

Sales-Performance-Analysis

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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 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.

Domain: Ecommerce

Dataset Description

We will be using two datasets here i.e. Sample - Superstore and Sales_Target.

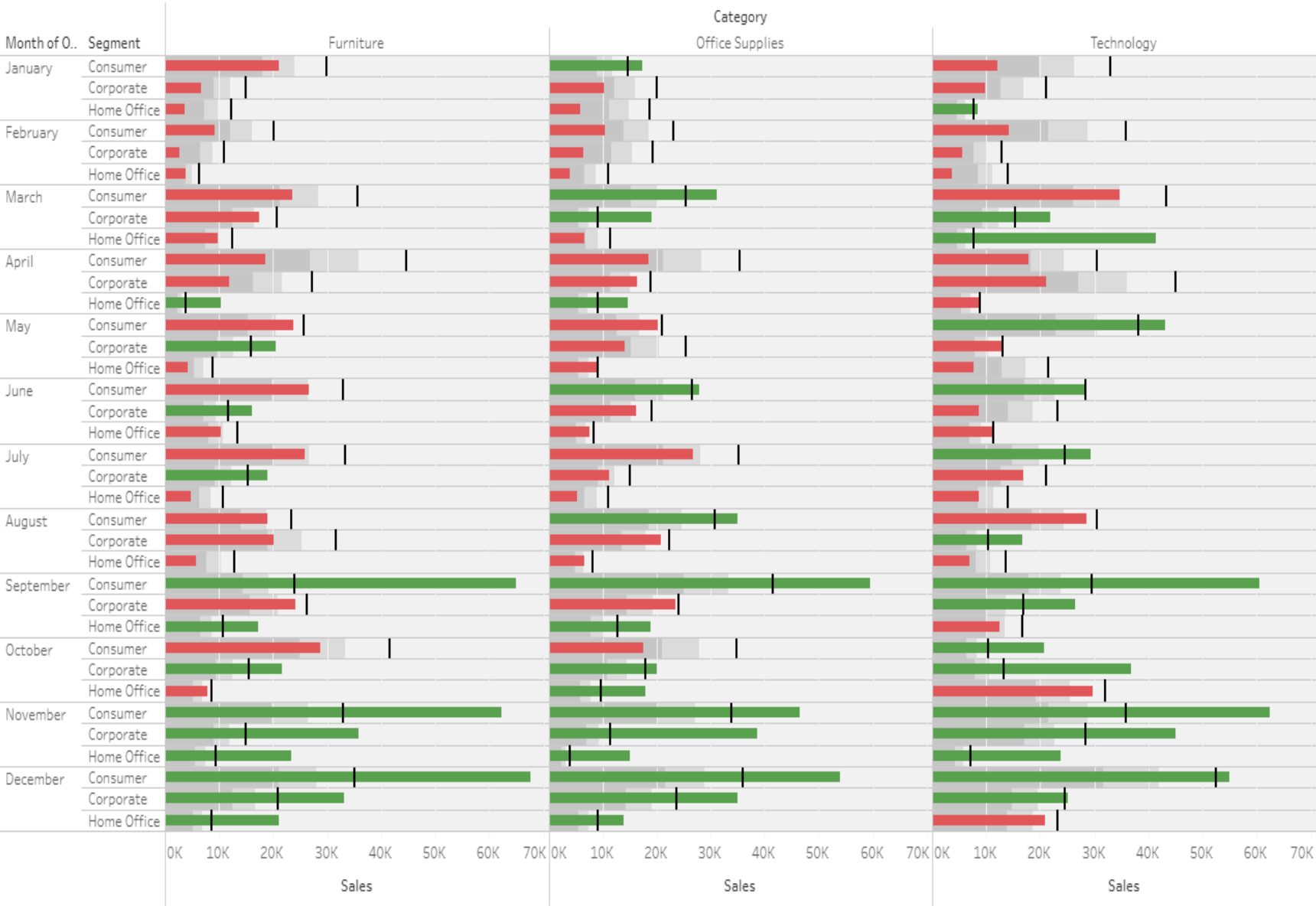
Sample -Superstore which covers Orders data from 2014 - 2017;

Within this file you will find the following fields:

Analysis Tasks

1. Use the Saved Sample – Superstore dataset. steps:
2. Create a bullet chart with Category and Segment dimensions and Sales measures.
3. Blend the data with the Saved Sample - Sales Target data set to bring in the Sales Target measure.
4. Color code the chart to identify Categories and Segments that are above or below target.
5. Add the year of sales to the view to identify trends and outliers.
6. Add a filter so that the user can select one, more than one, or all years.
7. Create a dashboard with this view

Sales Performance vs Target



Year of Order Date

- ☒ (All)
- ☒ 2014
- ☒ 2015
- ☒ 2016
- ☒ 2017

Average_Below_Target

- ☒ Above Target
- ☒ Below Target

Conclusion:

- ✓ Using Tableau Public, bullet chart is created using Sample super store and sales target data.
- ✓ Black vertical line is the target expected on each categories.
- ✓ Red bar shows target is not met on that particular category on that particular month and green bar shows sale performance is above target.
- ✓ Mostly September, October , November and December sales performance is above the Target in all categories/segment (excepts few red bars)

Tableau Public link

https://public.tableau.com/authoring/Project2_SalesperformanceAnalysis_Krishna/Dashboard1#1