Sales Performance Dashboard

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Objective

- To build an interactive Tableau dashboard to help business stakeholders analyze sales performance, monitor key metrics, and identify trends across regions and products.

Dataset Summary

- Source: Kaggle Sales Dataset

- Key Columns:

- - Order Date

- - Sales

- - Profit

- - Product Category

- - Region

- - Product Name

Dashboard Overview

- The dashboard includes:
- - KPI Cards (Total Sales, Total Profit, Profit Margin)
- - Line Chart for Sales Over Time
- - Bar Charts for Sales by Region & Category
- - Top 10 Products by Sales
- - Interactive Filters (Region, Category, Date)

Key Insights

- - South region has the highest total sales
- - Technology category brings highest profit margin
- - Sales show peak in Q4 of each year
- - Top 10 products contribute 35%+ of total revenue

Features and Interactivity

- ✔ KPI Cards for quick metrics
- ✔ Line charts with time drill-down
- ✔ Filters for dynamic data slicing
- ✔ Clean, business-friendly UI
- ✔ Easily extensible with additional metrics