



Michow Solutions Ltd

SALES DASHBOARD
USING TABLEAU

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Credit: Edwin Tan

Background

Michow Solutions Limited is a fast-growing product manufacturing and distribution company that is committed to providing top-notch client support. The company provides the best shopping experience for customers and generates significant returns for shareholders. This project is to analyze the sales data for 2014 to generate the requested report.

Objectives/Problem Statement

The objective of Michow Solutions Limited is to use data to increase productivity and obtain insights into the needs, preferences, and behavior of its clients. Additionally, recognize any trends or patterns to maximize revenue creation.

Data Insights

Michow Solutions Limited has demonstrated impressive financial performance, with a total revenue of \$435,036.16 and the sale of 20,592 products during the specified period.

The company's regional analysis reveals North as the leading revenue generator, contributing \$141,660.34. The East region follows closely with \$108,275.51 in revenue. The South and West regions also performed well, contributing \$93,848.33 and \$91,251.98, respectively.

The three top-performing sales representatives, namely Nancy, Anne, and Andrew, have been instrumental in driving sales, with Nancy leading the way, contributing \$104,242.34.

The top three customers significantly influencing revenue include Company D, Company H, and Company BB.

Conclusions

Michow Solutions Limited has successfully generated substantial revenue during the analyzed period, with a particularly strong presence in the North and East regions.

The top sales representatives, led by Nancy and Anne, have played a pivotal role in achieving these high sales figures.

It is evident that key customers, such as Company D, Company H, and Company BB, have significantly contributed to revenue.

Recommendations

Continue to focus on strengthening the North and East regions, where revenue generation is robust and adopt a new sales strategies for West and South regions.

Recognize and reward top-performing sales representatives like Nancy and Anne to maintain their motivation and performance.

Foster relationships with key customers and explore opportunities to expand the customer base to further enhance revenue.

Maintain a vigilant eye on sales trends, enabling the identification of emerging opportunities and potential challenges.