Sales Dashboard E Commerce Using Tableau

Data Dictionary:

Demographic table

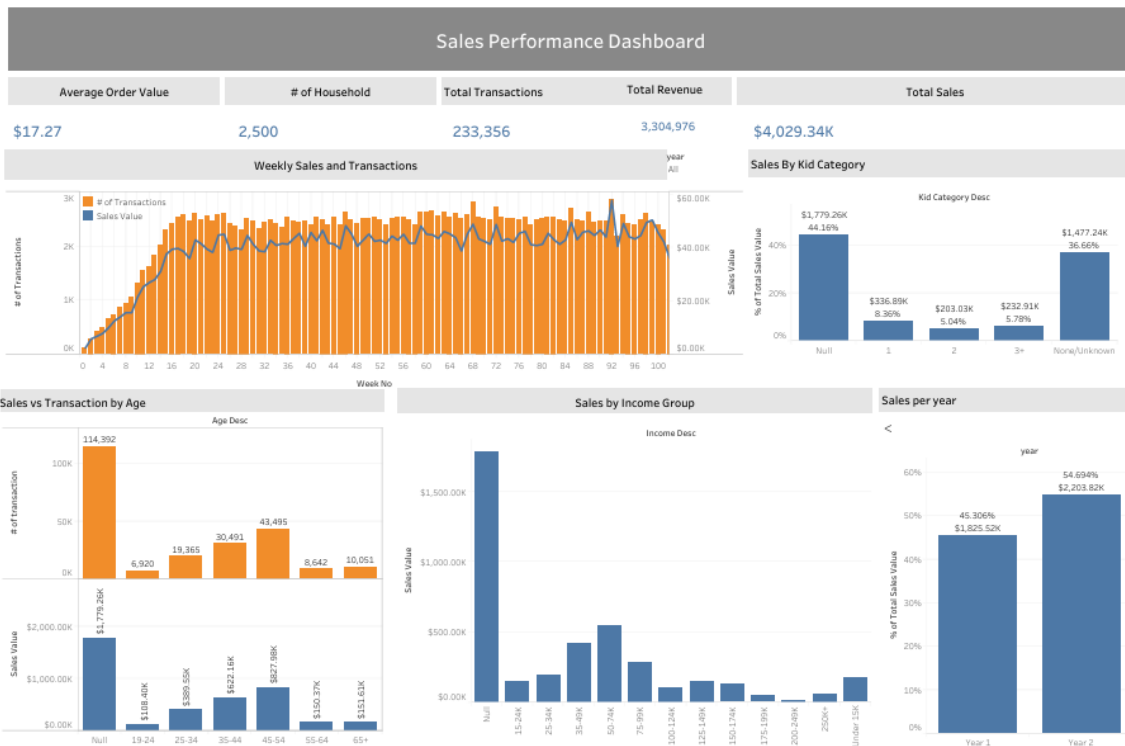| Variable	Description
HOUSEHOLD_KEY	Uniquely identifies each household
AGE_DESC	Estimated age range
MARITAL_STATUS_CODE	Marital Status (A - Married, B- Single, U - Unknown)
INCOME_DESC	Household income
HOMEOWNER_DESC	Homeowner, renter, etc.
HH_COMP_DESC	Household composition
HOUSEHOLD_SIZE_DESC	Size of household up to 5+
KID_CATEGORY_DESC	Number of children present up to 3+

Transaction table:

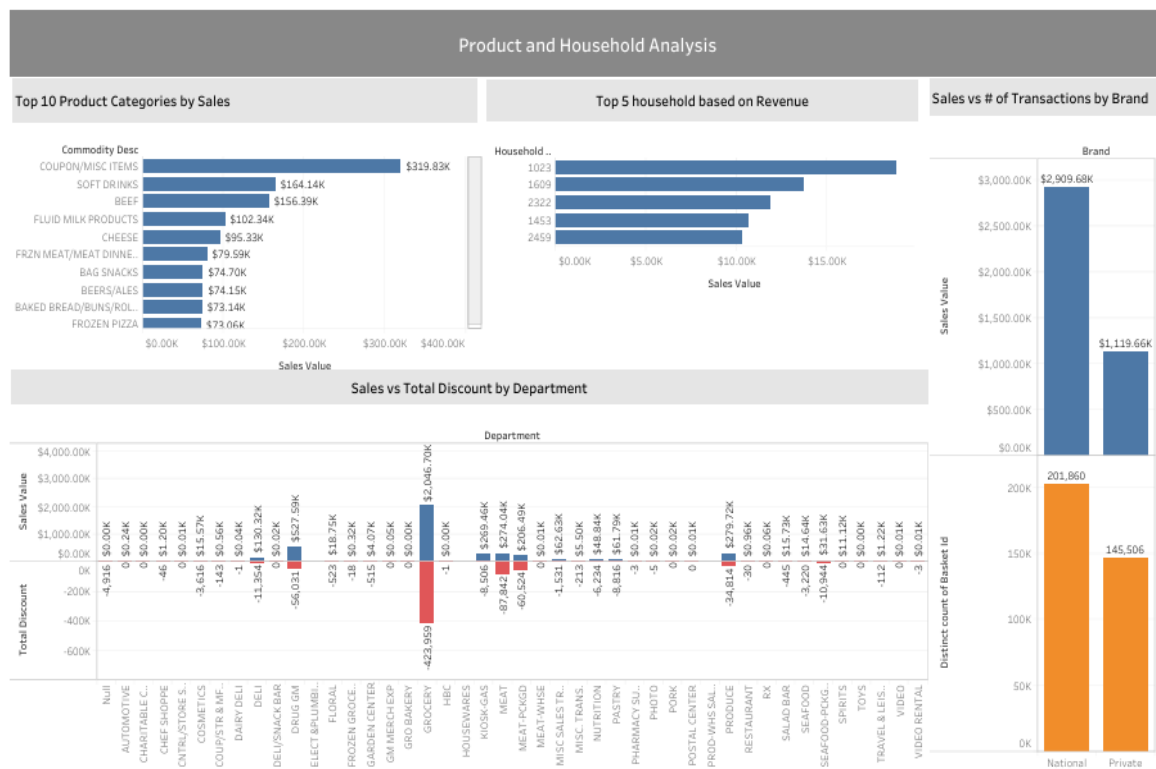| Variable	Description
HOUSEHOLD_KEY	Uniquely identifies each household
BASKET_ID	Uniquely identifies a purchase occasion
DAY	Day when transaction occurred
PRODUCT_ID	Uniquely identifies each product
QUANTITY	Number of the products purchased during the trip
SALES_VALUE	Amount of dollars retailer receives from sale
STORE_ID	Identifies unique stores
COUPON_MATCH_DISC	Discount applied due to retailer's match of manufacturer coupon
COUPON_DISC	Discount applied due to manufacturer coupon
RETAIL_DISC	Discount applied due to retailer's loyalty card program
TRANS_TIME	Time of day when the transaction occurred
WEEK_NO	Week of the transaction. Ranges 1 - 102

Products Table:

Variable	Description
PRODUCT_ID	Number that uniquely identifies each product
DEPARTMENT	Groups similar products together
COMMODITY_DESC	Groups similar products together at a lower level
SUB_COMMODITY_DESC	Groups similar products together at the lowest level
MANUFACTURER	Code that links products with same manufacturer together
BRAND	Indicates Private or National label brand
CURR_SIZE_OF_PRODUCT	Indicates package size (not available for all products)

1. Sales Performance Overview

Sales Performance Dashboard

Average Order Value	# of Household	Total Transactions	Total Revenue	Total Sales
$17.27	2,500	233,356	3,304,976	$4,029.34K

Weekly Sales and Transactions

Sales By Kid Category

Sales vs Transaction by Age

Sales by Income Group

Sales per year

2.Product - Demographic Analysis

Product and Household Analysis

Top 10 Product Categories by Sales

Top 5 household based on Revenue

Sales vs # of Transactions by Brand

Sales vs Total Discount by Department

Insights and Recommendations:

1. Total Sales

- **Insight**: The overall sales value 4029338 is the revenue of the business over the period of study.

2. Sales by Product Category

- **Insight**: The Coupon or Miscellaneous contributes 131884 (among which gasoline regular unleaded 129384 is the maximum) making it the highest contributor to sales followed by Soft drinks category contributing 69684$.This can help in understanding consumer preferences and in making inventory and marketing decisions.

- **Actionable Insight**: Focus marketing efforts and promotions on these categories.

3. Sales Over Time

- Sales over time indicates a growing trend.

4. Sales by Demographic

- According to Marital Status ,married people make more purchase.

- The income group of 50-74k make the highest purchase.

- The household size of 2 people make the highest purchase.

- **Actionable Insight**: Develop targeted marketing campaigns for these groups.

6. Top Selling Products

- **Insight**: The best selling product is gasoline, then there are soft drinks and milk.

- **Actionable Insight**: Ensure adequate stock levels of these products . Highlight these products in marketing materials and promotions.