Project Title: Tableau Sales and Trends Visualization

Introduction:

The Tableau Sales Analysis and Trends Visualization project is a comprehensive initiative aimed at analyzing sales data and presenting key insights through interactive dashboards. The project focuses on leveraging Tableau's capabilities to extract actionable insights and facilitate data-driven decision-making.

Objectives:

Dashboard Purpose:

- The purpose of sales dashboard is to present an overview of the sales metrics and trends in order to analyze year-over-year sales performance and understand sales trends.

Key Requirements:

KPI Overview:

- Display a summary of total sales, profits and quantity for the current year and the previous year.

Sales Trend:

- Present the data for each KPI on a monthly basis for both the current and the previous year.
- Identify months with highest and lowest sales and make them easy to recognize.

Product Subcategory Comparison:

- Compare sales performance by different product subcategories for the current and the previous year.
- Include a comparison of sales with profit.

Weekly Trends for Sales and Profit:

- Present weekly sales and profit data for the current year.
- Display the average weekly values.
- Highlight weeks that are above and below the average to draw attention to sales and profit performance.

Design and Interactivity Requirements:

Dashboard Dynamic:

- The Dashboard should allow users to check historical data by offering them the flexibility to select any desired year.
- Provide users with the ability to navigate between the dashboards easily.
- Make the charts and graphs interactive, enabling users to filter data using the charts.

Key Insights: (According to 2022 data)

Total Sales Performance:

- Total sales stood at $609k, indicating a notable increase of 29.5% compared to the previous year.

Total Profit Analysis:

- Total profit amounted to $82k, reflecting a significant rise of 32.7% compared to the previous year.

Total Quantity Sold:

- Total quantity reached 10k units, showing a 23.3% increase compared to the previous year.

Sales and Profit by Subcategory:

- Chairs emerged as the top-selling product with sales of $84k and a profit of $6k. Fasteners recorded the lowest sales at $1800 with a profit of $600.

Weekly Trends:

- The 41st week witnessed the highest sales at $28k, while the 3rd week had the lowest sales at $2k.
  In terms of profit, the 41st week also recorded the highest profit at $11k, while week 48 had the lowest profit at -$2k.

Methodology:

Data Preparation:

- Cleaning and preprocessing of sales data to ensure accuracy and consistency.
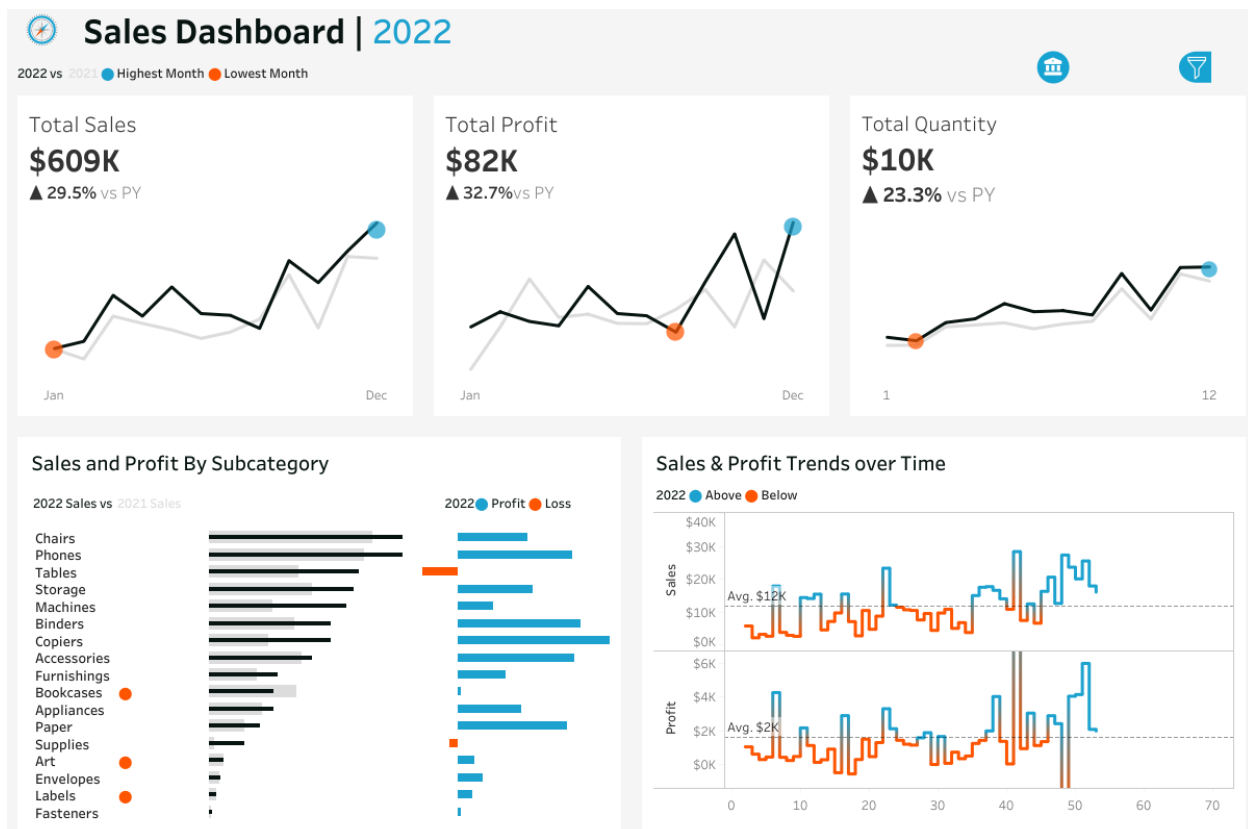
Exploratory Data Analysis:

- Utilization of Tableau's analytical capabilities to uncover trends and insights.

Visualization and Dashboard Creation:

- Development of interactive dashboards in Tableau to visually represent findings and facilitate data interpretation.
- Tooltips were added to increase ease of use.
- Custom blue and orange circles were used to make the positive and negative points clearly understandable.

Visualization:

Conclusion:

The Tableau Sales Analysis and Trends Visualization project has effectively highlighted key insights regarding sales performance, subcategory comparisons, and weekly trends. By leveraging Tableau's capabilities, businesses can make informed decisions based on historical sales data and drive success through data-driven strategies.

Future Recommendations:

Further exploration of factors influencing seasonal sales patterns and profitability. Implementation of advanced forecasting models within Tableau to enhance accuracy. Integration with real-time data sources for timely insights and decision-making. Comment: This documentation encapsulates the significant findings and methodologies employed in the Tableau Sales Analysis and Trends Visualization project, demonstrating its value in providing actionable insights and aiding decision-making processes through intuitive visualization techniques.

Link to Dashboard:

https://public.tableau.com/views/SalesDashboard_17119565972320/SalesDashboard?:language=en-US&:sid=&:display_count=n&:origin=viz_share_link