Tableau Project Name: Customer Analysis  
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*Table of Contents:*

1. Summary Stats
2. Data Source
3. Tables and Fields
4. Calculated Fields
5. Dashboard 1
6. Project objective
7. Analysis
8. Findings or Suggestions
9. Recommendations

*Summary Stats:*

|  |  |
| --- | --- |
|  | **Count** |
| Dashboards | 1 |
| Worksheets | 7 |
| Data Source | 1 |
| Data Source Filters | 0 |
| Custom SQL | 0 |
| Fields | 36 |
| Calculated Fields | 4 |
| Groups | 0 |
| Hierarchies | 0 |
| Parameters | 1 |
| Sets | 0 |
| Stories | 0 |

*Below Worksheets were used in "Customer analysis" Dashboard:*

* Revenue per month
* Revenue per state
* Revenue per age
* Quantity-Discount Correlation
* Revenue per category & Gender
* Revenue percentage

*Data Source:*

|  |  |  |  |
| --- | --- | --- | --- |
| **Data Source alias** | **Data source type** | **Source** | **Joins** |
| sales\_06\_FY2020-21 copy | Extract | Text scan | None |

*Calculated Fields:*

|  |  |  |  |
| --- | --- | --- | --- |
| **Calculated Field Name** | **Dimension/Measure** | **Formula** | **Worksheet Name** |
| Age bins | Dimension | [age] | Revenue per age |
| Zero | Measure | 0 | Revenue per category & Gender |
| Female Revenue | Measure | IF [Gender]= 'F' THEN [total] END | Revenue per category & Gender |
| Male Revenue | Measure | IF [Gender]='M' THEN [total]END | Revenue per category & Gender |

*Dashboard:*

**A screenshot of a computer

AI-generated content may be incorrect.**

*Project objective:*

The dashboard aims to provide actionable insights for business stakeholders to:

* Track overall and segmented revenue.
* Identify top-performing regions, states, age groups, categories, and genders.
* Explore patterns and correlations in discounting and purchasing behaviours.

*A screenshot of a graph

AI-generated content may be incorrect.A pie chart with different colored circles

AI-generated content may be incorrect.A graph with purple lines

AI-generated content may be incorrect.A graph of a company

AI-generated content may be incorrect.A map of the united states

AI-generated content may be incorrect.Revenue Analytic:*

|  |  |  |
| --- | --- | --- |
| **Component** | **Chart used** | **Description** |
| Revenue per Month | Line chart | Line graph showing monthly revenue trends, useful for seasonality and trend analysis. |
| Revenue per State | Map chart | Choropleth map marking revenue by each U.S. state, highlighting regional performance. |
| Revenue per Age | Bar chart | Bar chart distributing revenue across distinct age groups, revealing high-value demographics. |
| Revenue Percentage per Region | Donut | Donut chart showing share of revenue from each macro-region (South, Midwest, West, Northeast) |
| Revenue per Category & Gender | Butterfly | Horizontal bar chart comparing revenue by category, split between male and female customers. |

*Analysis:*

* Time Trends: Spike in revenue is visible in December 2020, suggesting seasonal or promotional influences.
* Geographical Insights: States like Texas (TX) and California (CA) show higher revenue; Midwest and South regions lead in revenue share.
* Demographics: Age groups 30–40, 40–50, and 60–70 account for major revenue, indicating target segments.
* Category/Gender: 'Mobiles & Tablets' category generates the highest revenue; gender-based revenue distribution provides insights for targeted marketing.
* Discounting: Most sales occur at lower discount percentages; higher quantities can be seen at moderate discounts but need further analysis.

*Suggestions:*

* Filters: Users can interact with filters (Category, Region) to update all the visualizations throughout the dashboard.
* Tooltips: Hovering over chart elements reveals detailed, contextual information about each data point.
* Download Option: Top-right button allows export of dashboard reports.

*Recommendations:*

* Use filters to drill down into specific categories or regions for deep dive analysis.
* Leverage gender and age segmentation for targeted campaigns.
* Monitor month-over-month trends for planning promotions or inventory.
* Analyse quantity-discount correlations to optimize pricing and promotional strategies

*Thank you*