SALES-ANALYSIS TABLEAU DASHBOARD

OBJECTIVE:

Create an interactive dashboard to track and analyse the online sales across the world: company in order to maximize the sales

This project involves following steps:

Task 1: - Connecting Database (SQL, Excel, text, Web) with Tableau

Task 2: - Analysing the tables and relations.

Task 3: - Data Cleaning using Power Query Editor with DAX

Task 4: - Developing an Interactive Dashboard

Task 5: - Report

Insights from REPORT:

* Analyze the US market and track KPIs such as total sales, total profit, and total quantity
* The KPI used to determine the current year and previous year sales analyses, maximum month, minimum month and YOY change.
* Based on the analyses of the data of organization [2019/2020/2021/2022]; [Current year -2022]

-the total sales amt $746k

-the total profit amt $96k

-the quantity of goods 13K

* In Sales by Segment involves highest sales of total current year;

consumers (50.23%) >corporate (44.64%) >home office (29.71%)

* Sales and Profit distribution States:

-Total CY Sales: highest-146,388 and lowest-78

-Total CY Profit: highest- 29,366 and lowest-0

* In sales by market above and below sales avg., it is important to focus on market giving maximum sales and provide some especial offers also focus on inventory to cope up the demand.
* Total Sales by location and Manager dividing by West , East, Central and South
* In Sales by Region the maximum sales region is highlighted in map according to the various countries, based on demand in each country, helped to determine the inventory size and hence maximize profit and good customer experience
* For returned order, the company can to work on the product quality and ensure the safe packaging by providing better customer services
* Customer retention is the most important KPI to measure for any business. Retaining your customers is vital to increase brand value in the market.
* feedback from the customer is essential to understand the real-problem to take necessary steps
* Revenue per Deal-Keeping track of the number of successful deals is important. However, tracking the revenue generated per deal is even more vital. The quality of a deal will ultimately determine the revenue for your business

PROJECT LEARNINGS:

1. Created an interactive dashboard to track and analyse online sales data.
2. Used complex parameters to drill down in worksheets and customizations using filters and slicers.
3. Created connections between tables, join the tables, calculated to manipulate data and enable used-driven parameters for visualizations.
4. Used basic formula & parameter and calculations- current year sales, last year sales, window functions.
5. Used different types of customized visualizations in form of bar charts, tiles slicers and maps.

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Total sales: Use a bar chart or line graph to show the trend of total sales over time. This can help identify any seasonal patterns or trends in sales.

Total profit: Use a scatter plot or bubble chart to show the relationship between sales and profit. This can help identify which products or categories are most profitable, and where there may be opportunities to increase profitability.

Total quantity: Use a heatmap or treemap to visualize the quantity of products sold across different categories. This can help identify which products are most popular, and where there may be opportunities to increase sales.

Geographical analysis: Use a map to visualize sales and profit by region or state. This can help identify which regions are driving sales and profit, and where there may be opportunities to expand the business.

Comparison analysis: Use a stacked bar chart or grouped bar chart to compare sales and profit across different products, categories, or time periods. This can help identify which products or categories are performing well, and where there may be opportunities to improve performance.

Forecasting: Use a line graph or scatter plot with a trend line to forecast future sales and profit based on historical data. This can help identify potential opportunities and risks in the market.

Drill-down analysis: Use filters and drill-down options to enable users to explore the data in more detail. This can help identify specific products, categories, or regions that may require further analysis or action.

User

add some technical point in project

ChatGPT

Sure, here are some additional technical points that could be included in a sales dashboard project using Tableau:

Data Integration: The data required for the dashboard may come from various sources like spreadsheets, databases, or cloud storage. It is important to have a robust ETL (Extract, Transform, and Load) process in place to bring all the data together into a single platform for analysis.

Data Preparation: After the data is integrated, it needs to be cleansed, formatted, and transformed to fit the specific requirements of the dashboard. This process involves creating calculated fields, aggregating data, and removing duplicates.

Data Modeling: Creating a data model helps to organize and structure the data for effective analysis. The data model will help to define relationships between different data elements and define metrics to be used in the dashboard.

Performance Optimization: A dashboard that uses large amounts of data can be slow and impact performance. Optimization techniques such as data extracts, data blending, and filtering are critical to ensure the dashboard provides fast and responsive results.

Security: It is important to implement security measures to protect sensitive data. Tableau offers a range of security options, including authentication, permissions, and SSL encryption.

Automation: Automating the data integration process, scheduling data refreshes, and dashboard publishing are critical to ensure the dashboard is up-to-date and accessible to all stakeholders.

Customization: The Tableau platform provides a range of customization options that allow developers to create a unique look and feel for their dashboard. This includes custom branding, color palettes, and font styles.