**Project: Tableau Dashboard for Sales Performance Analysis**

# **Project Scope:**

The scope of this project was to develop a Tableau dashboard that not only presents key sales performance metrics but also offers insights into customer behaviour and product success. The goal was to create a dashboard that is both comprehensive in its data coverage and intuitive in its design, enabling stakeholders to make informed decisions quickly.

## **Sales Performance Metrics:**

A comprehensive overview of FY22’s sales and profits, augmented with year-over-year (YoY) and previous period (PV) comparisons.

## **Customer Insights:**

An analysis of customer acquisition trends, showcasing total customer count, YoY changes, individual customer sales performance, and identification of top customers.

## **Product Insights:**

A detailed examination of top-selling products and categories, including an analysis of sales volume and profitability.

# **Usability:**

The dashboard is designed with user-friendliness in mind, featuring intuitive navigation and multiple filters that allow stakeholders to drill down into specific data points for more granular insights.

# **Conclusion:**

As a foundational tool, this dashboard provides a clear snapshot of sales and customer performance. It stands as a testament to the power of visual analytics in uncovering actionable insights. With further customization and additional functionalities, this dashboard is poised to evolve into an indispensable resource for driving strategic sales initiatives and fostering a culture of data-driven decision-making within the organization.