TABLEU VISUALISATION OF DATABASE

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DATABASE

The Database used for visualization is a "Nike Sales Database" taken from the online website Kaggle.
It is a sales dataset of the brand Nike in United States Of America. The dataset consists of 9 variables, including Total Sales, Units Sold, Date of purchase, Product, State etc.
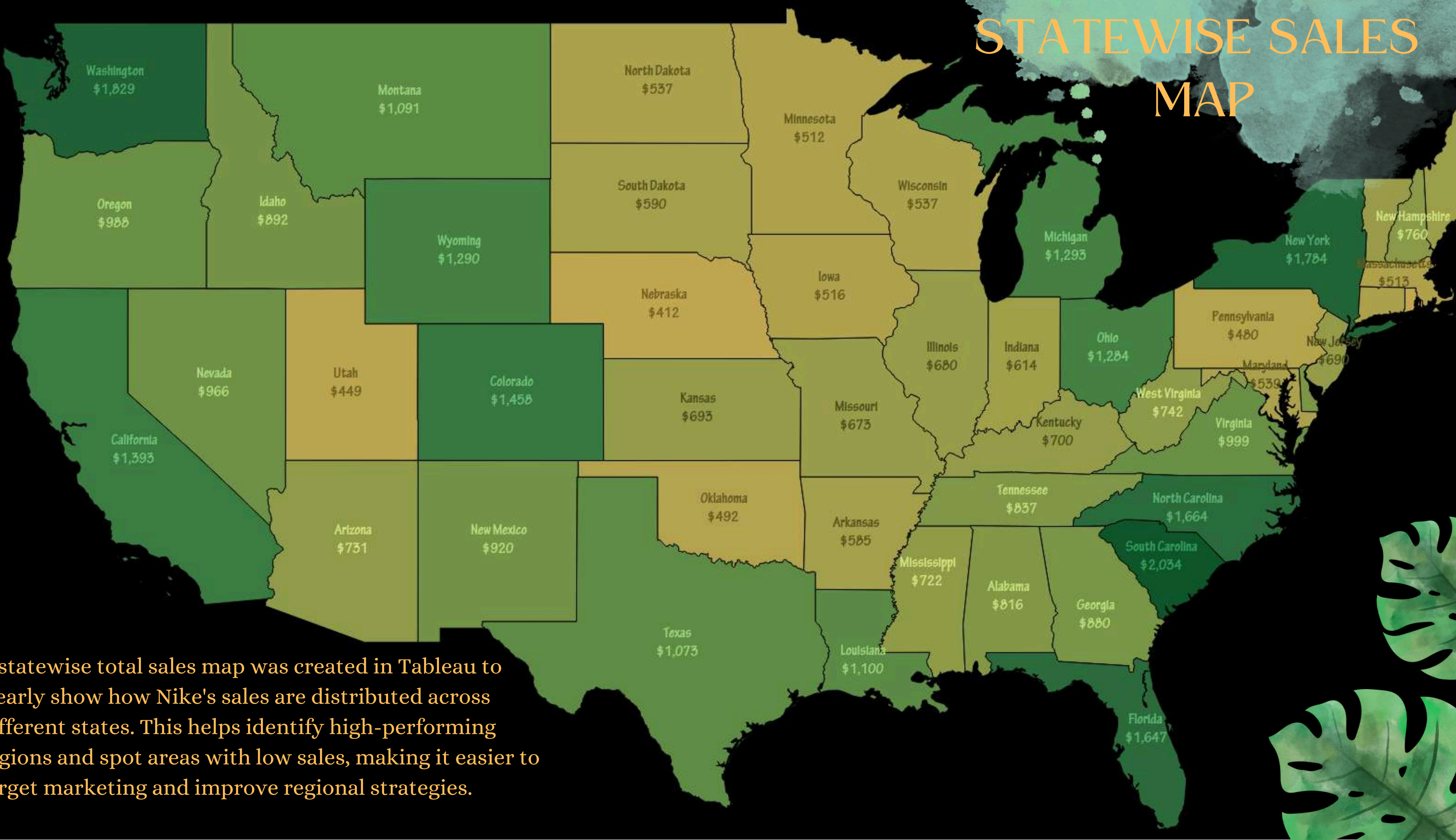
VISUALIZATION

I used Tableau to visualize the Nike sales dataset to understand sales trends, top-performing products, and regional performance. By creating charts and dashboards, the data is now easier to explore and spot patterns.

STATEWISE SALES MAP

Washington
$1,829

Montana
$1,091

North Dakota
$537

Minnesota
$512

New Hampshire
$760

Oregon
$988

Idaho
$892

Wyoming
$1,290

South Dakota
$590

Wisconsin
$537

Michigan
$1,293

New York
$1,784

Massachusetts
$513

Nevada
$966

Utah
$449

Colorado
$1,458

Nebraska
$412

Iowa
$516

Illinois
$680

Indiana
$614

Ohio
$1,284

Pennsylvania
$480

New Jersey
$690

California
$1,393

Kansas
$693

Missouri
$673

Kentucky
$700

West Virginia
$742

Maryland
$539

Virginia
$999

Arizona
$731

New Mexico
$920

Oklahoma
$492

Arkansas
$585

Tennessee
$837

North Carolina
$1,664

Texas
$1,073

Mississippi
$722

Alabama
$816

Georgia
$880

South Carolina
$2,034

Louisiana
$1,100

Florida
$1,647

A statewise total sales map was created in Tableau to clearly show how Nike's sales are distributed across different states. This helps identify high-performing regions and spot areas with low sales, making it easier to target marketing and improve regional strategies.

SALES BY SALES MEHOD DOUGHNUT CHART

Outlet
25,95,011

In-store
35,66,650
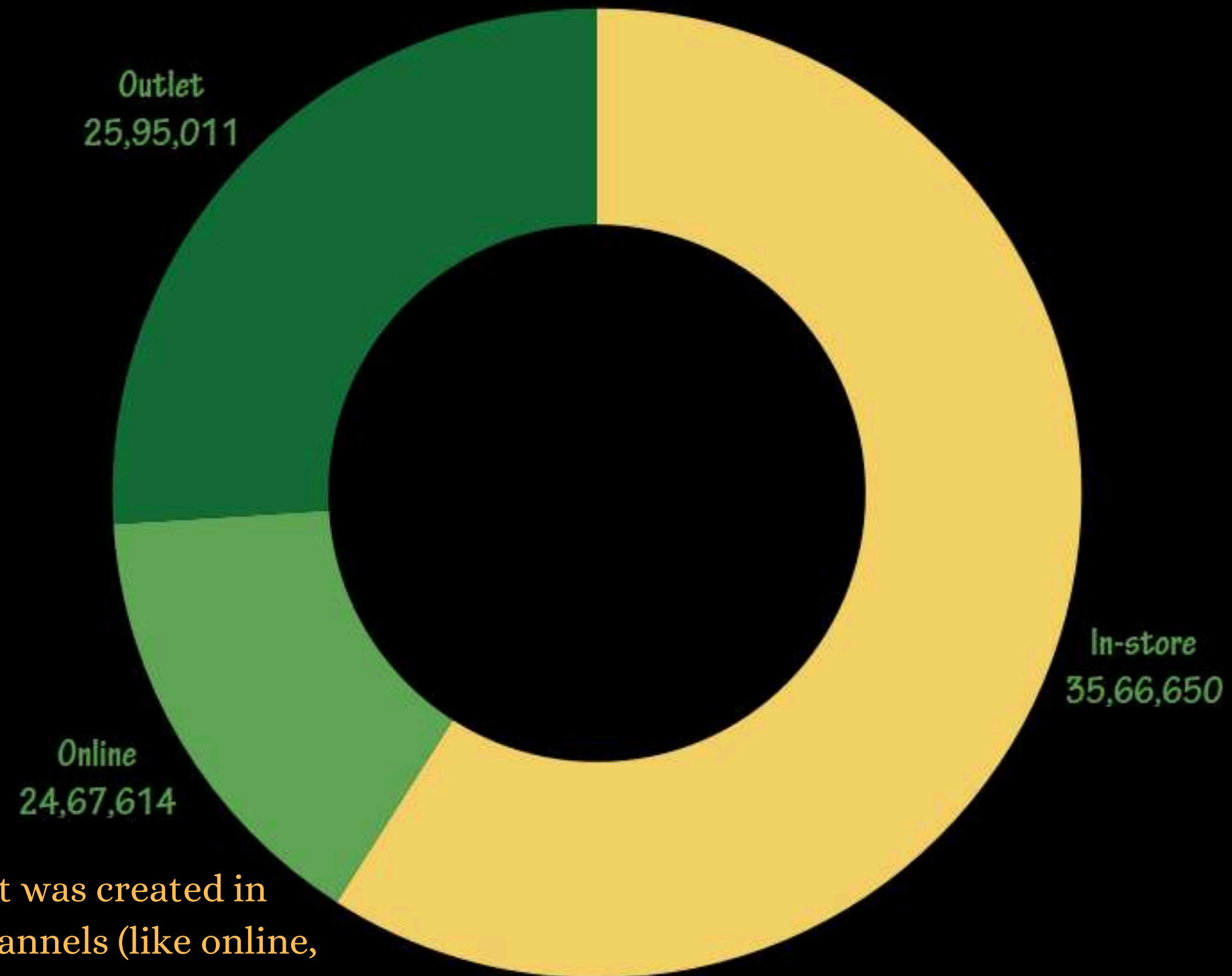
Online
24,67,614

A sales by sales method doughnut chart was created in Tableau to show how different sales channels (like online, instore, outlet) contribute to total sales. It gives a quick and clear view of which methods are most effective, helping to guide future sales and marketing efforts.

Walmart

West Gear — 1,023.5

Kohl's — 991.5

Sports Direct — 892.2

Foot Locker — 812.3

Amazon — 781.8
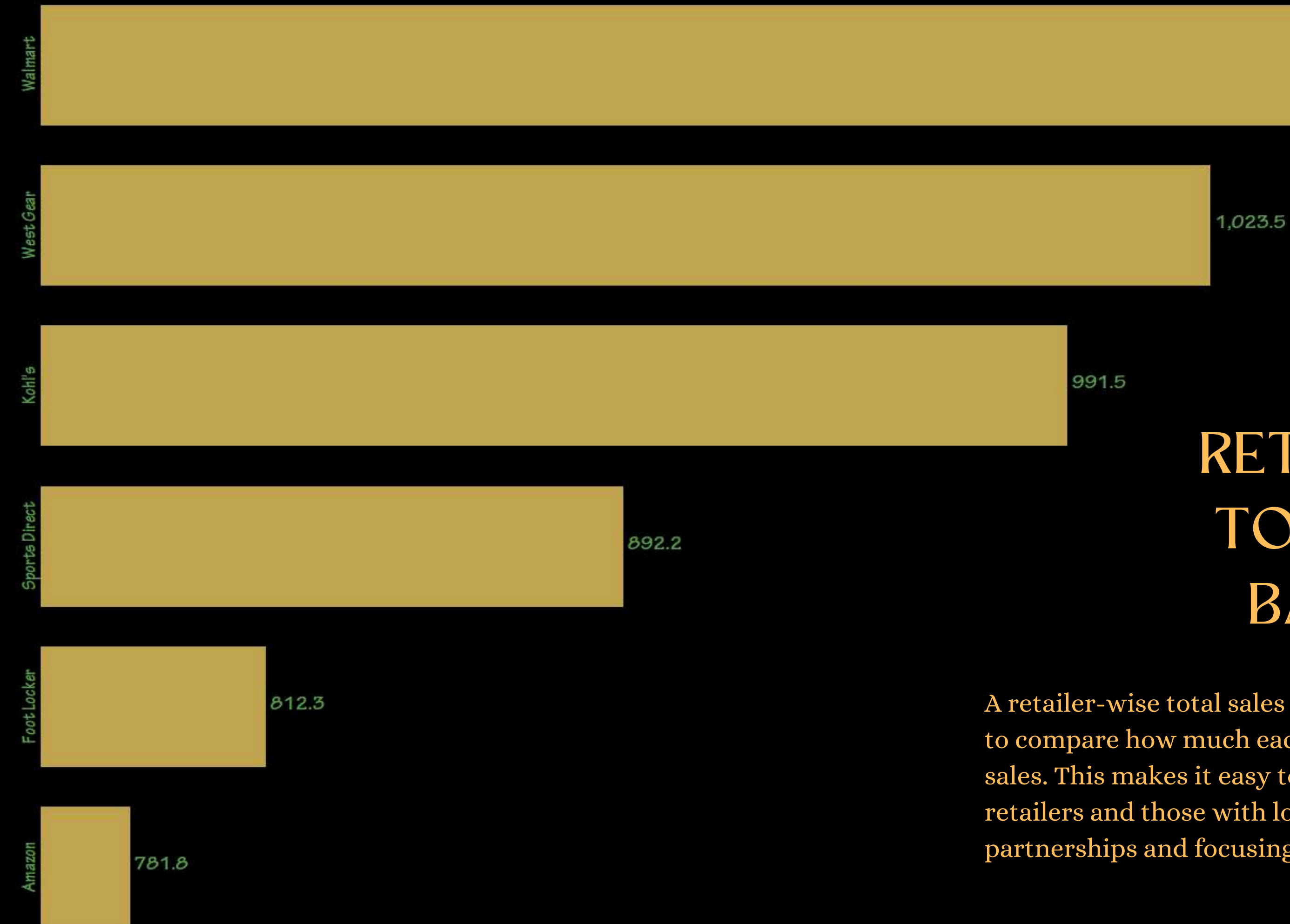
RETAILER WISE TOTAL SALES BAR CHART

A retailer-wise total sales bar chart was created in Tableau to compare how much each retailer contributes to overall sales. This makes it easy to identify top-performing retailers and those with lower sales. It helps in evaluating partnerships and focusing on the most profitable channels.
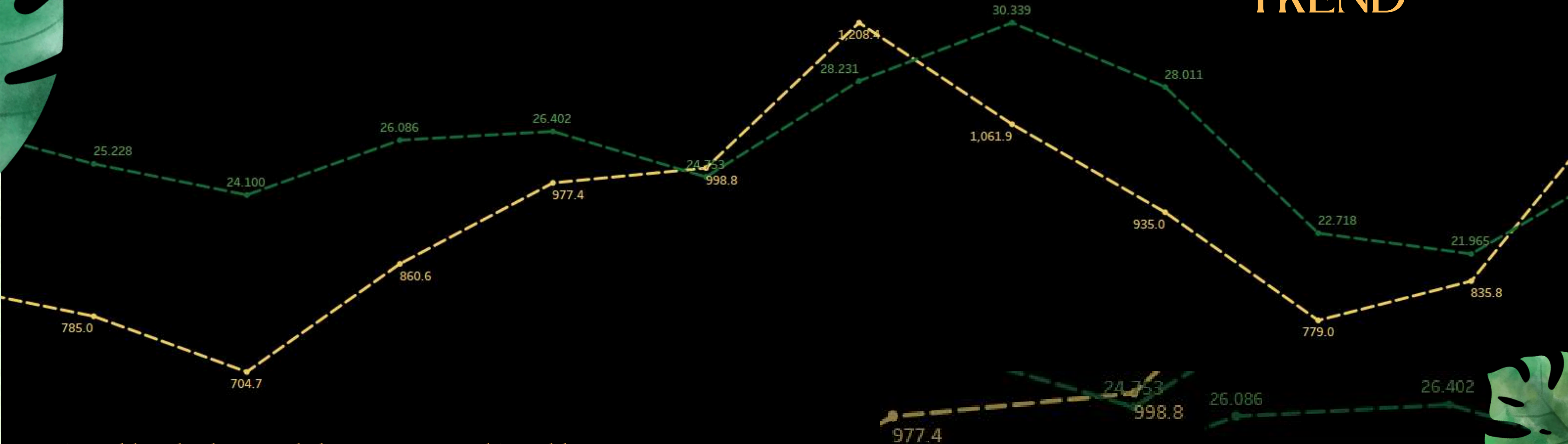
Men's Street Footwear

Men's Athletic Footwear 27.20

Women's Apparel 27.15

Women's Street Footwear 24.56

Women's Athletic Footwear 19.92

Men's Apparel 19.29

PRODUCT WISE UNITS SOLD BAR CHART

A product-wise units sold bar chart was created in Tableau to compare the number of units sold for each product. This helps highlight the best-selling items and those with lower demand. It supports better inventory planning and product-focused marketing strategies.

PROFIT BY STATE BUBBLE CHART

New York 630.7

Rhode Islan 170.6

Utah 194.9

Vermont 288.6

Virginia 429.8

Kentucky 170.7

Kansas 163.3

Louisiana 470.8

South Carolina 471.4

Michigan 303.0

144.5

Wyoming 300.8

Montana 256.8

California 598.8

Massachuset 223.4

Illinois 162.3

Colorado 337.1

139.2

Tennessee 355.9

New Mexico 393.1

Idaho 383.3

Alabama 352.3

Arizona 320.6

Connecticut 230.5

Nevada 418.8

West Virgin 175.7

New Jersey 163.6

Missouri 157.3

Georgia 381.0

Arkansas 252.6

Delaware 201.4

Maine 152.7

New Hampshire 330.2

Washington 421.6

Mississippi 310.9

Florida 532.6

Pennsylvania 210.8

Ohio 300.2

Texas 462.7

North Carolina 383.2

Oklahoma 213.3

Oregon 428.4

A profit by state bubble chart was created in Tableau to show how much profit is made in each state using bubble size for comparison. This visual makes it easy to spot high and low profit areas at a glance. It helps guide regional strategies and resource allocation.

30.339

1,208.4

28.231

28.011

26.086

26.402

1,061.9

25.228

24.100

24.753

998.8

977.4

935.0

22.718

21.965

860.6

835.8

785.0

779.0

704.7

24.753

26.086

26.402

998.8

977.4

Month: May
Avg. Total Sales: 977.4

Month: April
**Avg. Units Sold: 26.086**

TOOL
TIP

A units sold and sales trend chart was created in Tableau to visualize how both sales revenue and the number of units sold change over time. This helps to detect spot trends, seasonal patterns, and shifts in performance. A tooltip was also enabled to give detailed information when hovering over data points, making the chart more interactive and informative.

SALES TREND ALONGWITH TREND LINE
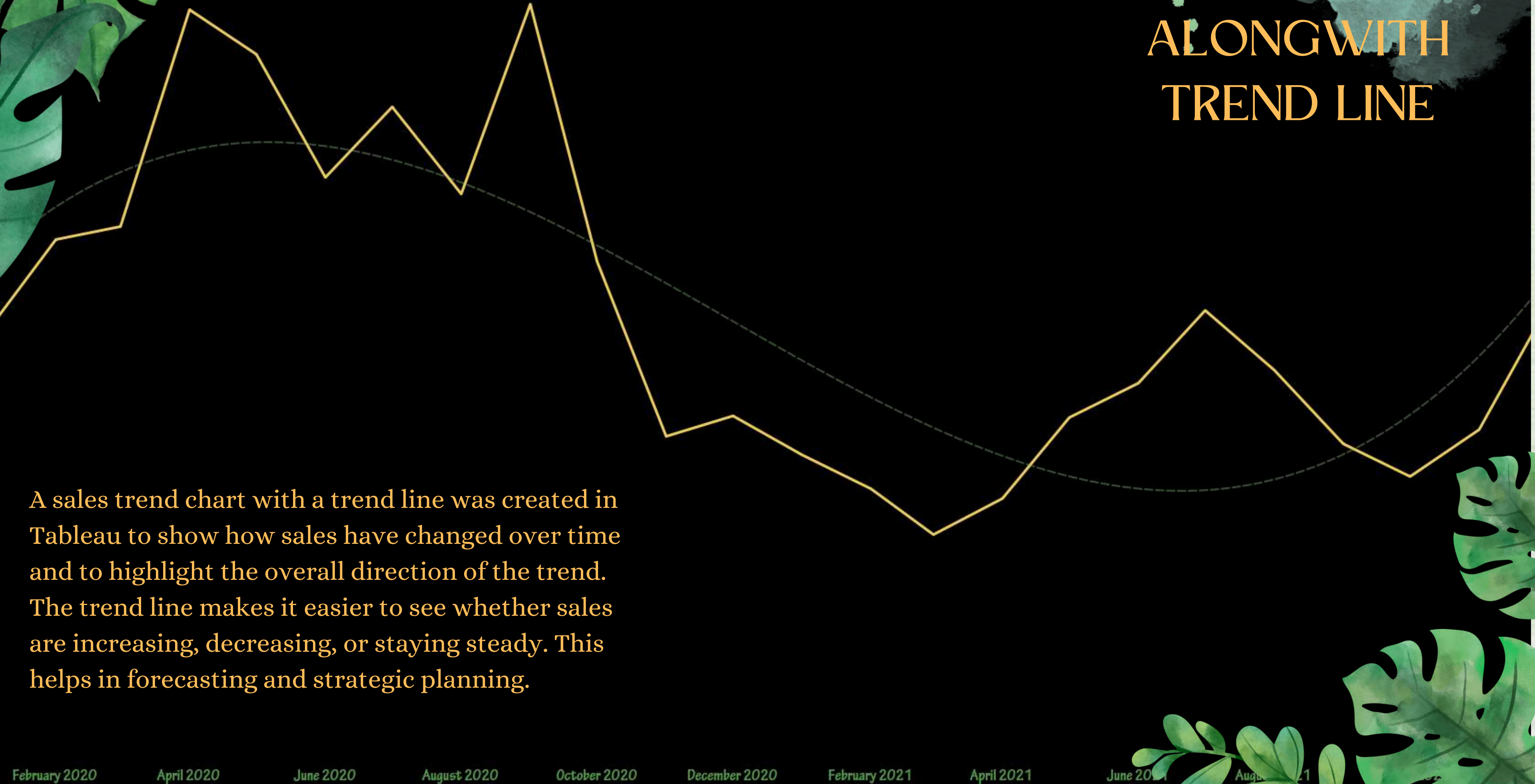
A sales trend chart with a trend line was created in Tableau to show how sales have changed over time and to highlight the overall direction of the trend. The trend line makes it easier to see whether sales are increasing, decreasing, or staying steady. This helps in forecasting and strategic planning.

February 2020 April 2020 June 2020 August 2020 October 2020 December 2020 February 2021 April 2021 June 2021 August 2021

DASHBOARD

TWO DASHBOARDS HAVE BEEN CREATED, ONE OF THEM IS THE SALES DASHBOARD AND THE OTHER ONE IS THE TREND DASHBOARD. A NAVIGATION MENU HAS BEEN INCLUDED IN BOTH OF THE DASHBOARDS SO AS TO FREELY MOVE FROM ONE DASHBOARD TO ANOTHER. FILTERS, A CALCULATED FIELD(PROFIT), CARDS SHOWING THE TOTALS HAVE ALSO BEEN INCLUDED IN THE DASHBOARD.

NIKE SALES DASHBOARD

Go To Trends Dashboard

Retailer	Product	State	Sales Method
(All) ▼	(All) ▼	(All) ▼	(All) ▼

RETAILER WISE TOTAL SALES

- Walm. (West Gear): 1,164.4
- Gear (West): 1,023.5
- Kohl's: 991.5
- Sport Dir. (Foot): 892.2
- Foot Locker: 812.3
- Amaz.: 781.8
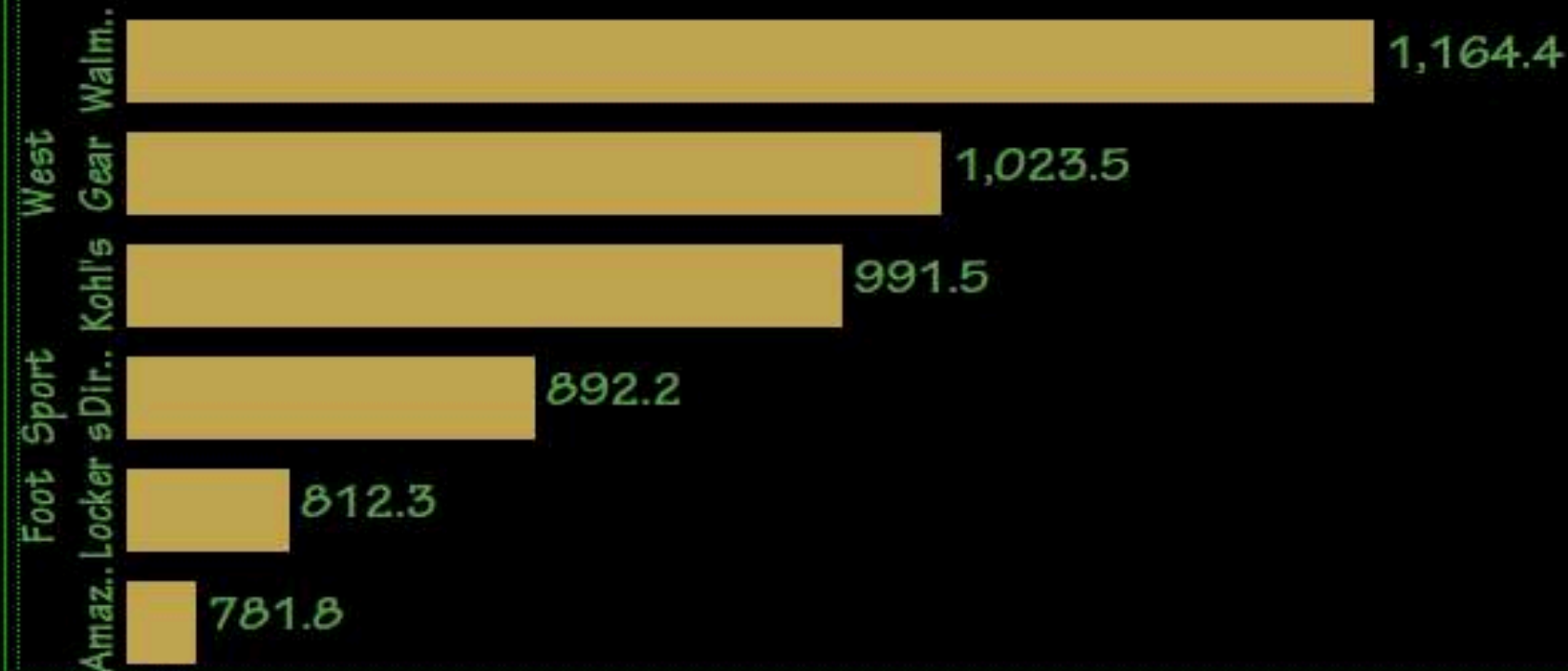
PROFIT BY STATE

STATE WISE TOTAL SALES

- Washington $1,829
- Montana $1,091
- Oregon $988
- South Dakota $590
- Wisconsin $537
- Massachusetts
- California $1,393
- Utah $449
- Colorado $1,458
- Illinois $680
- West Virginia $742
- New Mexico $920
- Oklahoma $492
- South Carolina $1,034

PRODUCT WISE UNITS SOLD

- Men's Stree.: 37.01
- Men's Athle.: 27.20
- Men's A.: 27.15
- Wome n's S.: 24.56
- Wome n's A.: 19.92
- Men's Appa.: 19.29
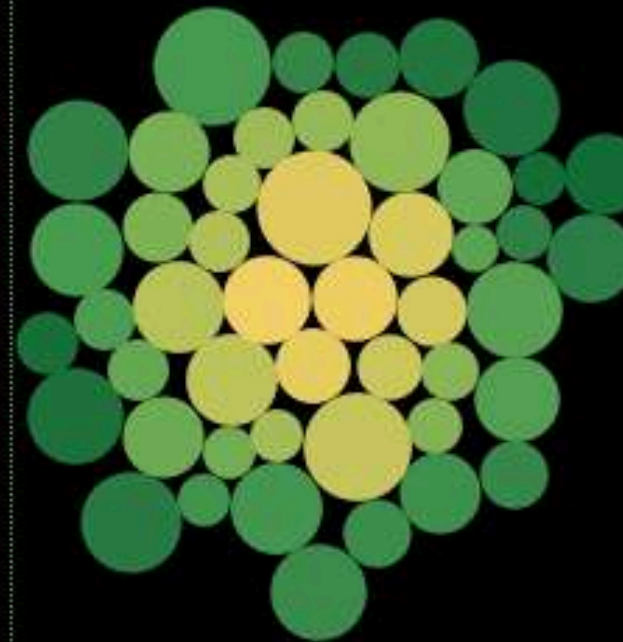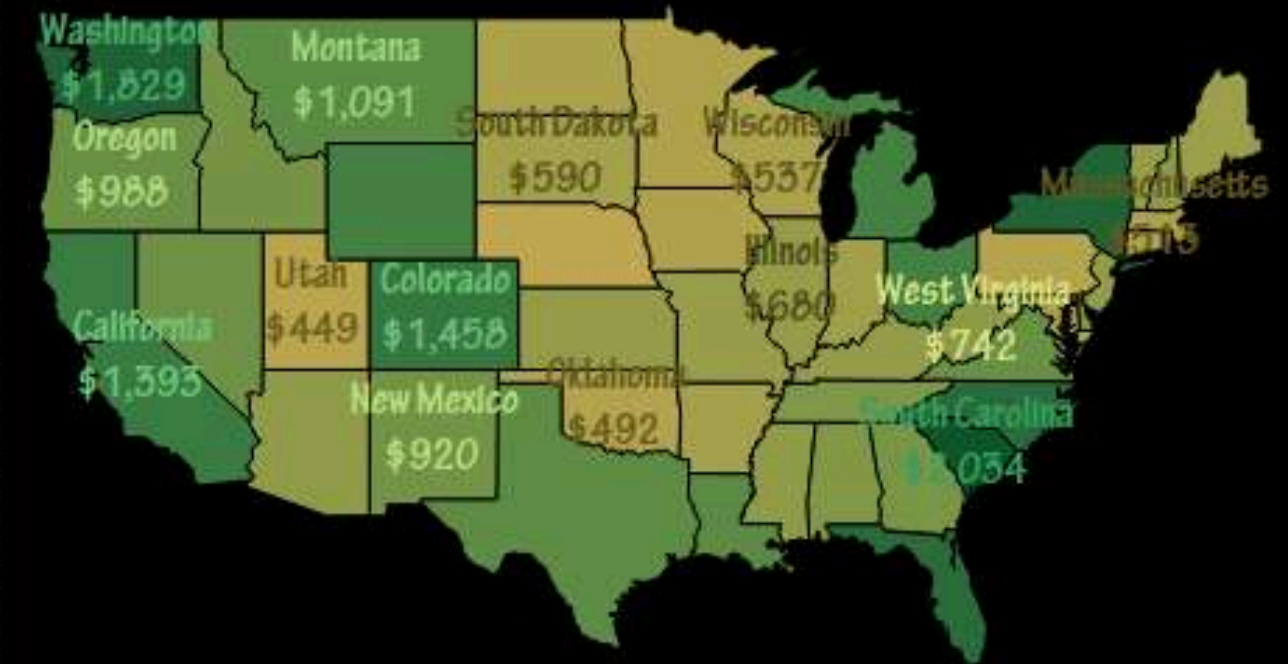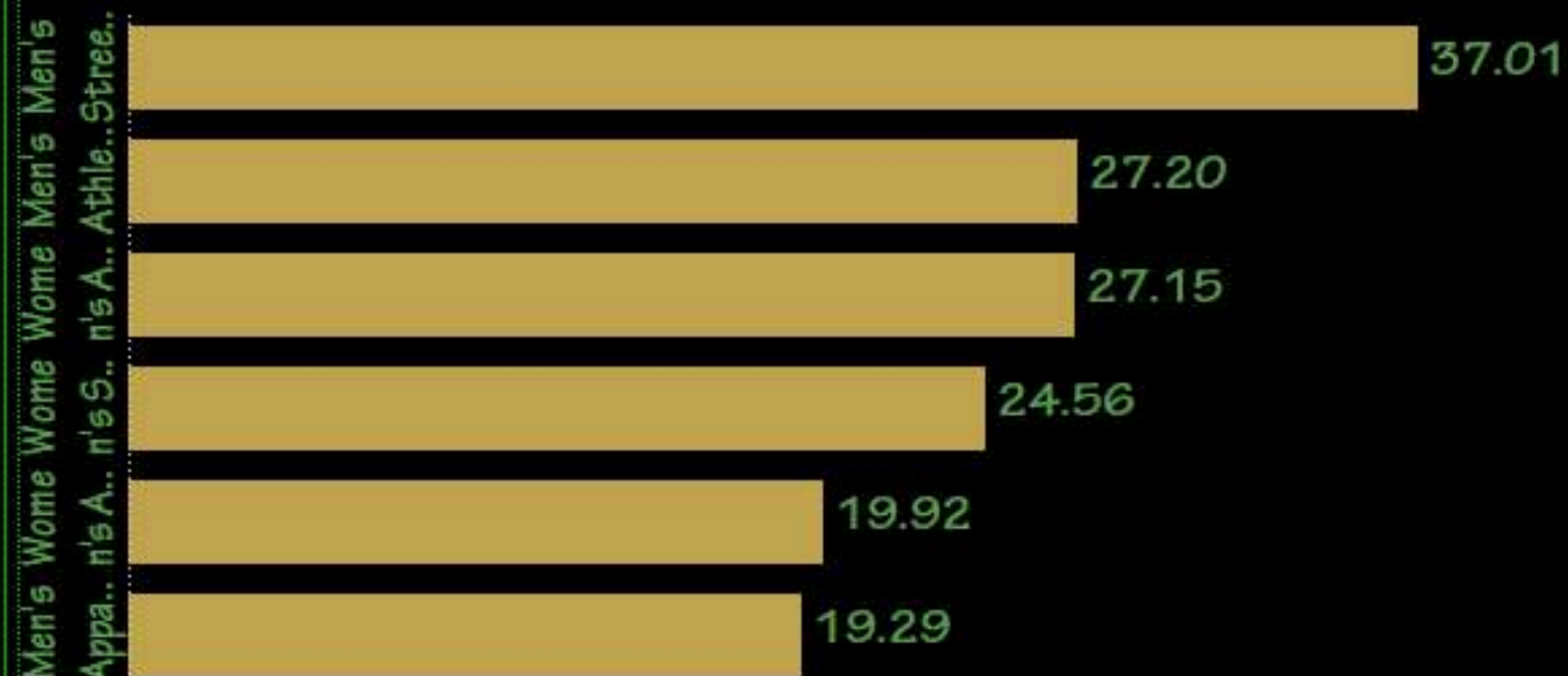
TOTAL SALES
86,29,275

TOTAL PROFIT
29,89,871

TOTAL UNITS SOLD
9,360

TOTAL SALES BY SALES METHOD

- Outlet 25,95,011
- In-store 35,66,650
- Online 24,67,614
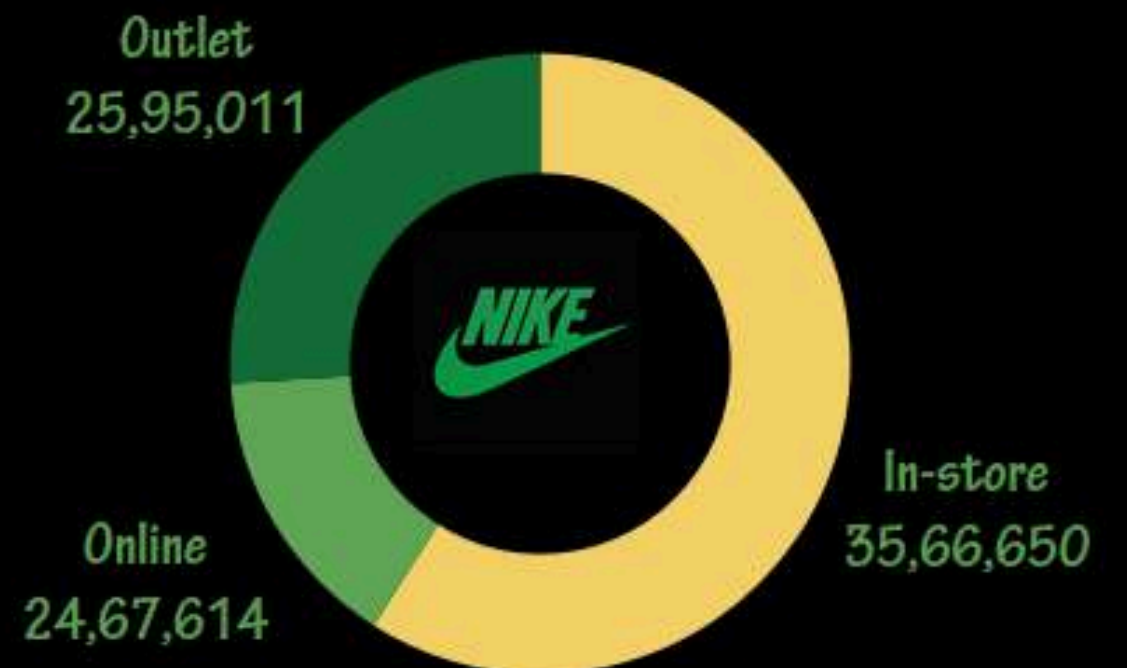
TRENDS DASHBOARD

SALES TREND

| December 2019 | March 2020 | June 2020 | September 2020 | December 2020 | March 2021 | June 2021 | September 2021 | December 2021 |
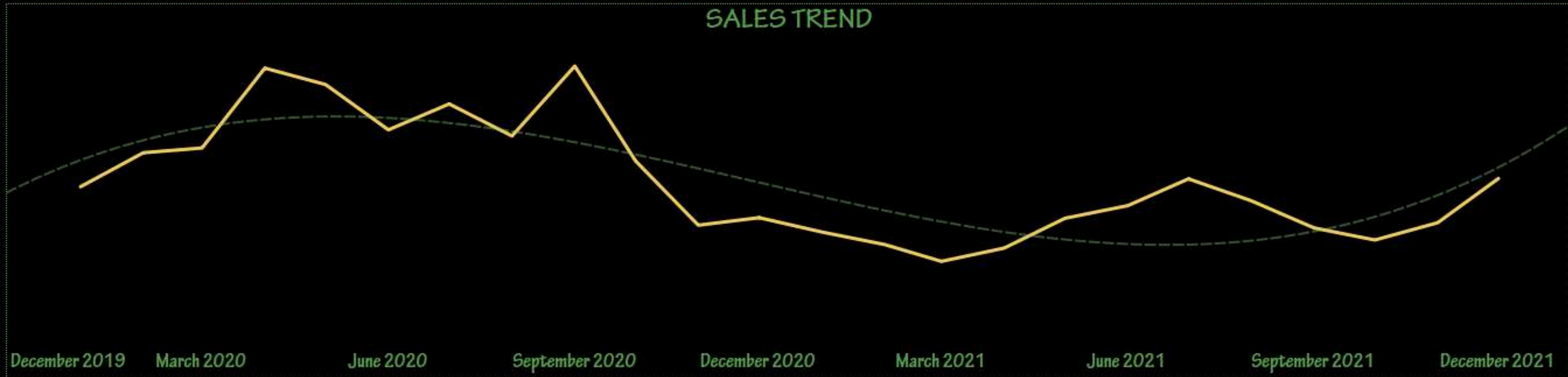
UNITS SOLD AND TOTAL SALES TREND

26.708
25.228
24.100
26.086
26.402
24.753
28.231
30.339
28.011
22.718
21.965
1,107.0

830.2
785.0
704.7
860.6
977.4
998.8
1,208.4
1,061.9
935.0
835.8
779.0

THANK YOU