PROJECT REPORT

"SALES PERFORMANCE ANALYSIS"

MADE BY: PIYUSH BHATIA

COURSE: PGP TABLEAU - 10 DESKTOP ASSOCIATE

CONTENT

SL NO	TITLE	PAGE NO
1.	BUSINESS SCENARIO	2
2.	OBJECTIVE	2
3.	ANALYSIS TASK	3
4.	IMPLEMENTATION	4-8
5.	DASHBOARD OUTPUT	9

BUSINESS SCENARIO

Mike Goodman, the head of Product Management of a retail products company, is responsible for determining which products his company should continue to offer for sale and which products should be discontinued from the company's product catalog.

OBJECTIVE

To build a dashboard that will present monthly sales performance by product segment and product category to help client identifying the segments and categories that have met or exceeded their sales targets, as well as those that have not met their sales targets.

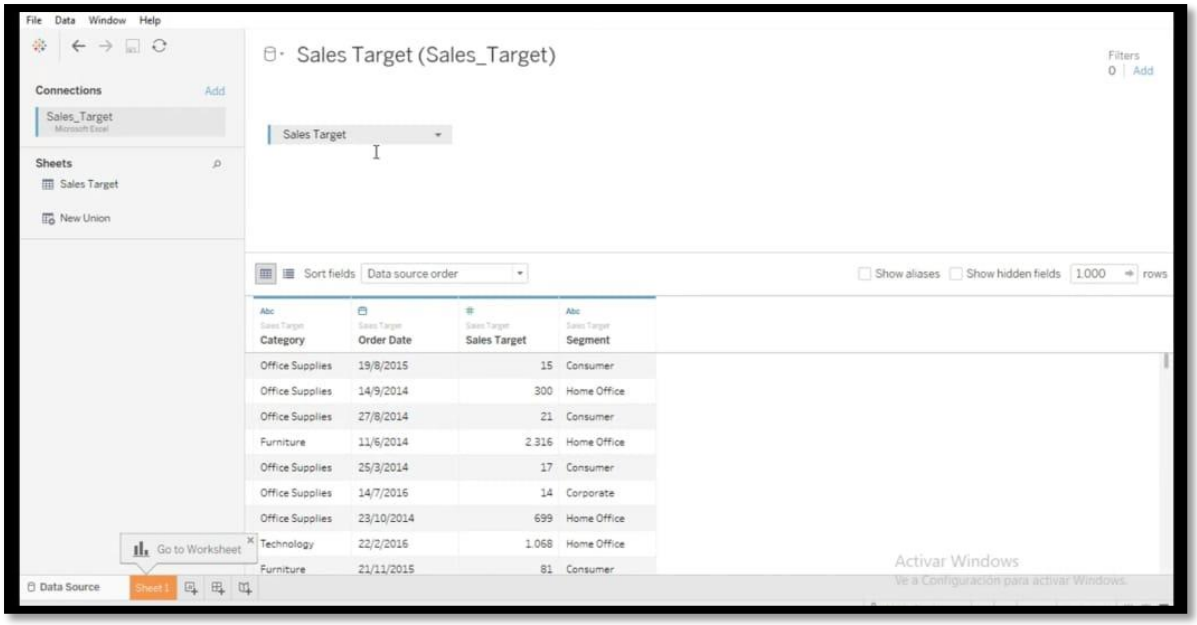
ANALYSIS TASK

1) To record the patient statistics, the agency wants to find the age category of people who frequent the hospital and has the maximum expenditure.
2) In order of severity of the diagnosis and treatments and to find out the expensive treatments, the agency wants to find the diagnosis related group that has maximum hospitalization and expenditure.
3) To make sure that there is no malpractice, the agency needs to analyze if the race of the patient is related to the hospitalization costs.
4) To properly utilize the costs, the agency has to analyze the severity of the hospital costs by age and gender for proper allocation of resources.
5) Since the length of stay is the crucial factor for inpatients, the agency wants to find if the length of stay can be predicted from age, gender, and race.
6) To perform a complete analysis, the agency wants to find the variable that mainly affects the hospital costs.

IMPLEMENTATION

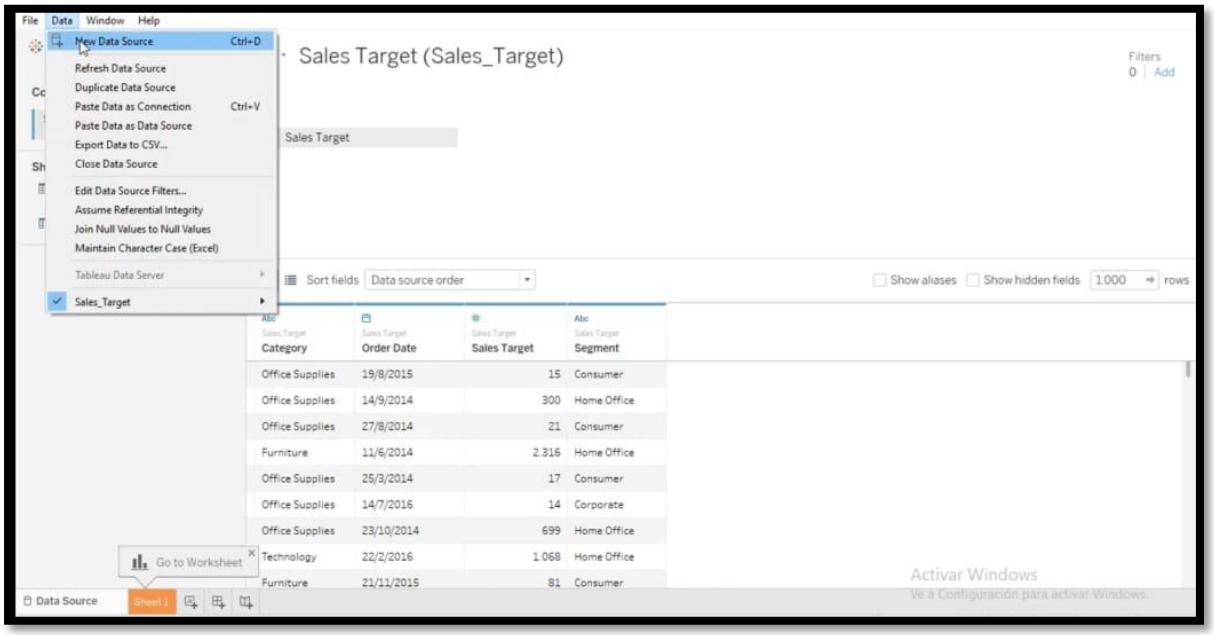
1. First, we will be using two datasets here i.e. ***Sample - Superstore*** and ***Sales_Target***.

   Sample -Superstore which covers Orders data from 2014 – 2017**.**



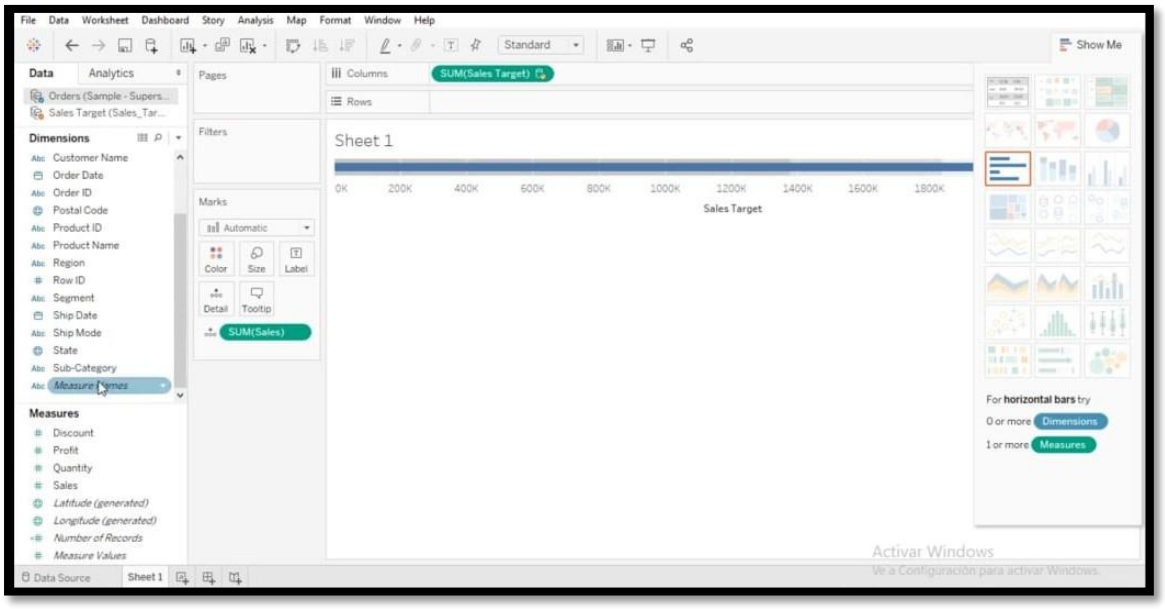
2. To add the second dataset, we use the adding new data source option :

   Data -> New Data Source (CTRL + D).

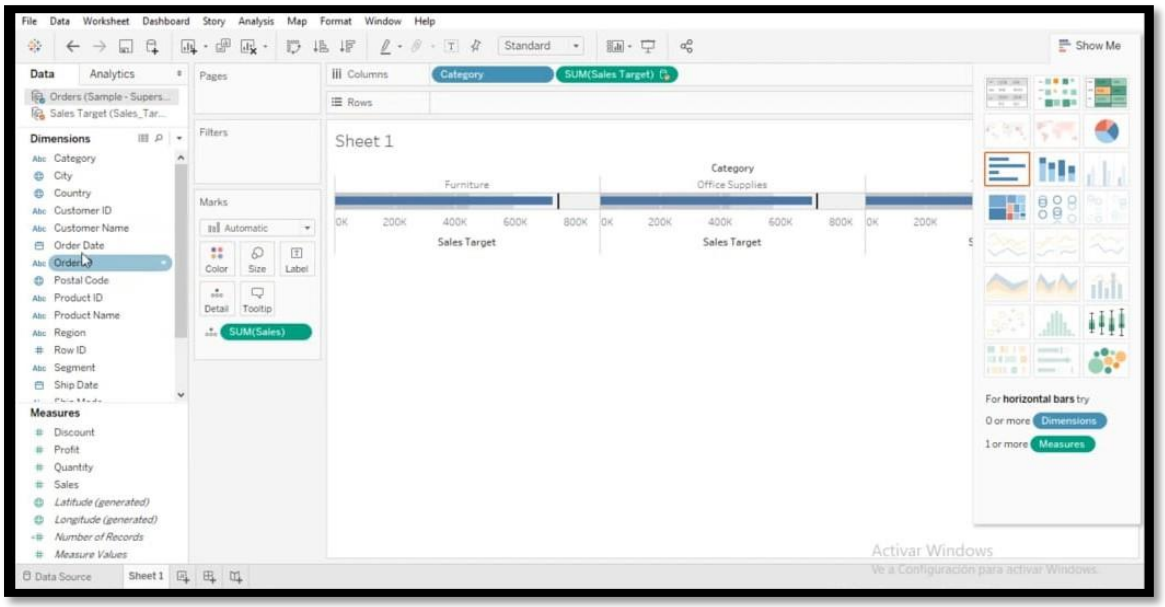


3. Since we have to create **<u>Bullet chart</u>** based on sales measurement, so we add **sum (sales)** to column and **sum (sales target)** from sales_target dataset to the row.

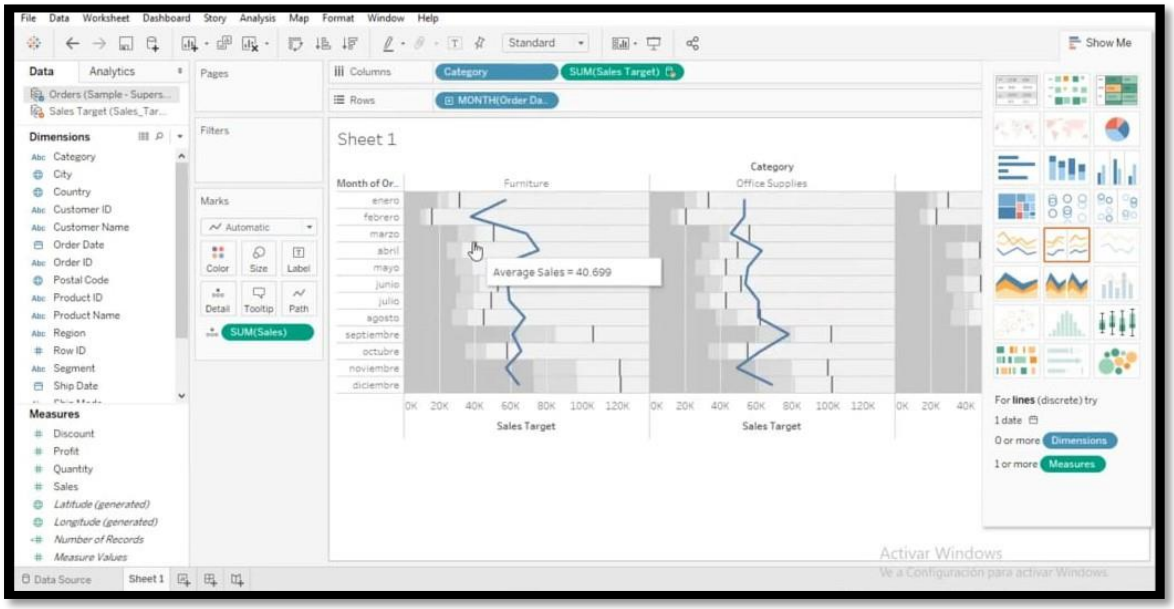
   To create the Bullet Graph, we choose Bullet Graph option from **Show Me** section.



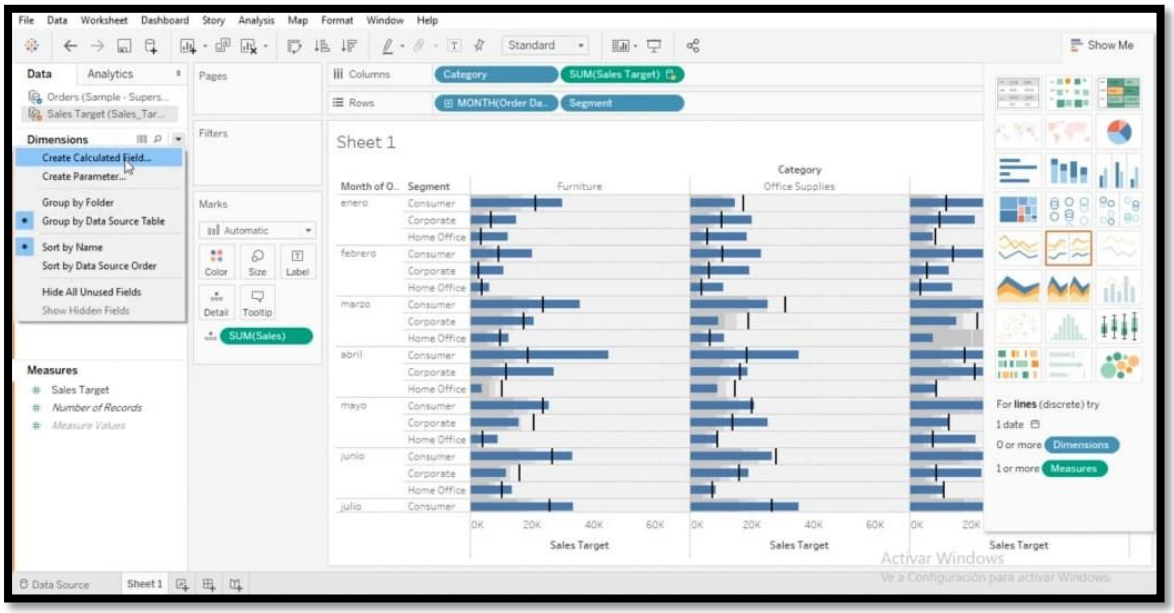
4. Add category to column part to get the sales for all sections of category.



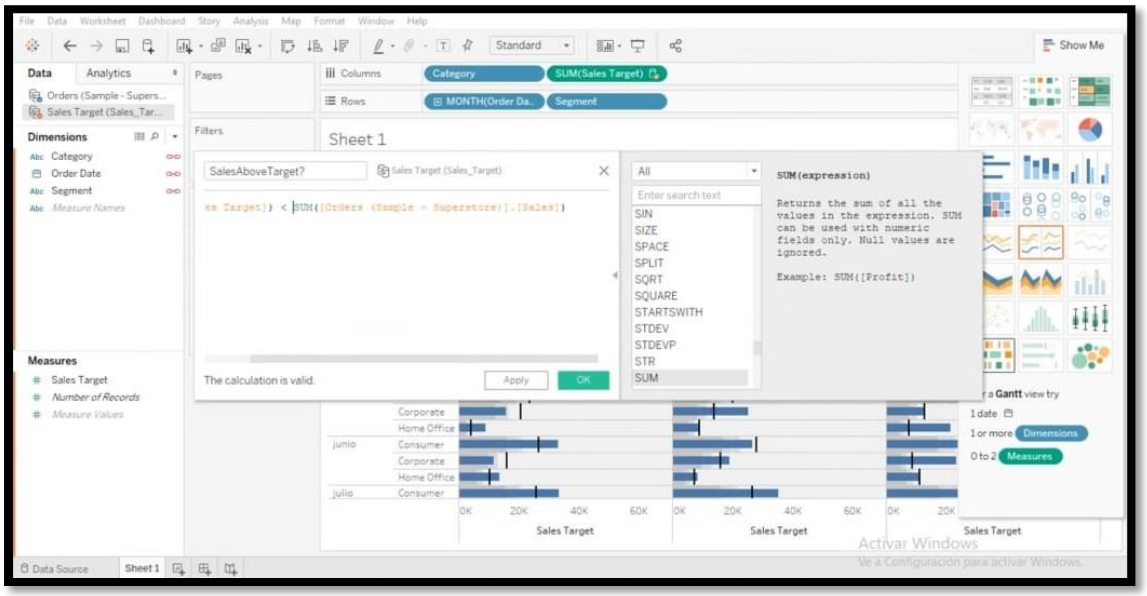
5. To get the sales for a particular category in a particular month, add the **dimension (order date)** in the **row** section and click on the month instead of year by clicking on the drop down menu from **order date**.

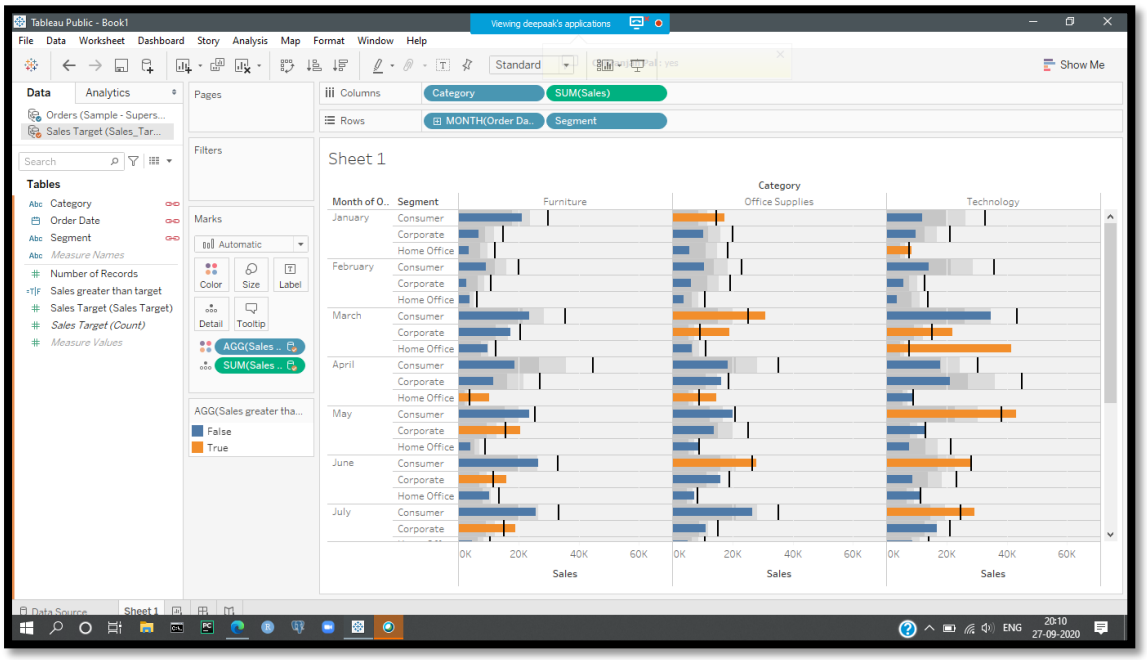


6. Add the **segment** to the row section to get the segment wise target sales.

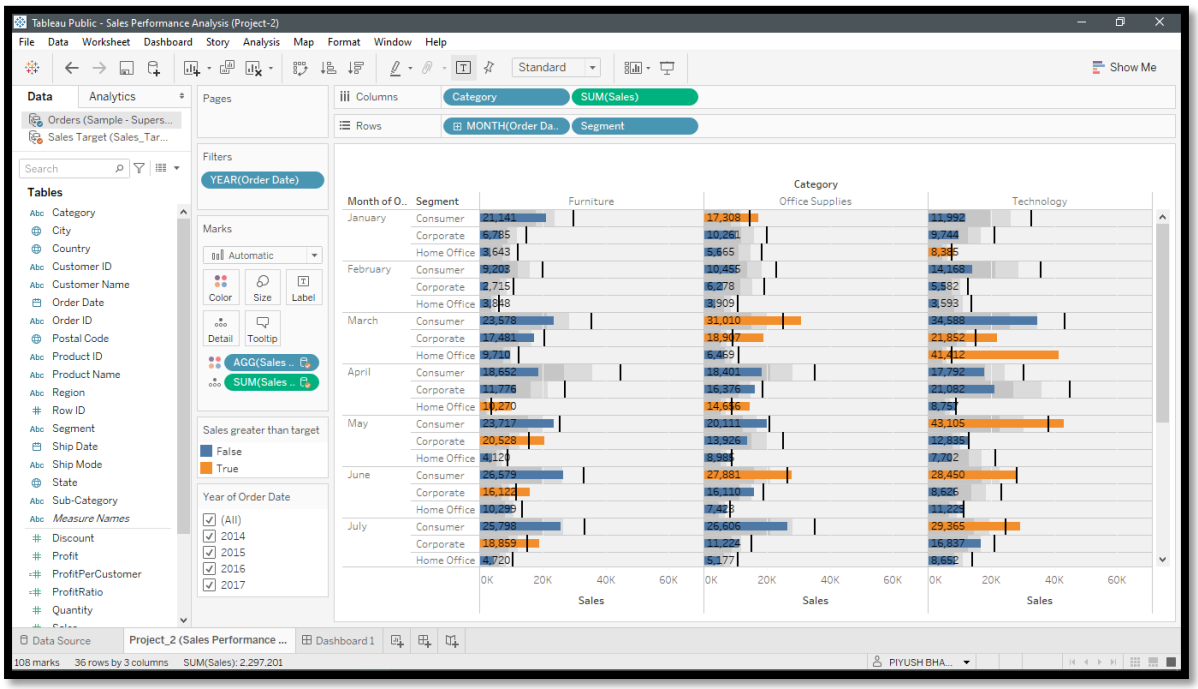


7. Create the **calculation** named sales above target and add it to colour mark to get the **colour code** to identify sales above and below the target.

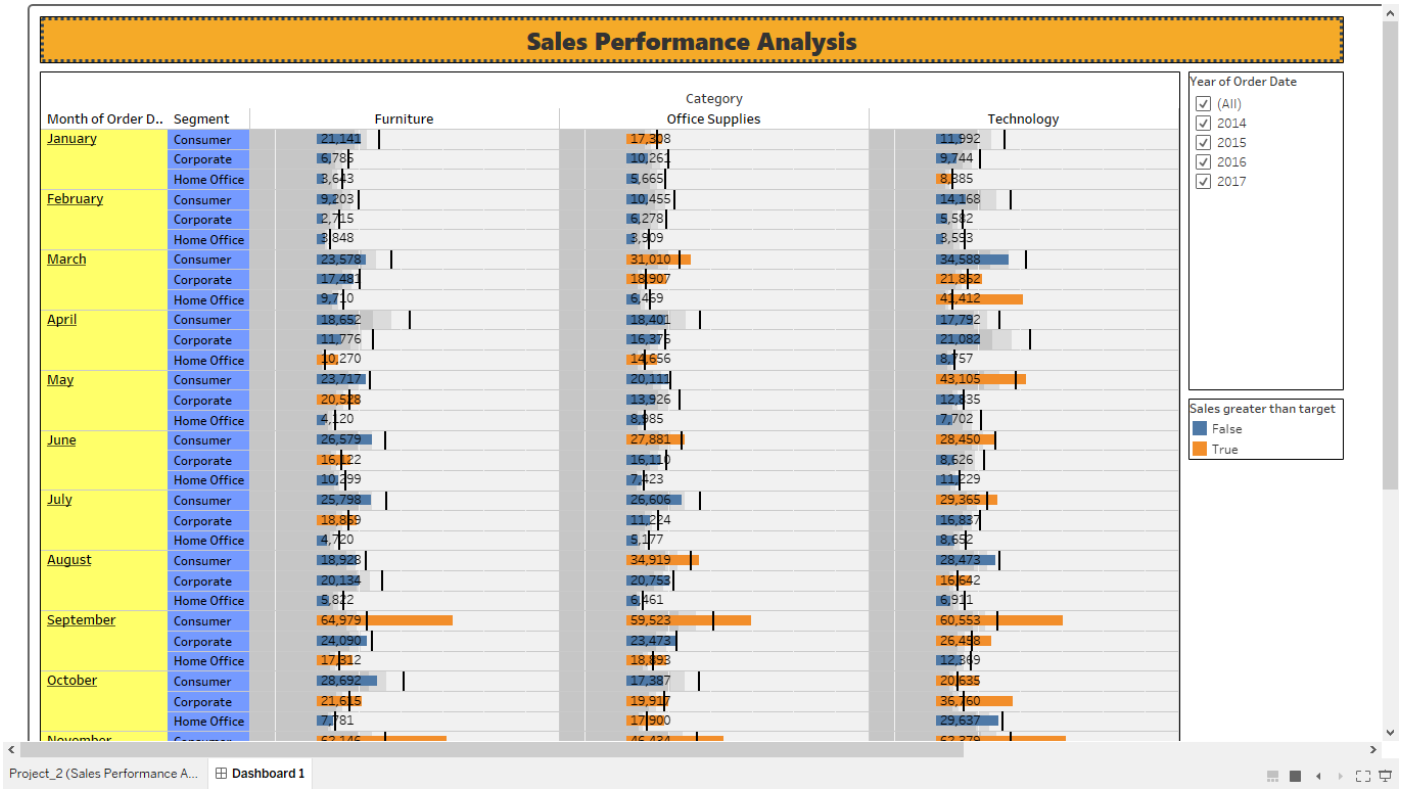




8. Also add **order date** to the **Filter field** to get the **multiple value list**. This provides us the insights to particular year sales.



DASHBOARD OUTPUT



Worksheet link:

https://public.tableau.com/profile/piyush.bhatia1105#!/vizhome/SalesPerformanceAnalysisProject-2_16012186465450/Project_2SalesPerformanceAnalysis?publish=yes

Dashboard Link:

https://public.tableau.com/profile/piyush.bhatia1105#!/vizhome/SalesPerformanceAnalysisProject-2_16012186465450/Dashboard1?publish=yes