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| INTRODUCTION | |
| This user story outlines the specifications for building two dashboards using tableau to help stakeholders, including sales managers and executives to analyze sales performance and customers. | |
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| Sales Dashboard | Requirements | |
| Dashboard Purpose | |
| The purpose of sales dashboard is to present an overview of the sales metrics and trends in order to analyze year-over-year sales performance and understand sales trends. | |
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| Key Requirements | |
| KPI Overview | |
| Display a summary of total sales, profits and quantity for the current year and the previous year. | |
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| Sales Trends | |
| – Present the data for each KPI on a monthly basis for both the current year and the previous year. | |
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| – Identify months with highest and lowest sales and make them easy to recognize. | |
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| Product Subcategory Comparison | |
| – Compare sales performance by different product subcategories for the current year and the previous year. | |
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| – Include a comparison of sales with profit. | |
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| Weekly Trends for Sales & Profit | |
| – Present weekly sales and profit data for the current year. | |
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| – Display the average weekly values. | |
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| – Highlight weeks that are above and below the average to draw attention to sales & profit performance.  Sales Dashboard Link - [Sales Dashboard | Tableau Public](https://public.tableau.com/app/profile/shubham.raikwar/viz/SalesDashboard_17275048297680/SalesDashboard?publish=yes) | |