

# Sales and Profit Project

This user story outlines the specifications for building a dashboard using tableau to help stakeholders, including sales managers and executives to analyze sales performance.

## **Sales Dashboard | Requirements**

### *Dashboard Purpose*

The purpose of sales dashboard is to present an overview of the sales metrics and trends in order to analyze year-over-year sales performance and understand sales trends.

## **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.

## **Design & Interactivity Requirements**

### *Dashboard Dynamic*

- The Dashboard should allow users to check historical data by offering them the flexibility to select any desired year.
- Provide users with the ability to navigate between the dashboards easily.
- Make the charts and graphs interactive, enabling users to filter data using the charts.

### **Data Filters**

Allow users to filter data by product information like category and subcategory and by location information like region, state and city.

### **This is the Link to the project from Tableau Public:**

[https://public.tableau.com/views/Book1\\_17285131950870/SalesDashboard?:language=en-US&publish=yes&:sid=&:redirect=auth&:display\\_count=n&:origin=viz\\_share\\_link](https://public.tableau.com/views/Book1_17285131950870/SalesDashboard?:language=en-US&publish=yes&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link)



Book1.twbx



# Sales Dashboard | 2023

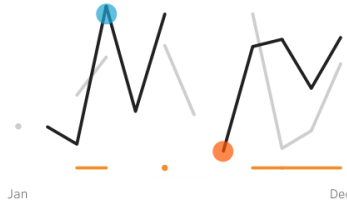


2023 vs. 2022 ● Highest Month ● Lowest Month

Total Sales

**\$164,422K**

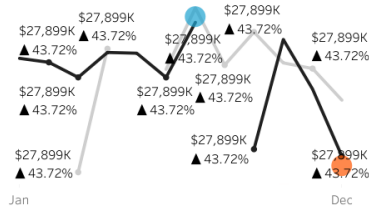
▲ 20.59% vs PY



Total Profit

**\$27,899K**

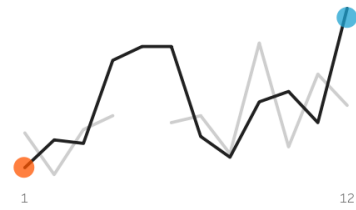
▲ 43.72% VS PY



Total Quantity

**\$12K**

▲ 26.83% vs PY

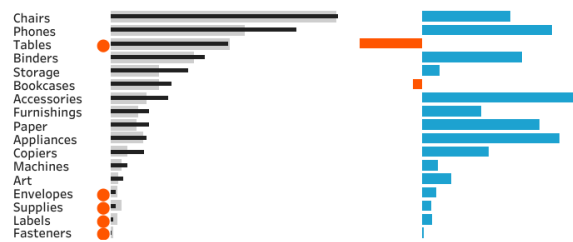


## Sales and Profit by Subcategory

2023 Sales vs. 2022 Sales

2023 ● Profit ● Loss

### Subcategory Comparison



## Sales And Profits Trends Over Time

2023 ● Above ● Below

