

Project 2: Sales Performance Analysis

Objective of Project :

To build a dashboard that will present monthly sales performance by product segment and product category to help client identifying the segments and categories that have met or exceeded their sales targets, as well as those that have not met their sales targets.

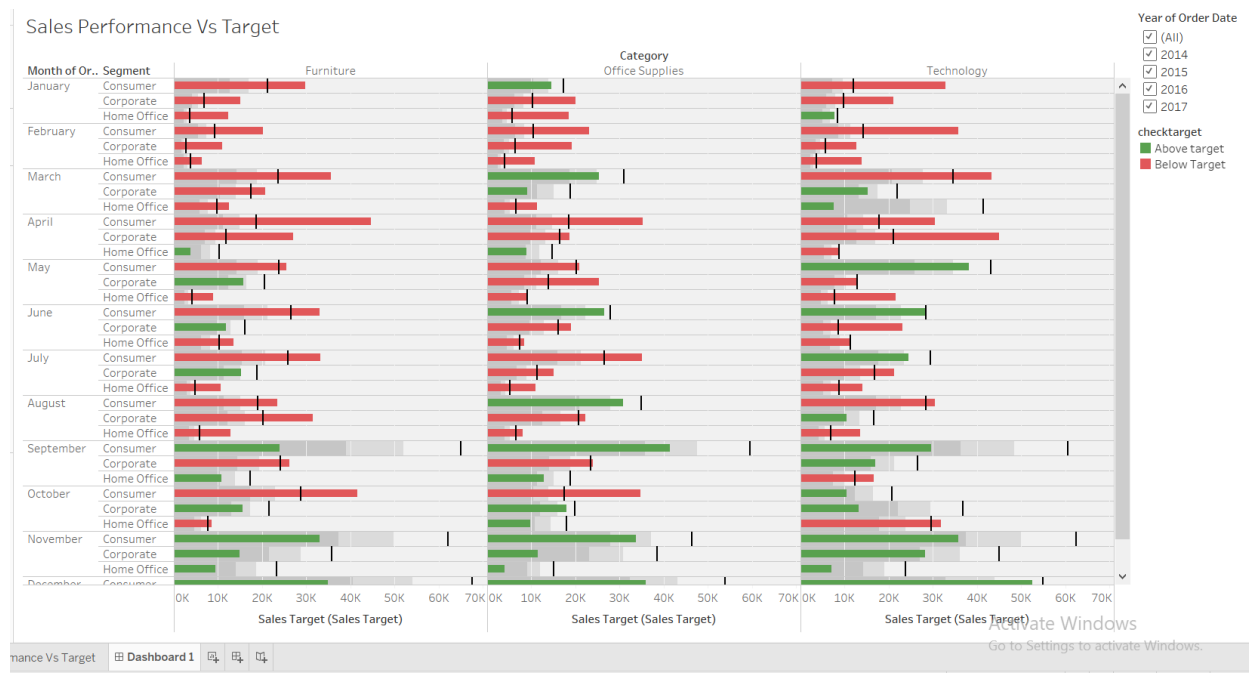
Data source names :

We will be using two datasets here i.e. Sample - Superstore and Sales_Target.

Tableau Public link :

https://public.tableau.com/profile/sonali.bapte8555#!/vizhome/MyProject2_15993029243670/Dashboard1

- Snapshot of the dashboard



- insights from the visualization
 1. At an overall level product from the technology are below the target and specially under the home office segment
 2. September was observed as the month where the sales was the highest across all the years
 3. For the year 2017 the only sales target was given for the month of January

- calculated field :

check Target and Sales

```
IF SUM([Orders+ (Sample - Superstore)].[Sales]) > (SUM([Sales Target (Sales Target)])) THEN  
"Above target"
```

```
ELSE "Below Target"
```

```
END
```