

# PROJECT 3: E-COMMERCE SALES DASHBOARD USING TABLEAU

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## **The skills I used in this project:**

- Data Analysis Using Tableau
- Building Worksheets and Dashboards Using Tableau
- Using Calculated Fields with Logical Functions
- Creating Dual Axis Donut and Dotted Line Charts

## About the Dataset:

The data I used in this belongs to an outdoor/sports e-commerce company. It includes information about the demographic of its customers as well as the details about each order. The dataset includes sales data for two years, namely 2016 and 2017.

# Dashboard: E-commerce Sales Dashboard

For the dashboard, please visit the following link:

[https://public.tableau.com/app/profile/baris2293/viz/E-commerceSalesDashboard\\_16771560781210/Dashboard1](https://public.tableau.com/app/profile/baris2293/viz/E-commerceSalesDashboard_16771560781210/Dashboard1)

In the dashboard I decided to include 3 different KPI's namely; sales, profit and order quantity. From the top row of this dashboard users can gather information about the last year's line graphs (and exact value of December), total amounts for the whole year and change from the previous year. They can also see the market share in for each continent and how the total sales are shared among those.

On the bottom row, there is information about the top 10 categories that the company sold for the last year and the percentage change from previous year. Lastly, market share ranks per each months for the quantity if items ordered are added for each region.

From the top filters users can select each market and customer segment to see the related information in the dashboard. They can also use the market share tab to click the desired market to see that region's information.

All of the dashboard is automatised by using calculated fields and logical functions. Therefore, when the new years' information are added the dashboard will automatically change accordingly (including all the arrows, colours, charts etc).