

Fitness Equipment Sales & Profitability Dashboard – Tableau Project

Project Overview

This Tableau dashboard provides a comprehensive overview of fitness equipment sales, focusing on revenue by distributor, client, and product type. The goal is to replace static Excel reports with interactive visualizations that allow **Operations, Sales, and Finance teams** to monitor performance across distributors, clients, and product categories over time.

Business Request (from Management – Operations Manager)

Hi Omar!

We need to improve our sales performance reports and move away from static Excel files into **interactive dashboards**. Key objectives include:

- Track revenue per distributor, client, and product type.
- **Compare Year-to-Date (YTD) vs Previous Year-to-Date (PYTD)**, if historical data exists.
- Analyze top-performing products and clients to guide inventory and marketing strategies.
- Easily filter by distributor, client, and equipment type.

Necessary Systems: Fitness Sales Data (CSV/Excel), Excel for historical reference.

User Stories & Acceptance Criteria

No	Role	Request	Value / Purpose	Dashboard Implementation
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1	Operations Manager	Overview of revenue per distributor vs PYTD	Monitor overall sales performance	YTD vs PYTD KPIs with line/bar charts
2	Regional/Distributor Manager	Breakdown by distributor	Identify high/low performing distributors	Treemap or bar chart by distributor
3	Product Manager	Detailed revenue by equipment type	Understand product performance	Stacked bar/column charts with filters
4	Sales Manager	Revenue by client	Identify top clients and opportunities	Top N clients chart with filters
5	Finance Manager	Monitor trends over time	Detect seasonality and growth opportunities	Monthly/quarterly trend charts with lines/bars

Dashboard Insights (Based on Fitness Equipment Sales Data)

Performance vs Last Year (if historical data exists):

- YTD shows strong revenue growth in **Rowing Machines**, indicating increasing demand.

Top & Bottom Distributors:

- **Iron Strength Equipment Co.** leads in Rowing Machine sales.
- **Steel Power** performs well as a client but certain distributors show inconsistent sales.

Top & Bottom Clients:

- **Steel Power** is the top client for Rowing Machines.
- Other high-revenue clients include **Elevate Fitness** and **Titan Training**.

- Some clients underperform on certain equipment types, signaling opportunities for targeted promotions.

Product Trends:

- **Rowing Machines** generate the highest overall revenue.
- **Airbikes** are strong but slightly below Rowing Machines.
- **Treadmills** maintain moderate, consistent sales.

Revenue Distribution:

- Certain clients dominate revenue in specific equipment types, suggesting **focused marketing and inventory strategies**.
- Most distributors have balanced sales across products, but top clients drive majority revenue.

Visuals Included

- **Revenue by Distributor:** Bar chart with filters for top distributors.
- **Revenue by Client:** Top N clients per product, with interactive slicers.
- **Revenue by Product Type:** Stacked bar chart to show contribution of each equipment type.
- **Trend Analysis:** Monthly or quarterly line chart showing sales evolution.
- **Interactive Filters:** Distributor, Client, and Product Type slicers for dynamic exploration.