

Customer and Sales Analysis Dashboard

This is a customer and sales analysis dashboard that analyzes the business revenue across state, region, gender etc. Understanding your customer base is essential to running a successful business. Businesses require sales in order to remain operational, that is why sales analysis plays a critical role in every business as it gives the business owner an opportunity to identify problems, uncover insights and new opportunities, target new customers, improve product offerings and customer experience. This project aims at understanding customer purchase behaviour and other revenue related insights. Each dashboard has three visuals. To avoid clustering and improve clarity, two dashboards were built with the same dataset.

Data

The data used for this analysis was provided by Kaggle.com. The data was cleaned from source, there is no need for additional data cleaning.

Task

To develop two dashboards that will display total revenue, revenue by region and revenue by state.

Requirements

- Revenue per state
- Revenue based on month of the year
- Revenue based on age
- Percentage of revenue per region
- Quantity – Discount percentage correlation
- Revenue per category per gender

Dashboard content

Dashboard 1:

1. Revenue per state
2. Sales by age
3. Qty – discount correlation

Dashboard 2:

1. Revenue by month
2. Revenue by region
3. Gender category sales analysis

Tools:

- Excel
- Tableau