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>



