**Tableau or Power BI Dashboarding project proposal**

# **1. Executive Summary:**

This project aims to develop interactive and insightful dashboards using Tableau/Power BI for XYZ Retail Inc. to enhance data-driven decision-making. The dashboards will focus on key performance indicators, providing a visual representation of critical business metrics.

# **2. Problem Statement:**

Background: Limited visibility into real-time performance metrics hinders timely decision-making.

Objective: Develop dashboards to monitor and analyze key performance indicators.

Scope: Initial focus on sales, inventory turnover, and customer satisfaction across all product categories and regions.

# **3. Data Sources:**

Primary Data: Sales data, inventory levels, and customer feedback from internal databases.

Secondary Data: External data sources for market trends and demographic information.

# **4. Methodology:**

Data Integration: Extract and integrate data from various sources into Tableau/Power BI.

Dashboard Design: Collaborate with stakeholders to identify key metrics and design visually appealing dashboards.

Interactivity: Implement interactive features for drill-down analysis and trend exploration.

# **5. Expected Outcomes:**

- Interactive dashboards providing real-time insights into sales performance.

- Enhanced decision-making through visual representation of key metrics.

- Improved data accessibility and collaboration among teams.

# **6. Tools and Technologies:**

- Tableau/Power BI for dashboard development.

- SQL for data extraction and transformation.

- Collaboration tools for stakeholder feedback.

# **7. Risks and Challenges:**

- Integration challenges may arise while connecting to diverse data sources.

- Ensuring data accuracy and consistency across dashboards.

- User adoption and training challenges for stakeholders unfamiliar with Tableau/Power BI.

# **8. Conclusion:**

This project is poised to empower XYZ Retail Inc. with visually engaging and informative dashboards, facilitating quicker and more informed decision-making. The dashboards will be tailored to the specific needs of the organization, ensuring a user-friendly experience that promotes data-driven decision culture.