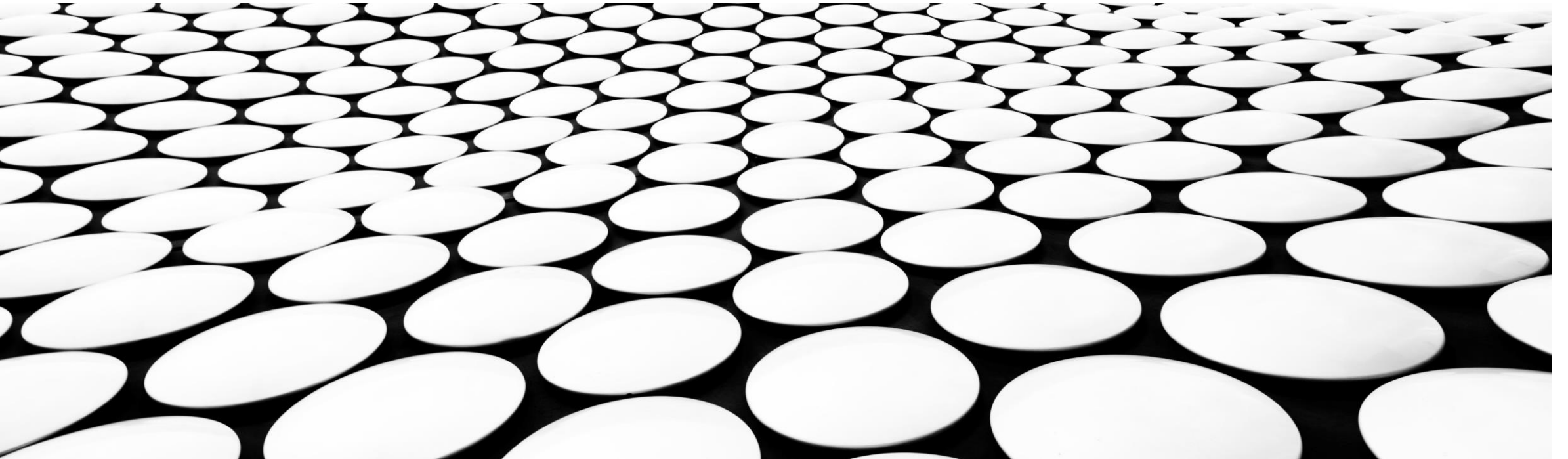

STORE PERFORMANCE

USING TABLEAU



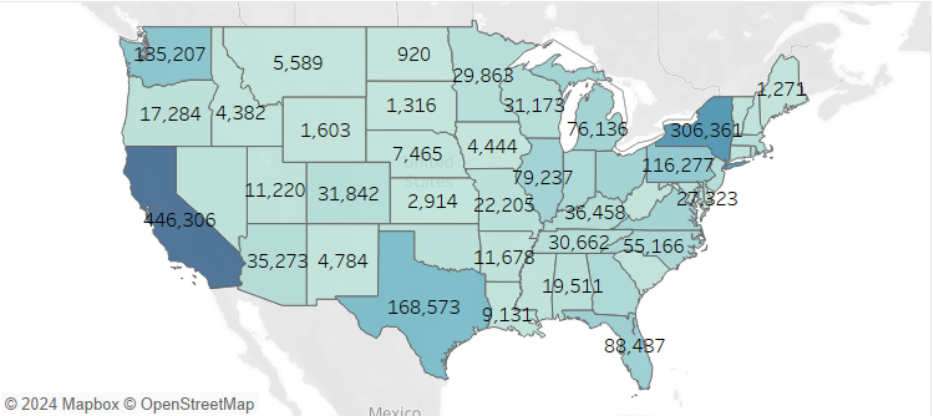


BRIEF

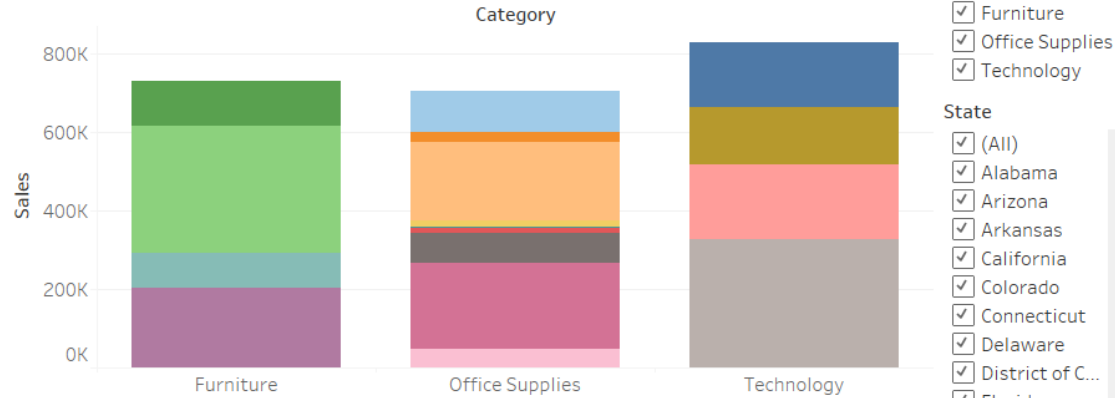
- This was a project to create build knowledge on using Tableau to build interactive dashboards.
- The project involved taking a dataset and cleaning it in Microsoft Excel before loading the clean dataset into Tableau.
- In Tableau an additional field was calculated to produce a percent of total sales.
- Visuals were then created to show sales by category, sales by state, monthly sales trends and the perfect total sales by category.
- Filters were added to the dashboard and set to interact with all the visuals.

DASHBOARD

Sale by State \$



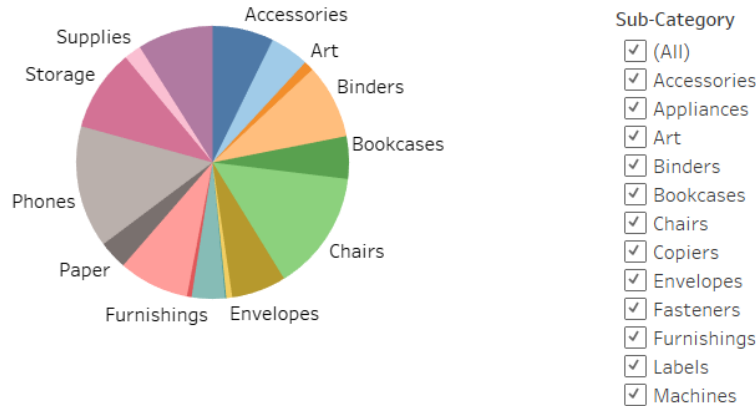
Sales by Category



Monthly Sales Trend



Percentage of Total Sales by Subcategory



[Link to Dashboard](#)



INSIGHTS

- The top performing states in terms of sales are California and New York, with Washington and Texas also performing reasonably well.
- Technology is the bigger category for products sold, with phones being the biggest performer of sales. Chairs is also a good performer in sales.
- Sales have grown from \$73,931 in the first quarter of 2015 to \$278,417. However the R-squared value of 0.37 and the variation within the graph shows that there is a lot of variation within the data.



RECOMMENDATIONS

- The company could look to streamline its products offered to focus on prioritising products that are more popularly sold, allowing for greater variation in stock styles without the worry of holding onto excess stock.
- The company could prioritise warehouse locations to areas of high performance to allow for great efficiency in delivery targets and reduction in carbon footprint for the company.