Sales Performance Dashboard

Key Requirements

KPI Overview

Display a summary of total sales, profits and quantity for the current year and the previous year.

Sales Trends

- Present the data for each KPI on a monthly basis for both the current year and the previous year.
- Identify months with highest and lowest sales and make them easy to recognize.

Product Subcategory Comparison

- Compare sales performance by different product subcategories for the current year and the previous year.
- Include a comparison of sales with profit.

Weekly Trends for Sales & Profit

- Present weekly sales and profit data for the current year.
- Display the average weekly values.
- Highlight weeks that are above and below the average to draw attention to sales & profit performance.
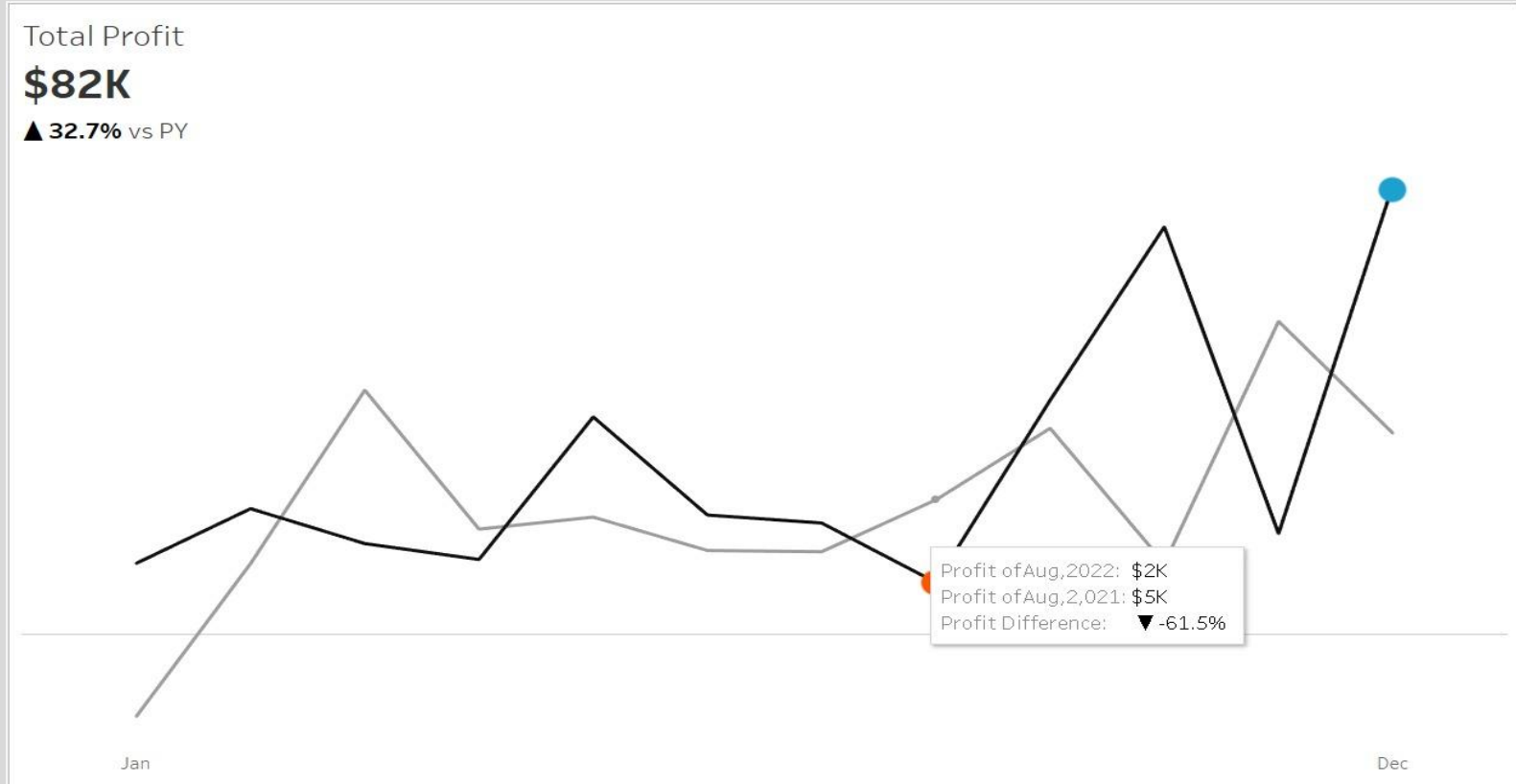
KPI Sales
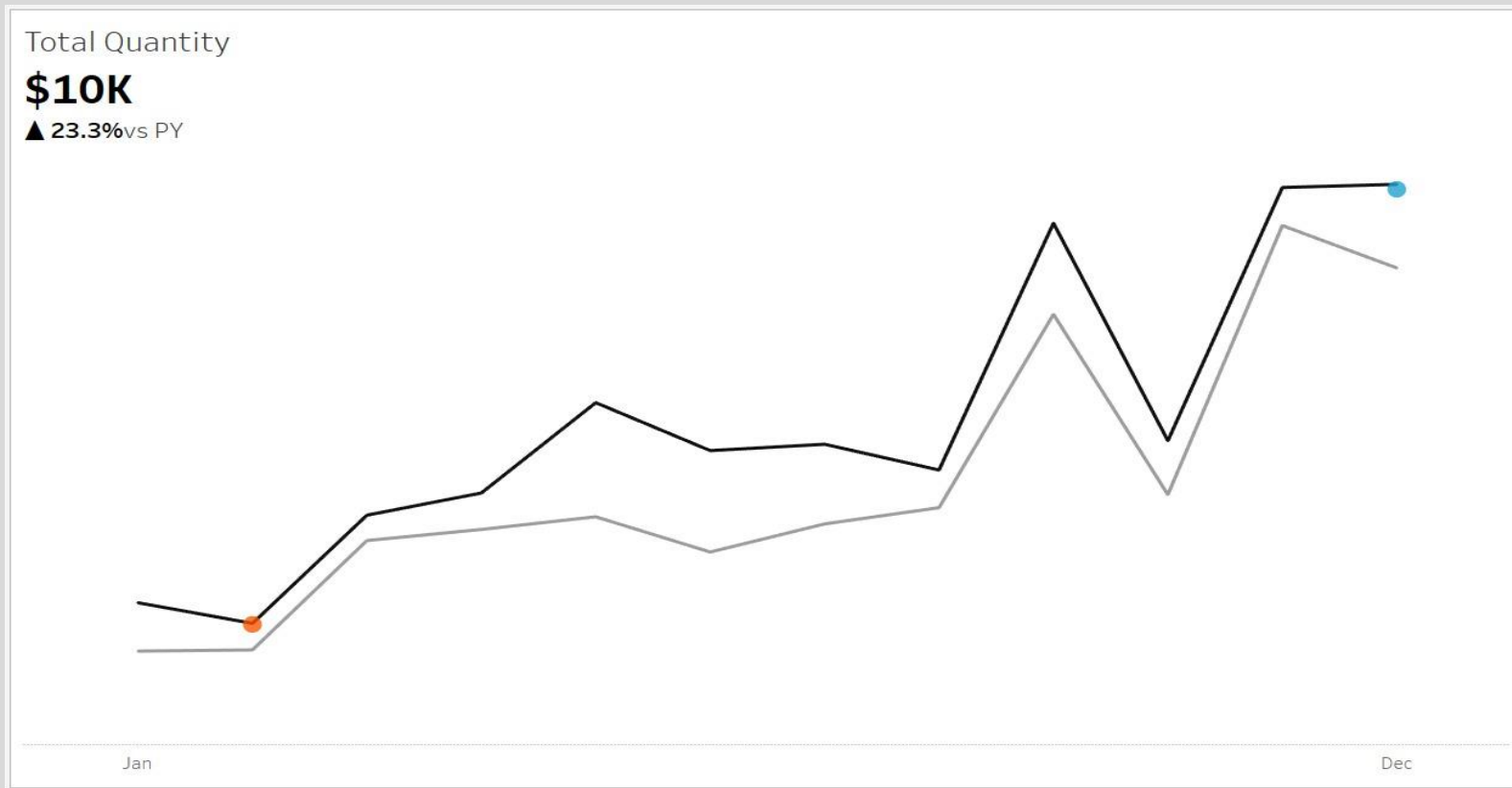Monthly sales trends vs. last year with highest and lowest months highlighted.

KPI Profit

Monthly profit performance showing year-over-year growth.

KPI Quantity
Monthly quantities sold with key volume changes.
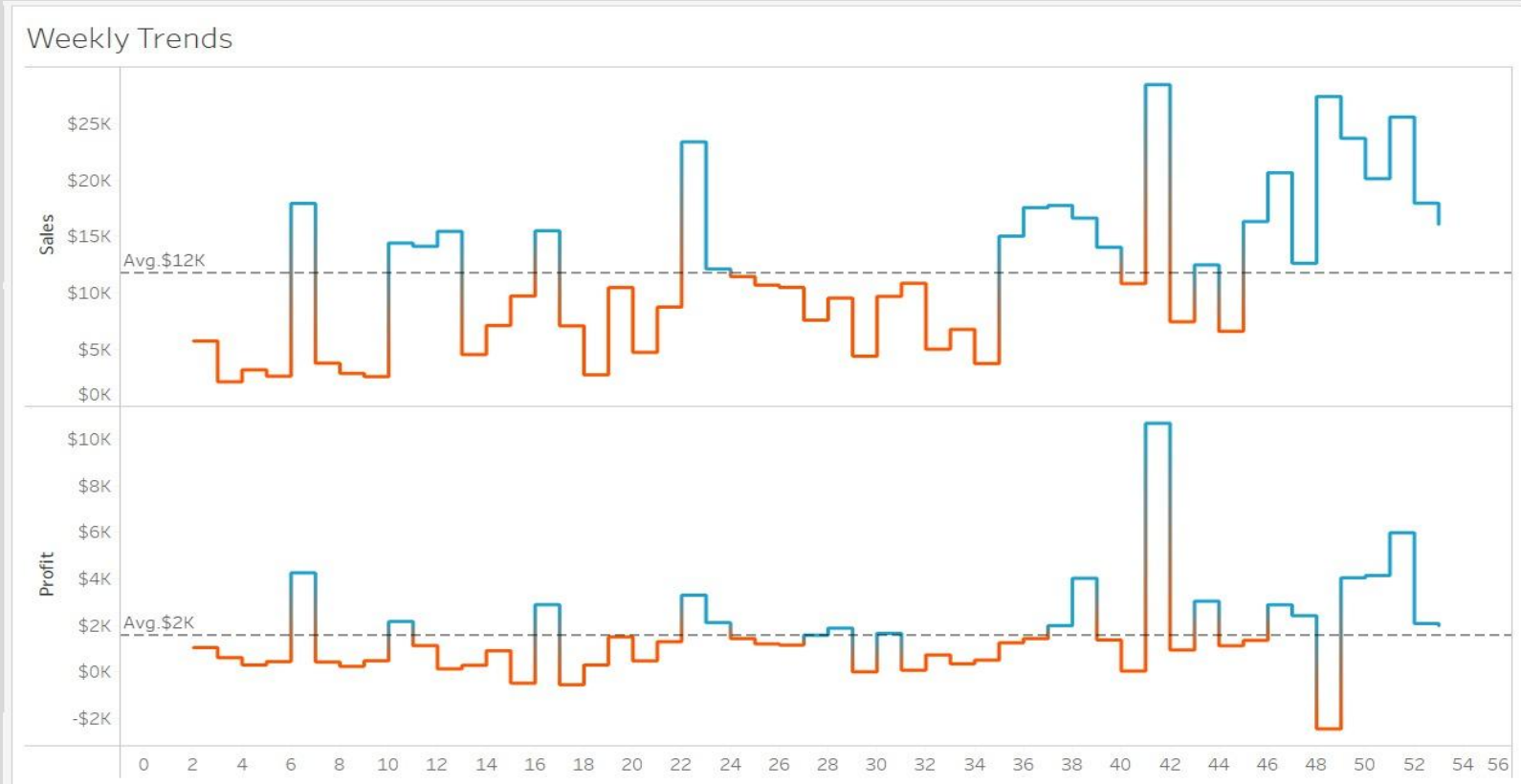
Subcategory Comparison
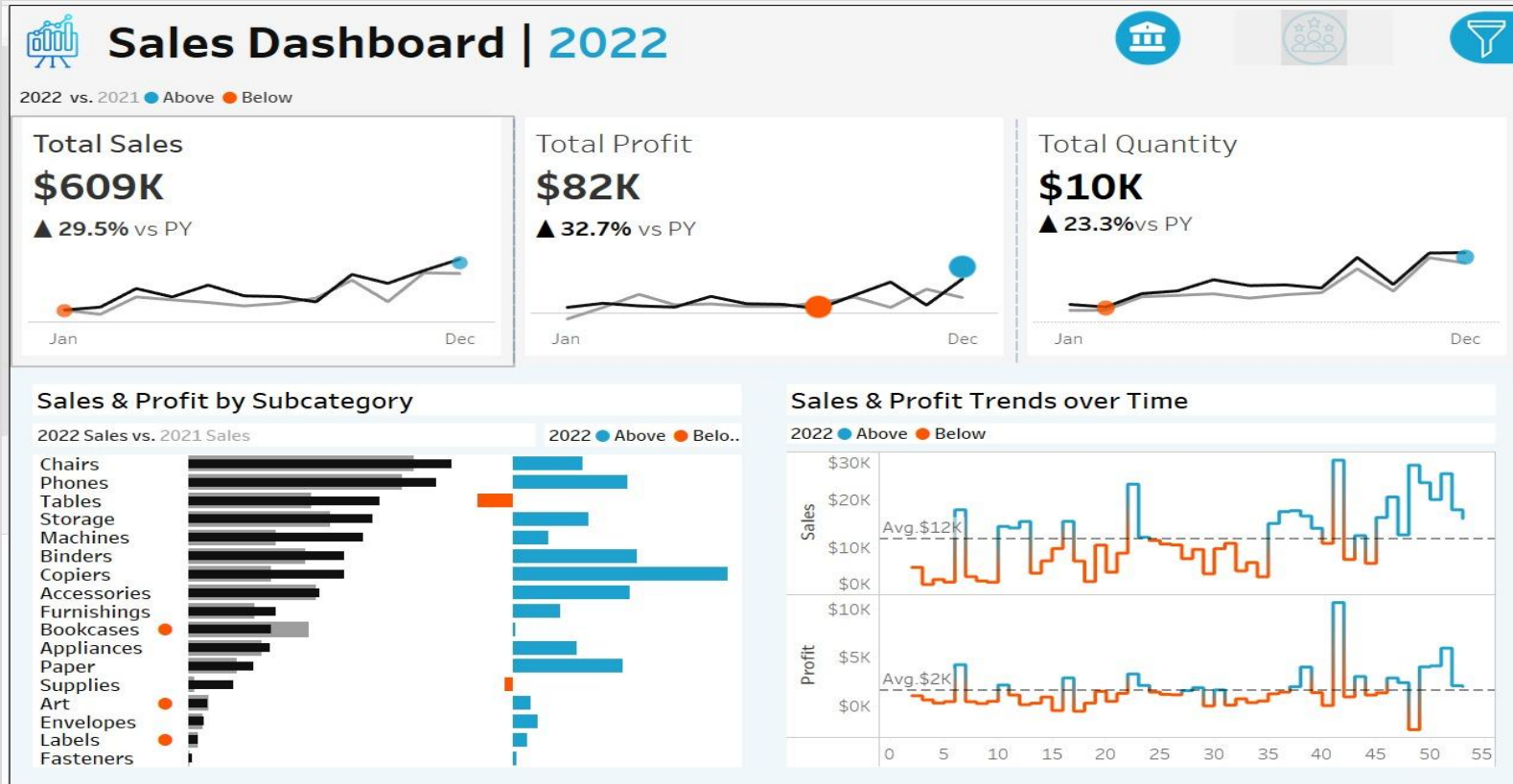Sales and profit by subcategory to spot top performers.

Weekly Trends
Weekly sales and profit with averages and highlights.

Dashboard Overview

Interactive dashboard tracking trends and growth.

🚀 **Sales Performance Dashboard**

I'm excited to share my latest Tableau dashboard that provides a comprehensive view of sales performance. This interactive dashboard allows you to:

✅ Compare monthly sales, profit, and quantity vs. last year
✅ Analyze product subcategory performance
✅ Track weekly trends with clear highlights
✅ Filter data by product and location
✅ Explore insights through intuitive interactivity

Check it out here:
🔗 View the Dashboard

#Tableau #DataVisualization #SalesAnalytics #DashboardDesign