**Sales Performance:**

**Introduction:**

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

**Sales Dashboard | Requirements**

**Dashboard Purpose**

The purpose of sales dashboard is to present an overview of the sales metrics and trends in order to analyse 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. **(Using BANS for the requirement)**

**Sales Trends**

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

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

**(Using SPARKLINE chart for the above requirement)**

**Product Subcategory Comparison**

– Compare sales performance by different product subcategories for the current year and the previous year.

– Include a comparison of sales with profit.

**(Using BAR-In-BAR chart for the above requirement because we are comparing for Year and Previous year)**

**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 & profit performance.

**(Using Line Chart for the above requirement as we need to show Weekly Trend change over time )**

**Customer Dashboard | Requirements**

**Dashboard Purpose**

**Data mining platform**

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

**Key Requirements**

**KPI Overview**

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

**Customer Trends**

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

**Data mining platform**

– Identify months with 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 behaviour, 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.

**Design & Interactivity Requirements**

**Dashboard Dynamic**

– The Dashboard should allow users to check historical data by offering them the flexibility to select any desired year.

**(Using Parameters for the above requirement)**

**Data mining platform**

– Provide users with the ability to navigate between the dashboards easily.

**(Using Button inside the Dashboard for the above requirement)**

– Make the charts and graphs interactive, enabling users to filter data using the charts.

**(Using Dashboard Filters for the above requirement)**

**Data Filters**

Allow users to filter data by product information like category and subcategory and by location information like region, state and city.

**(Using Quick Filters for the above requirement)**