



RETAIL DASHBOARD ANALYSIS USING TABLEAU

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[Shreya-Asthana/Online-retail-analysis](#)



Objective

To analyze online retail sales data and provide actionable insights through interactive dashboards

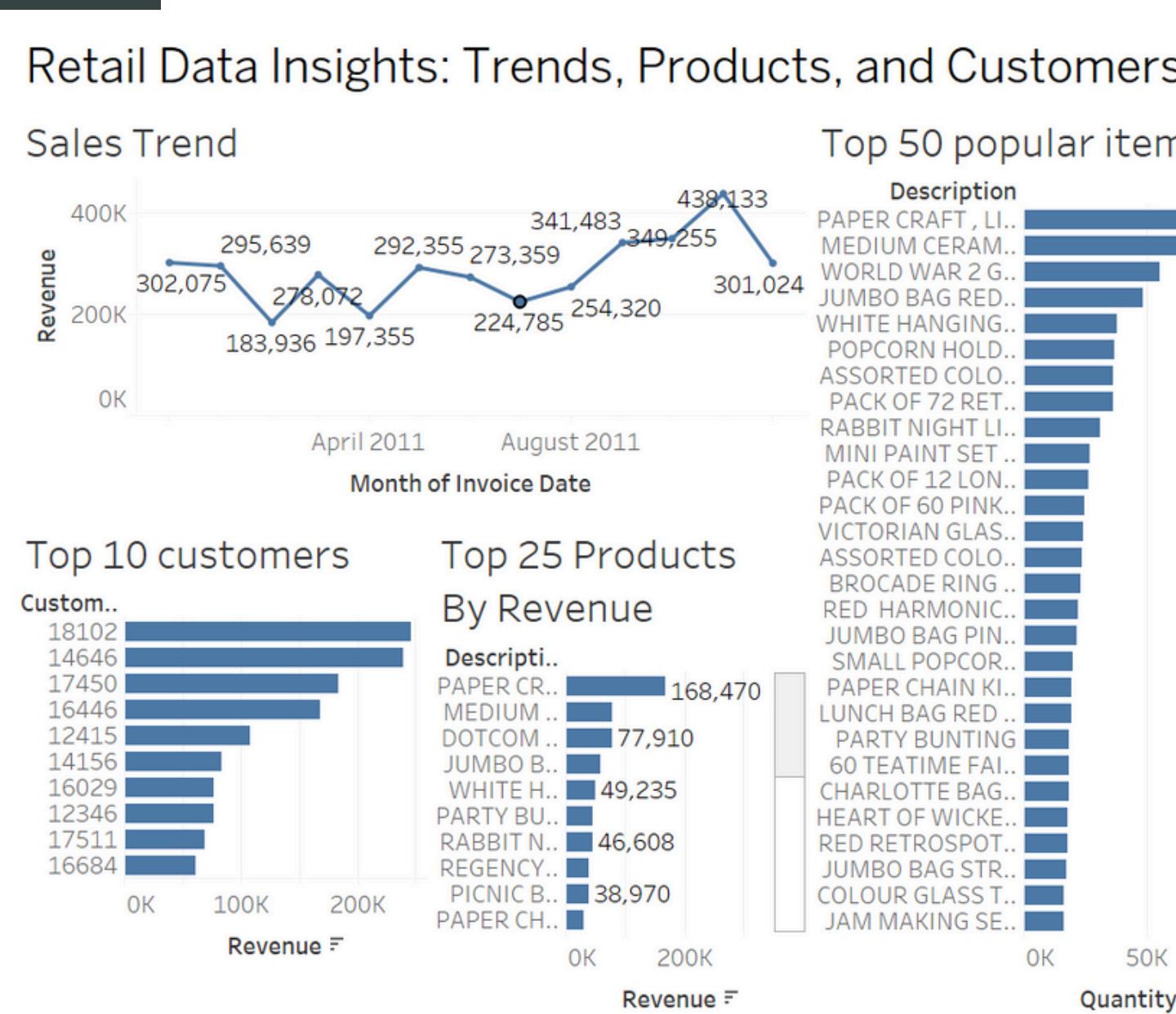
- Tools Used: Mention Tableau, Python (if applicable for data cleaning), and the dataset.
- Key Focus Areas: Sales trends, customer insights, product performance, and geographical analysis.

Data Overview

- Number of rows: 531284
- Number of columns: 9
- Key columns include: - 'Country' - 'Invoice Date' - 'Quantity' - 'Unit Price' - 'Revenue' (calculated as 'Quantity × Unit Price')

A	B	C	D	E	F	G	H	I
InvoiceNo	StockCode	Description	Quanti	InvoiceDate	UnitPri	Customer	Country	Revenue
536381	71270	PHOTO CLIP LINE	1	12/1/2010 9:41	1.25	15311	United Kingdom	1.25
536381	22262	FELT EGG COSY CHICKEN	1	12/1/2010 9:41	0.85	15311	United Kingdom	0.85
536381	22637	PIGGY BANK RETROSPOT	1	12/1/2010 9:41	2.55	15311	United Kingdom	2.55
536381	21166	COOK WITH WINE METAL SIGN	1	12/1/2010 9:41	1.95	15311	United Kingdom	1.95
536381	37444A	YELLOW BREAKFAST CUP AND SAUCE	1	12/1/2010 9:41	2.95	15311	United Kingdom	2.95
536381	37444C	PINK BREAKFAST CUP AND SAUCER	1	12/1/2010 9:41	2.95	15311	United Kingdom	2.95
536381	22083	PAPER CHAIN KIT RETROSPOT	1	12/1/2010 9:41	2.95	15311	United Kingdom	2.95
536381	22261	FELT EGG COSY WHITE RABBIT	1	12/1/2010 9:41	0.85	15311	United Kingdom	0.85
536381	84832	ZINC WILLIE WINKIE CANDLE STICK	1	12/1/2010 9:41	0.85	15311	United Kingdom	0.85
536381	22644	CERAMIC CHERRY CAKE MONEY BAN	1	12/1/2010 9:41	1.45	15311	United Kingdom	1.45
536381	21533	RETROSPOT LARGE MILK JUG	1	12/1/2010 9:41	4.95	15311	United Kingdom	4.95
536381	22176	BLUE OWL SOFT TOY	1	12/1/2010 9:41	2.95	15311	United Kingdom	2.95
536381	22438	BALLOON ART MAKE YOUR OWN FLOW	1	12/1/2010 9:41	1.95	15311	United Kingdom	1.95
536385	22783	SET 3 WICKER OVAL BASKETS W LIDS	1	12/1/2010 9:56	19.95	17420	United Kingdom	19.95
536392	22827	RUSTIC SEVENTEEN DRAWER SIDEBO	1	12/1/2010 10:29	165	13705	United Kingdom	165
536401	22110	BIRD HOUSE HOT WATER BOTTLE	1	12/1/2010 11:21	2.55	15862	United Kingdom	2.55
536401	22098	BOUDOIR SQUARE TISSUE BOX	1	12/1/2010 11:21	1.25	15862	United Kingdom	1.25
536401	22766	PHOTO FRAME CORNICE	1	12/1/2010 11:21	2.95	15862	United Kingdom	2.95
536401	22451	SILK PURSE BABUSHKA RED	1	12/1/2010 11:21	3.35	15862	United Kingdom	3.35
536401	22549	PICTURE DOMINOES	1	12/1/2010 11:21	1.45	15862	United Kingdom	1.45
536401	84744	S/6 SEW ON CROCHET FLOWERS	1	12/1/2010 11:21	1.25	15862	United Kingdom	1.25
536401	21328	BALLOONS WRITING SET	1	12/1/2010 11:21	1.65	15862	United Kingdom	1.65
536401	17091A	LAVENDER INCENSE IN TIN	1	12/1/2010 11:21	1.25	15862	United Kingdom	1.25
536401	22473	TV DINNER TRAY VINTAGE PAISLEY	1	12/1/2010 11:21	4.95	15862	United Kingdom	4.95
536401	22768	FAMILY PHOTO FRAME CORNICE	1	12/1/2010 11:21	9.95	15862	United Kingdom	9.95
536401	21463	MIRRORED DISCO BALL	1	12/1/2010 11:21	5.95	15862	United Kingdom	5.95
536401	21464	DISCO BALL ROTATOR BATTERY OPER	1	12/1/2010 11:21	4.25	15862	United Kingdom	4.25
536401	85150	LADIES & GENTLEMEN METAL SIGN	1	12/1/2010 11:21	2.55	15862	United Kingdom	2.55
536401	22117	METAL SIGN HER DINNER IS SERVED	1	12/1/2010 11:21	2.95	15862	United Kingdom	2.95
536401	48129	DOORMAT TOPIARY	1	12/1/2010 11:21	7.95	15862	United Kingdom	7.95
536401	82580	BATHROOM METAL SIGN	1	12/1/2010 11:21	0.55	15862	United Kingdom	0.55
536401	82578	KITCHEN METAL SIGN	1	12/1/2010 11:21	0.55	15862	United Kingdom	0.55
536401	22441	GROW YOUR OWN BASIL IN ENAMEL M	1	12/1/2010 11:21	2.1	15862	United Kingdom	2.1
536401	21122	SET/10 PINK POLKA DOT PARTY CANDL	1	12/1/2010 11:21	1.25	15862	United Kingdom	1.25
536401	22851	SET 20 NAPKINS FAIRY CAKES DESIGN	1	12/1/2010 11:21	0.85	15862	United Kingdom	0.85
536401	22810	SET OF 6 T-LIGHTS SNOWMEN	1	12/1/2010 11:21	2.95	15862	United Kingdom	2.95
536401	22809	SET OF 6 T-LIGHTS SANTA	1	12/1/2010 11:21	2.95	15862	United Kingdom	2.95
536401	20963	APPLE BATH SPONGE	1	12/1/2010 11:21	1.25	15862	United Kingdom	1.25
536401	20961	STRAWBERRY BATH SPONGE	1	12/1/2010 11:21	1.25	15862	United Kingdom	1.25
536401	84709B	PINK OVAL JEWELLED MIRROR	1	12/1/2010 11:21	5.95	15862	United Kingdom	5.95
536401	21592	RETROSPOT CIGAR BOX MATCHES	1	12/1/2010 11:21	1.25	15862	United Kingdom	1.25
536401	22662	LUNCH BAG DOLLY GIRL DESIGN	1	12/1/2010 11:21	1.65	15862	United Kingdom	1.65
536401	82483	WOOD 2 DRAWER CABINET WHITE FINI	1	12/1/2010 11:21	5.95	15862	United Kingdom	5.95
536401	20749	ASSORTED COLOUR MINI CASES	1	12/1/2010 11:21	7.95	15862	United Kingdom	7.95
536401	20725	LUNCH BAG RED RETROSPOT	1	12/1/2010 11:21	1.65	15862	United Kingdom	1.65
536401	20726	LUNCH BAG WOODLAND	1	12/1/2010 11:21	1.65	15862	United Kingdom	1.65
536401	22384	LUNCH BAG PINK POLKA DOT	1	12/1/2010 11:21	1.65	15862	United Kingdom	1.65
536401	22848	BREAD BIN DINER STYLE PINK	1	12/1/2010 11:21	16.95	15862	United Kingdom	16.95
536401	47570B	TEA TIME TABLE CLOTH	1	12/1/2010 11:21	10.65	15862	United Kingdom	10.65
536401	84030E	ENGLISH ROSE HOT WATER BOTTLE	1	12/1/2010 11:21	4.25	15862	United Kingdom	4.25
536403	POST POSTAGE		1	12/1/2010 11:27	15	12791	Netherlands	15
536409	21479	WHITE SKULL HOT WATER BOTTLE	1	12/1/2010 11:45	3.75	17908	United Kingdom	3.75

Retail Data Insights



- Monthly Revenue Trends: A line graph showing revenue trends across months.
- Top 10 Customers: A bar chart of customers ranked by revenue.
- Top 25 Products by Revenue: A bar chart showcasing the most profitable products.
- Top 50 Popular Items: A bar chart showing the top products sold based on quantity.

Insights:

- The Revenue peaked in the month of November, 2011.
- There are two products (MEDIUM CERAMIC TOP STORAGE JAR and PAPER CRAFT , LITTLE BIRDIE) that outperformed others in terms of revenue generation and popularity.
- Top 5 customers generate 25.38% of the total revenue.

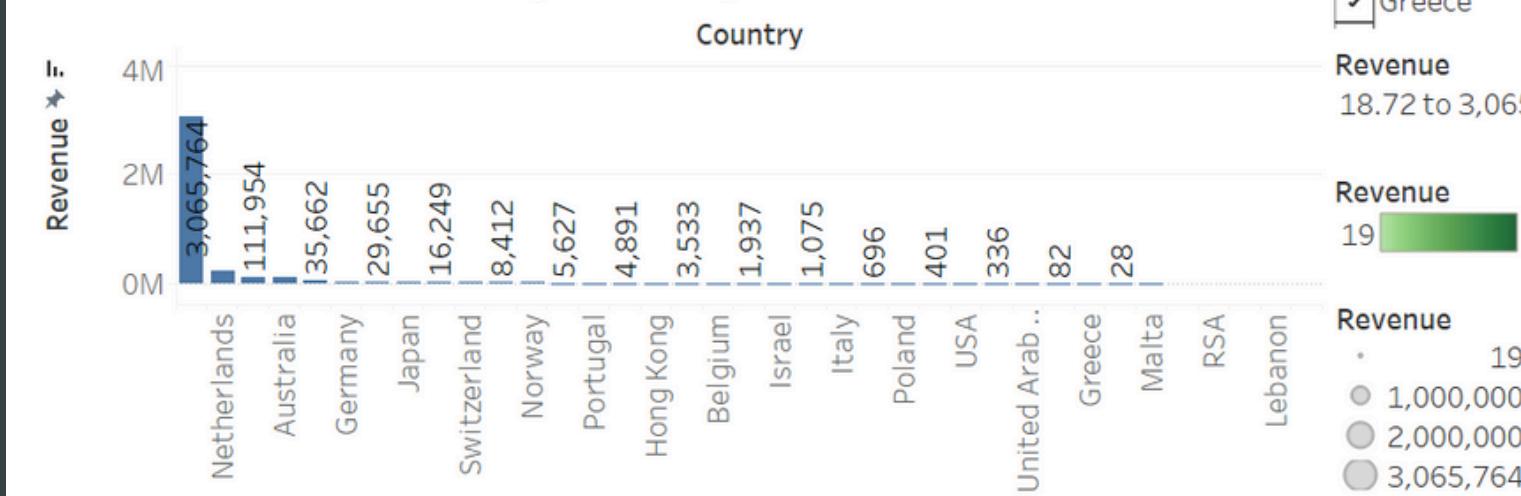
Country-wise Revenue Insights

Country-Wise Revenue Insights

Sheet 6



Distribution of Sales by Country



- Revenue by Country: A geographical map displaying revenue distribution globally.
- Distribution of Sales: A bar chart showing the top countries by revenue contribution.
- Filters: Interactive filters for country-specific analysis.

Insights:

- United Kingdom is the top-performing country with about \$3 million revenue.
- Netherland and nearby countries can be seen as emerging markets.



Recommendations

- Focus on high-performing regions and customers.
- Strategically target underperforming regions for growth.
- Optimize inventory for top-selling products.