

Sales Dashboard Report for All Things Office

Introduction

This document provides an overview of the sales dashboard created for All Things Office, which specialises in selling office and furniture supplies. The dashboard presents key metrics and visualisations to help the company understand its sales performance and trends.

Dashboard Overview (2023)

Total Sales

- **Current Sales:** €164,421K, reflecting a **20.59%** increase compared to the previous year.
- This metric indicates overall business growth and the effectiveness of sales strategies.

Total Profits

- **Current Profits:** €27,890K, demonstrating a **43.72%** increase compared to the previous year.
- This significant growth suggests improvements in cost management or a successful pricing strategy.

Total Quantity

- **Total Quantity Sold:** €12K, also up by **43.72%** from the previous year.
- Understanding the quantity sold helps assess demand for different products.

Sub Categories

The category **tables** and **bookcases** incurred a profit loss in the current year. While bookcases achieved higher sales than on the previous year, the profit loss indicates that there may be underlying issues, such as increased costs or decreased margins, that need to be investigated.

Potential reasons for this profit loss include increased manufacturing and shipping costs, which can decrease profit margins, as well as decreased selling prices due to intense market competition and promotional discounts. Additionally, changes in consumer preferences toward lower-margin products and issues with inventory management, such as excess stock or obsolete items might cause additional contribution to the decline in profits.

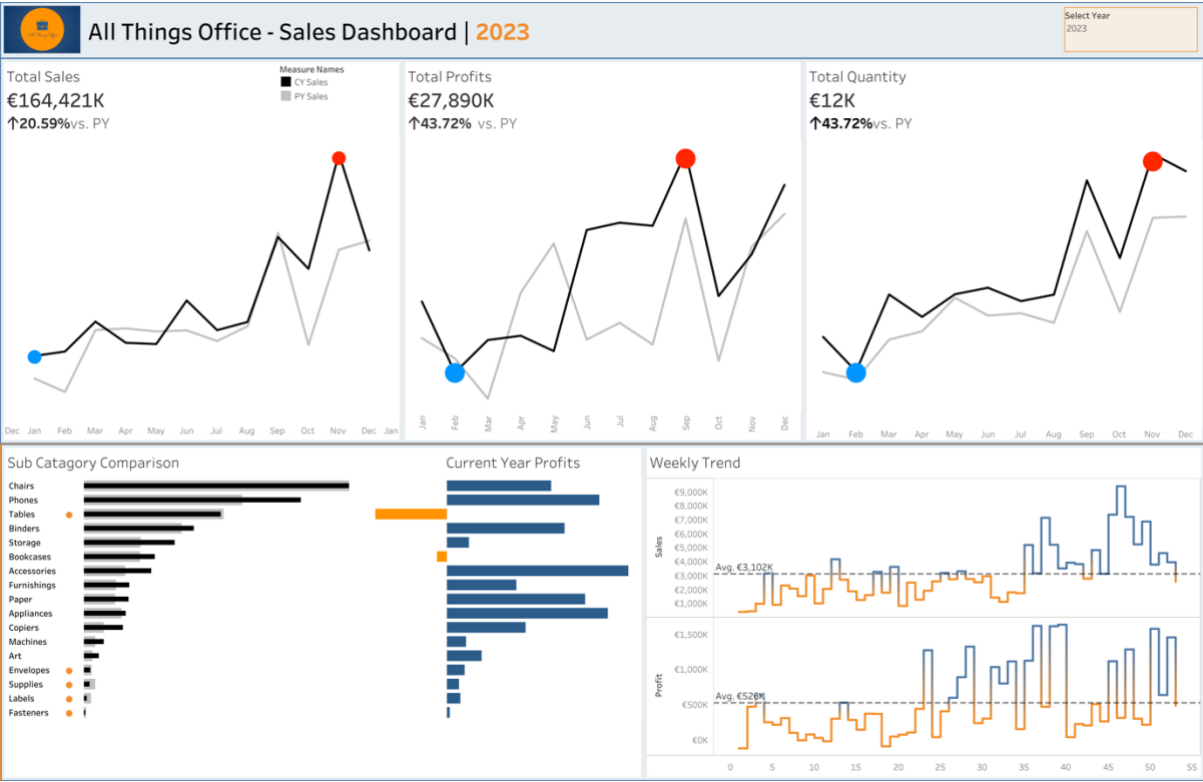
The categories of **tables**, **envelopes**, **supplies**, **labels**, and **fasteners** experienced a decrease in sales compared to the previous year. Understanding the reasons behind this decline could help the company adapt its strategies to meet changing market demands.

Analysing market trends, customer preferences, and competitive dynamics, can help All Things Office identify areas for improvement, such as adjusting pricing strategies, enhancing product quality, or introducing new features that may be trending. In addition, gathering customer feedback will provide valuable insights into consumer needs and preferences. This approach will enable the company to make informed decisions and better align its offerings with changing market demands, ultimately driving sales and improving profitability.

These trends highlight the importance of analysing product performance in detail, allowing All Things Office to make informed decisions regarding product offerings, pricing strategies, and potential marketing efforts.

Dashboard Visualisation

Interactive visualisations are included to show trends over time, subcategory comparisons, and weekly performance metrics.



Closing

The sales dashboard created using tableau serves as an important tool for All Things Office, enabling data-driven decisions on how it might enhance business performance. The visualisations allow stakeholders to quickly navigate Key Performance Indicators (KPIs) and evaluate the state of the business and identify areas for improvement.