

Capstone Project - Superstore Sales Performance

Tableau Project Requirement

- The workbook should have a single dashboard.
- Each worksheet/view/chart should meet the business requirement.

Business Requirement

Connect to the Sample Superstore dataset and build a Dashboard that will show the Sales Performance.

View 1: Total Sales

- The sheet should only display the Total Sales in thousands, along with the header “Total Sales”.
- The Total Sales displayed should have the color code “#76b7b2”. Use the Color Palette.
- Disable Tooltip for this view.
- Use the background color of your choice.
- Name the sheet as “Total Sales”.

View 2: Total Profit

- Requirements are the same as for the view “Total Sales”.

View 3: Total Volume

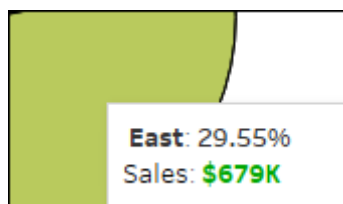
- Requirements are the same as for the view “Total Sales”, except it’s not a currency value.

View 4: Sales Per Customer

- Requirements are the same as for the view “Total Sales”.

View 5: Pie Chart

- Pie Chart should display the percent of Total Sales by Region.
- Use the Summer Color Palette. Pie Chart should have black borders.
- Tooltip should be formatted as seen below showing Region Name, Percent of Total Sales, and the Total Sales value formatted in currency and displayed in thousands (K).



Note: Drag all the filters mentioned in the general requirement to this sheet named Pie Chart.

View 6: Bar Chart

- Horizontal Bar Chart should display the top N states by Sales.
- Using a Parameter, the user should be able to change the value of N.
- Use the color of your choice for the bars along with the labels displayed in \$.
- Data should always be sorted in descending order.

View 7: Bubble Chart

- Bubble chart should display Sales by sub-category.
- Bubbles should be colored by category.
- Use the color of your choice for the bubble.
- Tooltip should display only sub-category along with the sales value in \$ in thousands (K).

View 8: Line Chart

- A continuous line chart should display the Sales trend by Month-Year.
- X-axis should display month and year in the format MMM YY. For example, Mar 22 [Year 2022].
- Hide the axis titles only.
- Tooltip should display only Month-Year, along with the sales value in \$ in Thousands (K).
- Use Order Date as a Date Range filter.
- Name the sheet as shown below and color the tab.

Dashboard Requirements

- Dashboard Name: Sales Dashboard
- Dashboard Title: Superstore Sales Performance
- Dashboard description: Sales overview of the superstore data
- Dashboard size: Should be set to FIXED size. Width – 1055, Height – 850
- Dashboard Filters:
- Filters to be present in dashboard:
 1. Order Date – Show as Range of date. This filter should be applied to all worksheets.
 2. Segment – Show as multiple values (drop-down) with the Apply button and showing only relevant values. This filter should be applied to all worksheets.
 3. Ship Mode – Show multiple values (drop-down) with the Apply button and show only relevant values. This filter should be applied to all worksheets.

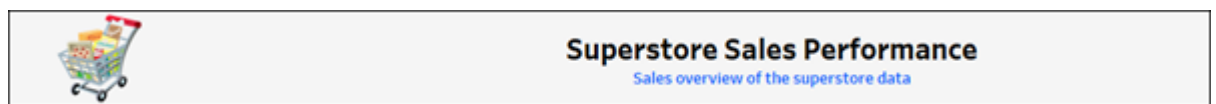
4. State – Show multiple values (drop-down) with the Apply button and show only relevant values. This filter should be applied to all worksheets except the bar chart.

- Filter Formatting:

1. Format the filter background to any color.
2. Add borders if necessary.
3. Place all these filters in a horizontal container and distribute them evenly.

Dashboard Containers:

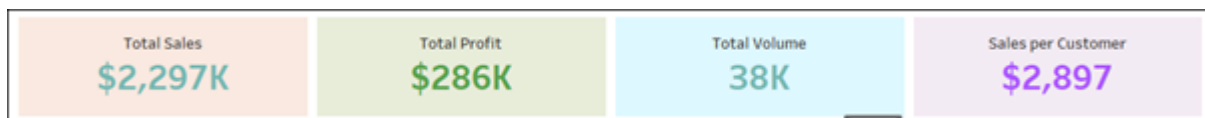
- Horizontal Container 1: Should have the name of the dashboard and add an image showing a shopping cart (add an image with transparent background) to the left of it as shown below. You can rename this container “Title/Logo” as it will help you distinguish between containers.



- Horizontal Container 2: This should contain all the filters arranged in a horizontal container. Name this container “Filters”. Distribute the contents evenly.

Order Date 1/3/2018 12/30/2021	Segment (All) ▼	Ship Mode (All) ▼	State (All) ▼
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- Horizontal Container 3: Arrange all the scorecards in a horizontal container.



- Horizontal Container 4: Pie Chart and Bar Chart should be arranged and placed in a horizontal container. Name it accordingly.
- Horizontal Container 5: Bubble Chart and Line Chart should be arranged and placed in a horizontal container. Name it accordingly.
- Vertical Container: Place all these horizontal containers one above the other, top to bottom, in the order they are numbered.
- Parameters: Place the parameter close to the Bar chart and place it somewhere on the Sheet title.
- Fit View: Fit the Dashboard to “Entire View”, wherever applicable.
- Sheet Titles: Describe each visualization with a meaningful title.
- Hide Sheets: After the dashboard is all set to be published, hide all the sheets, and clean up your workbook. Also, you can hide all unused fields if needed.