

TABLEAU PROJECT

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Introduction

The objective is to create different worksheets detailing critical information and compiling it into a dashboard using tableau regarding the sales of various products in different regions in the US.

General Overview

First Order Date:

- Primary: March 1, 2014
- Secondary: June 1, 2014

Primary Sales Region (Left)

Sales Metrics:

- Total Sales: \$501,240
- Average Sales Per Order: \$215.8
- Number of Customers: 629
- Number of Orders: 1,175
- Number of Products in Sale: 1,295

Secondary Sales Region (Right)

Sales Metrics:

- Total Sales: \$2,297,201
- Average Sales Per Order: \$229.9
- Number of Customers: 793
- Number of Orders: 5,009
- Number of Products in Sale: 1,850

Geographical Sales Distribution

Both sections include a map indicating the geographical distribution of sales within the regions. The maps highlight various locations with sales activity marked by blue dots.

Sales by Sub-Category

The dashboard contains detailed sales data broken down by sub-categories, including: Accessories, Appliances, Art, Binders, Bookcases, Chairs, Envelopes, Fasteners, Furnishings, Labels, Machines, Paper, Phones, Storage, Supplies, and Tables.

For each sub-category, the following metrics are provided:

- Total Sales
- Maximum Sales
- Minimum Sales

Additionally, there are line charts showing sales trends over different quarters, providing a temporal view of sales performance.

Bar charts display the total sales for each sub-category for both primary and secondary periods, allowing for easy comparison.

Sparkline Charts

The bottom section includes sparkline charts for each sub-category, illustrating the sales trends over time for both primary and secondary sales periods.

Key Insights

There is a significant increase in total sales, number of customers, number of orders, and products in sale in the secondary sales period compared to the primary sales period.

The average sales per order also show a slight increase from the primary to the secondary period.

The geographical maps provide a visual representation of the spread and intensity of sales across different regions.

Conclusion

Overall, this dashboard provides a comprehensive comparison of sales metrics between two distinct periods, highlighting trends, performance across different product categories, and geographical distribution.