**KEY REQUIREMENTS FOR TABLEAU DASHBOARDS: SALES & CUSTOMER**

Introduction

This user story outlines the specifications for building two dashboards using Tableau to help stakeholders, including sales managers and executives, analyze sales performance and customers.

**SALES DASHBOARD | REQUIREMENTS**

**Dashboard Purpose**

The purpose of the sales dashboard is to present an overview of sales metrics and trends to analyze year-over-year sales performance and understand sales trends.

**Key Requirements**

* KPI Overview

Display a summary of total sales, profits, and quantity for the current year and the previous year.

* Sales Trends

Present the data for each KPI on a monthly basis for both the current year and the previous year.

Identify months with the highest and lowest sales, making them easy to recognize.

* Product Subcategory Comparison

Compare sales performance by different product subcategories for the current year and the previous year. Include a comparison of sales and profit.

* Weekly Trends for Sales & Profit

Present weekly sales and profit data for the current year.Display the average weekly values.

Highlight weeks that are above and below the average to draw attention to sales and profit performance.

**CUSTOMER DASHBOARD | REQUIREMENTS**

**Dashboard Purpose**

The customer dashboard aims to provide an overview of customer data, trends, and behaviors. It will help marketing teams and management understand customer segments and improve customer satisfaction.

**Key Requirements**

* KPI Overview

Display a summary of the total number of customers, total sales per customer, and total number of orders for the current and previous years.

* Customer Trends

Present the data for each KPI on a monthly basis for both the current and previous years.

Identify months with the highest and lowest sales and make them easy to recognize.

* Customer Distribution by Number of Orders

Represent the distribution of customers based on the number of orders they have placed to provide insights into customer behavior, loyalty, and engagement.

* Top 10 Customers by Profit

Present the top 10 customers who have generated the highest profits for the company.

Show additional information like rank, number of orders, current sales, current profit, and the last order date.