Sales Performance Analysis Dash board  
  
Extract and Clean Data using SQL  
 Imported 2 tables to SQL

Joined 2 tables using FULL OUTER JOIN with the help of UNION

Checked Duplicates

Checked missing values  
  
[ USE sales\_performance;  
SELECT \* FROM details;

SELECT \* FROM orders;

CREATE TABLE sales AS

SELECT

details.order\_id AS details\_order\_id,

orders.order\_id AS orders\_order\_id,

details.amount,

details.profit,

details.quantity,

details.category,

details.sub\_category,

details.payment\_mode,

orders.order\_date,

orders.customer\_name,

orders.state,

orders.city

FROM details

LEFT JOIN orders

ON details.order\_id = orders.order\_id

UNION

SELECT

details.order\_id AS details\_order\_id,

orders.order\_id AS orders\_order\_id,

details.amount,

details.profit,

details.quantity,

details.category,

details.sub\_category,

details.payment\_mode,

orders.order\_date,

orders.customer\_name,

orders.state,

orders.city

FROM details

RIGHT JOIN orders

ON details.order\_id = orders.order\_id;

ALTER TABLE sales

DROP COLUMN orders\_order\_id;

ALTER TABLE sales

RENAME COLUMN details\_order\_id TO order\_id;

SELECT DISTINCT \* FROM sales;

SELECT DISTINCT COUNT(\*) AS total\_count

FROM sales ]

EDA using Excel  
  
Enabled Data Analysis Add ins

Descriptive analysis for amount, profit and quantity.

Pivot tables

Filter – Sub- Category  
Columns- Category  
Rows – Order date  
values – amount, profit  
  
Filter – Sub- Category, Category  
Rows – Order date  
values – amount, profit  
  
Created Line chart  
Bar chart

Tableau

Filter – Month of order date (Applied for all work sheet), Measure Name  
Measure Values – Sum of amount (as Sales), Sum of Profit, Count of orders  
Renamed the worksheet as KPIs

Colour - Sum of amount(sales)  
Details – State  
Change the colour of amount to standard Blue  
Right click on the map – background layers – (Washout – 100%)  
Color – Border – White  
Right click on the map – Format – Border – Raw divider pane – None , Column divider pane – none  
Rename the sheet as , Sales by states

Month of orders to colum  
Sales – Rows – using cntrl key copy of sales next to that sales in the row  
Then in the mark tab – one sales – line Other sales – circles and change the colour to white and border to blue.  
Right click on the 2nd sales and select dual axis   
Right click on either axis and synchronise axis  
hide the title and labels on the axis  
Right click on the chart – format – border – column divider and row divider – none  
Lines – Grid line – Zero line – None  
Axis ruler – line   
Right click on the months – Format – Date – Abbreviation  
Rename the sheet as Sales by Month

Columns – Sum sales  
Rows – Sub- category  
Sort - Filed by descending  
Right click on the sub category on the top left – hide field labels  
Right click on the below axis and remove the title  
Change the fit from standard to Entire view.  
Right click on the view – format – Lines - Grid line – Zero line – None  
Analytics tab – Average line – Tables -   
Data tab – Create calculated field – Above average sales –   
formula SUM([Sales])>=WINDOW\_AVG(SUM([Sales])) – add that to colors   
Click on colors – edit colors – True - Blue , False – Seattle gray  
Rename as Sales by Products

New Dash board – 1200 \* 600  
Hold shift key – drag vertical container – layout 0x, 0y W -1200, h – 600  
We have a full screen container so we can control the sheets more aligned  
text box – Sales analysis dashboard – font 24 – bold -color change  
Slaes by states drag to top right most corner. Width – 375  
drag a vertical container – drop the heading to that   
And drag the KPI’s under the title  
Drag a horizontal container to under of kpis. Then drag the sales by month the sales by products to the right most of that container  
Headong hight – 85  
KPIs – Entire view , height – 115, right click on titles – hide titles   
Sales by product – Edit width -400  
Dashboard – format – default shading – light gray  
select heading – layout tab – outer padding – 10  
back ground – white , inner padding – 10, border – light gray  
repeat this for all the elements

Interractivity

Sales by month – Filter option   
Sales by product – Filter option  
Sales by states – Filter option  
KPIs – Filter option