PROJECT NAME:

Retail Sales Insights Dashboard Using Tableau

This project involves analyzing retail sales data using Tableau to understand sub-category wise sales performance. Interactive visualizations such as stacked bar charts were used to compare sales across product categories and regions. The dashboard helps identify top-performing products, sales trends, and key business insights for data-driven decision making.
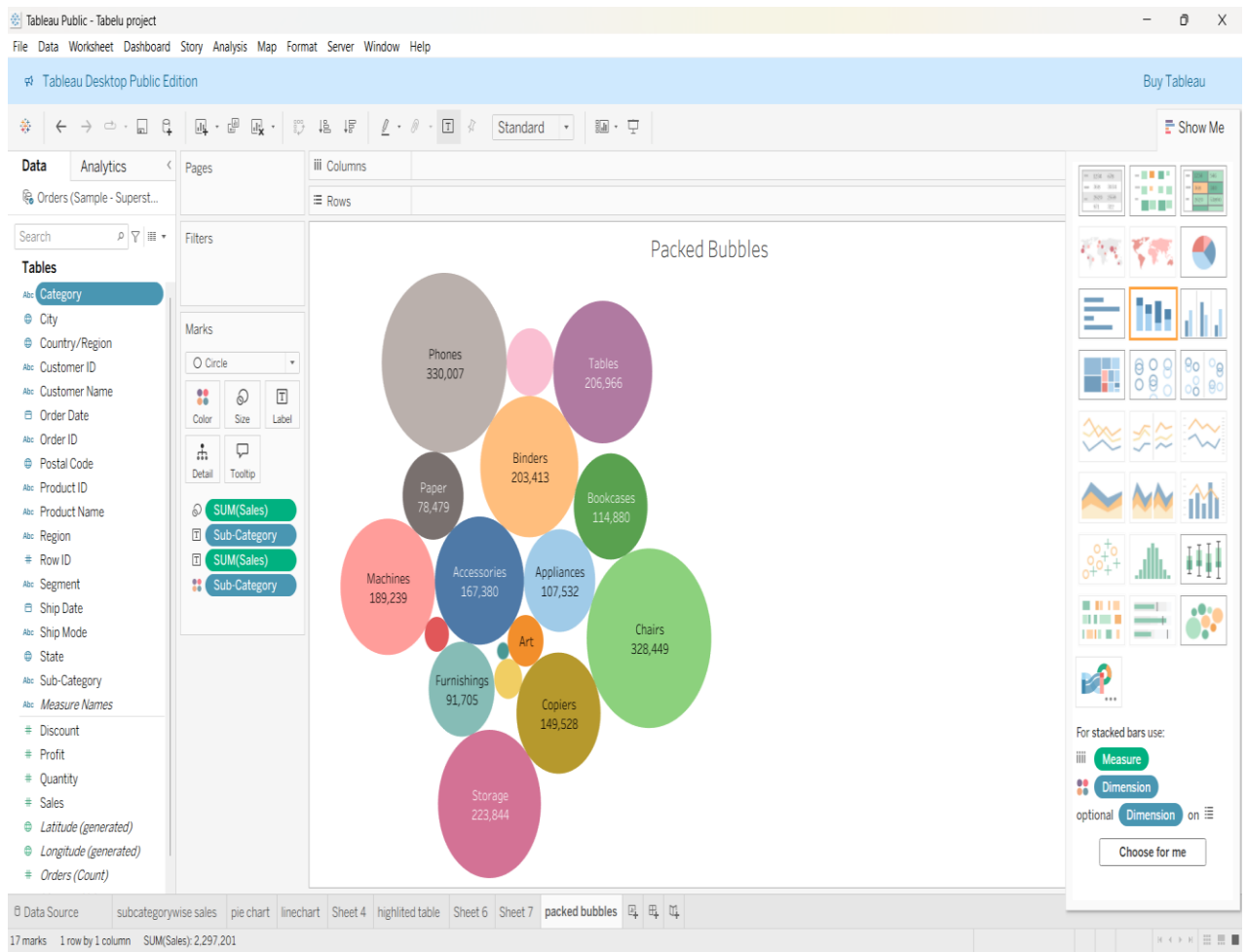
Objectives

- Analyze sub-category wise sales performance
- Identify top-selling product categories
- Visualize sales trends clearly using interactive charts
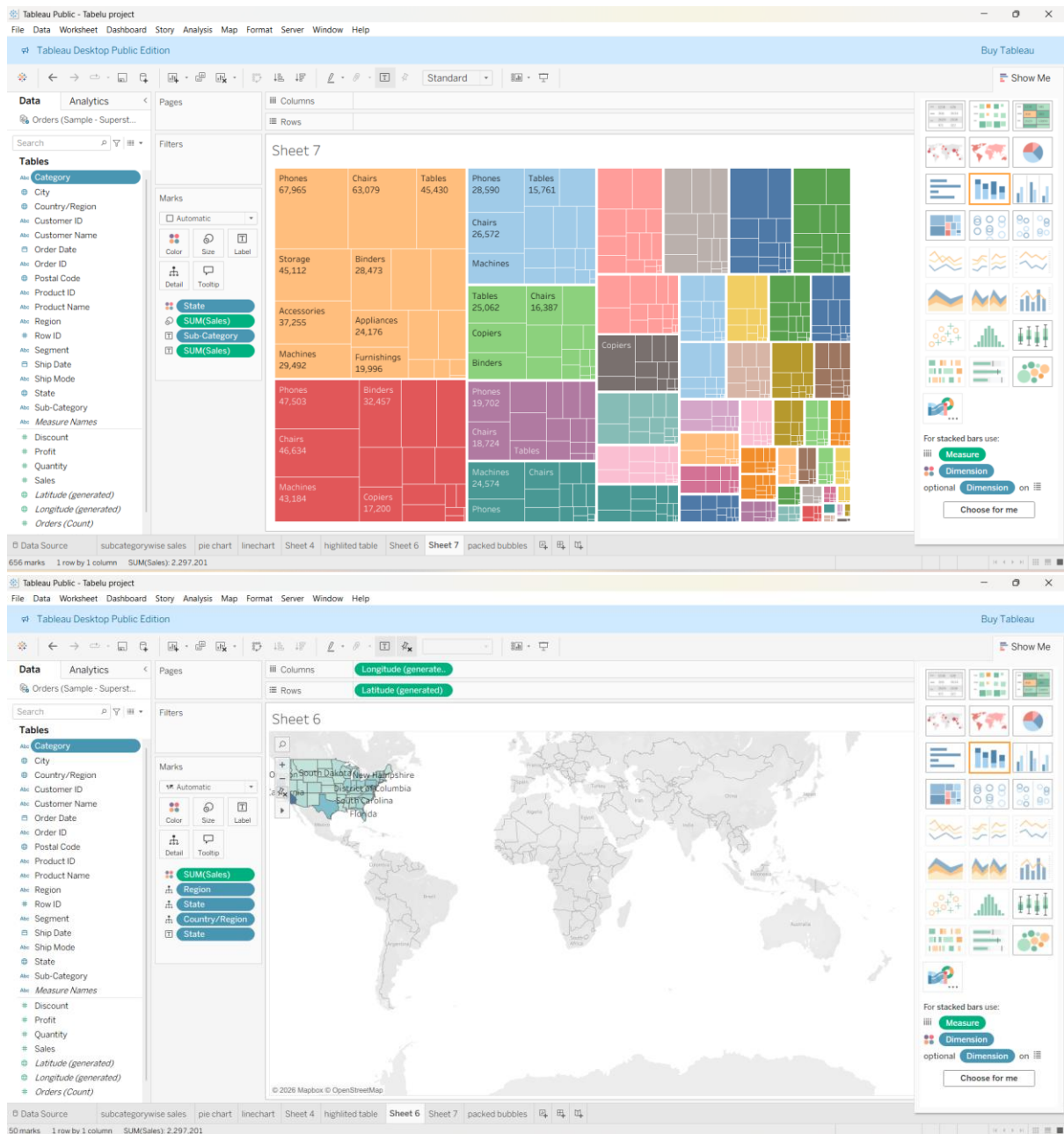- Support data-driven business decisions

Key Features

- Stacked bar chart for sub-category wise sales
- Interactive filters for better analysis
- Clear comparison across product categories
- User-friendly and visually appealing dashboard

Insights Generated

- Identified high-revenue sub-categories
- Compared sales distribution across products
- Highlighted areas with strong and weak performance

ADITI MENKAR

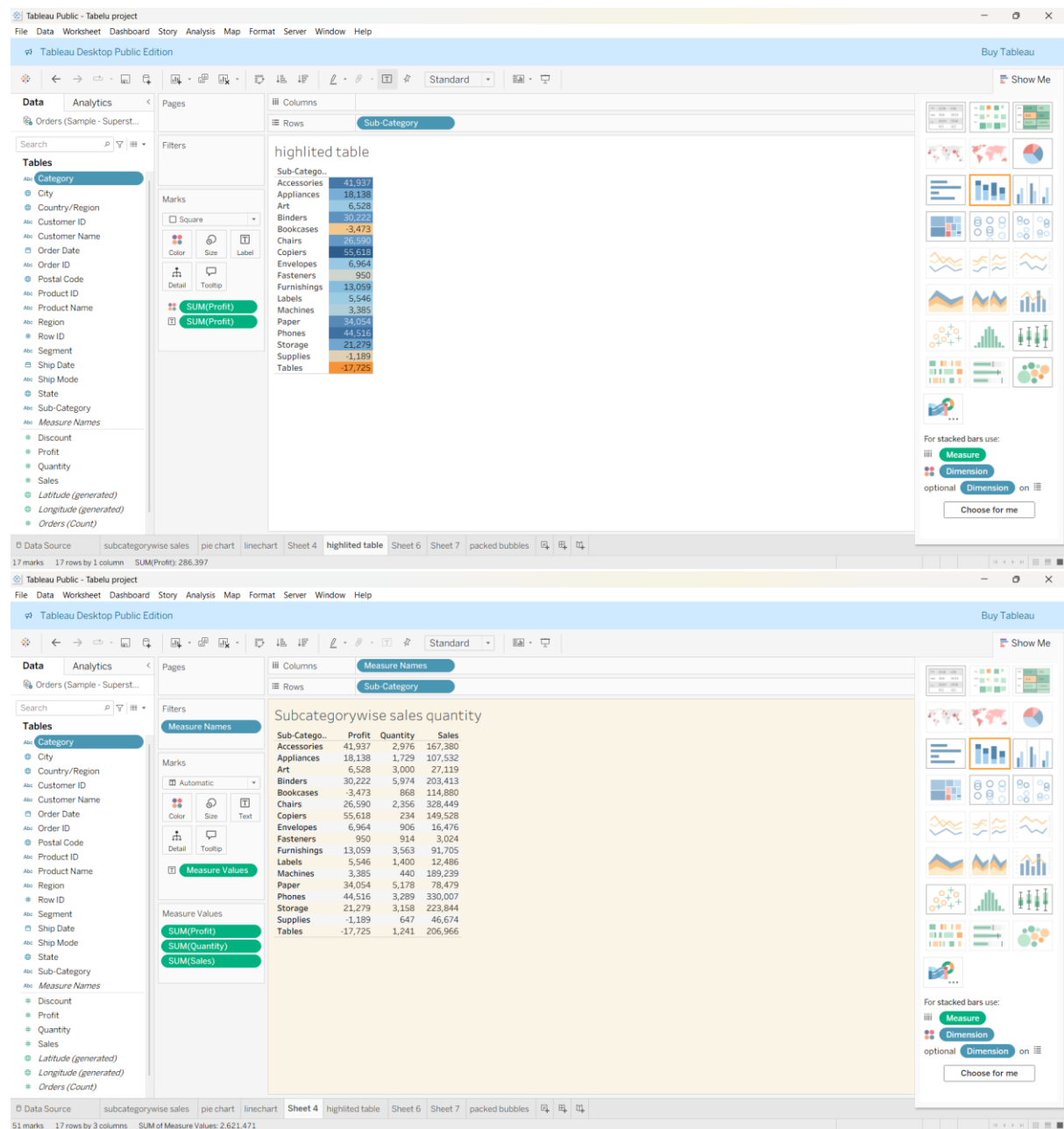- Packed bubble chart visualizes sub-category wise sales contribution, highlighting top revenue-generating products

Treemap:

- "Treemap displays category and sub-category wise sales distribution, highlighting high-revenue segments through size and color."

Map Visualization:

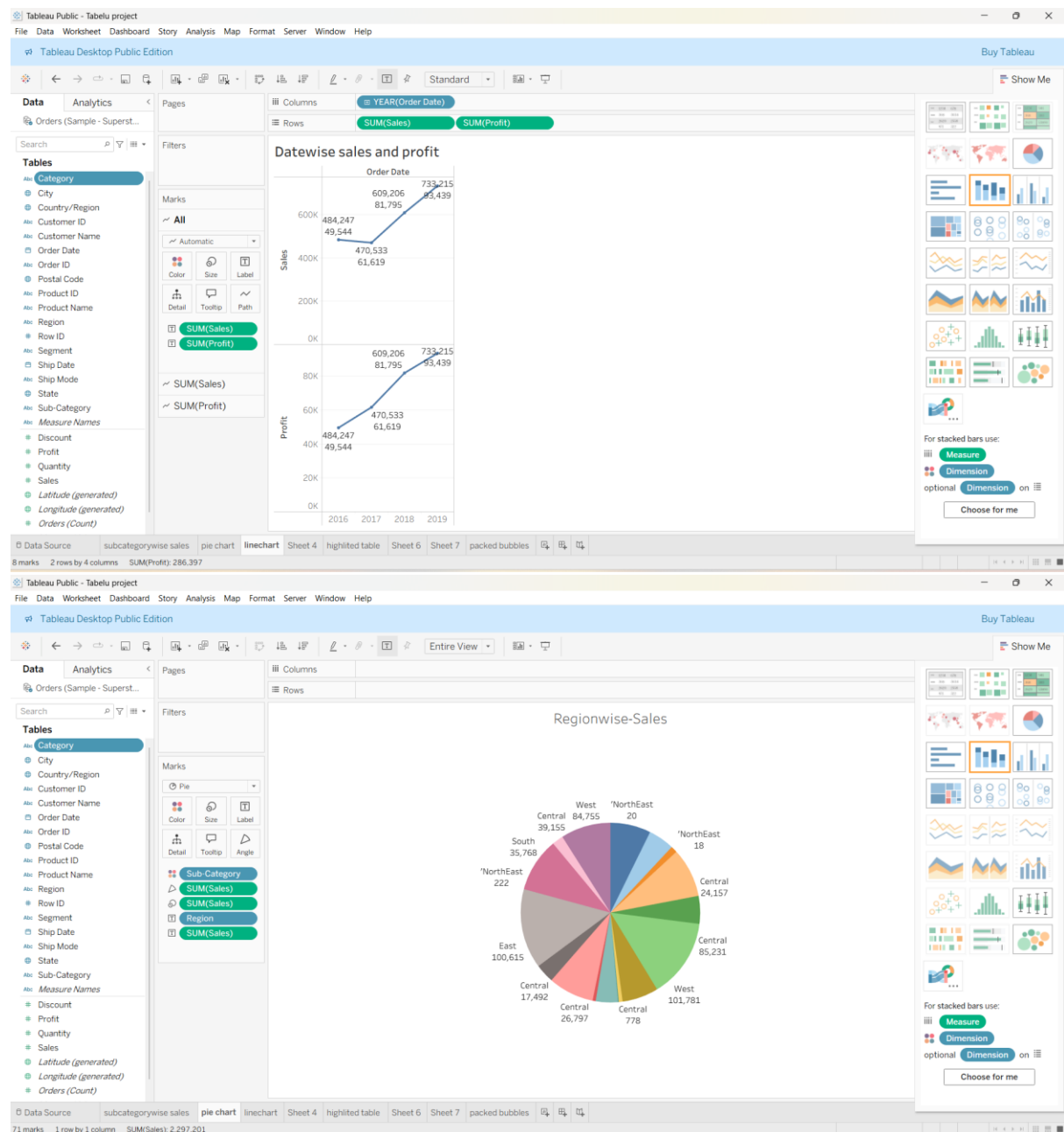- "Geographical map shows region-wise sales performance, helping identify top-performing locations."

Highlighted Table:

- Highlighted table uses color intensity to compare profit across sub-categories, making high and low performers easy to identify.

Sub-Category Sales & Quantity Table:

- This table presents sub-category wise sales, profit, and quantity to enable detailed performance comparison.
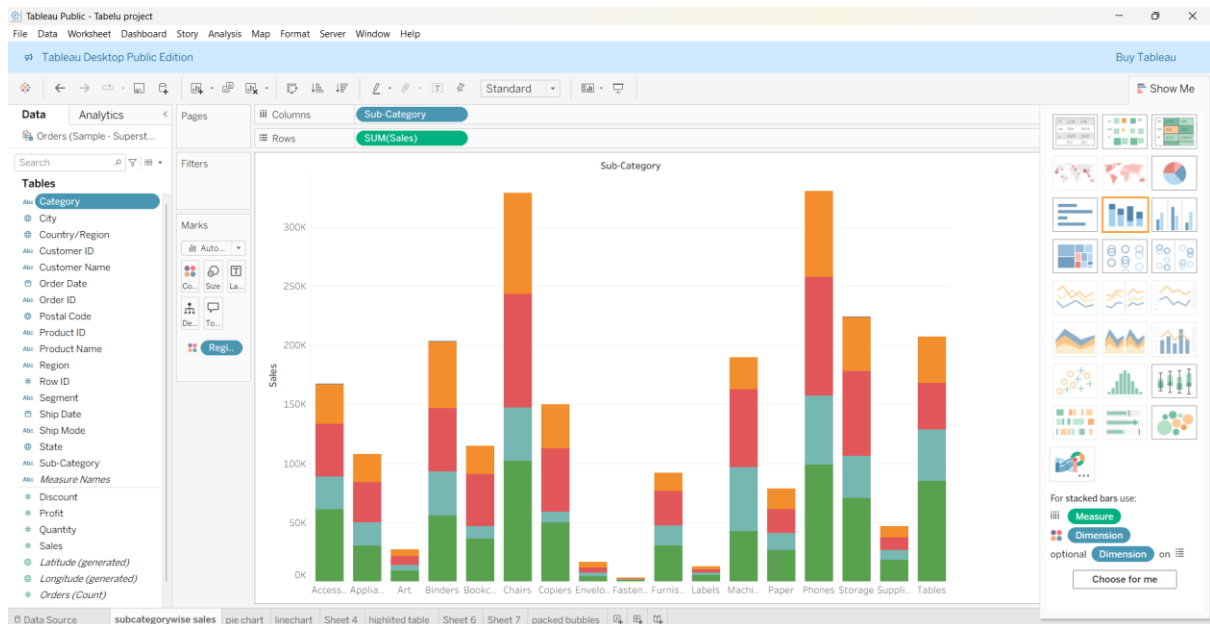
Line Chart (Date-wise Sales & Profit):

- "Line chart shows date-wise trends of sales and profit, highlighting growth patterns and seasonal changes over time."

Pie Chart (Region-wise Sales):

- "Pie chart represents region-wise sales contribution, making it easy to compare performance across regions."

- Stacked bar chart compares sub-category wise sales across different regions, highlighting contribution patterns