**Tableau Project: Digi comp Sales Analysis**

**ABSTRACT**

This Tableau project focuses on a comprehensive sales analysis of Digicomp, aiming to gain insights into revenue trends, customer behavior, and product performance. Leveraging the power of data visualization, the project delves into the dataset comprising sales transactions, customer details, and product information.

In today's dynamic business landscape, data-driven decision-making has become paramount for organizations seeking to thrive and remain competitive. This Tableau project embarks on a comprehensive sales analysis of Digicomp, a leading player in the Clothing Industry, to unearth valuable insights that can steer strategic initiatives and foster growth.

The goal of this analysis is to delve deep into Digicomp's sales ecosystem, leveraging the robust capabilities of Tableau for visualizing complex datasets. By meticulously examining sales transactions, customer profiles, and product categories, we aim to uncover patterns, trends, and opportunities that may have otherwise gone unnoticed.

In an era where every transaction yields a treasure of information, this project seeks to transform raw data into actionable intelligence. Through a combination of advanced analytics and intuitive visualizations, we aim to empower stakeholders at Digicomp with the knowledge they need to make informed decisions, optimize resources, and ultimately enhance the bottom line.

The subsequent sections of this report will delve into specific aspects of the sales analysis, including trends in sales volumes, customer segmentation, product performance, regional insights, and profitability metrics. Through each facet of the analysis, we strive to provide a holistic view of Digicomp's sales landscape, shedding light on both strengths and areas for improvement.

By the culmination of this project, it is our ambition to equip Digicomp's leadership and operational teams with a powerful toolset for navigating the intricacies of their sales operations. The visualizations and dashboards crafted in Tableau will serve as dynamic instruments for continuous monitoring, strategic planning, and data-driven decision-making.

**AIM:**

1. Analyse the *Sales/Profit* for all the months of 2017 as a continuous line chart and area chart.
2. Show *Category-*wise *Sales* as Packed Bubbles Chart suggesting categories with highest to lowest sales.
3. Create a Tree map chart showing *Sales* by *Category* and *Sub-Category*.
4. Visualize *Sales* vs *Profit* on a Scatter Plot with *Category* and *Sub-Category* breakdown.
5. Compute aggregated values for all Sales KPIs like *Total Sales, Profit, Profit Ratio, Discount* in a Table view.
6. Analyse the *Sales* for all the quarters of all the years across *State*, and *Category* as a Highlight Table. Highlight the columns by Profit.
7. Connect to the ***Return Data*** dataset and blend it with ***Orders*** data to compute the *number of orders returned* for each Product *Category* in 2016.
8. Show *Sales/Quantity* of Product *Category* in each *Region* as a Stacked Bar Chart.
9. Determine the top 5 *products* and top 5 *customers* by *Sales*, i.e., *Products* and *Customers* that are generating the highest revenue as a bar chart.

10. Visualize *Sales* by *State* where the sales variation is highlighted by color as a Map Chart.

11.Visualize Sales & *Profit* analysis by *Customer* on a Scatter Plot.

12.Represent the *Number of orders* received by *Quantity* bins as a Histogram.

1. Create Quantity bins.
2. Use Measure Count of Quantity as calculation.
3. Drag Count of Quantity in Row Shelf and Quantity bins in column shelf

13.Create an interactive fixed size floating layout Dashboard that can be shared with the leaders using the above analysis.

**DATA DESCRIPTION:**

The provided datasets, "Orders Data.xlsx" and "Return Data.csv," furnish comprehensive information on sales transactions. Each dataset contains essential columns such as Order ID, Order Date, Ship Date, Customer Details, Product Information, Sales, and Profit. Notably, both datasets exhibit complete data integrity, with no missing values. These clean datasets will serve as a robust foundation for conducting precise and insightful analyses in Tableau.

**PROBLEM DESCRIPTION:**

DigiComp is a global enterprise that, among other things, caters to designing, developing, manufacturing and marketing products like - clothing materials.

DigiComp has expanded its presence across the globe, and the business wants to get an in-depth analysis of its sales to make better sales decisions. So, DigiComp has decided to use Tableau Dashboards to consolidate the data from multiple sources and carry out the sales analysis. This will help the sales department to access the data from remote locations that would increase the overall timeliness, find inefficiencies, and make better decisions.

**DOMAIN:**

Sales and Marketing

**DATA VISUALISATION:**

1. The Sales/Profit of all months of 2017 is visualized in Line and Area graph
2. Category- wise Sales are Illustrated in the form of Bubble Chart
3. Sales by Category and Subcategory are Sketched in Tree Map
4. Sales vs Profit is depicted in Scatter plot
5. The KPI’s of Profit, Profit Ratio, Sales and Discount are tabulated in tabular format.
6. Sales for all Quarters are depicted in the Highlighted Table
7. The number of returned orders is visualized in Bar Graph
8. Sales/Quantity in Stacked Bar graph
9. The Top 5 Customers and Products are displayed in 2 different Bar Graphs

10.Sales by State is visualized in Map Graph

11.Sales and Profit is visualized in Scatter plot

12.Number of Orders in Quantity is represented in Histogram

**CONCLUSION:**

* The Maximum sales and profit in the year 2017 is 118,448 and 14,752 respectively, the Minimum sales and profit in the year 2017 is 20,301 and 933 respectively and the total sales and profit is 755,904 and 93,439 respectively
* The Category that has the highest sales is Kid’s Clothing and the least sales is in Men’s Clothing.
* The overall Discount is 1561, Profit is 286397, Profit Ratio is 12 and the overall Sales are 2,310,890.
* The overall Sale for all quarters is 4,57,688 and Profit is 76,381.
* The number of returned orders in Kid’s clothing, Men’s clothing and Women’s clothing is 28, 29 and 59 respectively.
* The Highest sales have occurred in the West Region and the least in the South Region.
* The top 5 Customers are Raymond Buch, Roland Schwarz, Sean Miller, Tamara Chand, Zuschuss Carroll.
* The top 5 Products that highly purchased are Checked Shirt, Formal Suit, Pullover Hoodie Sweatshirt Solid Shirt, Solid Straight Skirt