**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 dashboards have 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 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