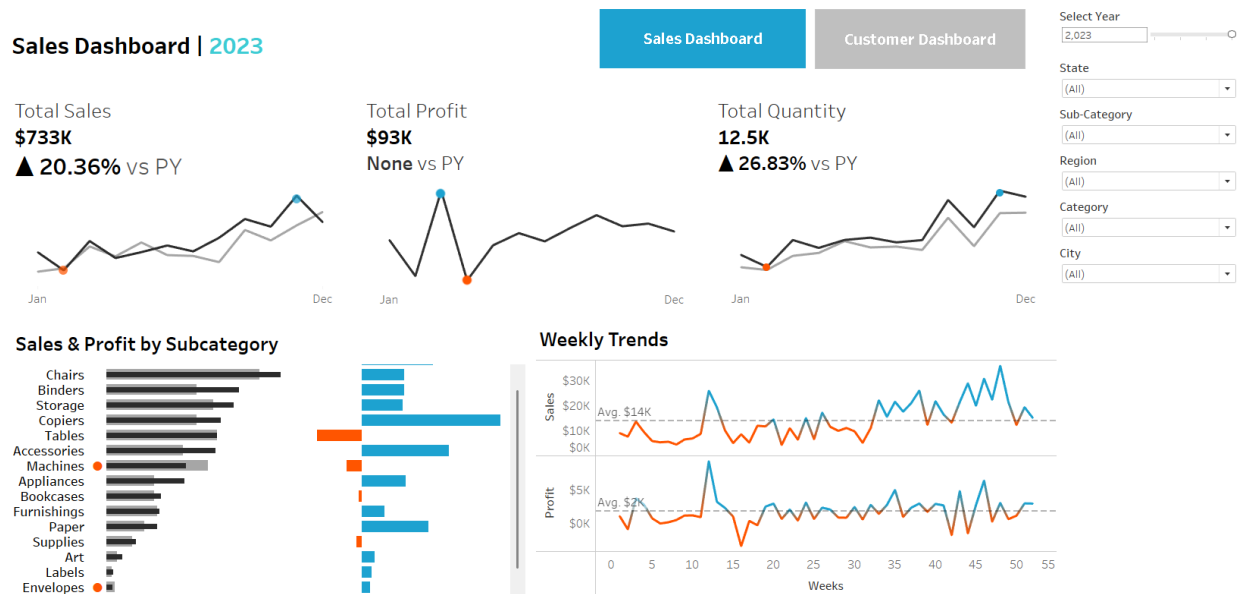


2023 Sales Analysis Through Tableau Dashboard Project

Executive Summary

This project involved developing a Tableau dashboard to analyze and visualize 2023 sales data to enable quick, informed decision-making processes for business stakeholders. This dashboard serves as a tool for understanding complex datasets and performance metrics through intuitive and dynamic visualizations.

Sales Dashboard | 2023



Introduction

The initiative for this project was to construct a detailed and interactive sales dashboard using Tableau, designed to assist stakeholders in visualizing and interpreting sales data over the course of the year. The dashboard compares current year sales, profits, and quantities against previous year metrics, providing a clear view of growth and operational success.

Project Objectives

- **Visualize Sales Trends:** To track and analyze sales data across various periods and compare it to previous years.
- **Analyze Profit Margins:** To identify profit trends and pinpoint areas where efficiency can be improved.
- **Evaluate Product Performance:** To scrutinize sales by subcategory, identifying which products are performing well or underperforming.

Data Analysis and Findings

- **Total Sales:** The dashboard shows \$733K in total sales, with a 20.36% increase compared to the previous year.
- **Total Profit:** Reported a stable profit of \$93K, maintaining the performance level of the previous year.
- **Total Quantity Sold:** Demonstrated a significant increase, with 12.5K units sold, marking a 26.83% rise from the previous year.

Subcategory Performance:

- **Chairs and Binders:** These categories showed the highest sales, indicating strong market demand.
- **Tables:** Although fewer in quantity, tables showed high profitability, suggesting a high margin despite lower sales volume.
- **Machines and Copiers:** These high-value items displayed variability in profit margins, suggesting a need for pricing strategy adjustments.

Tools and Techniques Used

- **Tableau:** Leveraged for robust analytics and visualization capabilities.
- **Data Modeling:** Structured data to align with analytical needs using dimensional modeling techniques.
- **Interactive Elements:** Enhanced dashboard interactivity with dynamic parameters for custom data filtering.

Detailed Skills Utilized

- **Data Preparation:** Involved sourcing, cleaning, and transforming data to ensure accuracy and relevance.
- **Technical Proficiency:** Integrated multiple data sources in Tableau, performed advanced calculations, and implemented interactive parameters.
- **Visualization Techniques:** Employed multiple visualization forms and customized dashboard aesthetics to enhance user experience and engagement.
- **Analytical and Critical Thinking:** Conducted in-depth data analysis, problem-solving during development, and derived strategic business insights from data trends.
- **Communication and Collaboration:** Engaged with stakeholders for requirements gathering and iteratively refined the dashboard based on user feedback.

Conclusion

The project successfully delivered a highly functional and insightful sales dashboard that offers detailed insights into business sales dynamics, aiding strategic decision-making. This report highlights the use of business intelligence tools like Tableau to transform raw data into a valuable strategic asset.

Recommendations

- **Dashboard Expansion:** Integrate additional data dimensions such as customer demographics to provide a more comprehensive view of sales drivers.
- **Continuous Updates:** Regularly update the dashboard with new data and refine visualizations to adapt to evolving business needs.
- **User Feedback:** Continue to collect and incorporate user feedback to enhance dashboard functionality and user satisfaction.