

Anca Filip – Project **Dashboard Design - Final**

Link:

https://public.tableau.com/app/profile/anca3789/viz/p3_drft1/Dashboard1#1

Text hierarchy:

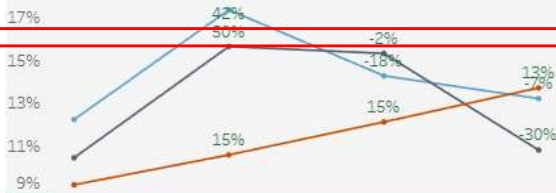
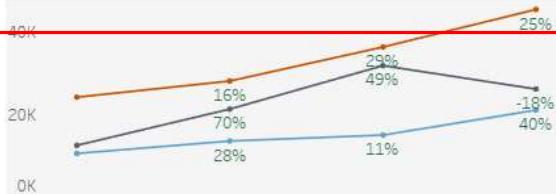
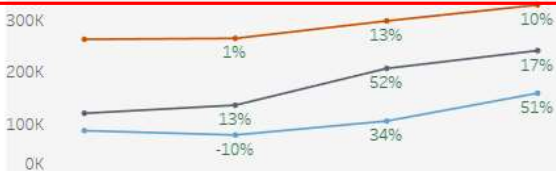
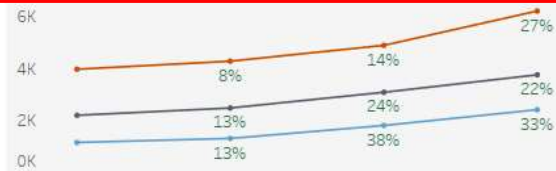
21pt	Title, KPI cards' values
14pt	Chart titles, KPI titles, highlighted text and values (Category values)
9pt	Chart content – data labels and axis Other texts and annotation

XYZ LTD Sales

YoY % trends by Segment

% difference vs previous year

Consumer
Corporate
Home Office



2015 2016 2017 2018

2,015
2,016
2,017
2,018

Click on the Segment, Year and Category to filter the data. Press **ESC** to clear filters.

Quantity
38K

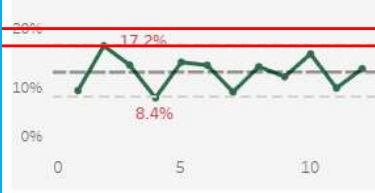
Revenue
2,297K

Profit
286K

Profit %
12.5%

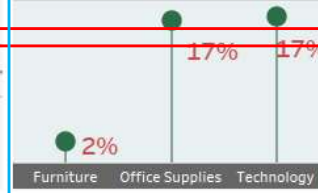
Monthly trend

measure evolution and min/max



Category

KPI breakdown



Subcategory

ranked by best performing

Binders	5,974
Paper	5,178
Furnishings	3,563
Phones	3,289
Storage	3,158
Art	3,000
Accessories	2,876

Phones	330,047
Chairs	328,454
Storage	223,862
Tables	206,968
Binders	203,428
Machines	189,243
Accessories	167,401

Phones	330,047
Chairs	328,454
Storage	223,862
Tables	206,968
Binders	203,428
Machines	189,243
Accessories	167,401
Copiers	149,530

Labels	0.4444
Paper	0.4339
Envelopes	0.4222
Copiers	0.3720
Fasteners	0.3148
Accessories	0.2505
Art	0.2406

Dashboard built by XYZ Consulting. The data was provided by Sales Dept. (John Doe) and consists of the sales records between 2015-2018 for Consumer, Corporate and Home Office Segments. The data will be updated on a monthly basis by the Sales Dept.