**📊 Project Summary: Ecommerce and Sales\_Financial Dashboard**

**Overview**

We are designing an **interactive business dashboard** using data from two sources:

* **Ecommerce Dataset:** Detailed customer, product, and sales transaction data.
* **Sales\_Financial Dataset:** (from Tableau Workbook) Focused on financial KPIs like sales, profit, and growth over time.

The dashboard will serve **business stakeholders** to monitor performance, analyze trends, and make data-driven decisions.

**📈 Dataset Insights**

**Ecommerce Dataset**

* **Records:** 115,746 rows
* **Fields:** 20 columns including Sales, Profit Per Order, Profit Margin, Order Date, Customer Segment, Market, and Category Name.
* **Key Metrics Available:**
  + Sales Revenue per order
  + Profit earned per order
  + Profit margins (%)
  + Customer and product segmentation
  + Geographic distribution by Region and Market
  + Time dimension for trend analysis (Order Date)

**Sales\_Financial Dataset (Tableau Workbook)**

* Structured to highlight **Sales, Profit, and Growth KPIs**.
* Intended for an **interactive dashboard** design with slicers, time-series analysis, cards for summary, and a clear navigation system.

**📌 Dashboard Design Plan**

**KPIs to Highlight**

* **Total Sales**
* **Total Profit**
* **Profit Margin (%)**
* **Year-over-Year (YoY) Growth Rate**

**Visualizations**

* **KPI Cards** for high-level metrics (Sales, Profit, Growth)
* **Time-Series Line Charts** to show trends over months/years
* **Bar/Column Charts** for Sales/Profit breakdown by Region, Category, and Customer Segment
* **Pie/Donut Charts** for market share analysis
* **Slicers/Filters** for dynamic interaction:
  + Date Range
  + Region/Market
  + Product Category
  + Customer Segment

**Style and User Experience**

* **Consistent Color Theme**: Trustworthy, professional (blue, white, gray, teal highlights)
* **Navigation Menu** (optional): For easy access across:
  + Overview
  + Sales Analysis
  + Profitability
  + Growth Trends
* **Interactivity**: Allow users to drill down into specific regions, products, or time periods easily.

**🚀 Objective**

The final dashboard will help business stakeholders:

* Track **overall sales and profitability performance**
* Identify **high-performing and low-performing regions/products**
* Monitor **growth trends** over time
* Make **faster, smarter business decisions** with visual insights

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