

ACME Sales Analysis

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DASHBOARD: ACME Sales Analysis

https://public.tableau.com/profile/cesar.robles#!/vizhome/ACME_Sales_Analysis/Dashboard1?publish=yes

Introduction

The Sales - Superstore dataset contains detailed information about your company's sales. Your manager, Sylvia, has made a decision to cut the three worst performing sub-categories in their region in terms of Sales. To do this, she has asked you to create one data visualization that will identify which three sub-categories are the worst performers by region, and show how much worse they perform than other sub-categories. Sylvia will use this visualization to inform which product categories to cut, and in which regions.

The Dashboard

- * The dashboard was designed based on the pre-attentive attribute taking into consideration the necessities of the manager. In this sense, you can easily interact with it using dropdown menus.
- * Using the proximity principle of the "Gestalt Principles", the dashboard was grouped by sections.
 - ◆ First sections is filled with all the dropdown menus that make the dashboard easy to use.
 - ◆ The second section it is about the sales and profitability, the graphics are configure to display only the sub segment based on the dropdown menus.
- * Understanding and grouping the fields into categories and given the user the possibility to interact with the most important categories.
- * The dashboard is interactive because it can display the most relevant information to the manager and then she can make the best decision.
- * This visualization highlight the profitability of the subcategories and shows the numbers to make the best decision, also it can illustrates the worst regions and seasonality.