Shortlisted Resumes

Resume: temp.pdf

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Translated text:

INTERNSHIP REPORT ON   
Digital e sales dashboard   
By Sayan Sahu   
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Under the guidance of Mr.Rahul Kumar   
About the Project   
Introduction   
The project aims to develop a comprehensive digital sales dashboard   
using Tableau to visualize and analyze sales data, enabling   
stakeholders to make data-driven decisions.  
SCOPE  
The scope of the project includes data collection, data preprocessing,   
dashboard design, and implementation using Tableau. The dashboard   
provides insights into key sales metrics, trends, and performance   
indicators.  
Tools and Technologies:   
-Tableau Desktop:For data visualization and dashboard creation   
-MS Excel:For data collection and preprocessing.   
-Data sheet:Sales data from the company's database.   
PROBLEM STATEMENT   
Problem Statement 1.   
The CFO of an electronics chain is interested in gaining a better   
understanding of sales and   
profits. She has a very specific question of the data   
"What do monthly sales and profits look like over the past two years?"   
   
This is what monthly sales and profit looks like past 2 years we also   
have a filter on the right hand side of the screen for getting more   
specific data distribution we can select months and years according to   
our need.   
Problem Statement 2.   
The CFO liked this but now feels that the picture is a bit misleading   
since we are looking at   
absolute numbers for profit.   
"Can you fix the previous viz to show profit margin instead of the   
absolute profit numbers?”   
Solution:   
To calculate Profit margin the formula we have used is   
SUM([Profit]) / SUM([Sales])   
We have created a new calculated parameter and defined this formula   
in it.   
   
   
This is our Profit Margin being shown at each bar for sales and profit   
values.Here too we have a Month and Year filter on our right side   
panel for viewing according to our need.   
Problem Statement 3.   
Management has a new request: "Can you show us, on the same   
chart, both profits and sales by   
product sub-category in decending order of sales?”   
Bonus: Can you think of a way to focus management on the key   
product categories and not all of the many   
small items that the company sells?   
On focussing on the first part of our problem we need to have Product   
sub category and Year in our rows and profit and sales value in our   
column our sheet will look like this .   
For the second part of our problem we need to add a top N filter where   
N will be 5 so that it can show only top 5 key selling products on the   
basis of profit margin.   
This is what our filter looks like and given below is our sheet   
   
   
This is what our sheet looks like showing the top 5 company products   
depending upon the profit margin alongside profit and sales.   
Problem Statement 4.   
The regional sales managers of Superstore are interested in an analysis   
of sales and profit by   
product category, sub-category and region. They will use this   
information to discuss growth opportunities   
for new products and possible pricing changes or product cancellation   
ideas.   
They want to know: "What do our sales and profits look like by   
product category, sub-category and   
region? Also, can you give us the ability to drill from category to   
sub-category that was   
purchased?"   
Bonus: Can i look at the trend for each segment within the same view   
Lets first focus on the first part of our problem where the product   
category ,sub category and region is in column and sales and profit in   
rows.   
This is how it looks like having months and year filter on the right   
hand side.   
For second part of our problem we need to have a look at trend of   
each segment within the same view for this we can add month to the   
rows of the existing sheet.   
Here we again have a filter on the right hand side for filtering on basis   
of month and year   
Problem Statement 5.   
The Sales Manager for South East Asia doesn't want to see a viz of   
profit and sales by product   
category and sub-category.   
"The bar chart is awesome, but can you show me a cross-tab of   
the data? I need to see actual   
values!”   
For this we need to have Product category and sub category on rows   
and sales and profit in columns and we’ll select the graph type to gantt   
bar   
Problem Statement 6.   
After the Regional Sales Managers reviewed your analysis the RM for   
North Asia called and asked   
for more details.   
His question: "I like the crosstab, but I also need to quickly see   
where my best and worst   
performers are. Can you build me a view highlighting sales by   
profits?”   
For viewing best and worst performers we need to have a new   
calculated field as sales to profit ratio where the formula we have use   
d is this   
This is include in the column and give it to color property and the   
sheet we obtain is given below   
Here our sheet is very interactive with higher STP ratio in red colours   
showing the best performers .We also have a filter on the right side   
panel for filtering on basis of year and months.   
Problem Statement 7.   
“I like the highlight table, but I need to define my own values for   
what is Red and Green. Can   
you help me some traffic lighting?”   
To enable the HR to give his/her own colour values we have to create   
a new parameters Green threshold and Red Threshold and then create   
a new calculated field named as color field implementing Red &   
Green Threshold which one can input.   
   
This is what our sheet would look like here in Red Threshold one can   
input the values and in Green also determining at what values the red   
and green color appears.   
Problem Statement 8.   
Now things were getting exciting, the managers scheduled a follow-up   
meeting with you and asked for   
additional analysis.   
"Can you create a geographic map to distribute to the state   
managers that shows profits and sales down   
to the city level? We also need the ability to choose the Product   
Category that is displayed.”   
This is what our map looks like showing the state with more sales   
with deeper color and on hovering over each state you can easily see   
the profit value the sales value and the product subcategory too.   
Problem Statement 9.   
 Create a Sales Dashboard using all the questionnaire shared   
above.   
Problem statement 1 &2 dashboard.   
   
Problem statement 3 dashboard.   
Problem statement 4 dashboard.   
Problem statement 5 & 6 dashboard.   
You can select months and years according to your need it is very   
interactive.   
Problem statement 7 & 8 dashboard.