**Sales Optimization Dashboard with Tableau Pulse**

📊 **Project Overview:**  
This project involves developing an **interactive and dynamic sales optimization dashboard** using **Tableau and Tableau Pulse** to analyze sales performance, profit margins, and customer behavior for the **Superstore dataset**. The dashboard provides **real-time KPIs** to track top-performing **subcategories, regions, and customer segments**, offering actionable insights for better decision-making.

🧑‍🏫 **Teaching Assistant Experience:**  
I designed this project for **100+ students** while working as a **Teaching Assistant for Data Visualization**, helping them understand advanced data visualization techniques and their impact on business intelligence.

**Key Features & Highlights:**

✅ **Real-time KPIs** for monitoring sales, profit margins, and customer trends  
✅ **Quarterly, monthly, and daily sales trends** visualizations to identify key growth opportunities  
✅ **Advanced filtering techniques** for customized data exploration  
✅ **Optimized dashboard visuals** to support better stakeholder decision-making

**Technologies Used:**

* **Tableau & Tableau Pulse** for data visualization
* **Superstore dataset** for sales performance analysis
* **Data storytelling techniques** to communicate insights effectively.

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