

Sales Dashboard Project Report

Project Overview

The Sales Dashboard provides an overview of the business performance in terms of orders, customers, and shipping duration.

It helps monitor and analyze total sales, order value, and quantity of products sold across different categories.

The dashboard is crucial for sales and marketing teams to identify trends and drive better decision-making processes.

Objectives

- Visualize Sales Data: Display key sales metrics such as total sales, average order value, and shipping duration.
- Track Performance: Identify the performance of sales representatives, product categories, and payment methods.
- Analyze Trends: Visualize monthly sales, quantity sold, and shipping performance to spot trends over time.
- Improve Decision Making: Provide actionable insights based on sales trends and product performance.

Data Source

The dataset includes:

- Customer data, sales, shipping duration, order quantity, and product categories.
- Sales representatives and their associated sales performance.
- Payment methods including credit card, debit card, UPI, etc.
- Sales across different cities and product categories.

Tools Used

- Data Visualization Tool: Tableau
- Data Processing Tools: SQL or Excel for data cleaning and preparation

Key Metrics Visualized in the Dashboard

1. Total Sales: The total sales amount is **20.716M**.
2. Customers and Orders: The dashboard shows **900 customers** and **8,345 orders**.
3. Shipping Duration and Order Value:
 - Average Shipping Duration: **5.535 days**
 - Average Order Value: **2,482**
4. Sales by Month: Monthly sales trend is shown with peaks in certain months (e.g., **June with 1.82M sales**).
5. Sales by Product Category:
 - Top-selling categories include **Groceries**, **Home Appliances**, and **Electronics**.
6. Sales by City: A geographical map visualizes sales across different regions of India.

Insights and Analysis

- **High Sales from Specific Product Categories**: Groceries and Home Appliances contribute significantly to total sales.
- **Peak Sales Months**: Sales peaked in **June**, which indicates higher demand during this month.
- **Shipping Duration**: The shipping duration is fairly stable, but improvements could be made in specific regions.
- **Sales Representative Performance**: The performance of sales representatives can be analyzed to identify top performers.

Recommendations

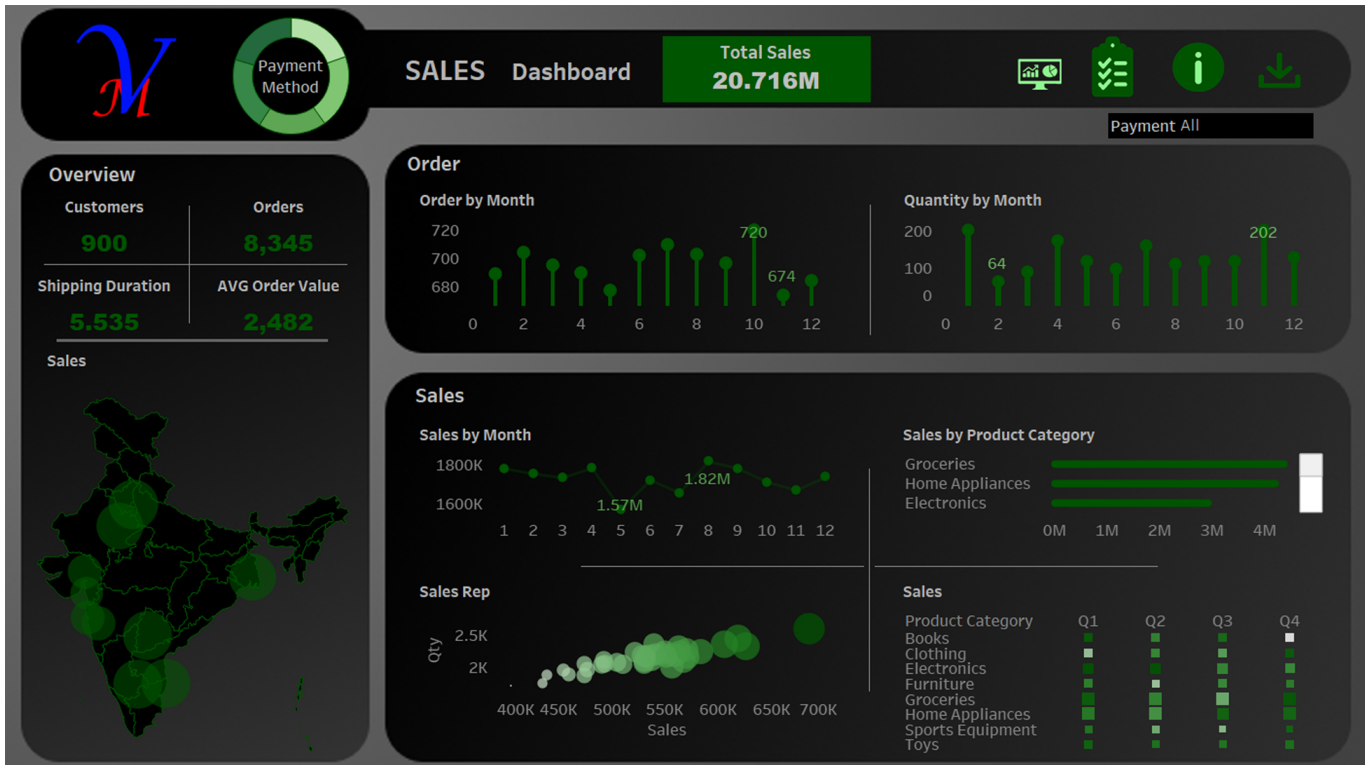
- **Product Focus**: Focus on high-selling categories like Groceries and Home Appliances for promotions.
- **Improve Shipping Efficiency**: Optimize shipping in cities with longer durations, such as Delhi and Bengaluru.
- **Sales Representative Performance**: Provide training and support to low-performing sales representatives.

Conclusion

This dashboard provides a comprehensive overview of the sales process, from order quantity to shipping performance and sales by product category.

It is a valuable tool for sales and marketing teams to monitor performance and optimize operations.

Sales Dashboard:



Sales View:

