Sales Analysis Dashboard - Project Documentation

👩‍💻 Developer: Jahnavi Teki

🛠 Tool Used: Tableau

📁 Data Source: Global Sales Data (Excel file with sales records including country, productline, dealsize, etc.)

# 📌 Objective

To analyze sales performance metrics and trends across multiple dimensions including product lines, countries, dealsizes, and monthly trends, enabling better decision-making and market strategy alignment.

# 🧮 KPIs Created

- Total Sales – ₹10,032,629

- Total Orders – 2,823

- Total Quantity Ordered – 99,067

# 📊 Visualizations Used

1. Monthly Sales Trend:  
 - A stacked bar chart showing sales trend month-wise over time.  
 - Helps identify peak seasons and dips in sales.

2. Sales by Product Line:  
 - Horizontal bar chart showing which product lines generate the highest revenue.  
 - Classic Cars top the list with ₹3.9M.

3. Sales by Country:  
 - Vertical bar chart comparing total sales by country.  
 - USA leads, followed by Spain and France.

4. Sales by DealSize:  
 - Pie chart segmenting revenue by deal size (Small, Medium, Large).  
 - Large deals contribute the highest to revenue.

5. Top 10 Products by Sales:  
 - Horizontal bar chart listing products with the highest sales.  
 - S18\_3232 ranks highest at ₹288,245.

# 🎨 Design Highlights

- Dark blue background with white containers for contrast.  
- Clean labels and consistent formatting.  
- Clear segregation of KPIs, Trends, and Deep Dives.

# 📈 Business Insights

- The majority of revenue is generated by Classic Cars.  
- USA dominates in terms of sales volume.  
- Large deal size accounts for the bulk of the revenue.  
- A few key products drive the majority of revenue, suggesting focus areas for marketing and inventory.

# ✅ Skills Demonstrated

- Data cleaning and preparation  
- Creating calculated fields for KPIs  
- Designing effective dashboards  
- Visual storytelling and performance tuning in Tableau

**DASHBOARD**

