**Sales Dashboard**

The **Sales Dashboard** is an interactive Tableau-based solution designed to analyze and visualize key sales performance metrics. It provides actionable insights to optimize sales strategies and drive revenue growth.

**Features**

* **Revenue Tracking**: Monitor total sales, revenue trends, and growth rates.
* **Regional Sales Performance**: Analyze sales distribution across different locations.
* **Product Category Insights**: Identify top-performing products and categories.
* **Customer Segmentation**: Understand customer demographics and purchasing behaviors.
* **Sales Team Performance**: Track individual and team sales metrics.
* **Custom Filters**: Filter data by date range, region, and product categories.

**Tools Used**

* **Tableau**: For building interactive and visually appealing dashboards.
* **Data Sources**: Integrated with sales data from databases, spreadsheets, or APIs.

**Screenshots**

Include screenshots of the dashboard to highlight its design and key features.

**Future Enhancements**

* Integration with real-time sales data for live reporting.
* Predictive analytics to forecast sales trends.
* Enhanced customer segmentation with AI-driven insights.