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Dashboard Report

Question:

Create a customer analysis dashboard for revenue per state, revenue based on month of the year, revenue based on age, quantity for discount percentage correlation, percentage of revenue per region, and revenue per category per gender.

Screenshot 1:

A screenshot of a computer

Description automatically generated

Story:

The screen blossomed into a kaleidoscope of insights, offering a panoramic view of the company's customer landscape.

The revenue per state map unveiled pockets of potential, guiding expansion strategies with pinpoint accuracy. Seasonal ebbs and flows emerged in the revenue based on month of the year, empowering decision-makers to synchronize marketing campaigns with consumer behavior.

The correlation between quantity and discount percentage illuminated the intricate dance between demand and pricing strategies. Meanwhile, the percentage of revenue per region showcased market dominance and untapped opportunities.

In a revelation of customer dynamics, revenue per category per gender peeled back the layers of preferences, empowering targeted marketing approaches.

As the clock ticked, the dashboard catalyzed a paradigm shift, transforming raw data into actionable intelligence. Armed with newfound clarity, executives embarked on a journey of strategic growth, fortified by the power of insight. And on that historic day, the tableau dashboard became more than a tool—it became the compass guiding the company towards unprecedented success.

Screenshot 2:

A screenshot of a computer

Description automatically generated

Story:

By clicking on the California (State: CA, Total of customer revenue $13.9M) state on the map the whole dashboard shows analysis for revenue per state, revenue based on month of the year, revenue based on age, quantity for discount percentage correlation, percentage of revenue per region, and revenue per category per gender data only for all segments on the dashboard and that make it more interactive for easy filter from all the visuals.