

A 3D bar chart with five blue bars of increasing height from left to right. A large, thick, orange arrow points diagonally upwards from the bottom left towards the top right, passing behind the bars. A white, 3D-rendered figure of a person is climbing the orange arrow, positioned near the top of the first two bars.

# Sales Dashboard – Tableau Project

Visualizing Sales Trends and Insights Using Tableau

Presented by: Khushi Goyal

# Project Overview

- This project aims to visualize and analyze sales data using Tableau.
- The dashboard helps in identifying trends, comparing metrics across regions, and filtering key dimensions.
- Charts and filters provide dynamic insights into business performance.

# Objective

1. To design a dynamic and interactive Sales Dashboard using Tableau
2. To analyze and visualize key sales metrics such as:
  - Sales trends over time
  - Sales by region, gender, and category
  - Performance growth using calculated fields

# Tools & Technologies

- **Data Visualization Tool:** Tableau Public
- **Data Source:** Provided CSV dataset (Retail Sales Dataset)
- **Dashboard Elements:**
  - Line charts, bar graphs
  - Filters and calculated fields

# Dashboard Components

- **Sales Over Time:** Line graph showing sales trends
- **Sales by Gender:** Pie or bar chart showing sales split by gender
- **Sales by Region:** Bar chart comparing sales across regions
- **Sales by Category:** Analysis of product category performance
- **Interactive Filters:** Date of Sale, Region, Category

# Insights Gained

- Identified top-performing regions and categories.
- Visual comparison between genders in terms of sales contribution.
- Seasonal or monthly sales trends observed using line charts.
- Filter interactions revealed granular data patterns.

# Conclusion

- Tableau provides powerful visual storytelling through dashboards.
- The project simplifies complex data into meaningful insights.
- Interactive elements make it easier to perform quick analysis and decision-making.



# Thank You!