

Project 2: Sales Performance Analysis

DESCRIPTION

Background:

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 catalogue.

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.

Tasks Performed:

- Used the Saved Sample – Superstore dataset from github to perform the analysis.
- Bullet chart with Category and Segment dimensions and Sales measures is created.
- Sample Superstore data and sales target data is blended to bring in the Sales Target measure.
- Color code is used in chart to identify Categories and Segments that are above or below target. Green color represents above target and Yellow color represents below target values.
- Year of sales have been added to the view and identify the trends and the outliers.
- Filter option has been added so that the user can select one, more than one, or all of the years.
- Dashboard is created to view all these tasks performed.

Link for Tableau Public profile to access the project:

https://public.tableau.com/profile/suhas.kaushik7238#!/vizhome/Project_2_April4/Project_2

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