Sales Performance Analysis Dashboard (Using Tableau)

A Data Analytics Project

Objective

- To analyze and visualize sales performance across various dimensions (region, category, customer segment) using interactive dashboards in Tableau.

Dataset Used

- Sample Superstore Dataset
- Available within Tableau or downloadable online.

- Fields include:
- - Order Date, Sales, Profit, Category, Sub-Category
- - Customer Segment, Region, Quantity, Discount

Key Metrics & KPIs

- - Total Sales: Total revenue generated
- - Total Profit: Total net gain
- - Profit Margin: Profit / Sales
- - Orders: Number of transactions
- - Top Products: Best-performing products by sales

Dashboard Features

- 1. Sales Trend Over Time – Monthly/Quarterly trend

- 2. Regional Performance – Sales by Region (Map or Bar)

- 3. Category vs. Sub-Category Analysis

- 4. Top 10 Products by Sales/Profit

- 5. Customer Segment Performance
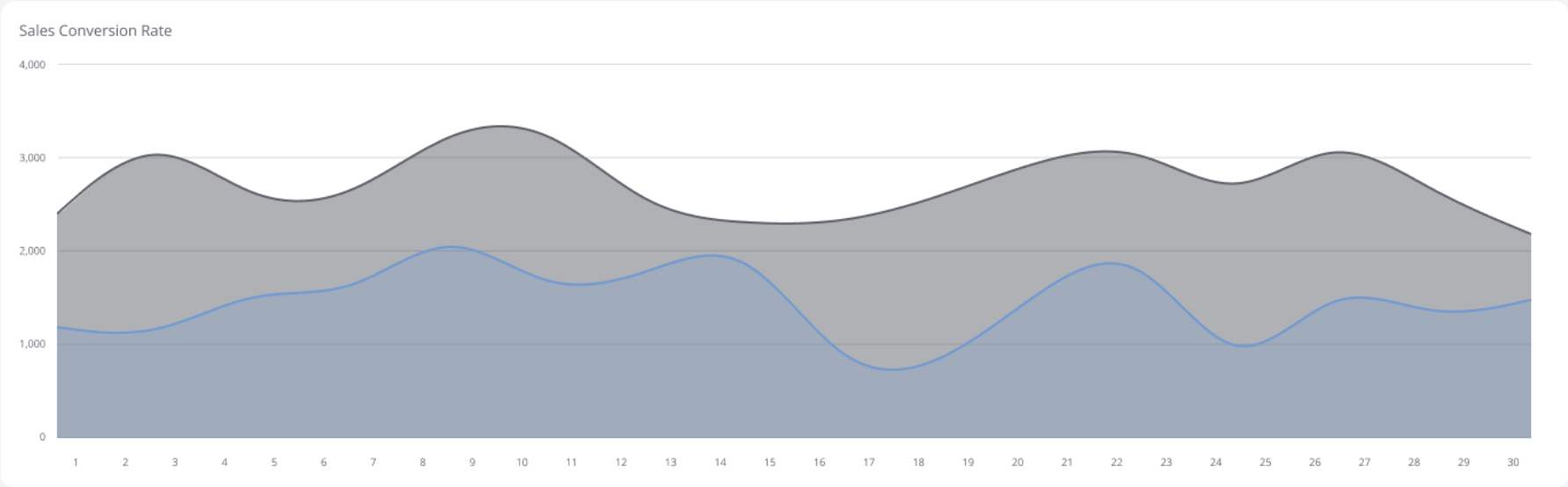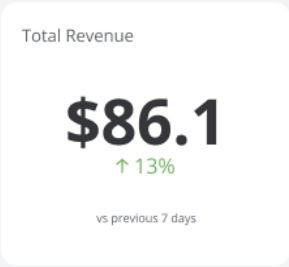
Product Sales Dashboard
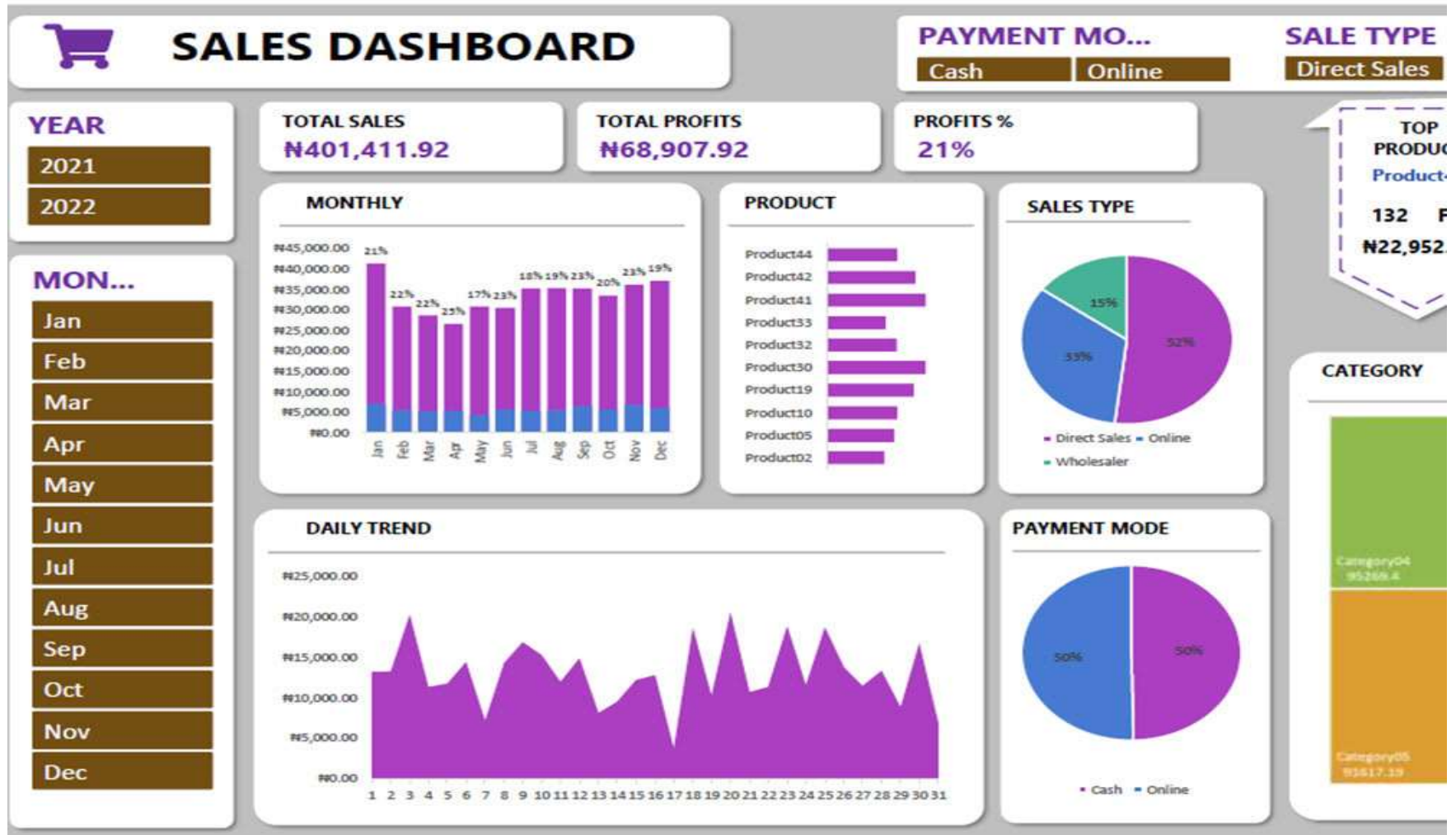
Auto date range
📅 This Week

Services
All ▼

Posts
All ▼

Total Revenue

$86.1
↑ 13%

vs previous 7 days

Sales Conversion Rate

26%
8%

vs previous 7 days

Sales Over Time

Avg Sales Value

Sales Conversion Rate

Dashboard Screenshot - Regional Performance

Insert screenshot of Tableau Regional Performance dashboard here.

Dashboard Screenshot - Top Products

Insert screenshot of Tableau Top Products dashboard here.

SALES DASHBOARD

SUPERMARKET SHOP

SALE TYPE

Direct Sales | Online | Wholesaler
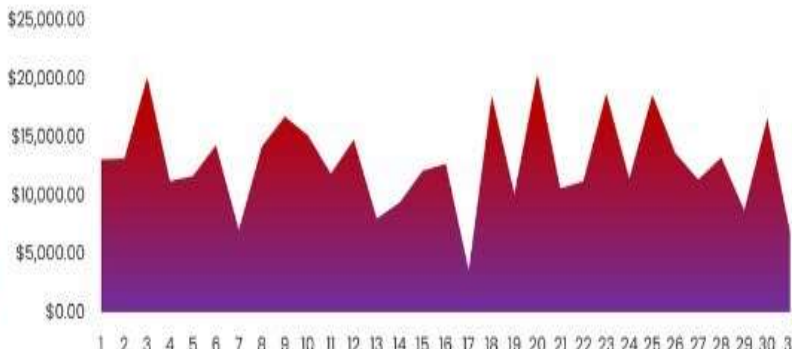
PAYMENT MODE

Cash | Online

LeaneXcel Solutions

YEAR

2021
2022

TOTAL SALES	$4,01,412
TOTAL PROFIT	$68,908
PROFIT %	21%

TOP PRODUCT
Product41
132 Ft
$22,952

TOP CATEGORY
Category04
$95,269
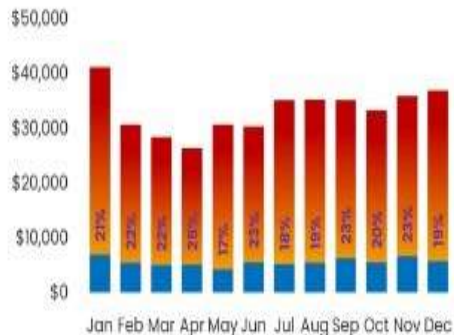
MONTH

Jan
Feb
Mar
Apr
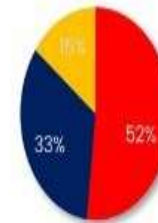May
Jun
Jul
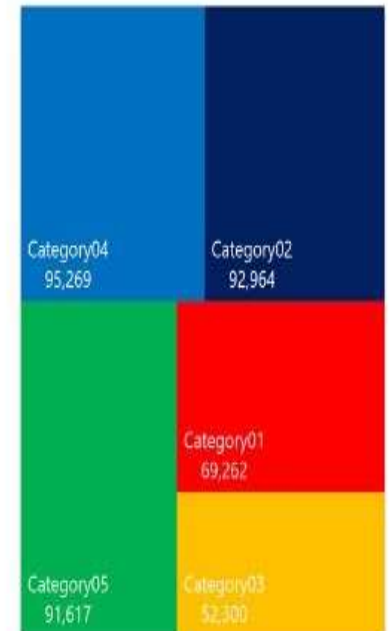Aug
Sep
Oct
Nov

MONTHLY ☑ SALE ☑ PROFIT ☑ PROFIT %

$50,000
$40,000
$30,000
$20,000
$10,000
$0

21% 23% 22% 26% 17% 23% 18% 19% 23% 20% 23% 19%

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

PRODUCT

Product10 — $16,428
Product09 — $582
Product08 — $10,503
Product07 — $2,291
Product06 — $4,532
Product05 — $15,717
Product04 — $6,056
Product03 — $6,394
Product02 — $13,423
Product01 — $9,765

SALES TYPE

52% Direct Sales
33% Online
16% Wholesaler

CATEGORY

Category04 95,269	Category02 92,964
Category05 91,617	Category01 69,262
	Category03 2,300

DAILY

$25,000.00
$20,000.00
$15,000.00
$10,000.00
$5,000.00
$0.00

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

PAYMENT MODE

50% Cash
50% Online