

# Sales Dashboard

## Semester Project:

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**Roll No.:** FA23-BST-061

**Section:** B

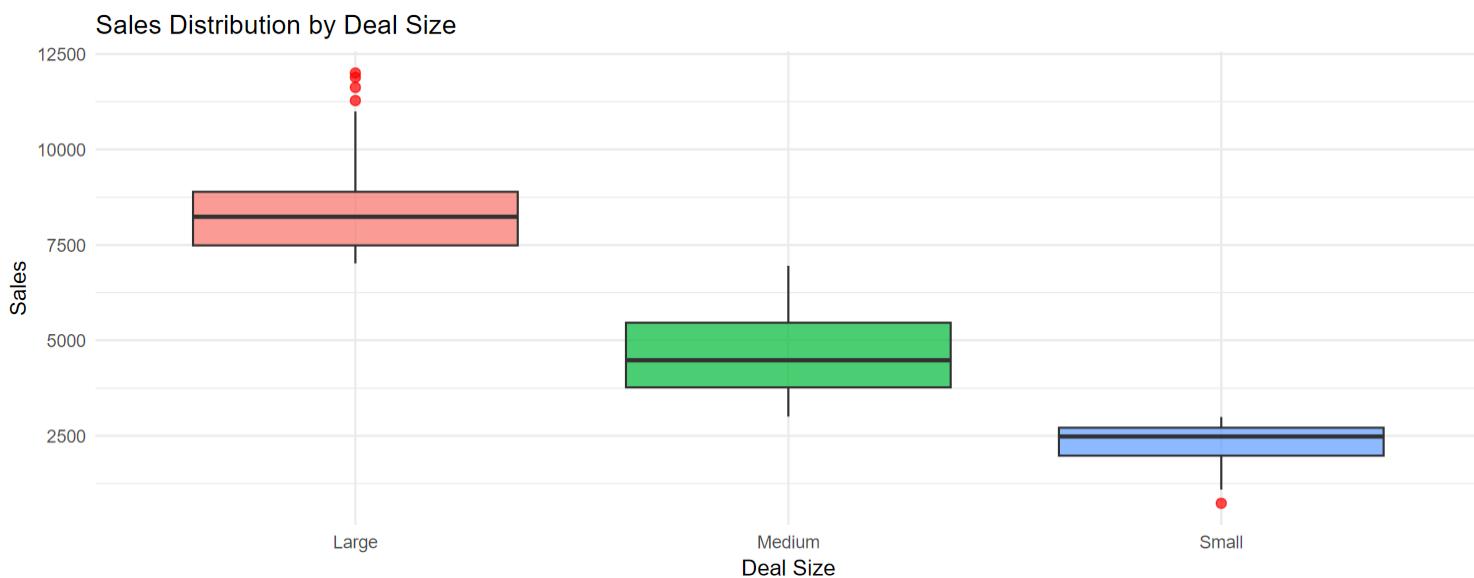
**Semester:** 4th

**Course:** Data Visualization Techniques

## About the Sales Dataset:

- This dashboard presents interactive sales data from a MySQL database containing detailed sales records of various products.
- The dataset includes information about sales transactions, product details, customer information, and geographical data.
- Key features include the ability to filter data interactively, visualize trends, compare different product categories, and analyze geographical distribution of sales.
- The dashboard provides insights into sales performance, product popularity, order statuses, and deal sizes across different regions.
- Users can interact with visualizations to drill down into specific segments of the data for more detailed analysis.
- The data covers multiple product lines including Classic Cars, Motorcycles, Trucks and Buses, and Vintage Cars.

# Sales Overview by Time



Total Sales

**2.36M**

Avg Sales

**4.74K**

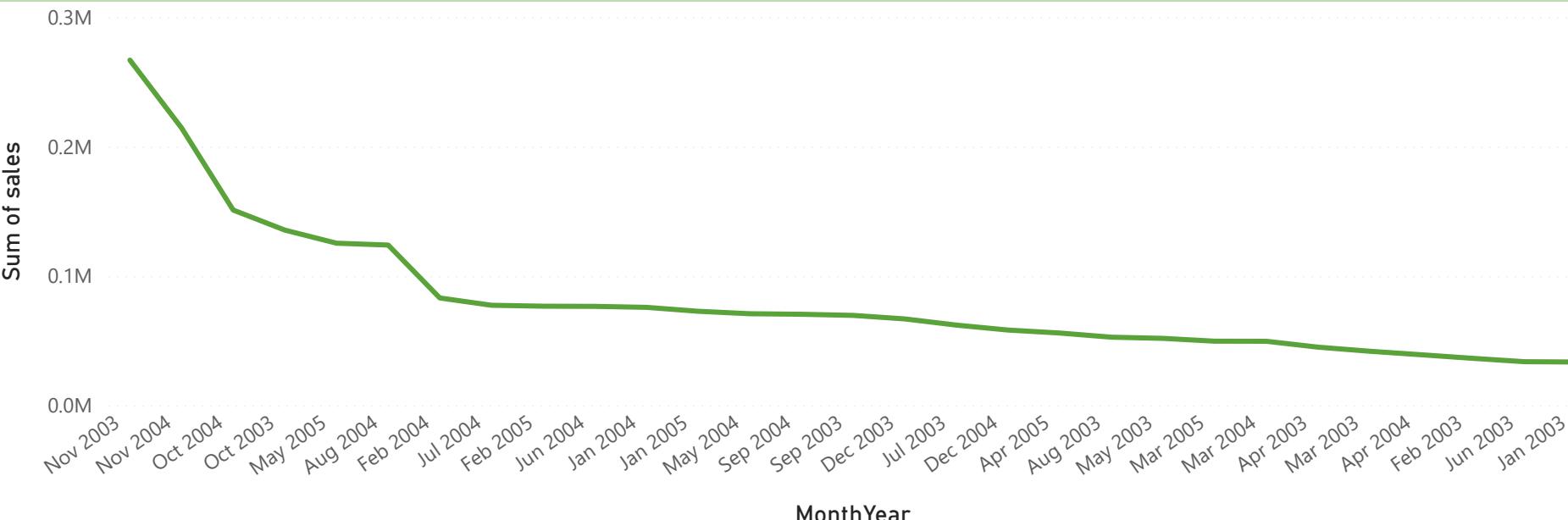
Total Orders

**209**

Total Quantity

**18K**

## Sales by Month Year



status

status	
Cancelled	On Hold
Disputed	Resolved
In Process	Shipped

# Customer and Product Insights

country, customername

- Australia
- Austria
- Belgium
- Canada
- Denmark
- Finland
- France
- Germany

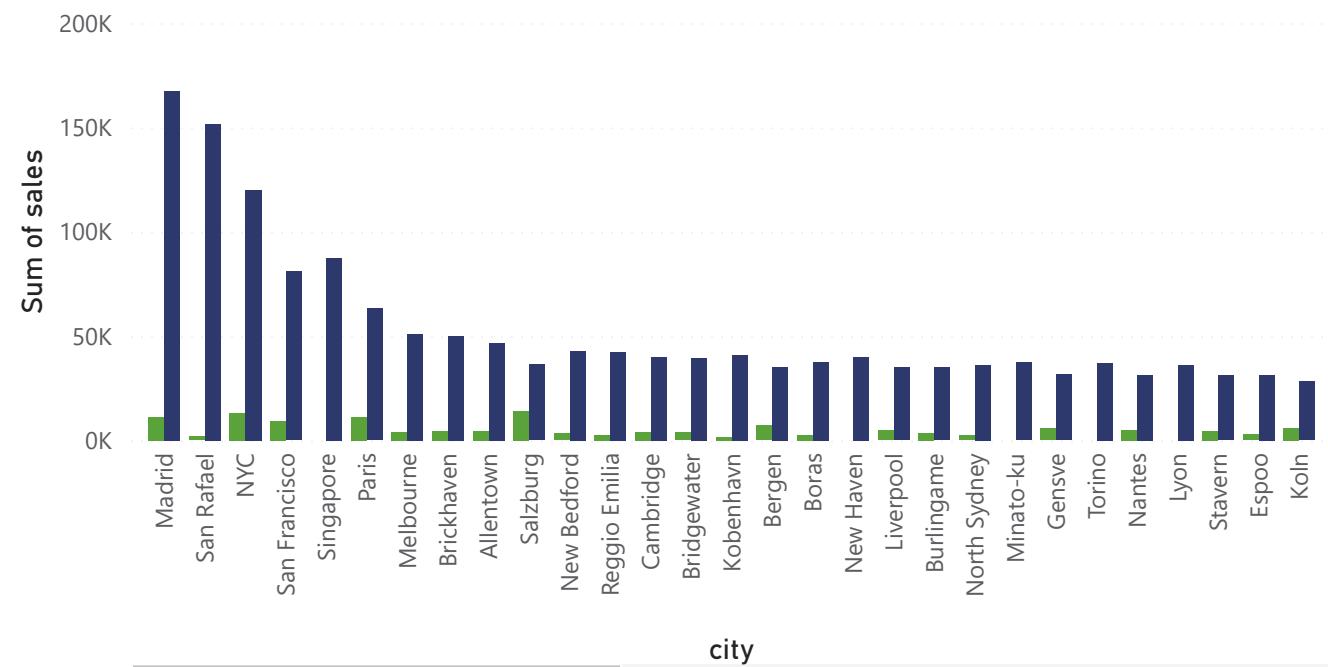
Mid-Range	CLV <b>2.36M</b>	Avg Price <b>85.59</b>	Avg Sales <b>3.15K</b>
Premium	CLV <b>2.36M</b>	Avg Price <b>96.38</b>	Avg Sales <b>4.92K</b>

state      Classic Cars    Motorcycles    Trucks and Buses    Vintage Cars    Total

BC	18,734.89		10,692.24		<b>29,427.13</b>
CA	1,010,365.18	283,546.33	215,860.48	64,427.51	<b>1,574,199.50</b>
CT	50,941.37	22,920.10	9,371.40		<b>83,232.87</b>
Isle of Wight	4,128.96				<b>4,128.96</b>
MA	96,324.35	41,273.99	11,517.54	9,240.44	<b>158,356.32</b>
NH	15,697.16		7,035.17	3,710.90	<b>26,443.23</b>
NJ		23,575.67			<b>23,575.67</b>
NSW	25,676.56	7,420.15	25,573.17	3,184.94	<b>61,854.82</b>
NV	4,667.86			1,516.62	<b>6,184.48</b>
NY	60,723.83	59,129.08	23,694.55	4,808.31	<b>148,355.77</b>
Osaka	5,628.89	9,132.49			<b>14,761.38</b>
PA	47,396.22	20,443.76	16,383.26		<b>84,223.24</b>
Quebec	16,454.20		9,445.00		<b>25,899.20</b>
Queensland	8,014.82	9,122.39	11,297.54		<b>28,434.75</b>
Tokyo	19,484.14	5,746.93	12,121.24		<b>37,352.31</b>
Victoria	14,827.10	31,220.80	5,669.63	6,361.60	<b>58,079.13</b>
<b>Total</b>	<b>1,399,065.53</b>	<b>513,531.69</b>	<b>358,661.22</b>	<b>93,250.32</b>	<b>2,364,508.76</b>

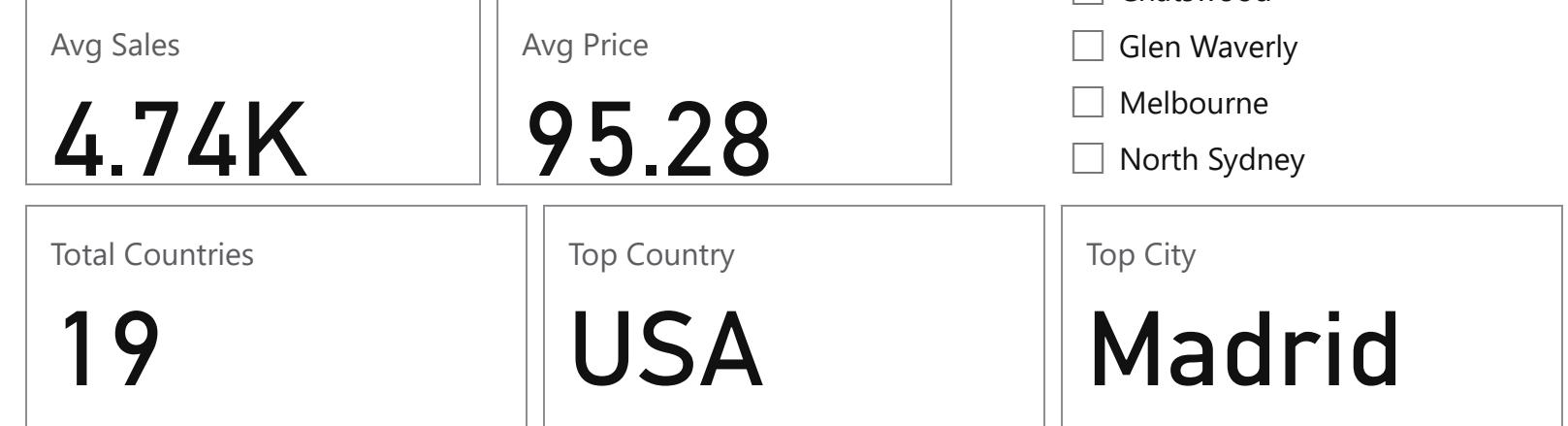
## Sales by City and Product Category

ProductCategory ● Mid-Range ● Premium



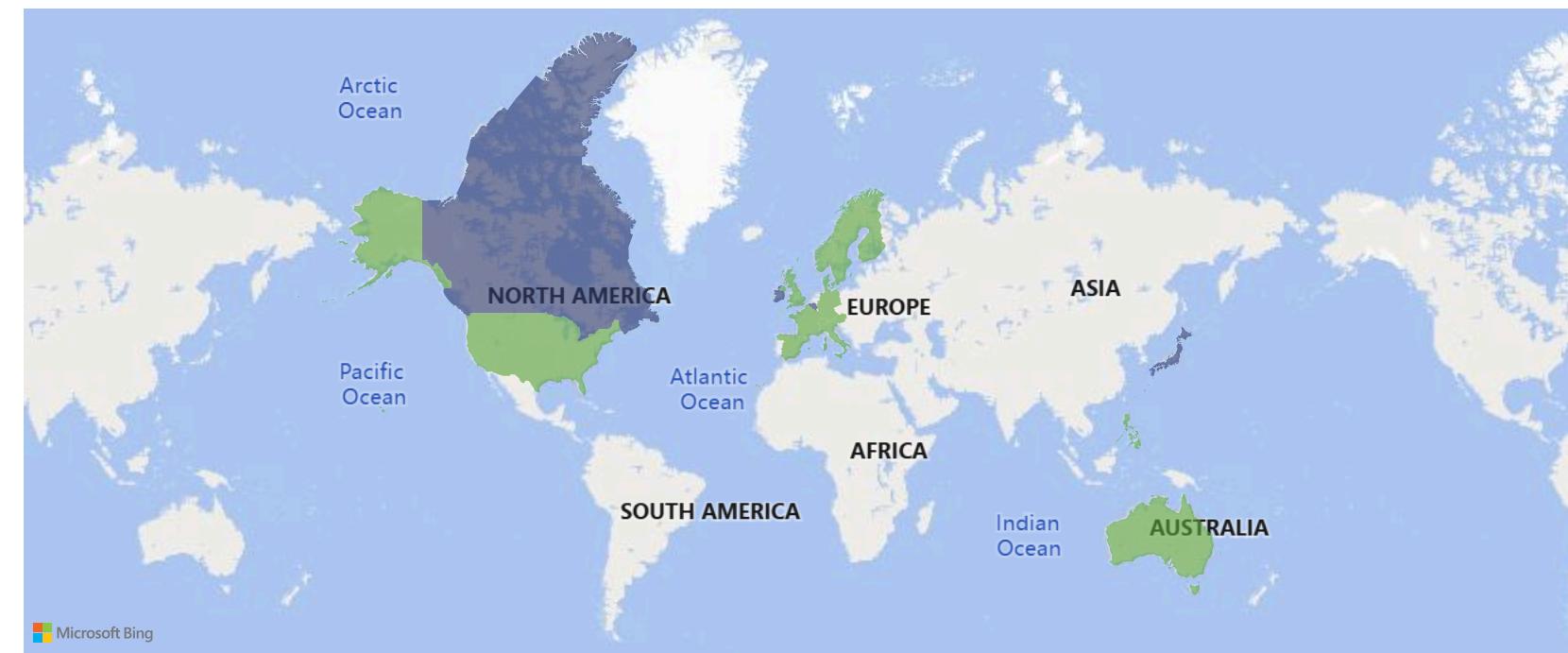
# Geographic and Regional Insights

city	state	Sum of sales	Sum of quantityordered
Aaarhus	CA	31,233.36	193
Allentown	PA	50,861.65	339
Barcelona	CA	5,324.40	45
Bergamo	CA	5,036.16	43
Bergen	CA	42,251.23	324
Boras	CA	40,149.68	327
Boston	MA	13,652.63	108
Brickhaven	MA	54,528.28	396
Bridgewater	CT	43,222.43	268
Brisbane	CA	10,799.18	98
Bruxelles	CA	3,508.80	30
Burbank	CA	13,640.56	108
Burlingame	CA	38,438.31	260
Cambridge	MA	44,163.45	296
Chatswood	NSW	23,432.15	201
Cowes	Isle of Wight	4,128.96	33
Dublin	CA	16,940.26	89
Espoo	CA	34,235.76	264
Frankfurt	CA	21,015.83	150
Gensve	CA	37,301.11	313
Glen Waverly	Victoria	3,106.88	28
Glendale	CA	3,987.20	35
Graz	CA	23,525.79	194
Helsinki	CA	30,668.82	217
Kobenhavn	CA	42,514.10	292
Koln	CA	34,130.30	259
Las Vegas	NV	6,184.48	76
Lille	CA	28,921.81	195
<b>Total</b>		<b>2,364,508.76</b>	<b>17702</b>



## Sales, First territory and First Deal Size by country and Product Category

ProductCategory ● Mid-Range ● Premium



country, city

^ □ Australia

□ Chatswood

□ Glen Waverly

□ Melbourne

□ North Sydney



# Dashboard Summary & Key Insights

Total Sales

**2.36M**

Total Countries

**19**

Total Unique Customers

**88**

Best Performing Product Line

**Classic Cars**

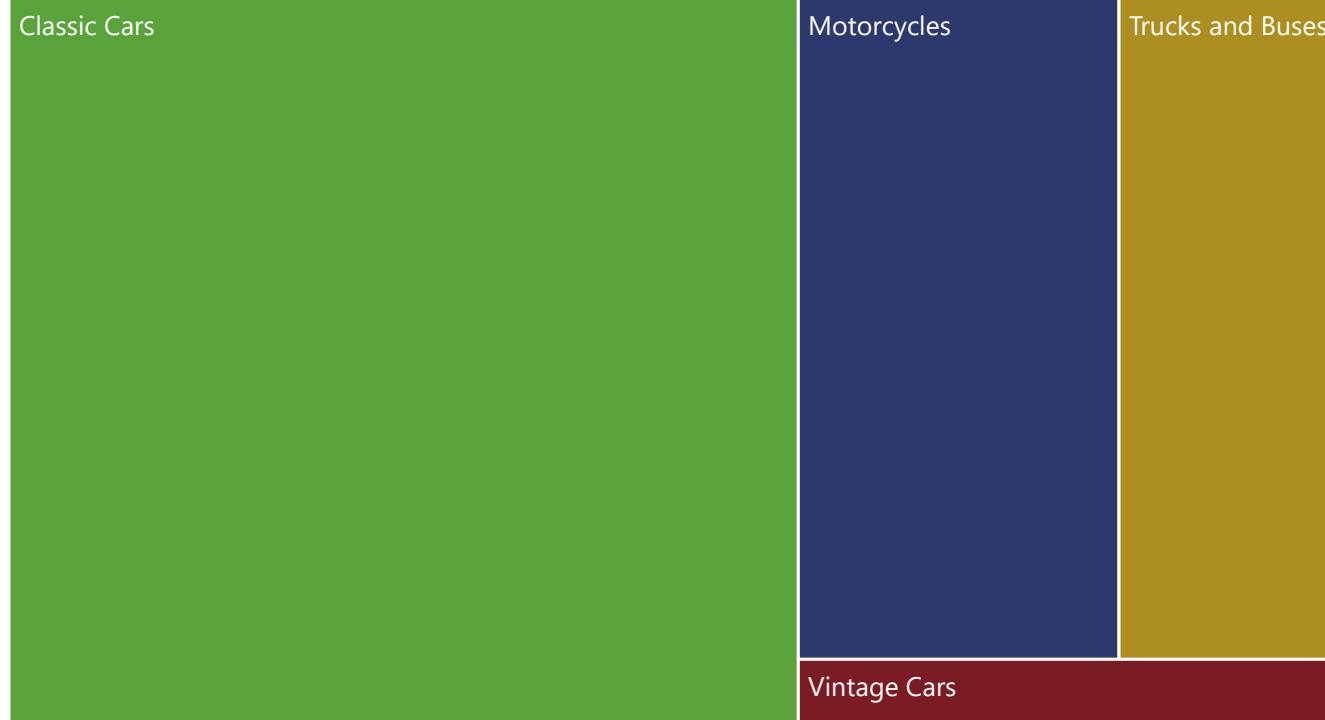
Total Orders

**209**

productline, country

- ▽  Classic Cars
- ▽  Motorcycles
- ▽  Trucks and Buses

## Sales by Product Line



## Sales vs Quantity by Territory

