Sales Analysis Dashboard

Data Analytics Project
Vasily — 2026

This project analyzes sales data using dashboard tools.
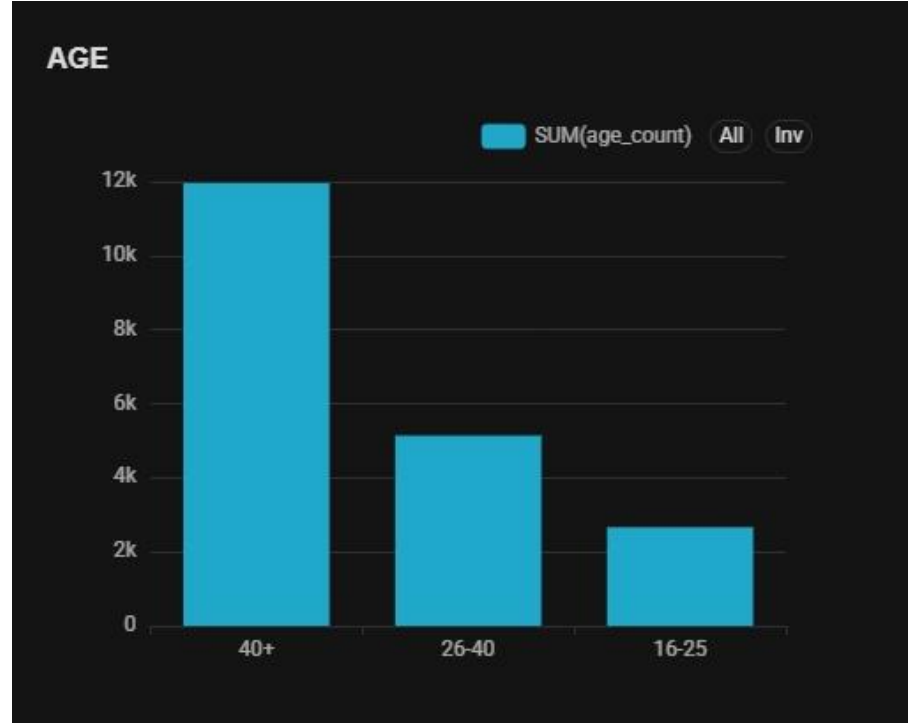
The goal of the analysis is to find patterns in income, age groups, sellers performance, and special offers.
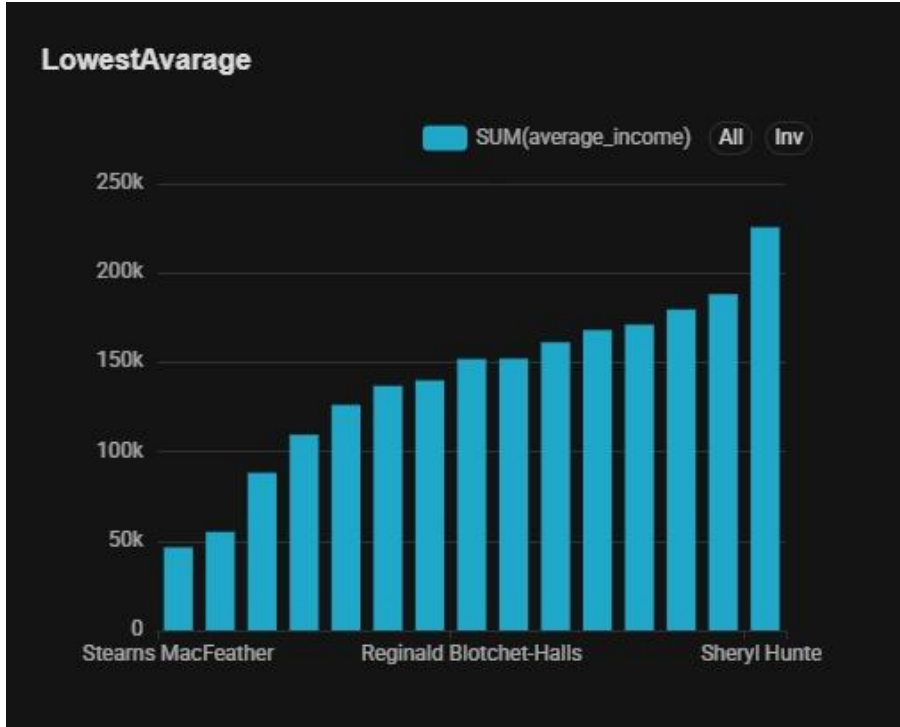
Age distribution

This chart shows the distribution of clients by age group.

Most clients are older than 40.
The smallest group is 16–25.

This means the main customers are older people.

Average income

This chart shows the average income by seller.

Some sellers have much higher income than others.

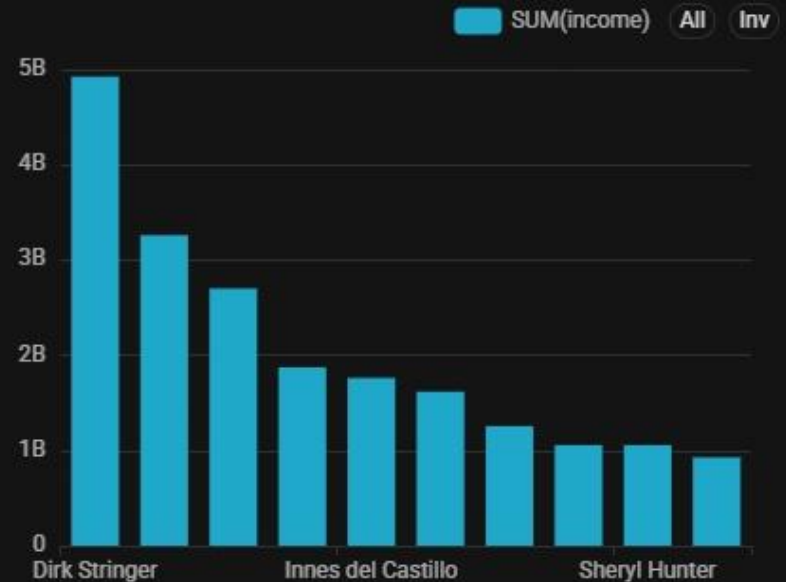This may indicate different experience levels or regions.

Top sellers

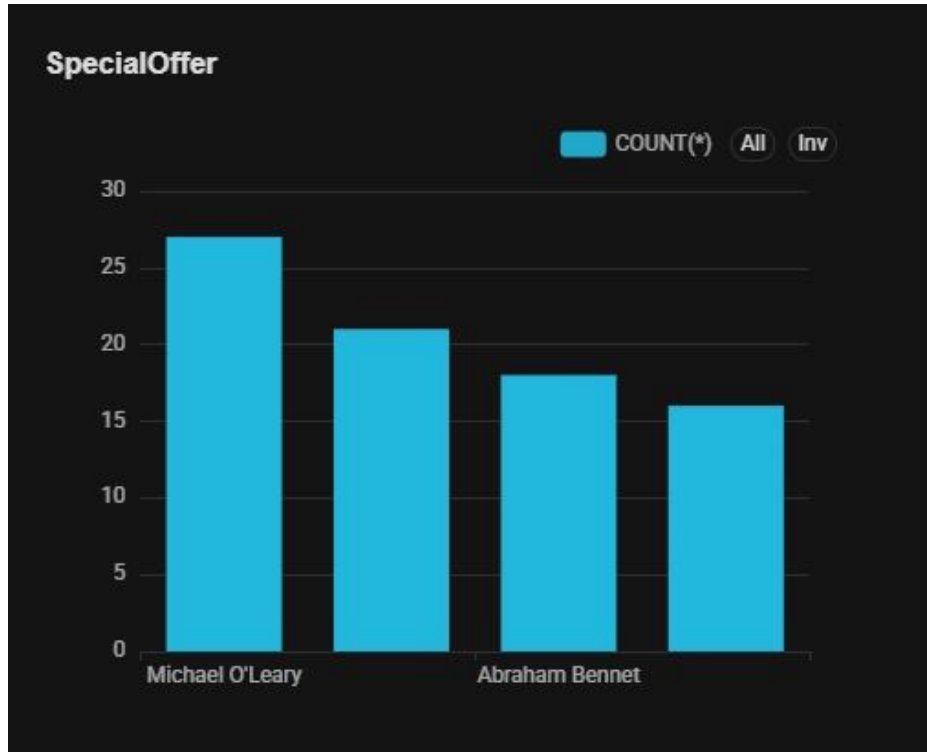This chart shows the top 10 sellers by total income.

One seller has much higher income than the others.

This means performance between sellers is not equal.

Top 10 Sellers by Total Income

Special offers

SpecialOffer

COUNT(*) All Inv

Michael O'Leary   Abraham Bennet

This chart shows how many special offers were made.

Some sellers use special offers more often.

This may affect total income.

The dashboard allows interactive data analysis

Dashboard link:

https://5181f4c8.us1a.app.preset.io/superset/dashboard/8/?native_filters_key=YCiZi4dyOQk

Conclusion

Most clients are older than 40.

Income is not equal between sellers.

Top sellers generate most of the income.

Special offers may influence sales.