# Tableau Portfolio Project: Sales and Customer Dashboards

## Introduction

In this project, I developed interactive Sales and Customer Dashboards using Tableau. The goal was to transform raw data into meaningful insights by visualizing key metrics and trends. This project was a valuable learning experience and showcases my skills in data visualization.

## Objective

The objective of this project was to create dynamic dashboards that enable stakeholders to analyze sales and customer performance efficiently. Key functionalities include year-over-year comparisons, KPI tracking, and detailed breakdowns by categories and trends.

## Project Steps

### Step 1: Planning and Design

- Collected requirements from stakeholders.  
- Chose the appropriate charts for visualizing key metrics.  
- Designed mockups for dashboards to align with the business goals.  
- Selected a color palette to ensure clarity and aesthetics.

### Step 2: Data Preparation

- Built the data source by extracting and cleaning the dataset.  
- Connected Tableau to the data source and created a data model.  
- Renamed fields and tables for better understanding.  
- Verified data types and corrected mismatches.  
- Gained a comprehensive understanding of the data structure.

### Step 3: Building Visualizations

- Created a variety of charts, including line charts, bar charts, and tables.  
- Developed calculated fields to derive additional insights.  
- Applied formatting for better readability.  
- Enhanced visualizations using tooltips and interactivity.  
- Built KPIs and BANS (Big-Ass Numbers) to highlight critical metrics.

### Step 4: Dashboard Development

- Designed a layout and container structure for the dashboards.  
- Placed all charts, KPIs, and visual elements cohesively.  
- Applied formatting for alignment and consistency.  
- Created filters for dynamic data exploration.  
- Added icons for improved user experience.

## Learnings

This project deepened my understanding of Tableau and its capabilities. Key learnings include:  
- Designing effective dashboards tailored to business needs.  
- Creating calculated fields and using advanced charting techniques.  
- Enhancing interactivity with filters and tooltips.  
- Applying formatting and design principles for a professional look.

## Conclusion

The Sales and Customer Dashboards successfully met the project objectives, providing actionable insights into business performance. This project highlights my ability to transform data into meaningful visualizations and deliver value to stakeholders.