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Building your first Dashboard

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Case Study: Optimizing Sales Performance for Just-store

Data

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Business Overview

Just-store operates in a competitive retail market, offering diverse products. The company targets individual and corporate customers across multiple geographies.

As it expands its reach, understanding sales performance, customer segments, and operational efficiency is critical.

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Problem Statement

- Sales performance varies significantly across regions.
- High customer churn in specific categories.
- Suboptimal product profitability and underperforming product segments.
- Limited understanding of time-series trends for planning.
- Inconsistent data preparation methods leading to inefficiencies.

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Aim of Project

- Explore and analyze Just-store's sales performance across regions, categories, and time.
- Identify high-performing and underperforming products and segments.
- Optimize the decision-making process with actionable insights.
- Develop a Tableau dashboard for efficient data visualization and real-time decision support.

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- What key metrics (e.g., Sales, Profit, Quantity) should be included in your dashboard?
- What do the Sales by different Region look like?
- How can you use filters to analyze data by region or category?
- How would you visualize sales trends over time in a dashboard?
- What chart type is best for comparing sales and profit by category?

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Dashboard

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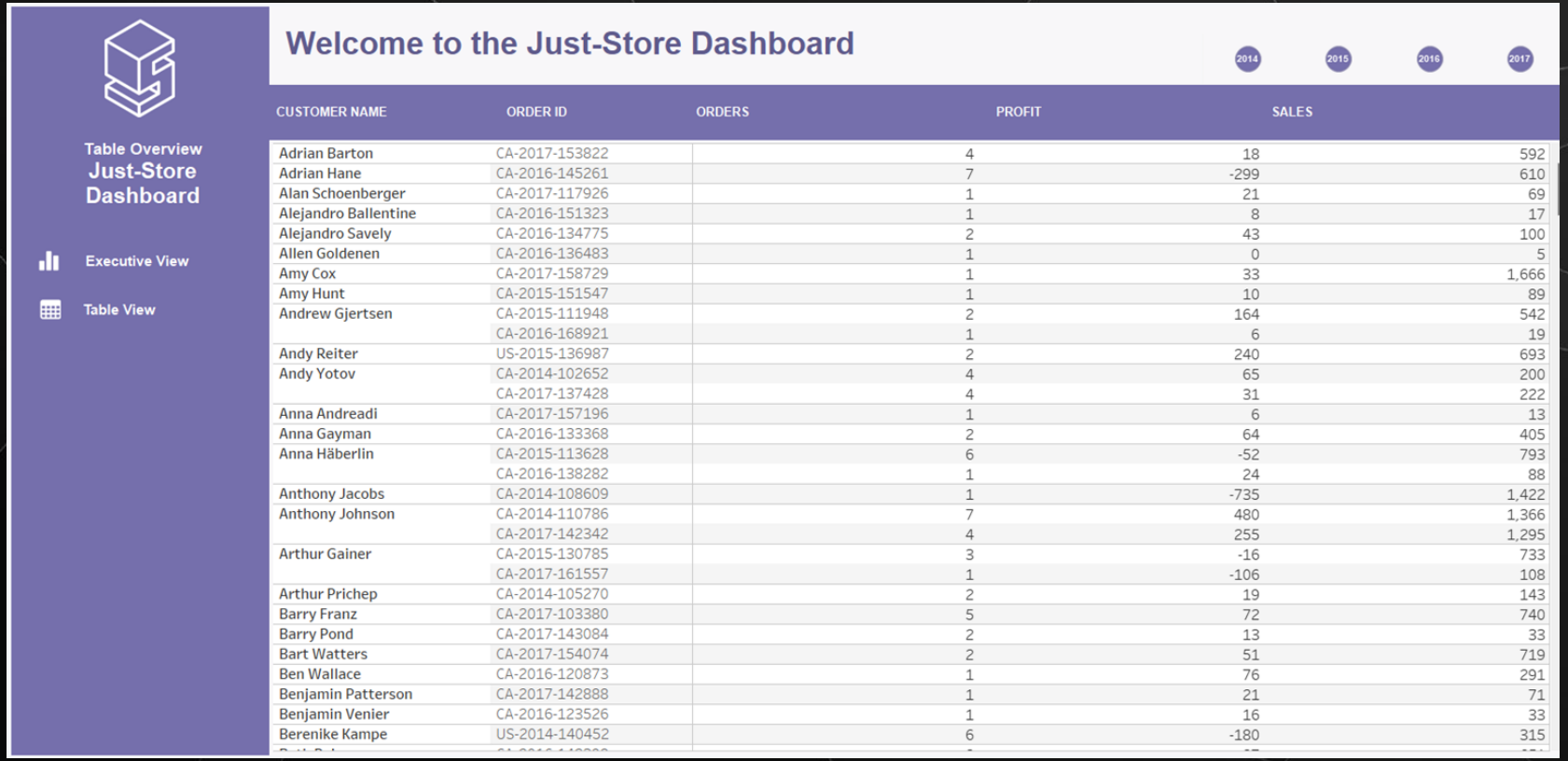
Dashboard



CUSTOMER NAME	ORDER ID	ORDERS	PROFIT	SALES
Adrian Barton	CA-2017-153822	4	18	592
Adrian Hane	CA-2016-145261	7	-299	610
Alan Schoenberger	CA-2017-117926	1	21	69
Alejandro Ballentine	CA-2016-151323	1	8	17
Alejandro Savely	CA-2016-134775	2	43	100
Allen Goldenen	CA-2016-136483	1	0	5
Amy Cox	CA-2017-158729	1	33	1,666
Amy Hunt	CA-2015-151547	1	10	89
Andrew Gjertsen	CA-2015-111948	2	164	542
	CA-2016-168921	1	6	19
Andy Reiter	US-2015-136987	2	240	693
Andy Yotov	CA-2014-102652	4	65	200
	CA-2017-137428	4	31	222
Anna Andreadi	CA-2017-157196	1	6	13
Anna Gayman	CA-2016-133368	2	64	405
Anna Häberlin	CA-2015-113628	6	-52	793
	CA-2016-138282	1	24	88
Anthony Jacobs	CA-2014-108609	1	-735	1,422
Anthony Johnson	CA-2014-110786	7	480	1,366
	CA-2017-142342	4	255	1,295
Arthur Gainer	CA-2015-130785	3	-16	733
	CA-2017-161557	1	-106	108
Arthur Prichep	CA-2014-105270	2	19	143
Barry Franz	CA-2017-103380	5	72	740
Barry Pond	CA-2017-143084	2	13	33
Bart Watters	CA-2017-154074	2	51	719
Ben Wallace	CA-2016-120873	1	76	291
Benjamin Patterson	CA-2017-142888	1	21	71
Benjamin Venier	CA-2016-123526	1	16	33
Berenike Kampe	US-2014-140452	6	-180	315