

# ❏ Tableau Dashboard Report: Online Retail Sales Analysis

## **Project Title:**

Retail Sales Performance Dashboard

## **Objective:**

To analyze and visualize sales performance, profit trends, and customer behavior using an interactive Tableau dashboard. The dashboard helps decision-makers identify high-performing product categories, regions, and customer segments while monitoring key metrics.

## **Dataset Overview:**

The dataset includes 300 retail sales records with the following key fields:

- **Order ID, Order Date, Product Category, Product Name**
- **Region, Customer Segment, Sales Amount, Quantity, Profit**

## **Dashboard Features**

### **1. Visual Charts Used**

- **Bar Chart:** Sales by Product Category
- **Line Chart:** Monthly Sales Trend
- **Pie Chart:** Sales by Customer Segment
- **Scatter Plot:** Profit vs. Sales

### **2. Filters Applied**

- **Region (East, North, South, West)**

### 3. KPI Cards

- ☒ Total Sales
- ☒ Total Profit

### 4. Calculated Field

- **Profit Ratio** =  $\text{SUM(Profit)} / \text{SUM(Sales Amount)}$   
Used to evaluate profitability efficiency per category or region.

### 5. Parameter Usage ☒

### 6. Grouping & Sets

- Group ☒
- Set ☒

### ☐ Key Insights

- The **Electronics** and **Home & Kitchen** categories contribute the most to overall sales.
- **Retail** segment dominates the customer base, but **Wholesale** shows higher average order value.
- **South** and **West** regions lead in regional sales performance.
- Sales show a **steady upward trend** over the months, indicating business growth.
- High **Profit Ratios** observed in categories like **Books** and **Clothing**, suggesting low cost of goods sold.

### ☒ Conclusion

This dashboard enables a comprehensive, interactive view of business performance. With dynamic filters and parameter control, stakeholders can monitor trends, identify strengths, and take data-driven decisions for future product and market strategies.