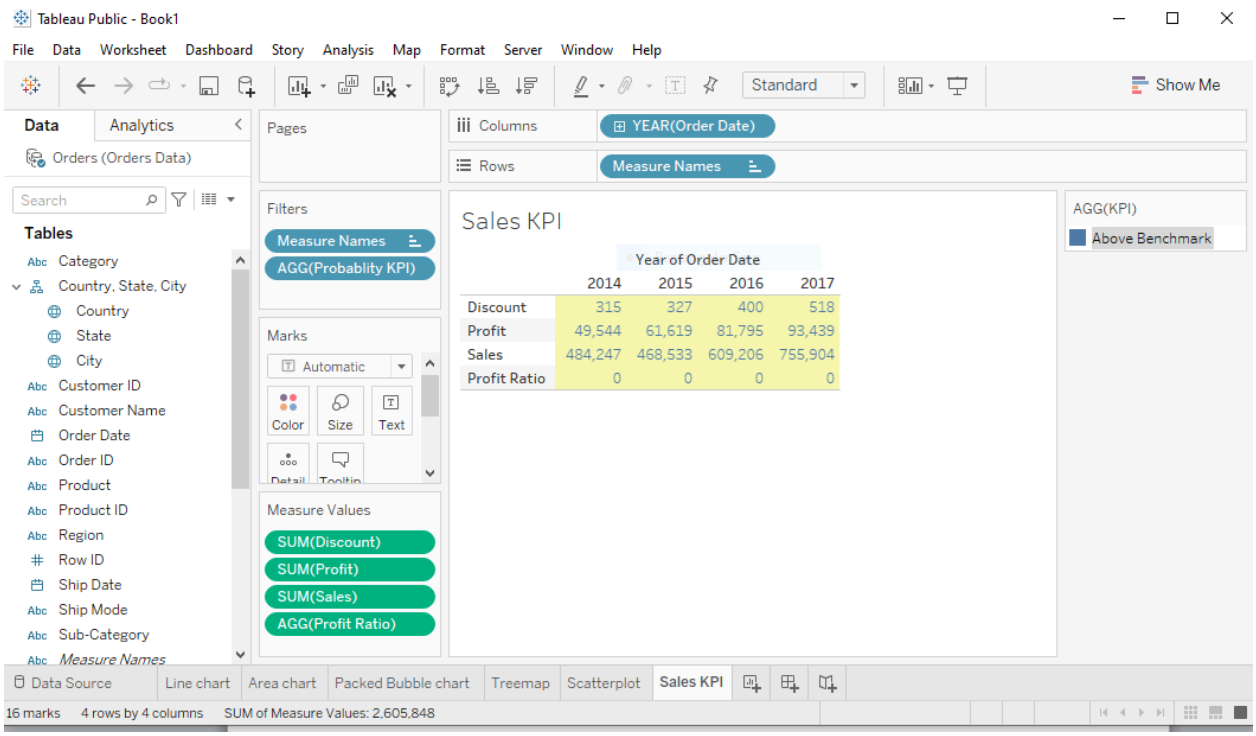
4. Visualize *Sales* vs *Profit* on a Scatter Plot with *Category* and *Sub-Category* breakdown.

Scatter Plot

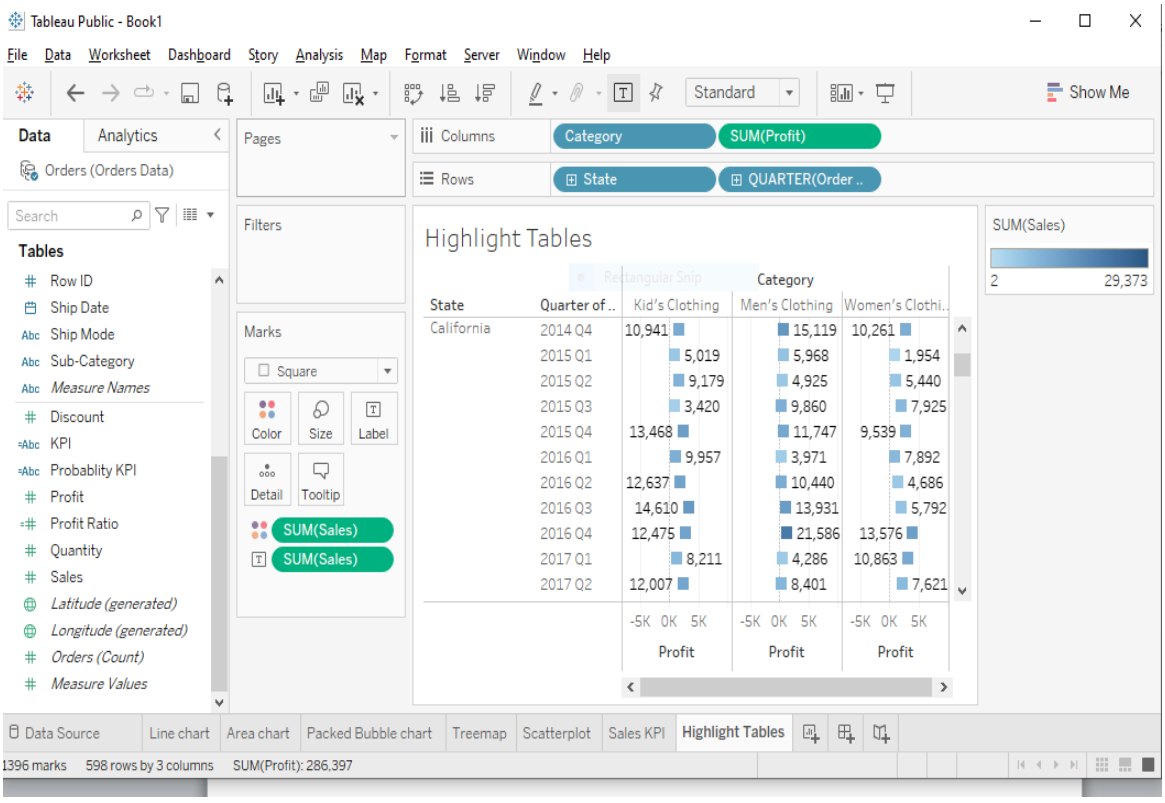


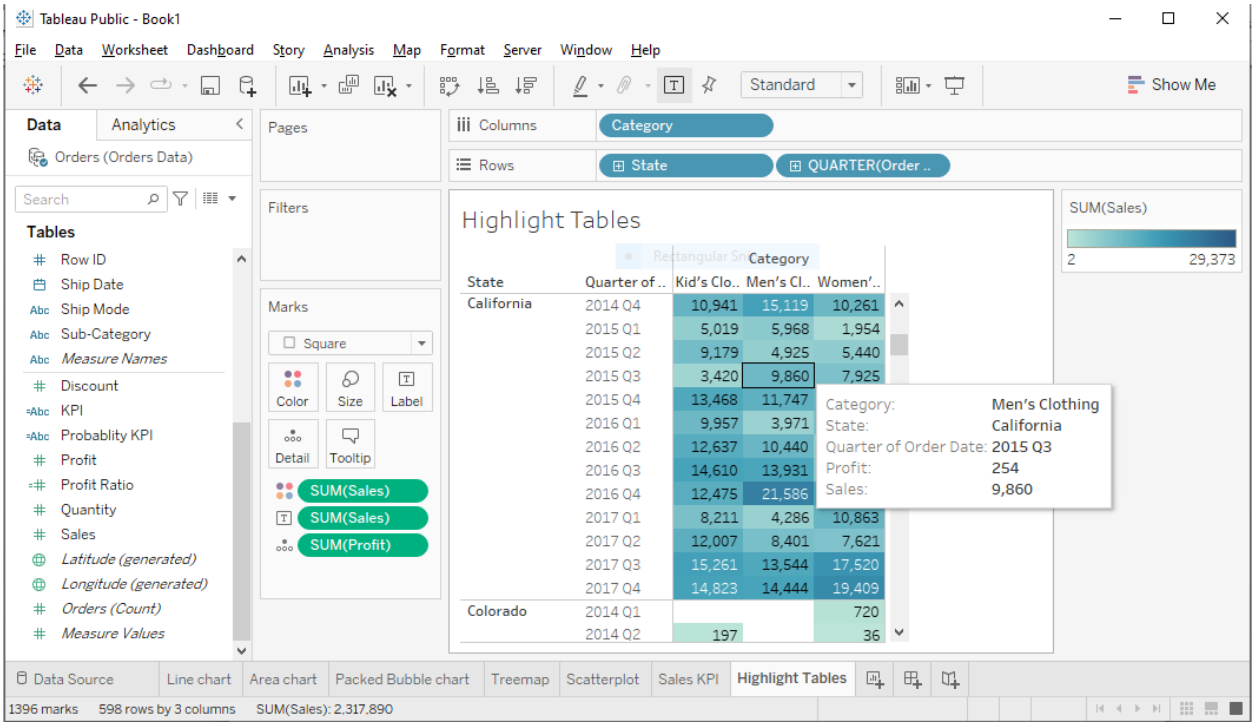
5. Compute aggregated values for all Sales KPIs like *Total Sales, Profit, Profit Ratio, and Discount* in a Table view.

Sales KPI: Table View

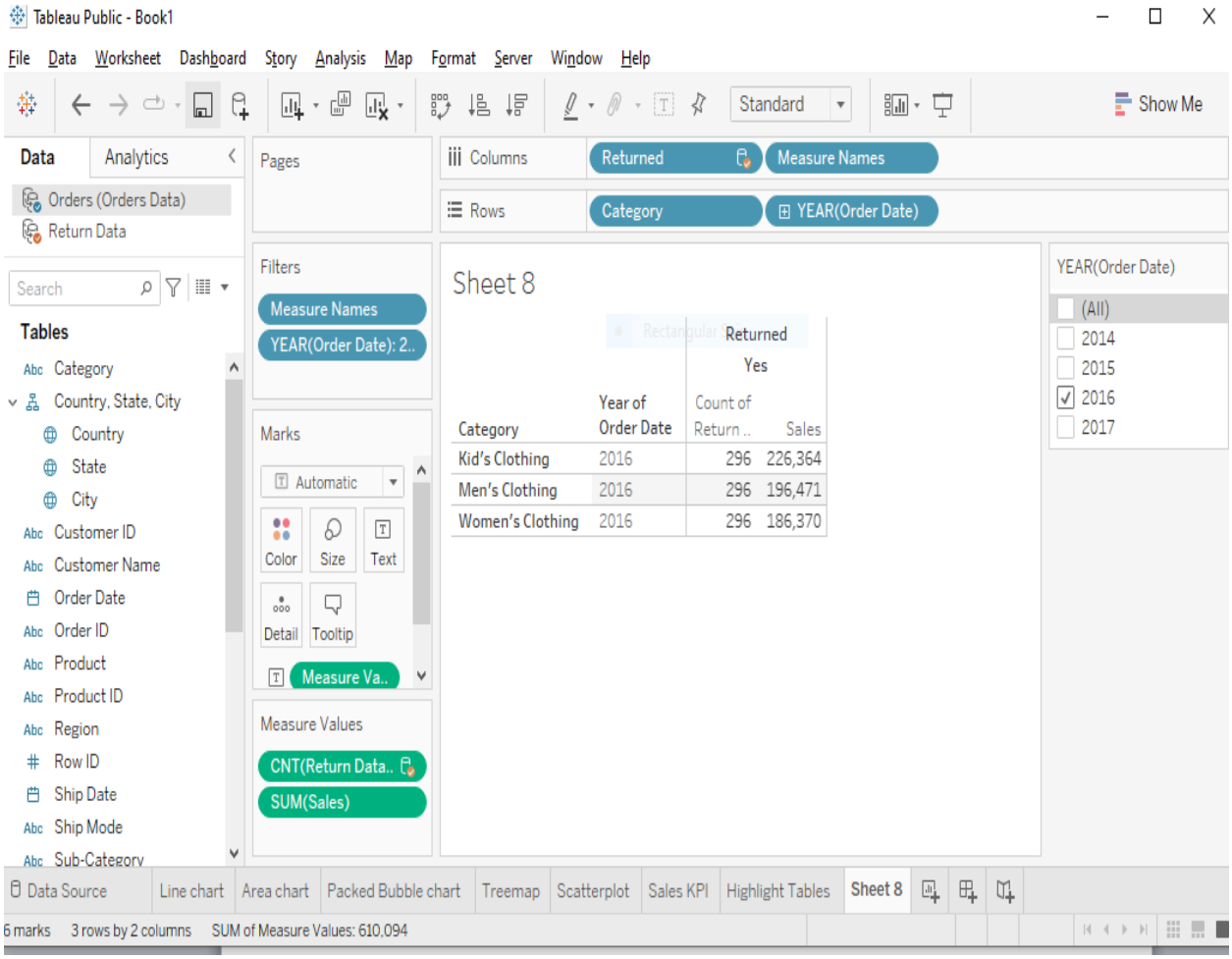


6. Analyse the *Sales* for all the quarters of all the years across *State*, and *Category* as a Highlight Table. Highlight the columns by Profit.



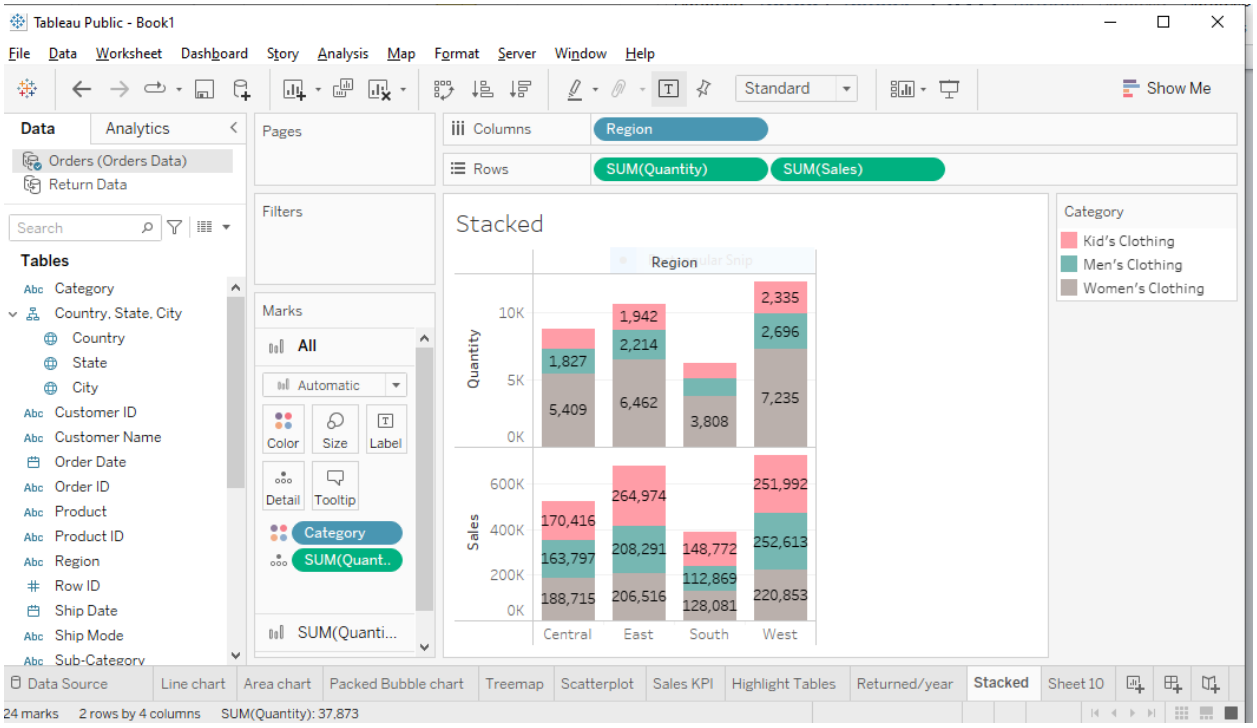


7. Connect to the *Return Data* dataset, and blend it with *Orders* data to compute the *number of orders returned* for each Product *Category* in 2016.



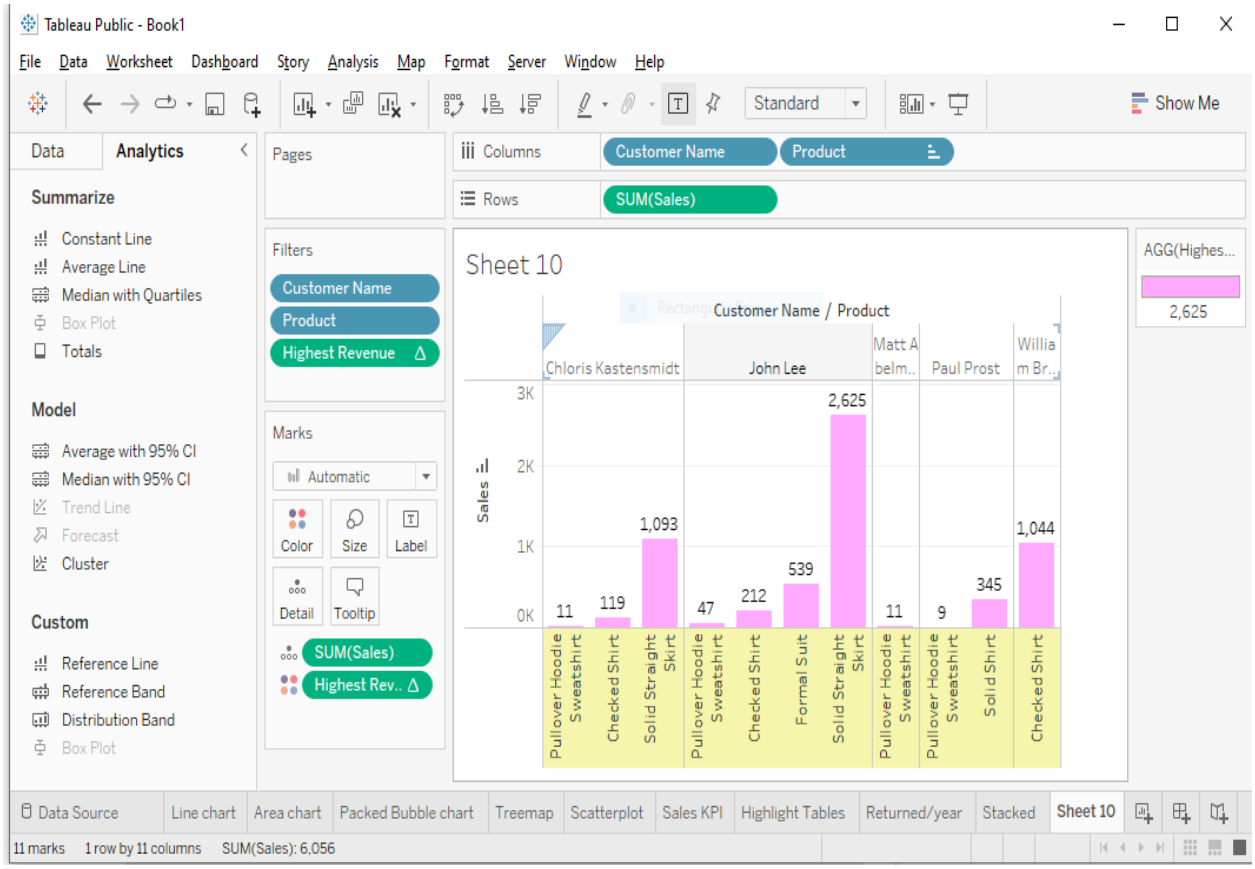
8. Show *Sales/Quantity* of Product *Category* in each *Region* as a Stacked Bar Chart.

Stacked Bar Chart



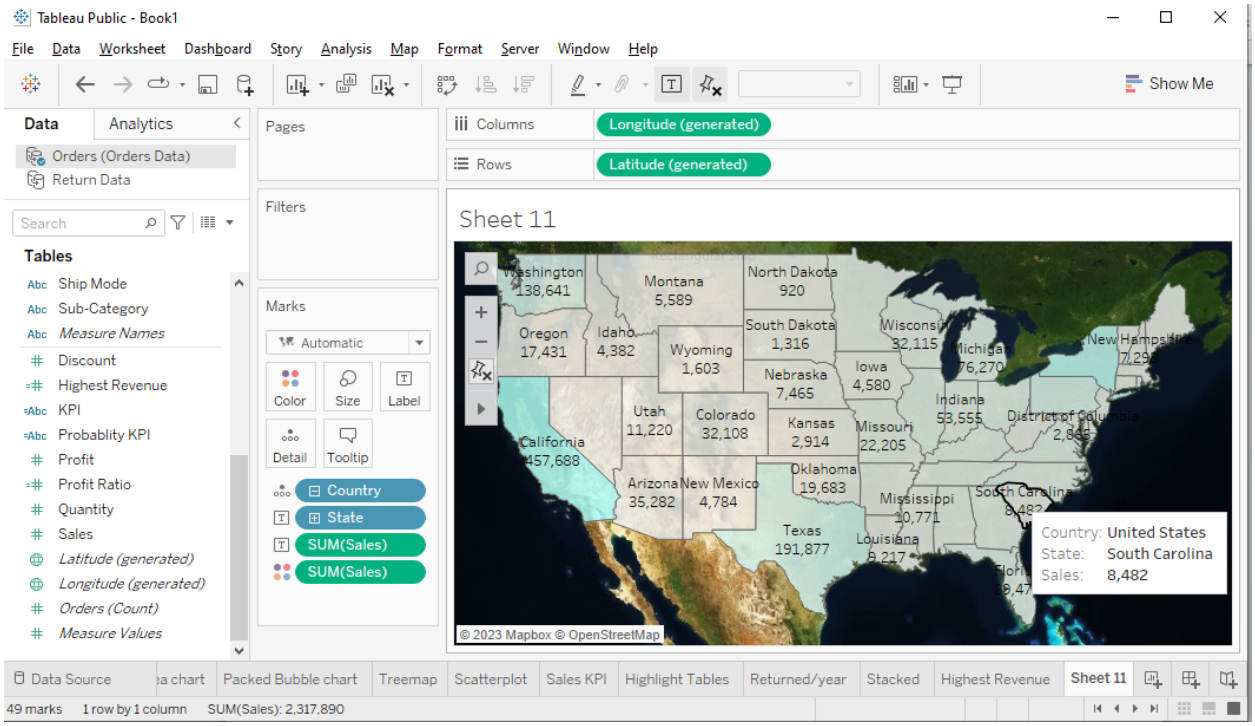
9. Determine the top 5 *products* and top 5 *customers* by *Sales*, i.e., *Products* and *Customers* that are generating the highest revenue as a bar chart.

Highest Revenue: Bar Chart



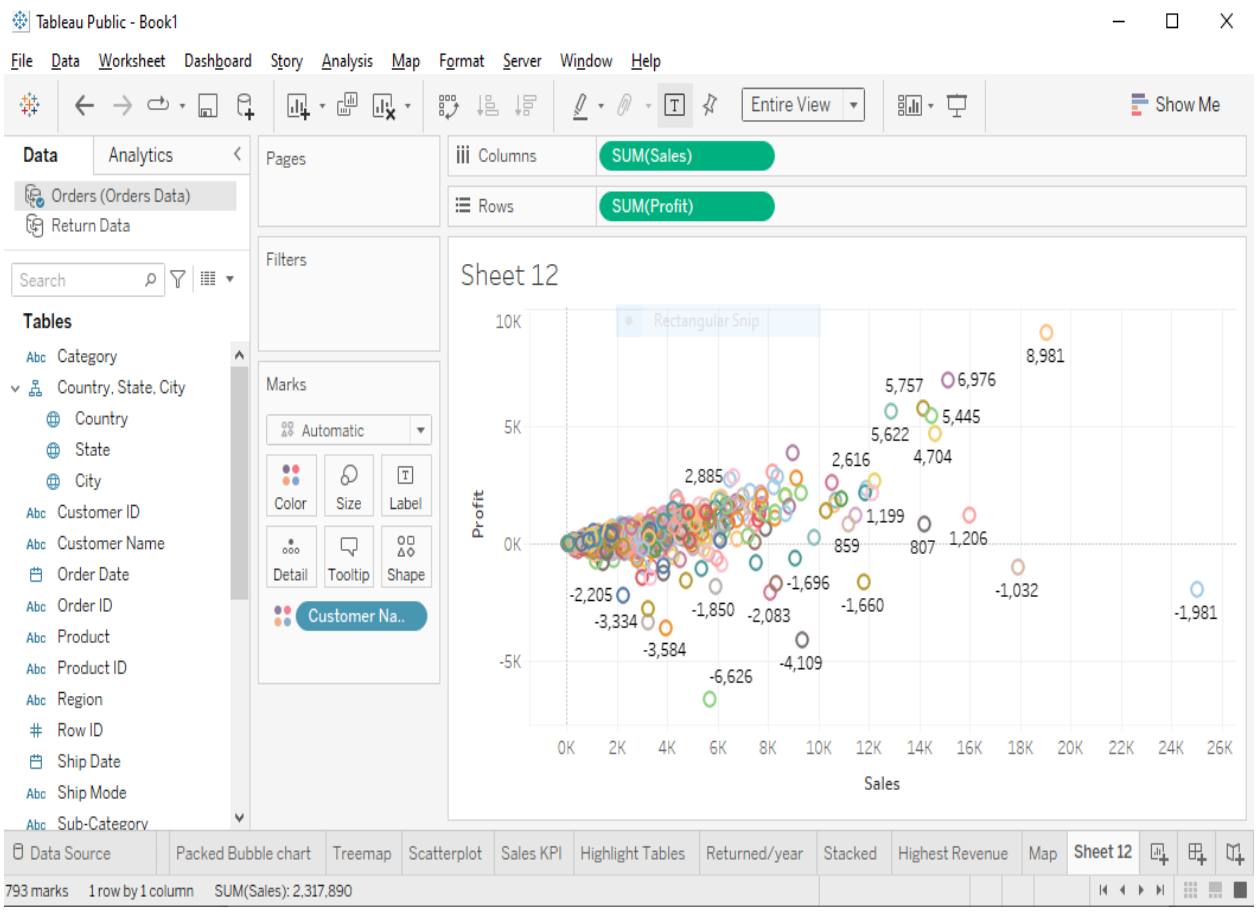
10. Visualize *Sales* by *State* where the sales variation is highlighted by color as a Map Chart.

Map Chart



11. Visualize Sales & *Profit* analysis by *Customer* on a Scatter Plot.

Scatter Plot: Sales & *Profit* analysis



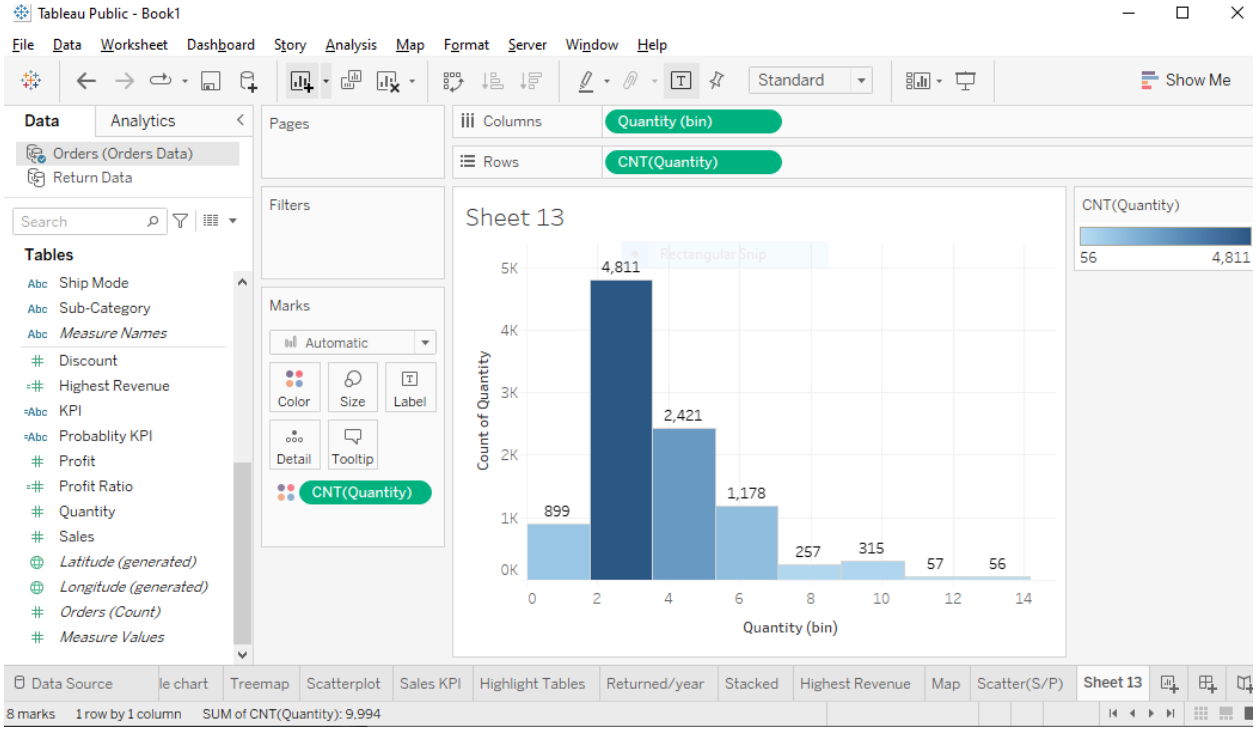
12. Represent the *Number of orders* received by *Quantity* bins as a Histogram.

    a. Create Quantity bins.

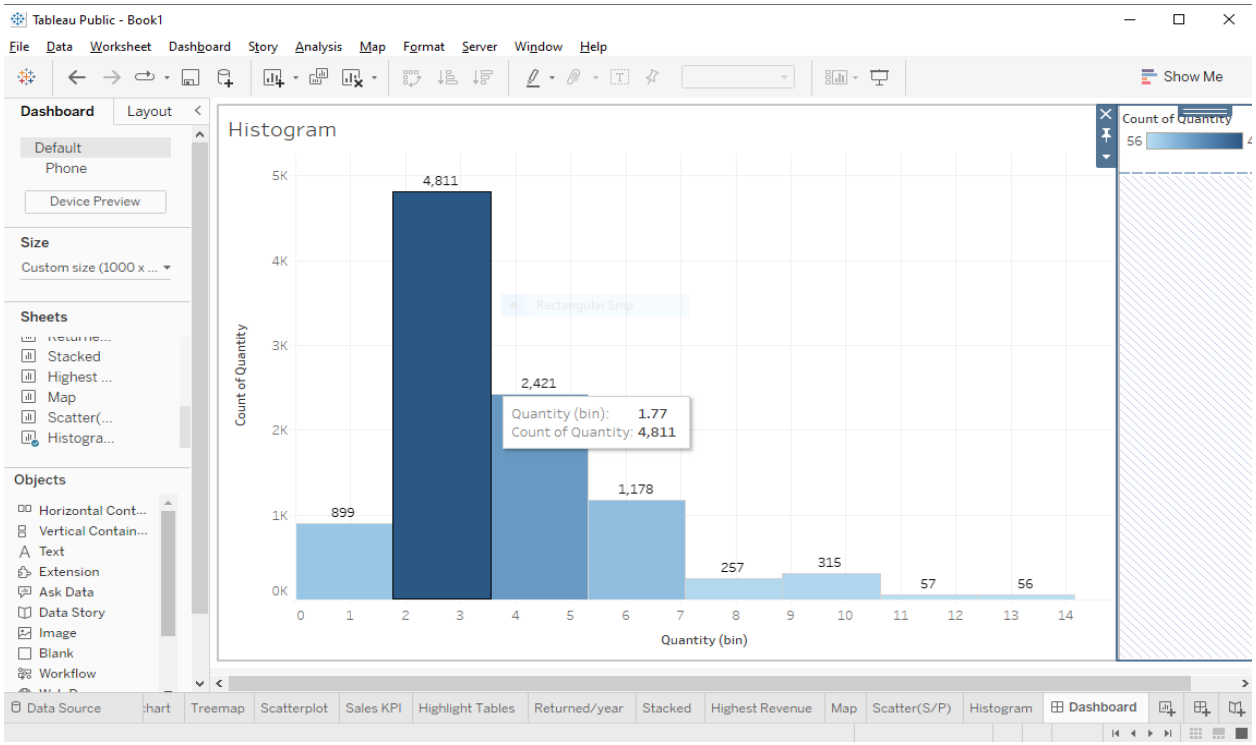
    b. Use Measure Count of Quantity as calculation.

    c. Drag Count of Quantity in Row Shelf and Quantity bins in column shelf

Histogram: Quantity Bin



13. Create an interactive fixed size floating layout Dashboard that can be shared with the leaders using the above analysis.



14. Create a story with the following visuals:

**Note: The below-listed visuals are done as part of tasks 1 to 6.*

a. *Sales/Profit* for all the months of 2017

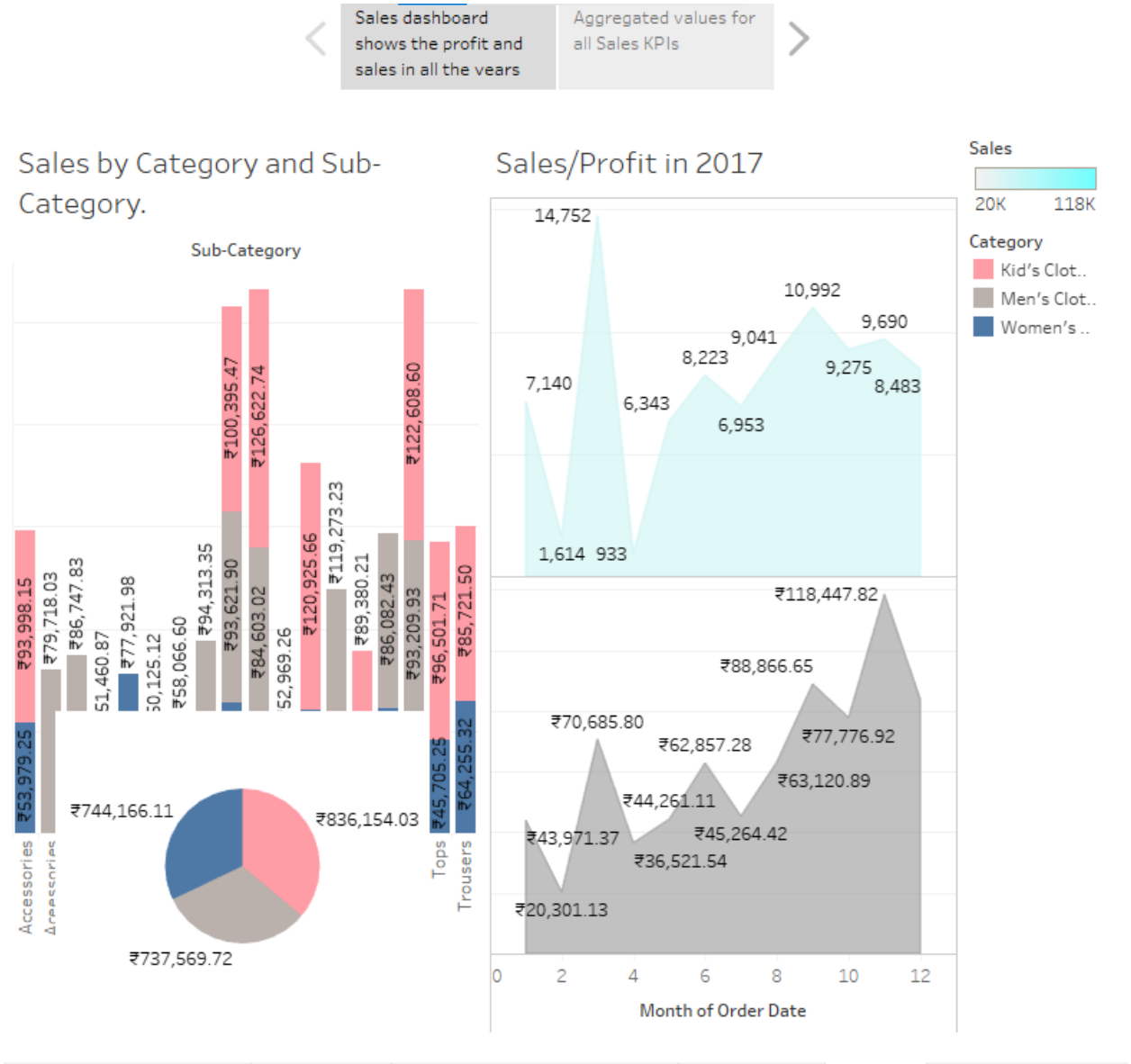
b. Category-wise *Sales*

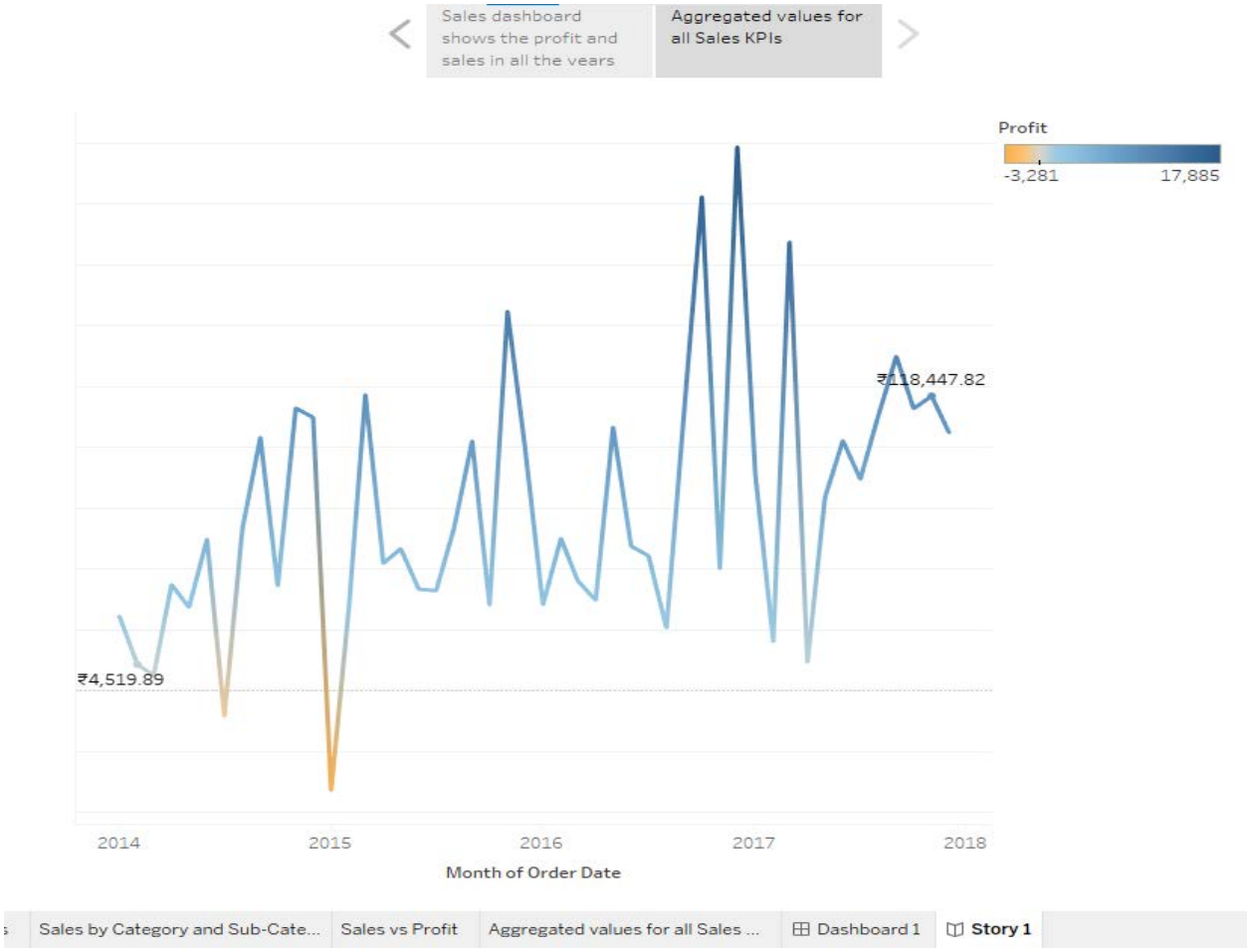
c. *Sales* by *Category* and Sub-Category.

d. *Sales* vs *Profit*

e. Aggregated values for all *Sales* KPIs and

f. Sales for all the quarters for all the years across *State*, and *Category*.




Sales dashboard shows the profit and sales in all the years
Aggregated values for all Sales KPIs
Profit
-3,281
17,885
₹118,447.82
₹4,519.89
2014
2015
2016
2017
2018
Month of Order Date
Sales by Category and Sub-Cate...
Sales vs Profit
Aggregated values for all Sales ...
Dashboard 1
Story 1

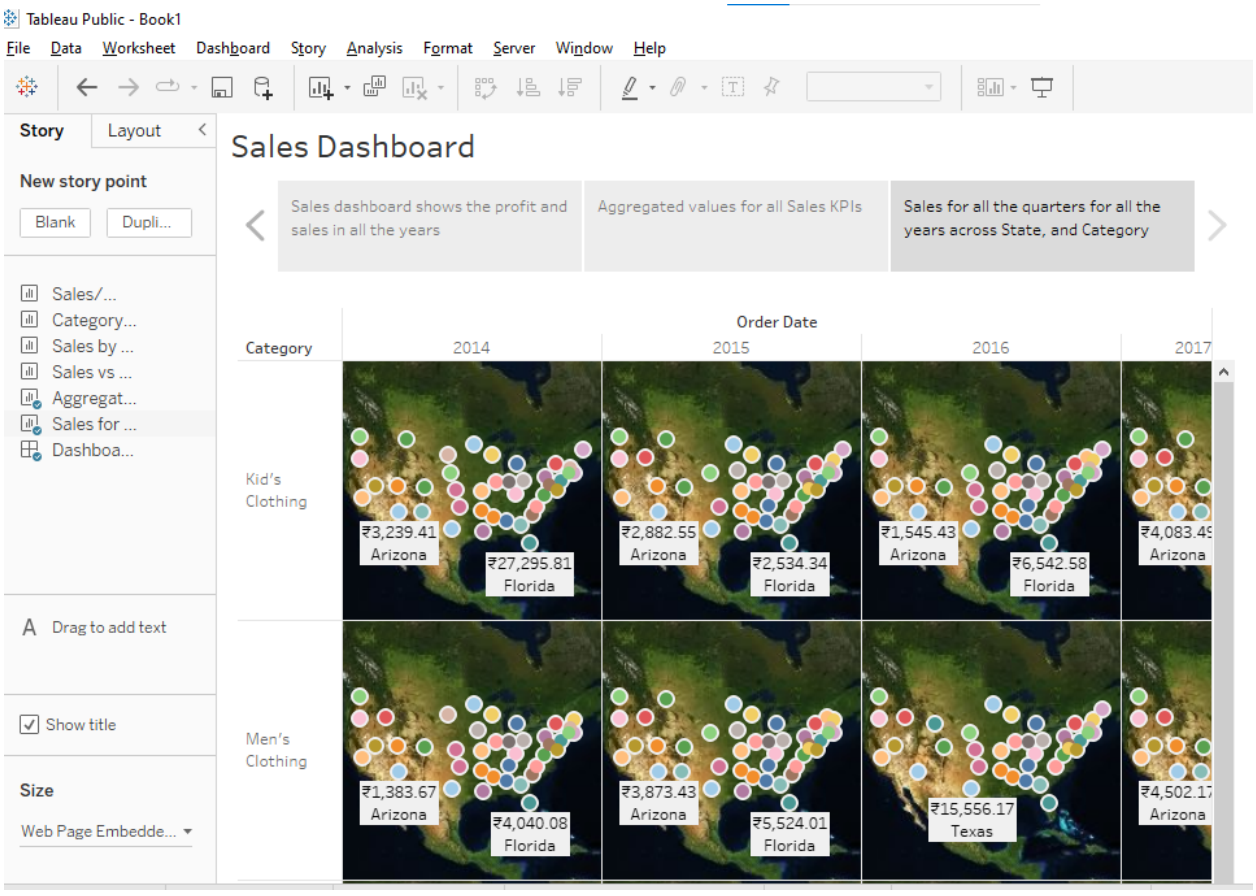


Tableau Public - Book1
File Data Worksheet Dashboard Story Analysis Format Server Window Help
Story
Layout
New story point
Blank
Dupli...
Sales/...
Category...
Sales by ...
Sales vs ...
Aggregat...
Sales for ...
Dashboa...
Drag to add text
Show title
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Sales Dashboard
Sales dashboard shows the profit and sales in all the years
Aggregated values for all Sales KPIs
Sales for all the quarters for all the years across State, and Category
Order Date
Category
2014
2015
2016
2017
Kid's Clothing
₹3,239.41 Arizona
₹27,295.81 Florida
₹2,882.55 Arizona
₹2,534.34 Florida
₹1,545.43 Arizona
₹6,542.58 Florida
Men's Clothing
₹1,383.67 Arizona
₹4,040.08 Florida
₹3,873.43 Arizona
₹5,524.01 Florida
₹15,556.17 Texas
₹4,502.17 Arizona