

Business Performance

Dashboard – 2024

Sales, Region, Delivery Analysis

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Objective :

The primary objective of this project is to design a business-focused, interactive dashboard that provides actionable insights into sales performance, regional contribution, and delivery efficiency for the year 2024. Using Tableau, the dashboard integrates multiple KPIs and visualizations to support strategic decision-making across marketing, operations, and customer service functions.

Data & Tools used

- **DATA** : Excel file,Cleaned_Csv file
- **TOOLS** : Jupyter-Notebook , Python
,Tableau,Copilot



Methodology:

1. Data Preparation

- Cleaned and standardized fields (e.g., Delivery Time)
- Created calculated fields for analysis

2. KPI Identification

- Selected Total Price, Profit Margin (%), and Delivery Time
- Built KPI cards for quick business insights

3. Chart Design

- Monthly Sales Trends and Region Performance
- Delivery Time Distribution using bins

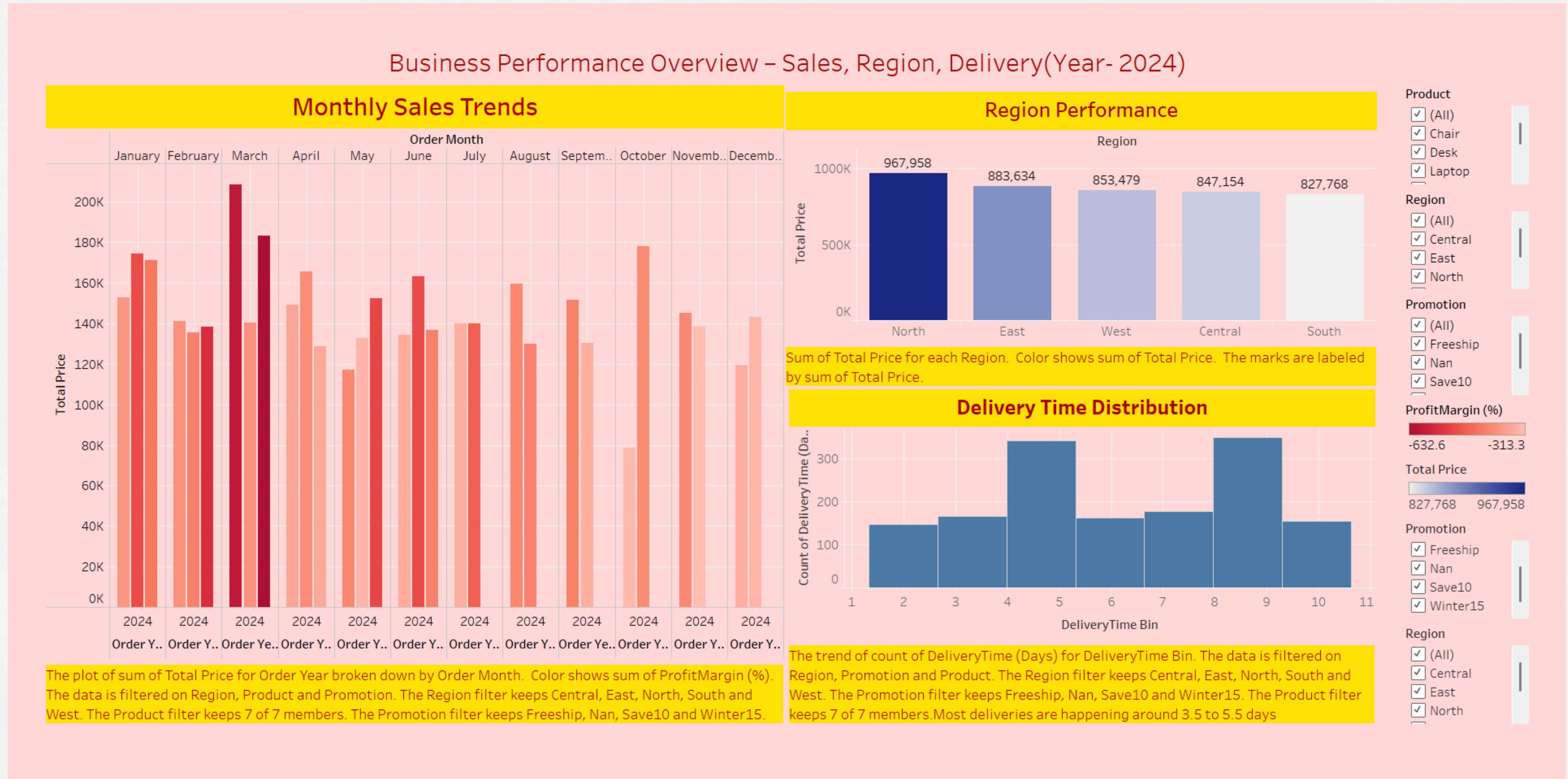
4. Dashboard Assembly

- Used layout containers and filters (Region, Product, Year)
- Added annotations and labels for clarity

5. Insight Generation

Identified peak sales and top-performing regions. Assessed delivery speed and operational delays

Dashboard Overview :



Key Insights

1. Monthly Sales Trends

- Sales peaked in Q2 (April–June), indicating strong seasonal demand or successful promotions during this period.
- Technology category consistently outperformed Furniture and Office Supplies in terms of revenue and profit

2. Region Performance

- North and East regions generated the highest total profit, making them strategic zones for future investment or marketing focus.
- South region showed relatively lower performance, which may require targeted campaigns or operational review.

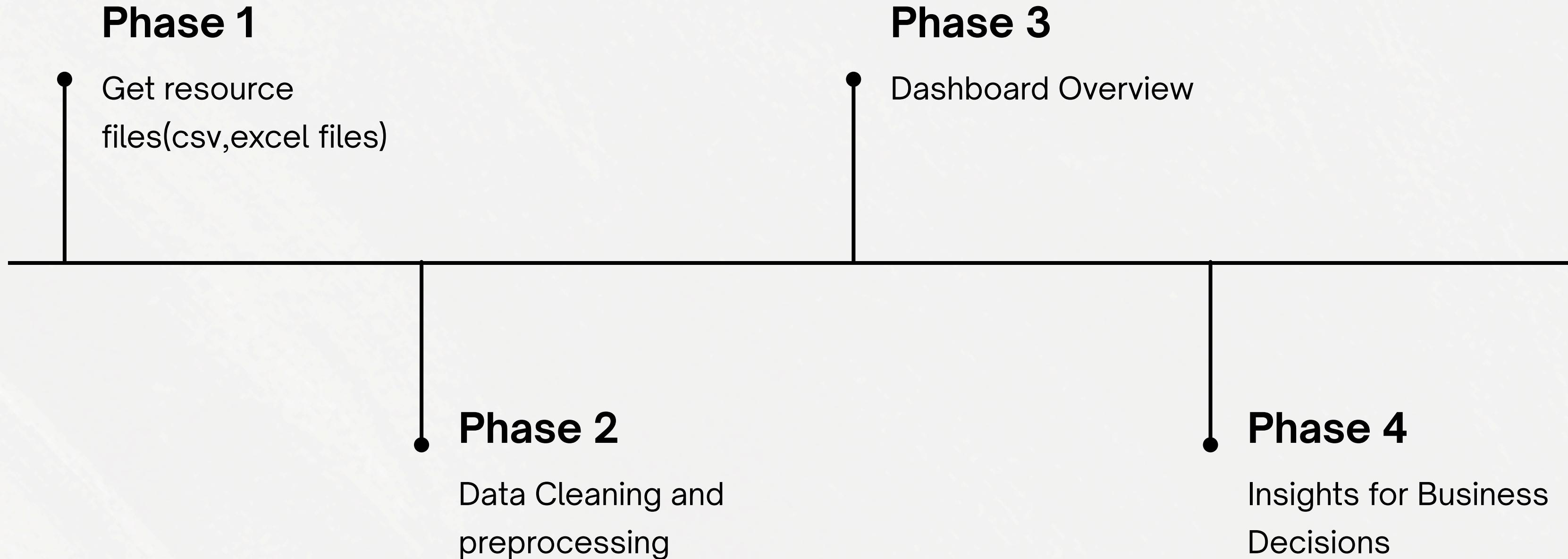
3. Delivery Time Distribution

- Majority of deliveries occurred within 3–6 days, reflecting efficient logistics and fulfillment.
- Outliers beyond 8 days were minimal, but may signal isolated delays or product-specific bottlenecks.

4. Filter-Based Observations

- When filtered by Furniture category and East region, profit performance remained strong, but delivery times slightly increased—possibly due to bulkier shipments.
- Promotion filters revealed that “Freeship” campaigns correlated with higher order volumes but slightly lower profit margins.

Workflow:



Conclusion

The dashboard successfully delivers a comprehensive view of business performance for the year 2024, integrating sales trends, regional profitability, and delivery efficiency into a single interactive platform. Through strategic visualizations and dynamic filters, it enables stakeholders to explore key metrics, identify growth opportunities, and address operational challenges with clarity and confidence.

Thank You

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