PROJECT REPORT

TABLEAU 10

SUBMITTED BY:

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Problem Scenario

Mike Goodman, the head of Product Management of a retail products company, is responsible for determining which products his company should continue to offer for sale and which products should be discontinued from the company's product catalog.
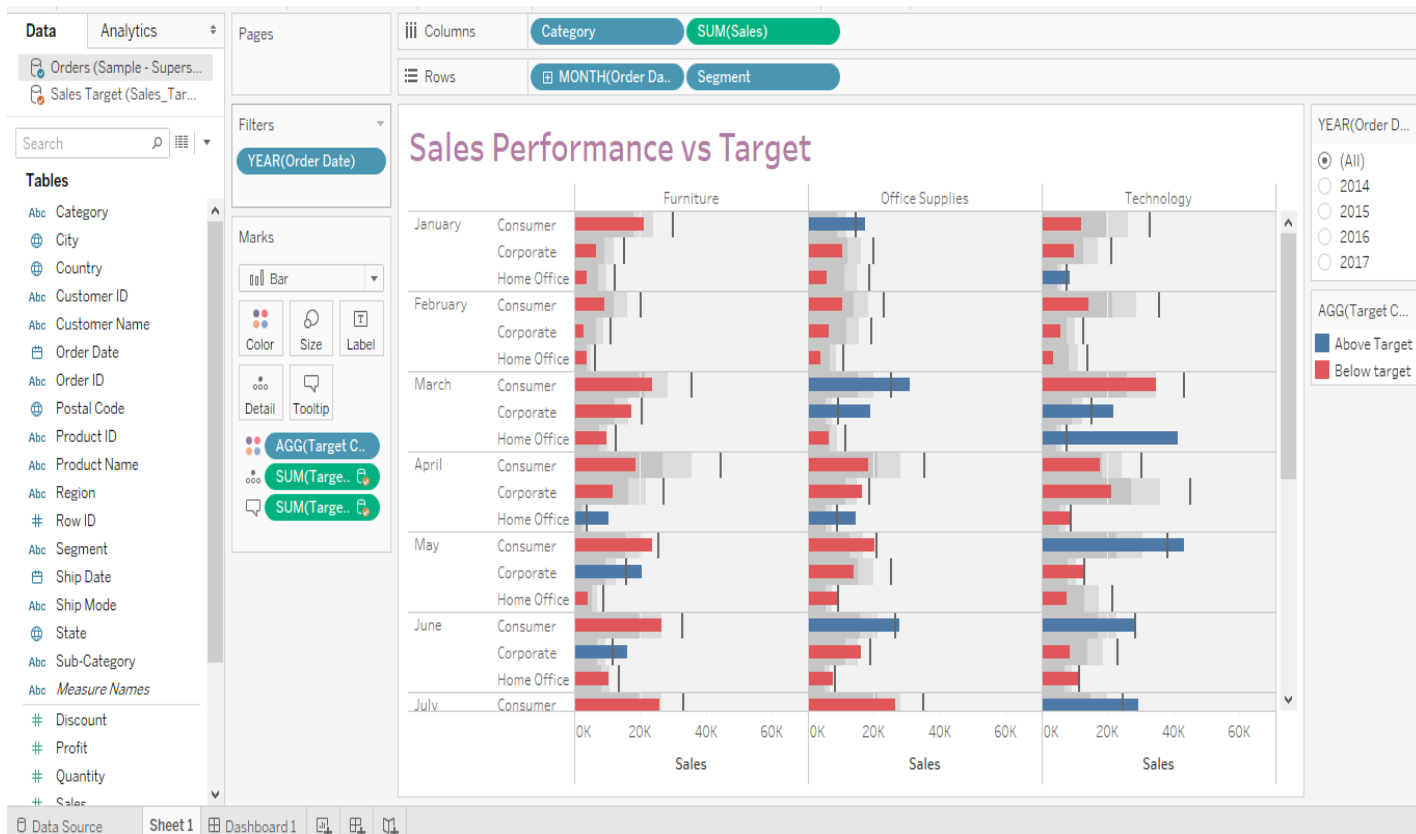
Objective

To build a dashboard that will present monthly sales performance by product segment and product category to help client identifying the segments and categories that have met or exceeded their sales targets, as well as those that have not met their sales targets.
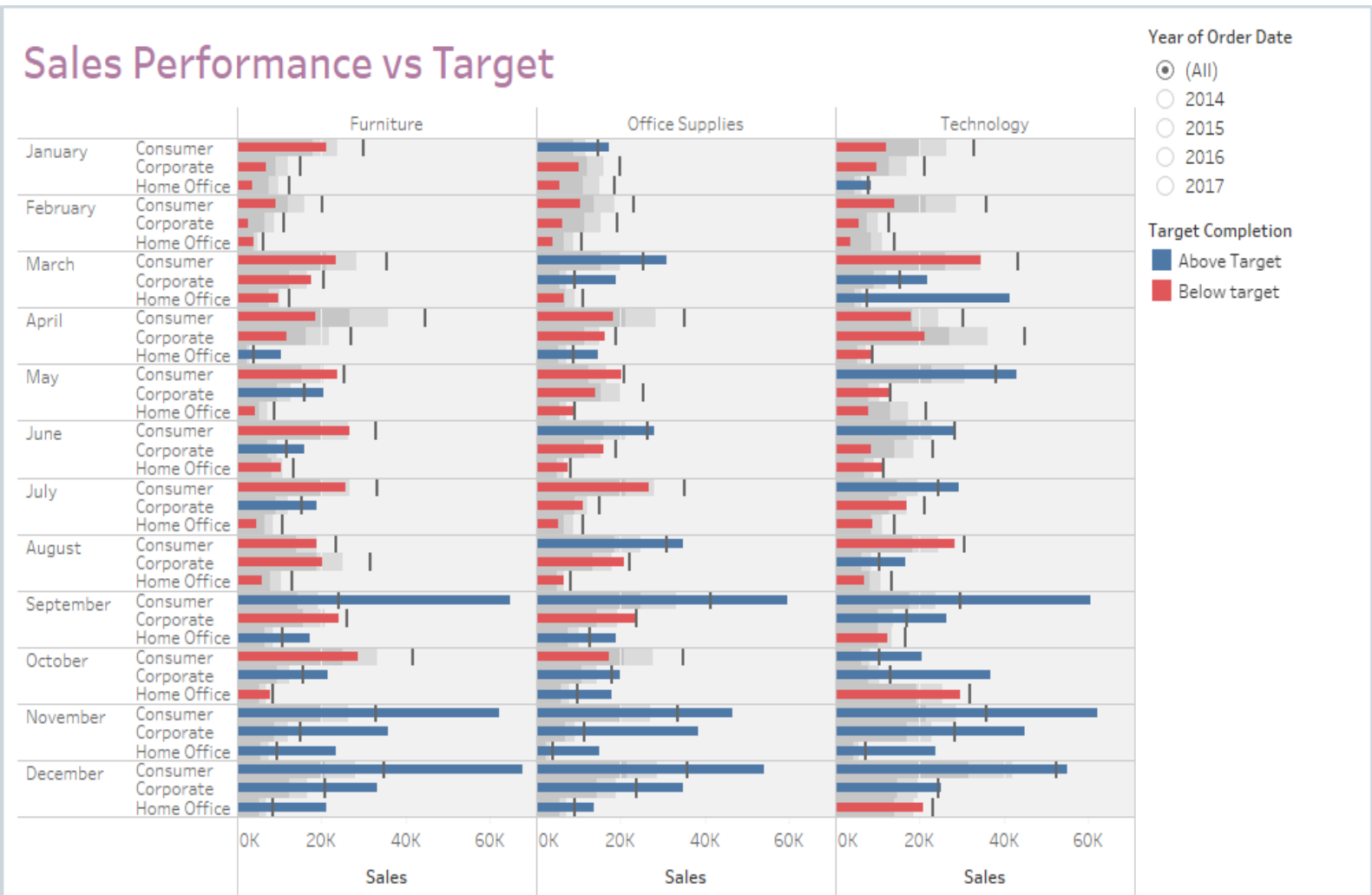
Analysis Task

- Sample-Superstore dataset is used as the primary dataset

- Bullet Chart is created with Category and Segment as dimensions and Sales as measures

- Data is blended with Sales Target dataset and Sales Target is brought in as measure

- The chart is color coded to identify Categories and Segments above and below target

- Year of sales is added as filter to identify trends and outliers
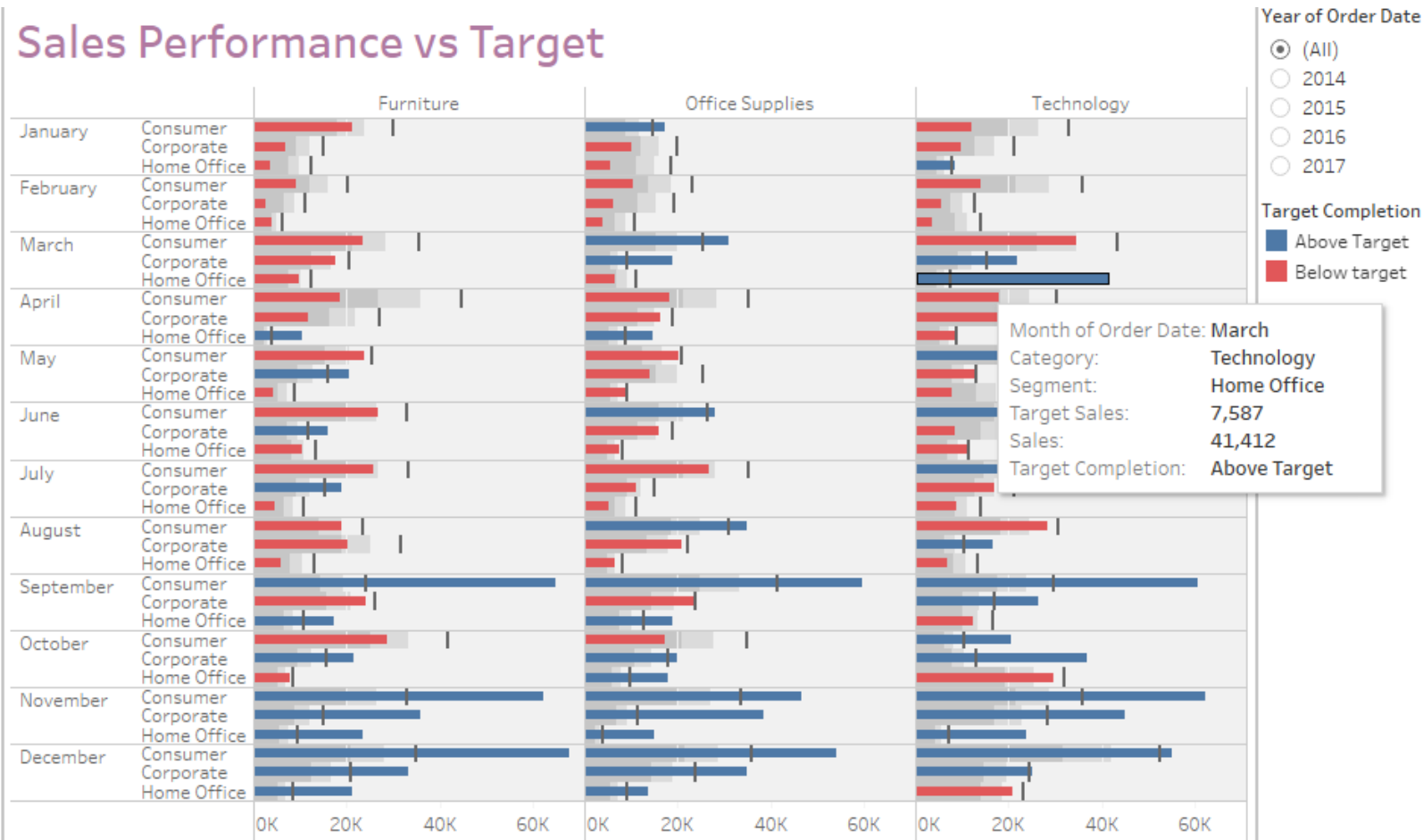
The worksheet created is as follows:

A calculated field Target Completion is created for the color coding to check whether sales was able to meet the target.

Screenshot of the dashboard created is as follows:

Screenshot of the dashboard with a sample tooltip is as follows:

Sales Performance vs Target

Year of Order Date
- ⊙ (All)
- ○ 2014
- ○ 2015
- ○ 2016
- ○ 2017

Target Completion
- ■ Above Target
- ■ Below target

Tooltip:
Month of Order Date:	March
Category:	Technology
Segment:	Home Office
Target Sales:	7,587
Sales:	41,412
Target Completion:	Above Target

Summary

- Dashboard was created representing the sales for various categories and segments for different months with the year filter applied

- Data was blended from both the primary and secondary data sources to create the worksheet and then the dashboard

- From the bullet chart created, it was observed that in case of furniture, the target wasn't quite met for first eight months (Jan to Aug), and in the last four months, excellent sales were made surpassing the target

- For office supplies, good sales were made in months of March and then September to December, and for other months, target was not quite met

- Technology sales had a similar trend to office supplies, where also good sales were made in months of March and then September to December, and for other months, target was not quite met