

# **Tableau Desktop 10 - Project**

## Problem Statement

## **Project 1: Sales Performance Analysis**

### **Try yourself!**

### **Business Scenario**

Mike Goodman, the head of Product Management of a retail products company, is responsible for determining which products his company should continue to offer for sale and which products should be discontinued from the company's product catalog. Mike wants to build a dashboard that will present monthly sales performance by product segment and product category to help him identify the segments and categories that have met or exceeded their sales targets, as well as those that have not met their sales targets.

### **Overview**

- Use the Saved Sample – Superstore dataset.
- Create a bullet chart with Category and Segment dimensions and Sales measures.
- Blend the data with the Saved Sample - Sales Target data set to bring in the Sales Target measure.
- Color code the chart to identify Categories and Segments that are above or below target.
- Add the year of sales to the view to identify trends and outliers.
- Add a filter so that the user can select one, more than one, or all years.

Create a dashboard with this view.

The result should resemble the image below:

