**SALES ANALYTICS DASHBOARD REPORT; TABLEAU**

DATA SOURCE: KAGGLE

STAKEHOLDERS:

* Project Team
* Project Management
* Sales Director
* Marketing Lead
* Chief Revenue Officer

DATA CLEANING; EXCEL

* Deleting duplicates
* Deleting irrelevant rows
* Creating new columns

REQUIREMENTS

PRIMARY KPI –

* Revenue
* Total number of products sold
* Number of Customers
* Number of products

SECONDARY KPI

* Countries with highest number of customers
* Best performing countries in terms of revenue
* Monthly Sales Trend
* Products by Revenue
* Highest Ordered Item
* Top 5 products by country
* Top 10 customers by revenue

**INSIGHTS FROM DASHBOARD**

* Revenue generated from all countries is $8,760,971.
* Total number of products sold is 5,157,338.
* Number of Customers is 4,334.
* Number of products is 3659.
* Countries with highest number of customers: United Kingdom topped the chart with 3916 customers.
* Countries with highest revenue: United Kingdom with revenue of $7,265,767
* Monthly Sales Trend: November 2011 has the highest sales of 664,673 products and revenue of $1,142,146 whilst February 2021 has the lowest sales of 265,380 products sold and $443,346 revenue generated.
* Products by Revenue: "Paper craft, little birdie" has the highest revenue as compared to all the products with $168,470.
* Highest Ordered Item: "Paper craft, little birdie", medium ceramic top storage jar, world war 2 gliders asstd designs, jumbo bag red retrospot and white hanging heart T-light holder topped the first five (5) ordered product.
* Top 5 products by country: In United Kingdom, "Paper craft, little birdie", medium ceramic top storage jar, world war 2 gliders asstd designs, jumbo bag red retrospot and white hanging heart T-light holder are the top products ordered in the country.
* Top 10 customers by revenue: Customer with ID 14646 has the highest revenue of $279,138