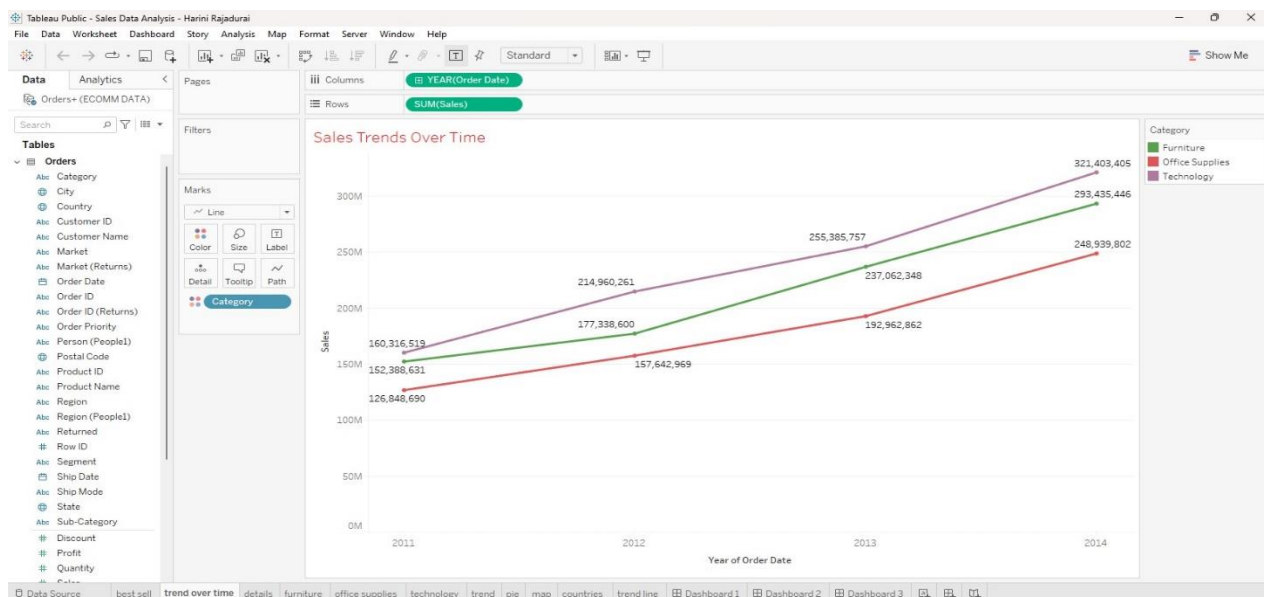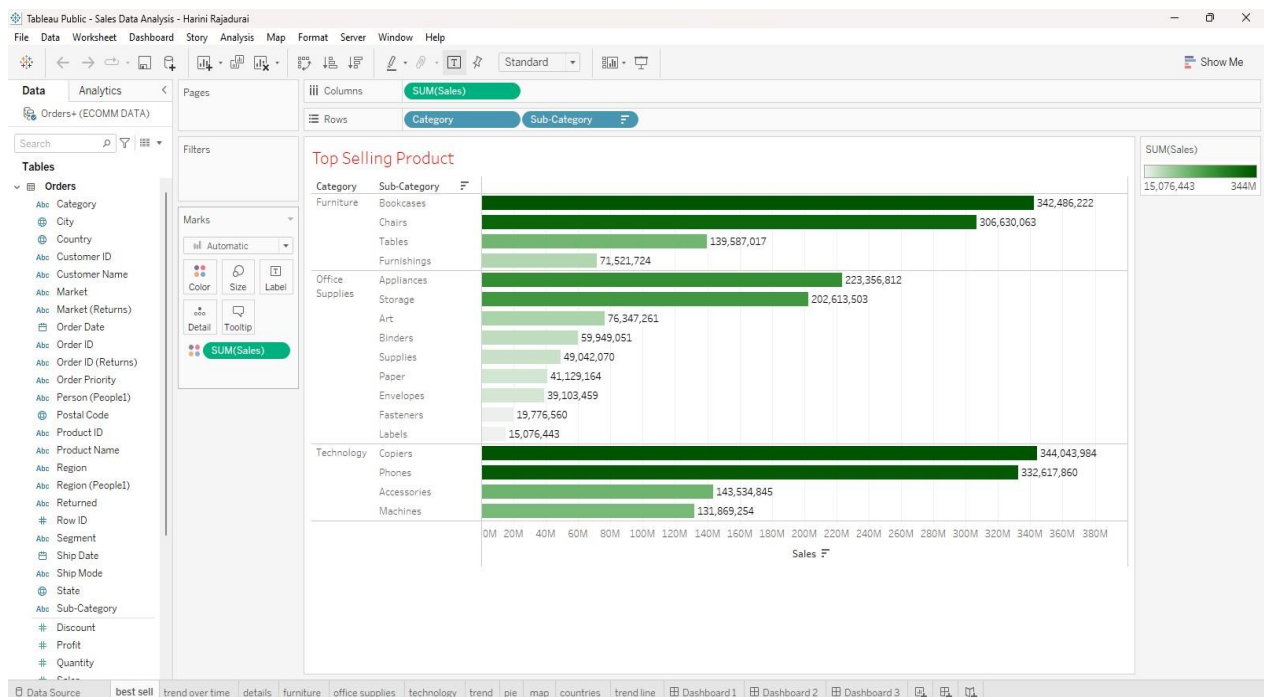# SALES DATA ANALYSIS

Goal:

The objective is that using sales data analysis to find patterns, best selling items, and revenue indicators to help in business decision making.
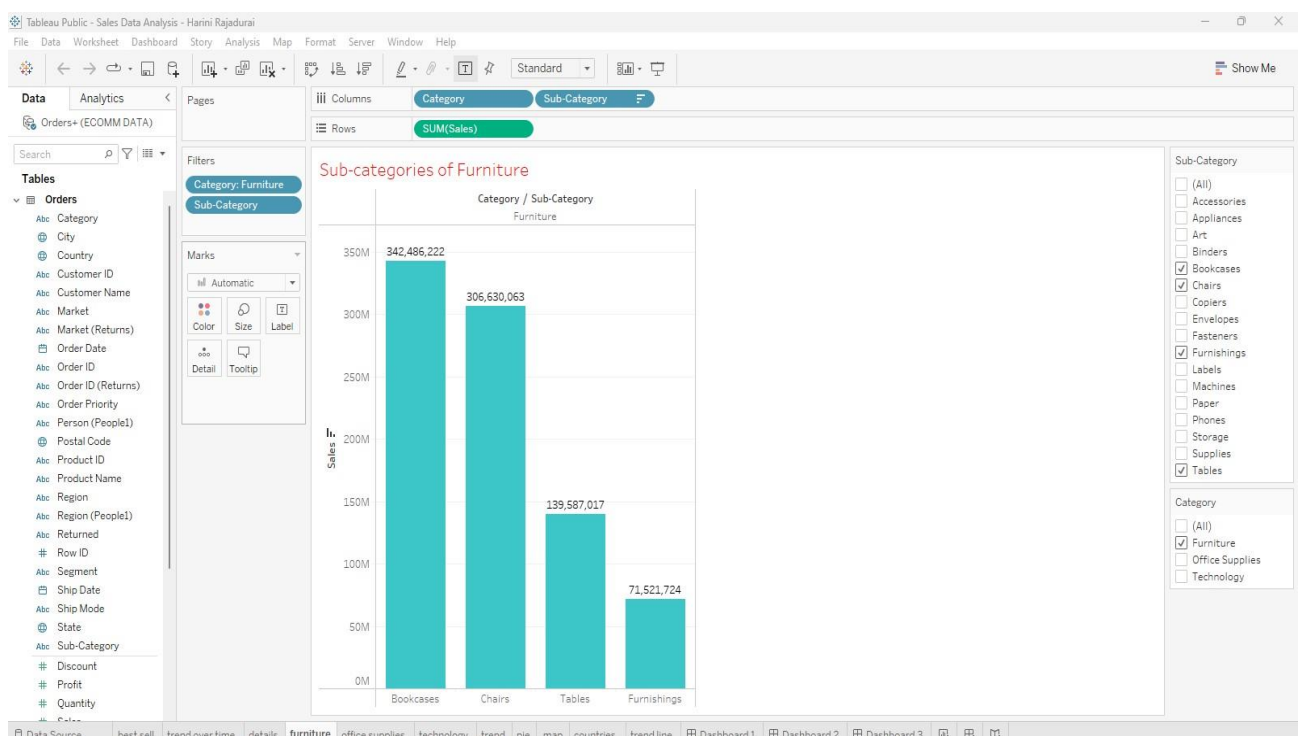
Outputs:

Using sales data analysis dataset, top selling products are found in each category. Bar plot clearly shows the highest and lowest number of sales for each product.
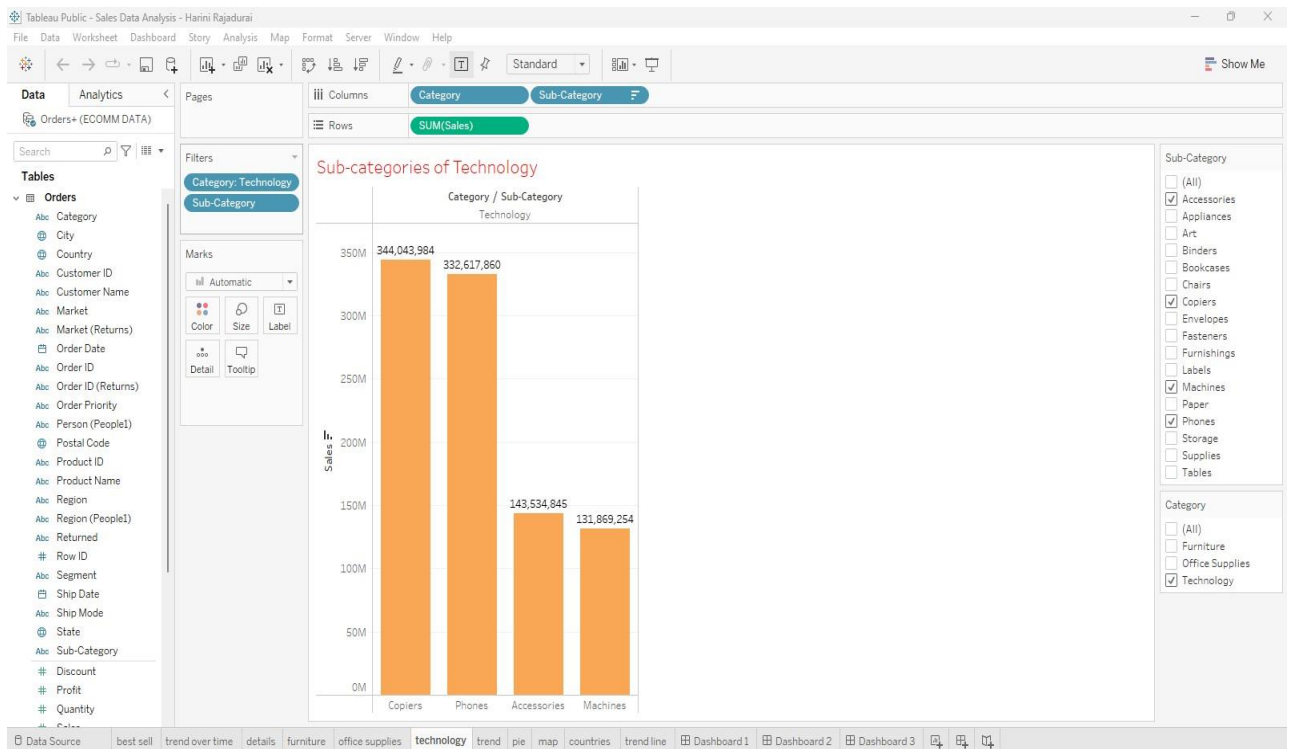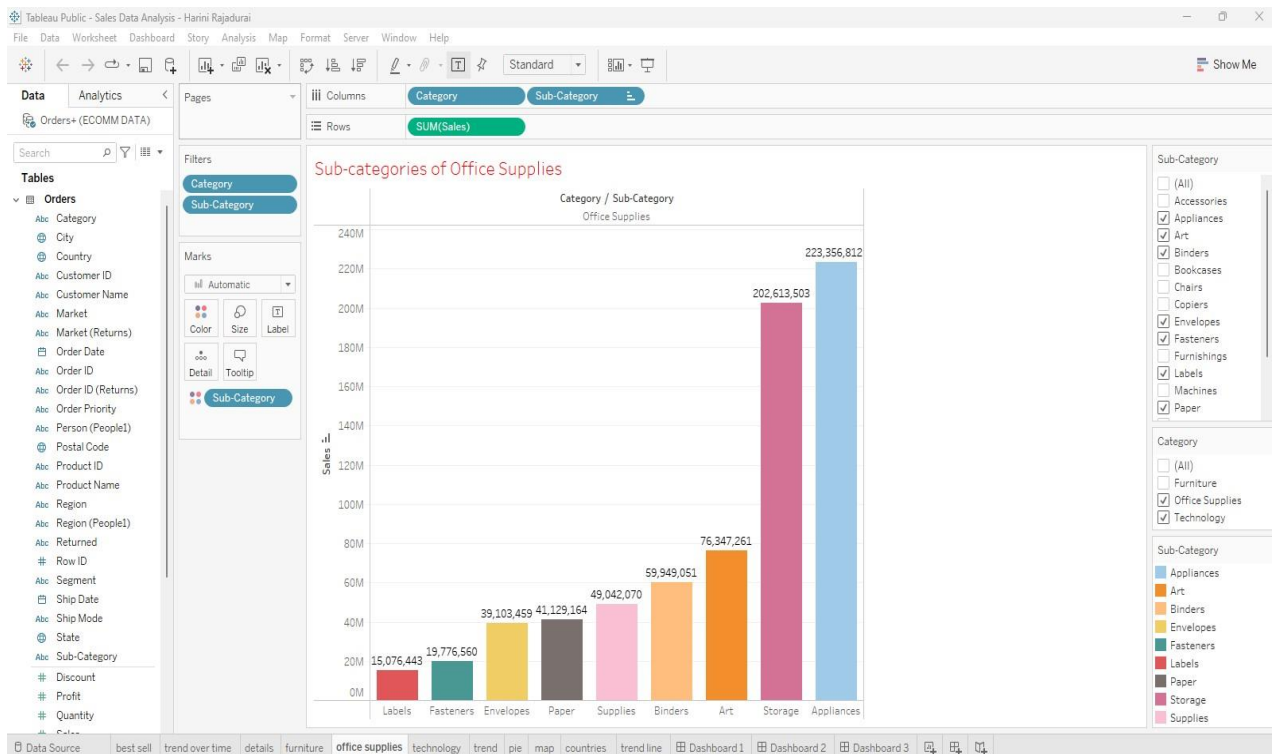
The above output describes how the sales trend over time. It's understood that sales are keep on increasing in every year.
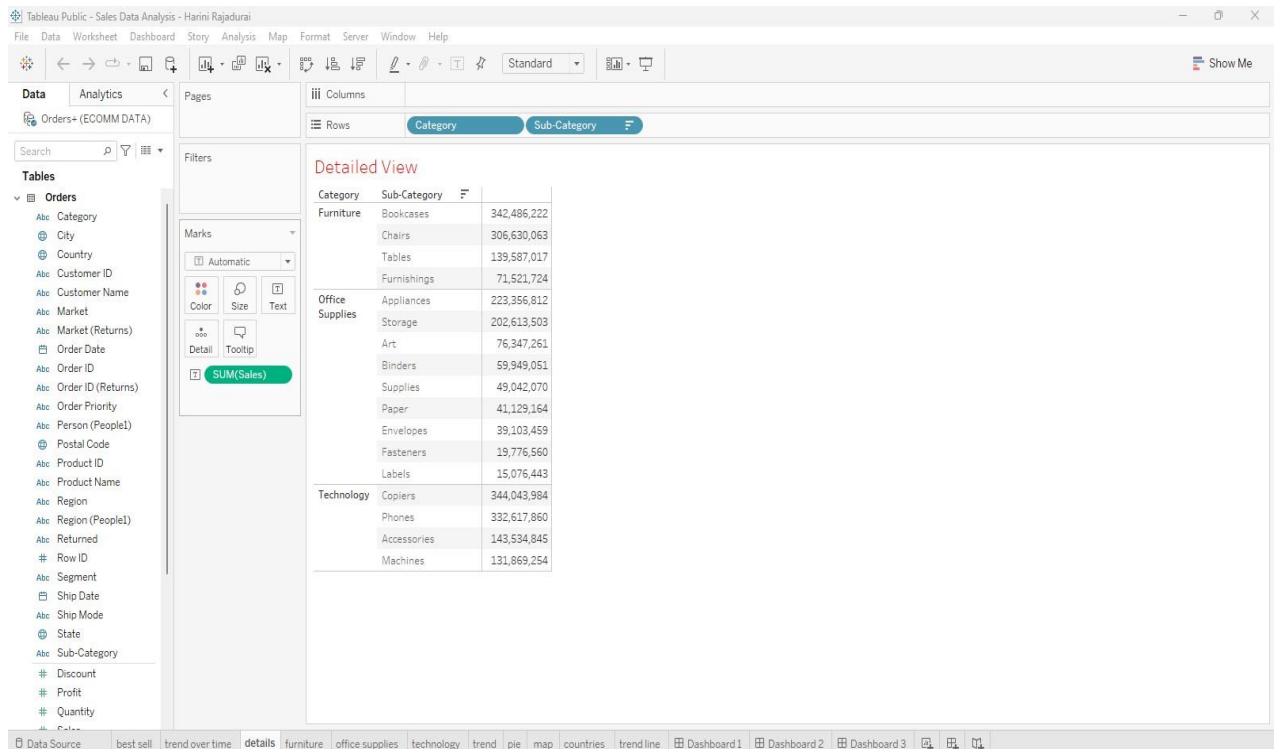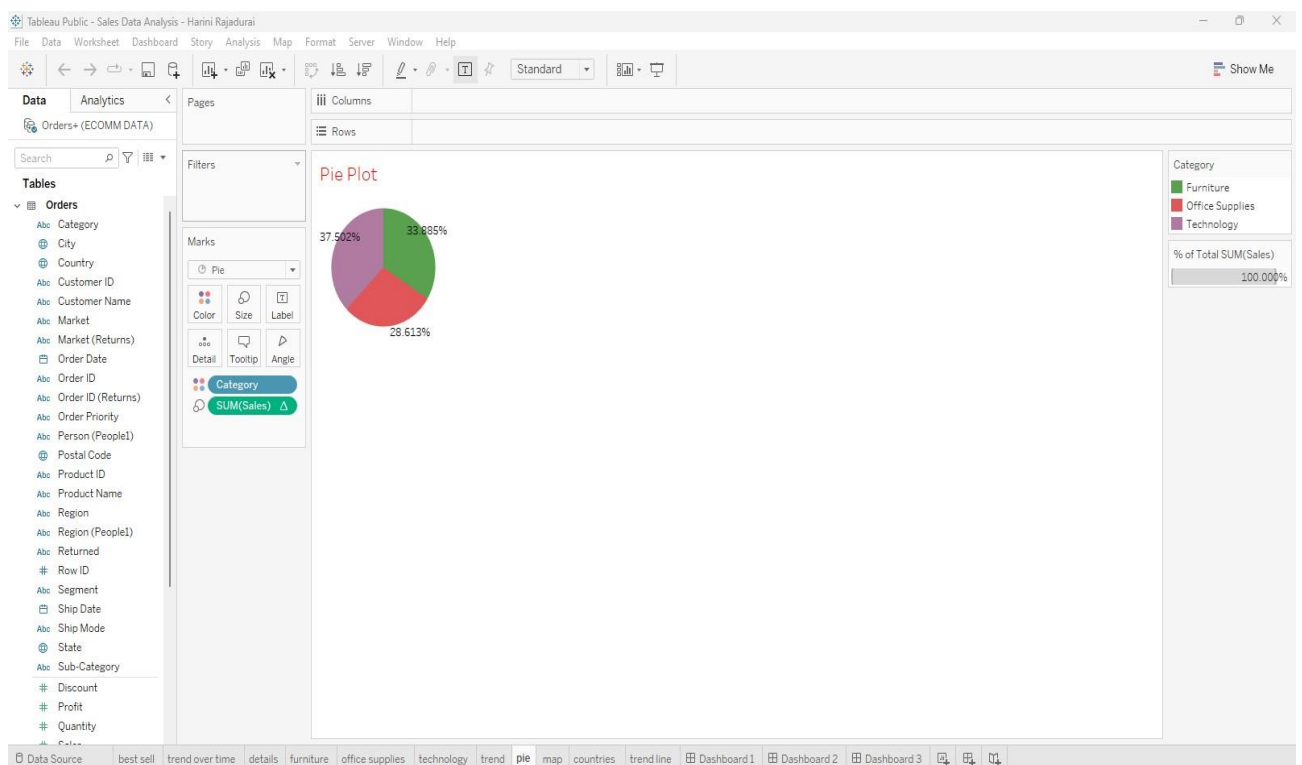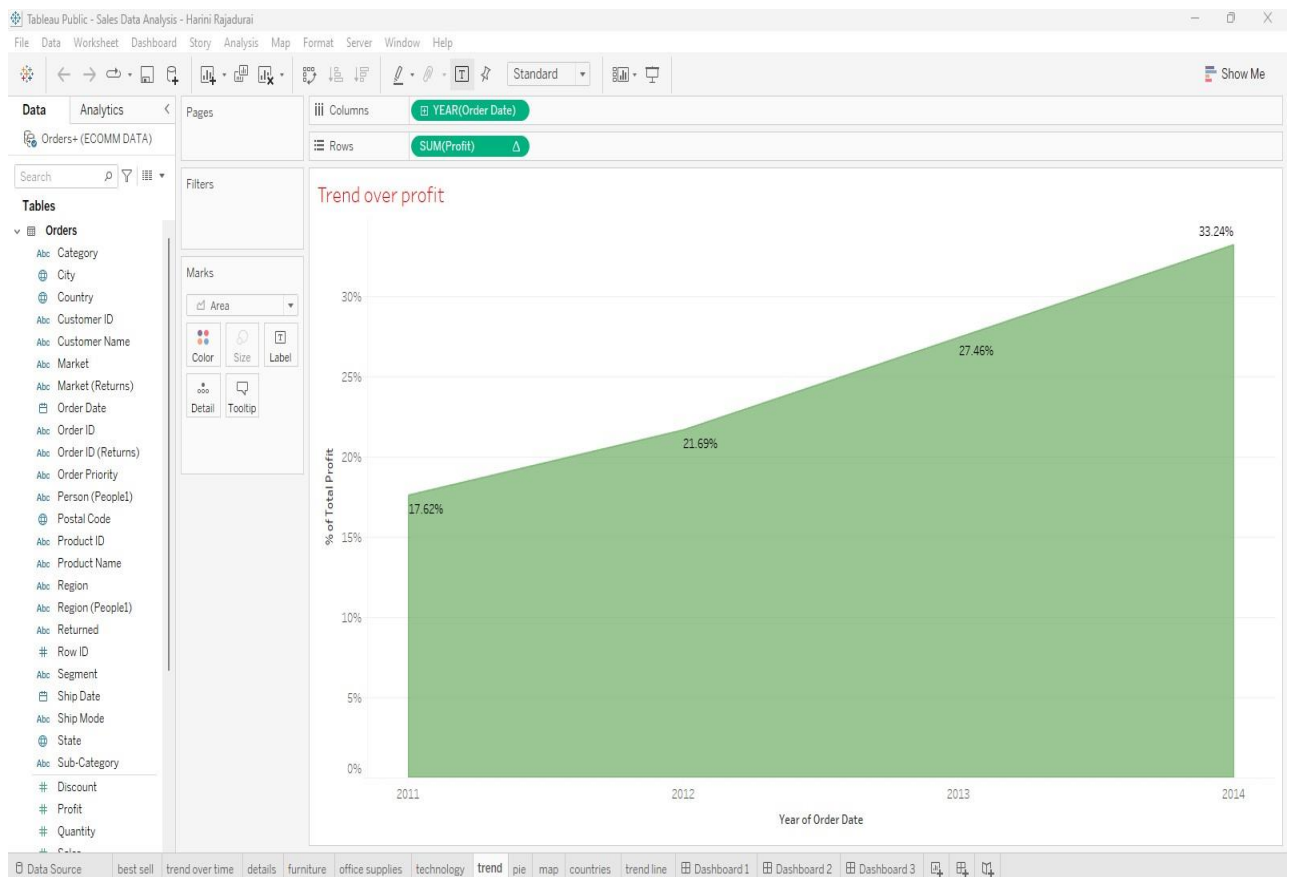

The above image gives sum of sales for each sub-category item under categories. Top selling product is found for each category which are given below:

The last three outputs also give idea that which product is to be improved for higher sales rate. Using data, Percent of profit is found and analysed how the profit trend over time which is given below:

Above pie plot analysis defines that among all categories, Technology category gives higher sales and Office Supplies gives lower sales.
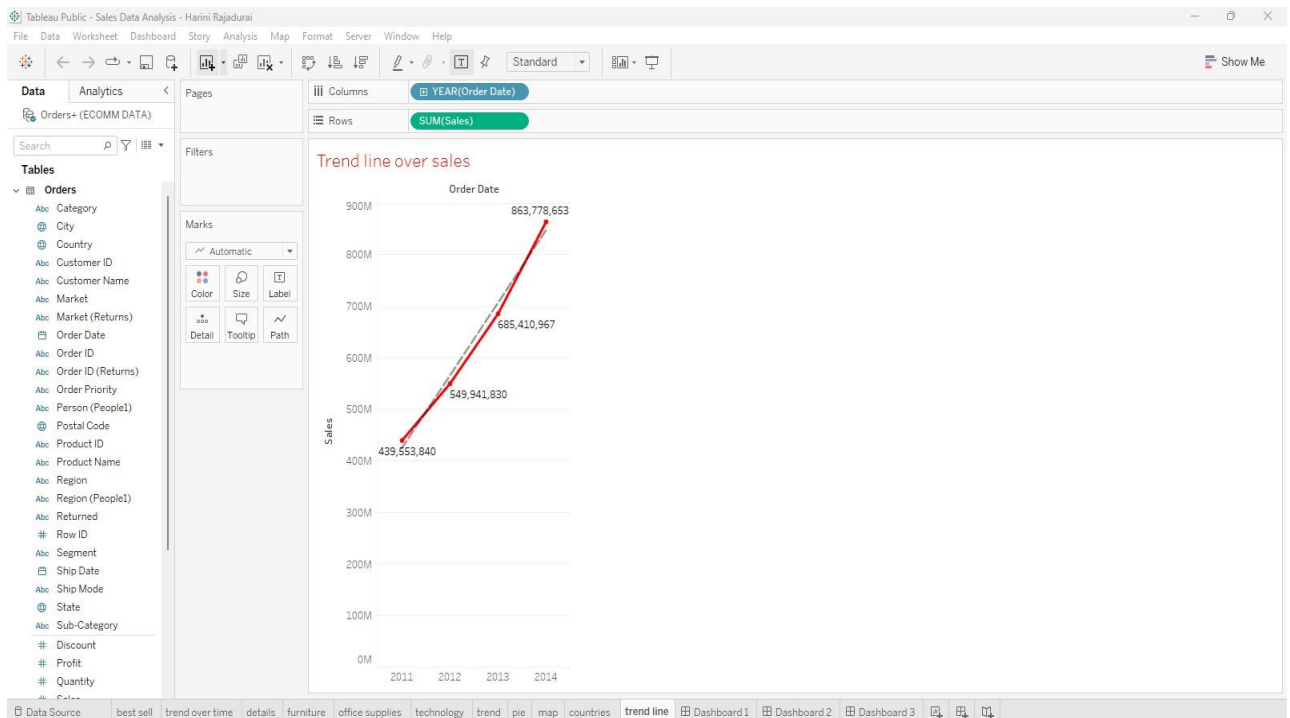
It is important to analyse how the sales are varying in each country. Below output shows which country gives higher sales rate.
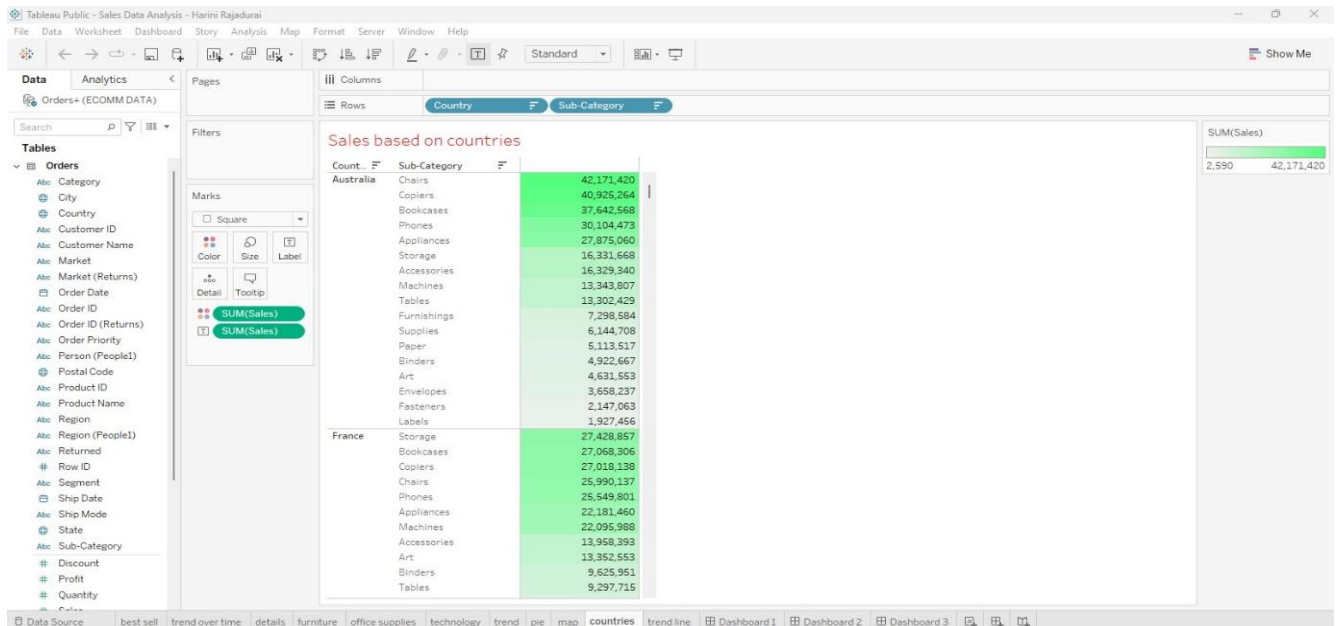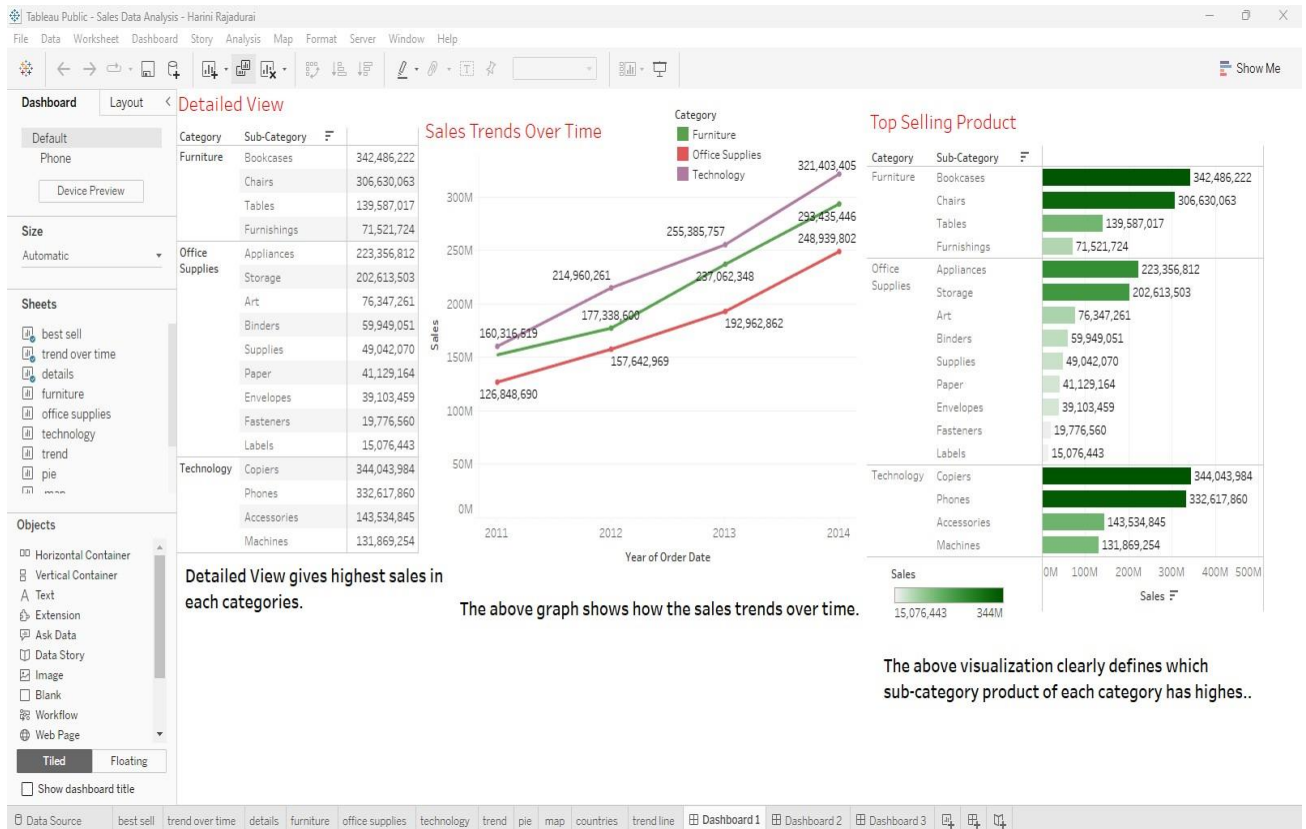

It is understood that Australia is in leading position and also gives how the products are sold in each country. Let's see in map view.
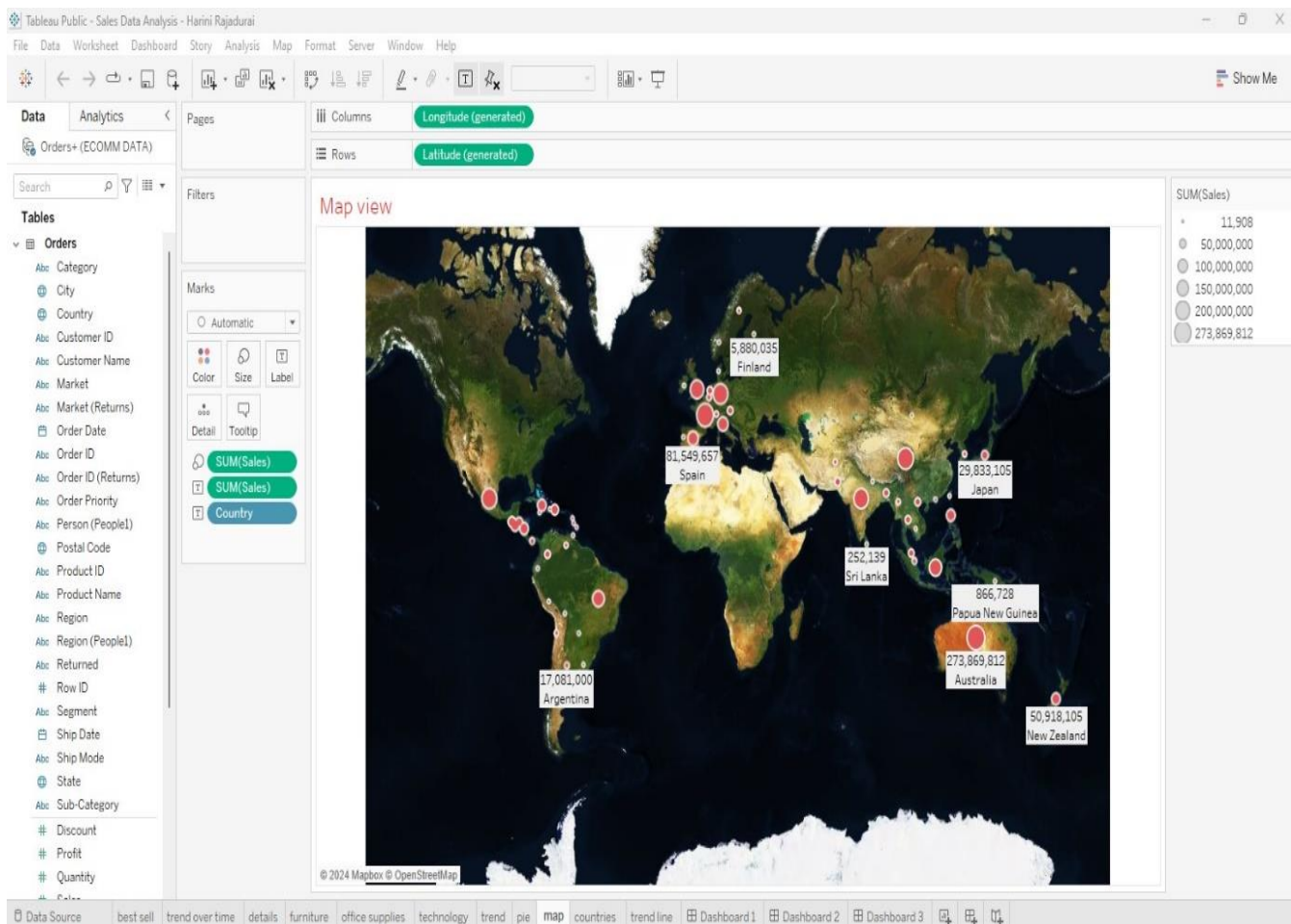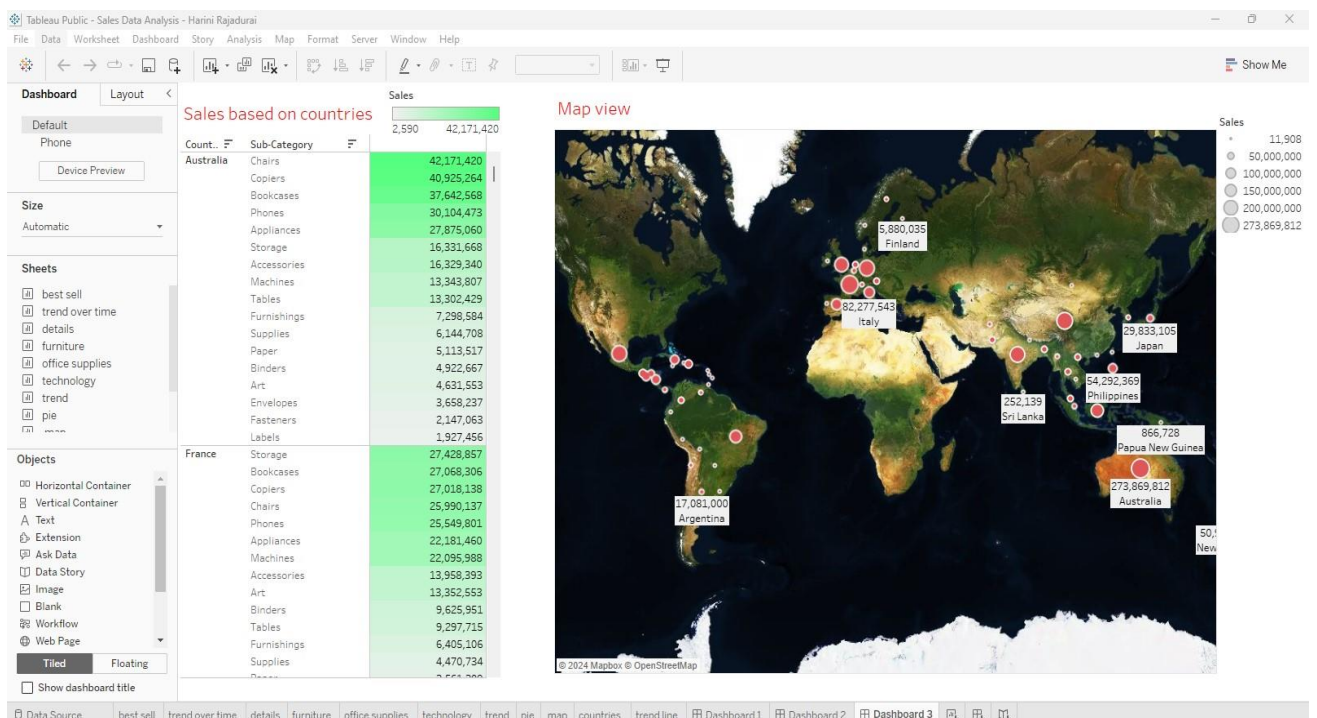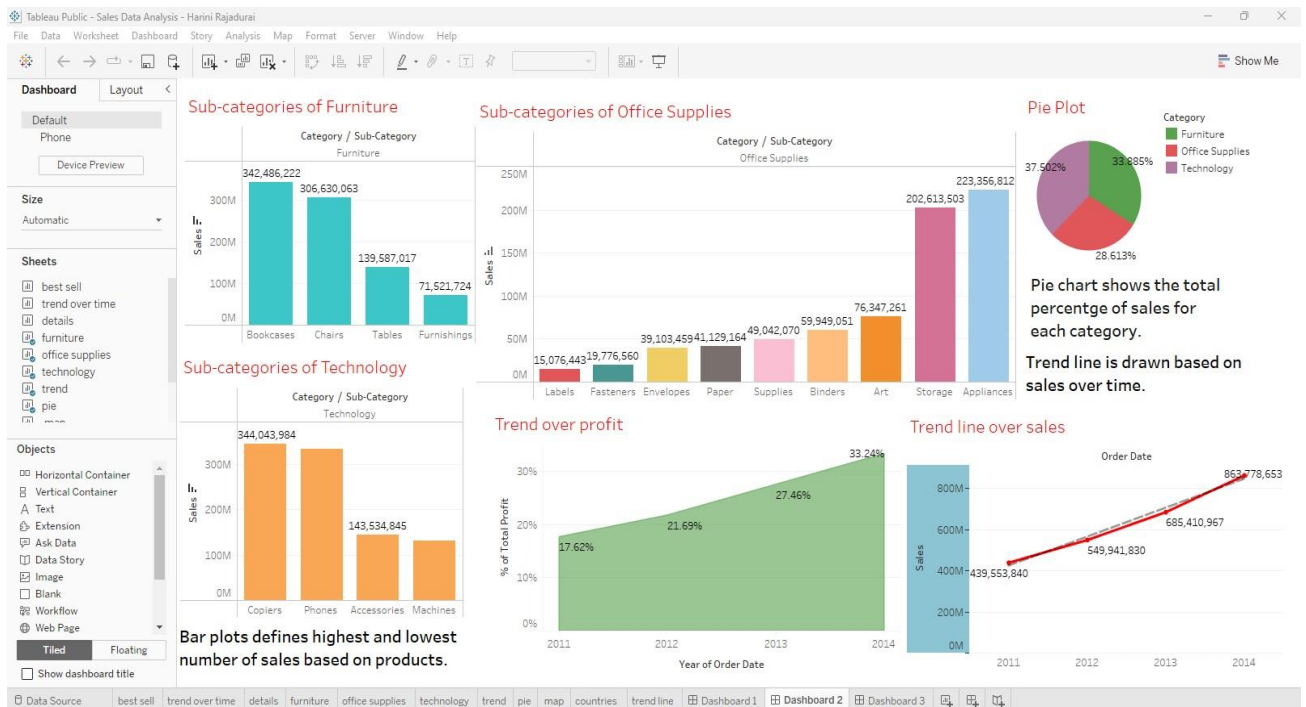
Trend line is drawn for the given data i.e.,

Finally, All the data visualization is arranged in the Tableau dashboard which are given below:

Conclusion:

It's concluded that using sales data analysis, the best-selling products are found and analysed with visualizations. Total sales and how its trend over time is also analysed efficiently. Hence, this report provides the valuable data-driven suggestions for improving sales tactics.

Reference:

https://public.tableau.com/app/profile/harini.rajadurai/vizzes