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| **SALES PERFORMANCE ANALYSIS** | |
| **[1]** | **DESCRIPTION :** |
|  | 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.  Here we are required to build a dashboard which represents 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.  We will be using following datasets   1. Sample -Superstore which covers Orders data from 2014 – 2017 2. Sales-Target will cover the target data |
| **[2]** | **SCREENSHOT :** |
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| **[3]** | **ANALYSIS :** |
|  | Here I have created bullet chart with category and segment as dimension. Sales as measure.  Added another data source sales target. It was blended with Sample superstore.  Bullet chart is created with showing scenarios whether sales is above or below target. To do so I used color scheme, added reference lines.  From selecting year from filter we can check for sales performance vs target for all categories and segment. |
| **[4]** | **PUBLIC LINK :** |
|  | <https://public.tableau.com/profile/mahesh.badmera#!/vizhome/SALESPERFROMANCEANALYSIS/Dashboard1?publish=yes> |