

Design a Data Dashboard Final Project

Project Overview

Our first tactical dashboard was a hit, which means we have attracted some attention. Now the full executive team wants a more strategic view of the business.

You need to create a dashboard that allows the team to see:

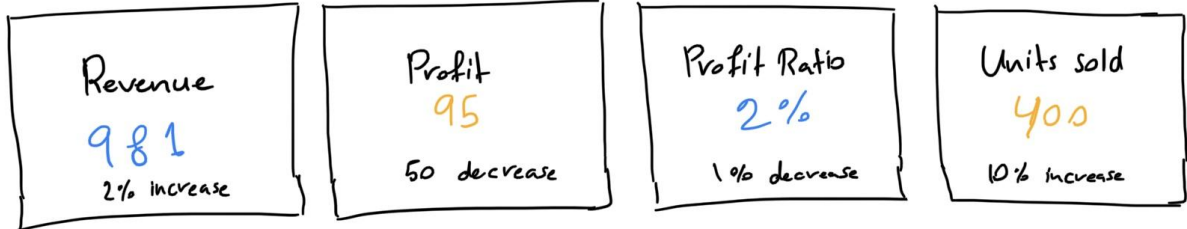
- Top-level revenue, profit, average profit ratio, and units sold
- YoY performance by segment (segment refers to Corporate, Consumer, Home Office)
- Monthly trend of the current year by segment (segment refers to Corporate, Consumer, Home Office)
- View category performance
- Best performing sub-category within each customer segment

The difference between this dashboard and the previous, besides the content, is the emphasis on performance. Your executive audience does not have the time to make all the comparisons themselves. They need you to emphasize the main points of interest they will relay to their team leads for further investigation and discussion among themselves regarding strategy.

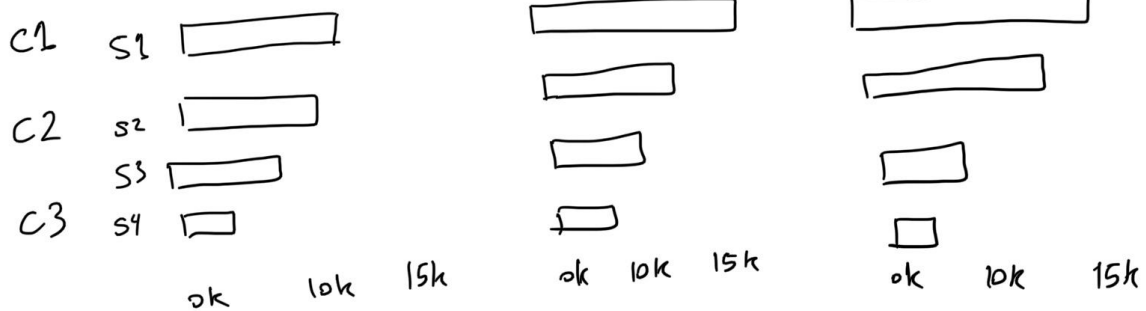
WIREFRAMES

Sales Rocket - KPI Dashboard

Filter Filter



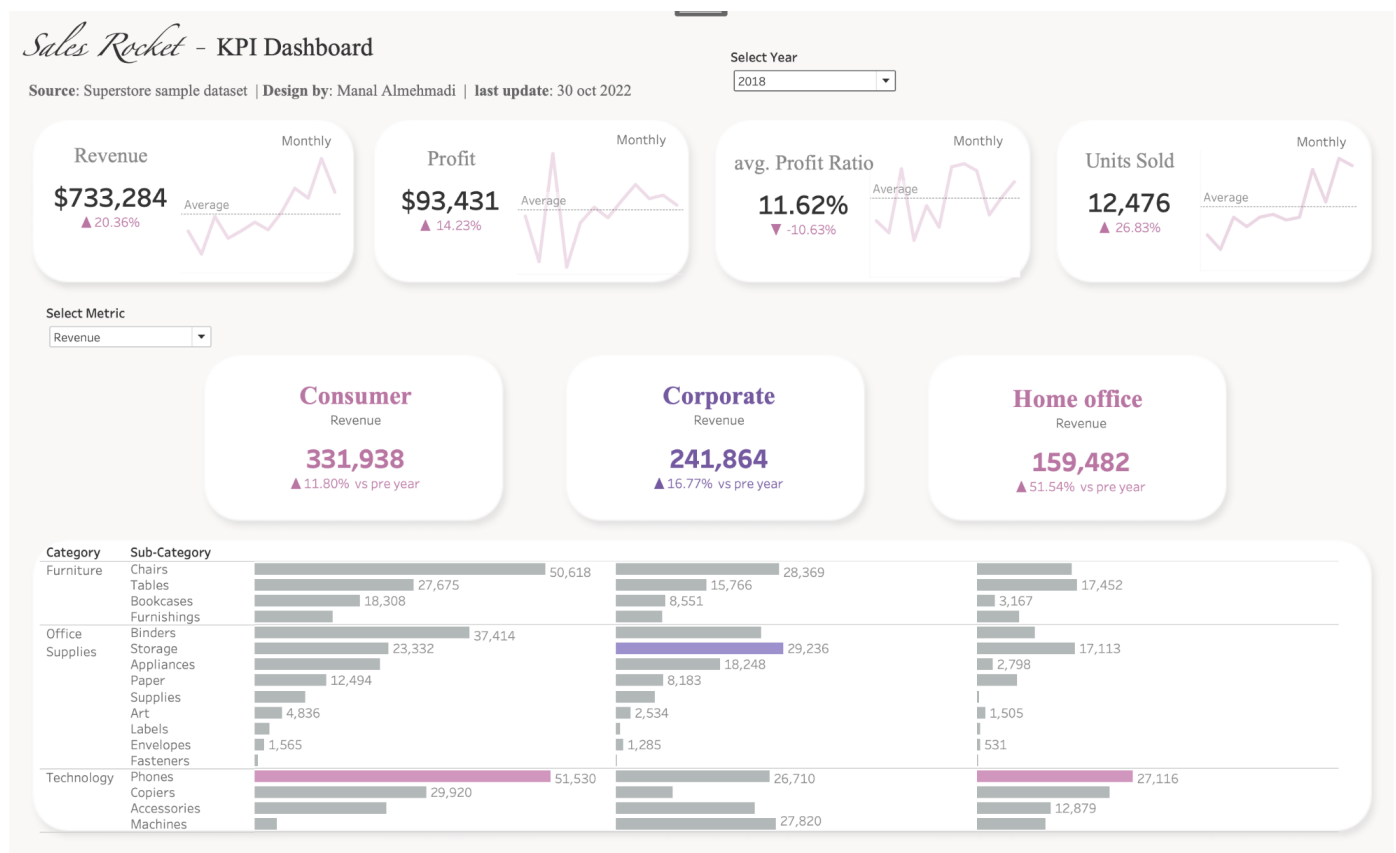
Select a Metric



FINAL DASHBOARD

My dashboard provides a strategic view of the business, with an emphasis on performance. These are the top bans of the dashboard:

- Top-level revenue → sales
- Profit
- profit ratio
- units sold → quantity



Blow the link to the Tableau dashboard

https://public.tableau.com/views/DV-Project3_16668972595440/Dashboard?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

To calculate YOY (year of year) performance, I use this formula:

Profit % Change Yearly
$\frac{(\text{SUM}([\text{Current Year Profit}]) - \text{SUM}([\text{Previous Year Profit }]))}{\text{SUM}([\text{Previous Year Profit }])}$

TEXT HIERARCHY

Dashboard title text

Main title	Font: Times new Roman	size: 18	color: black
Company Name	Font: Zapfino	size: 14	color: black

Body text

Axis label	Font: Tableau Book	Size: 9	Color: gray
Filters	Font: Tableau Medium	Size: 9	Color: black

BAN Text

Title	Font: times new roman	size: 14	color: gray
Number	Font: Tableau Medium	Size: 18	color: black
Percentage	Font: Tableau Book	Size: 9	Color: purple

Context/instructive text

Annotation	Font: Times new roman	size: bold, 11	color: gray
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