

Tableau data analytics

Retail Sales Performance Dashboard

Dataset: (Superstore / Online Retail – mention yours)

Tool Used: Tableau

Objective: Design an interactive dashboard for business stakeholders.

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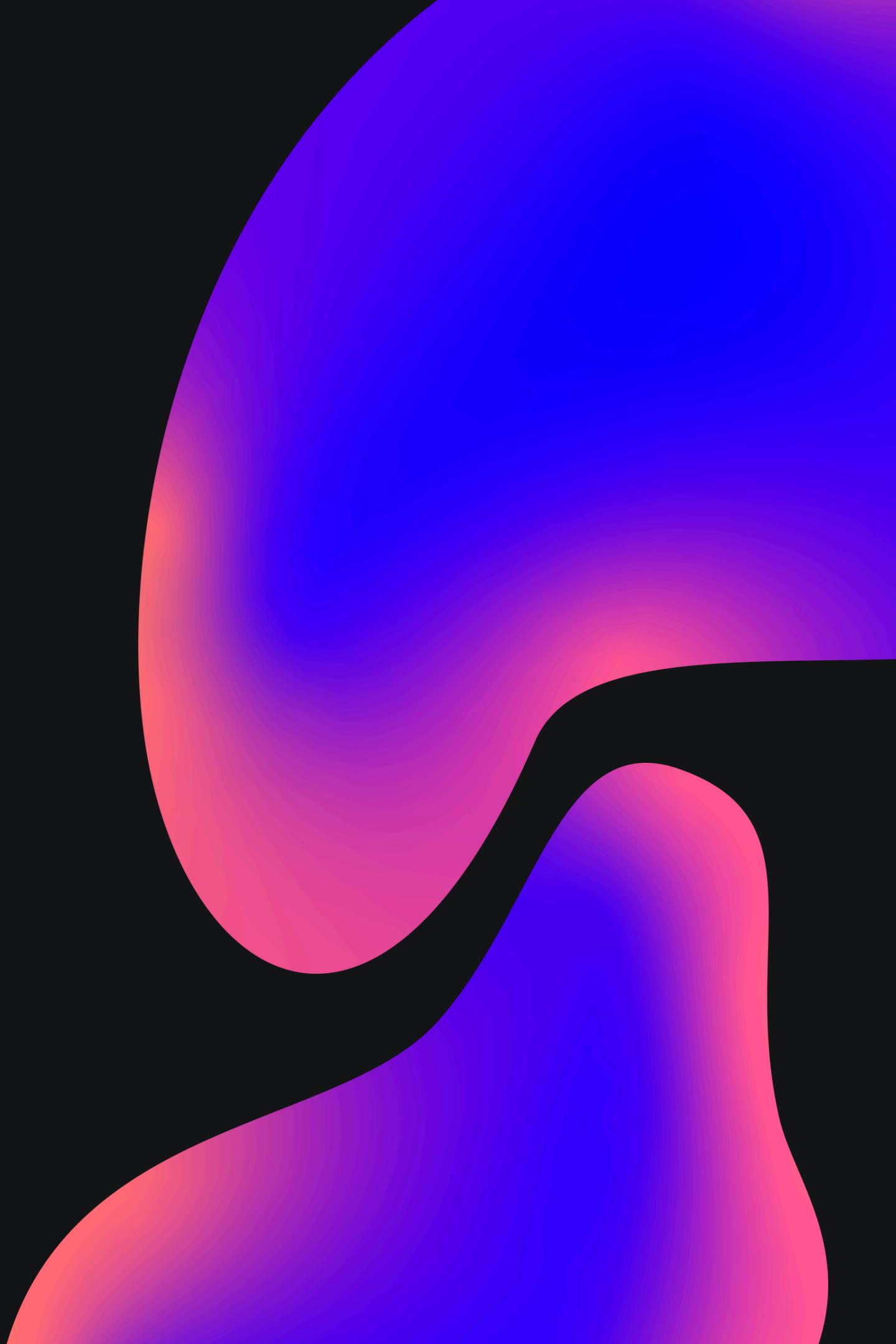
Objective

Objective of the Analysis

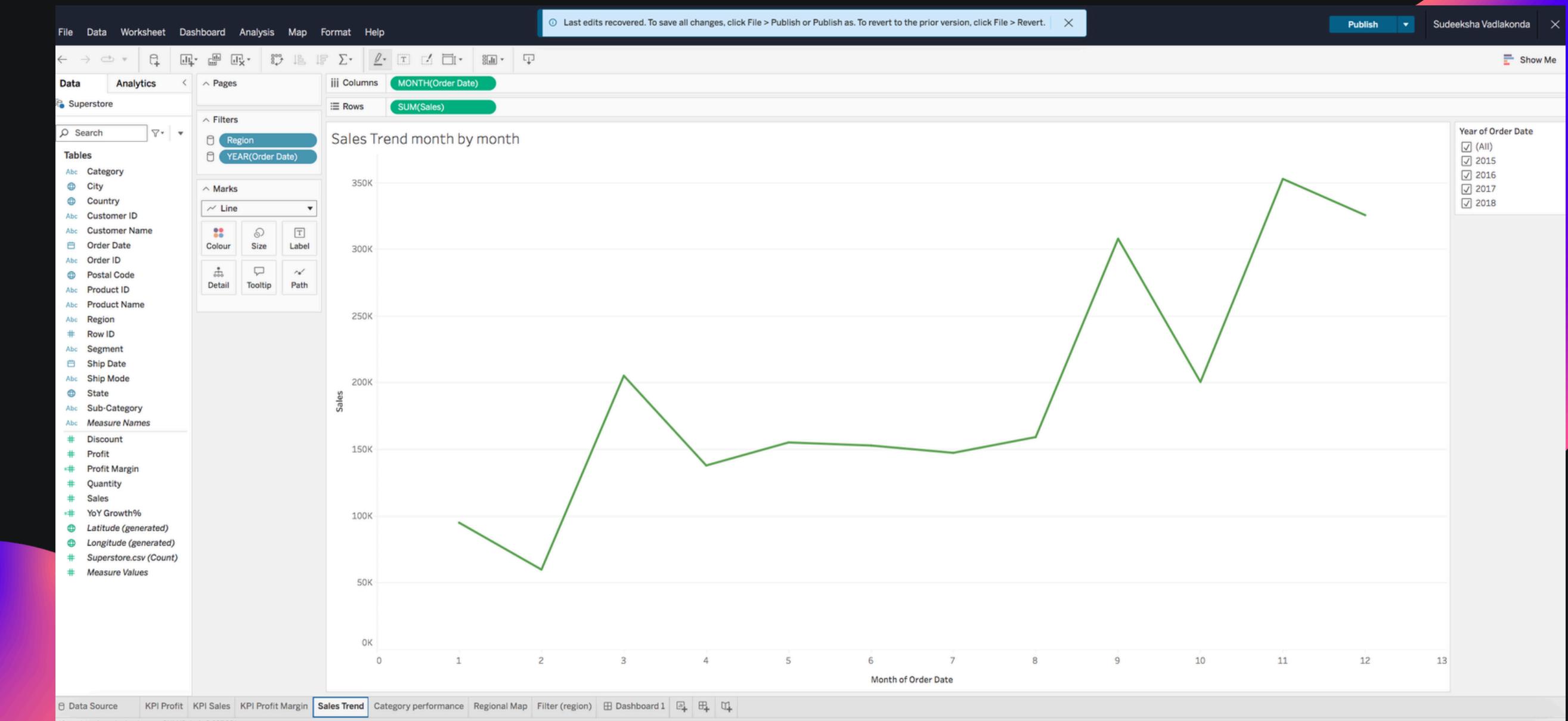
- To analyze overall sales and profit performance
- To identify high-performing regions and categories
- To study time-based sales trends
- To build an interactive dashboard for business decision-making

Key KPIs

1. Sales
2. Profit Margin
3. Profit



Time Series Analysis



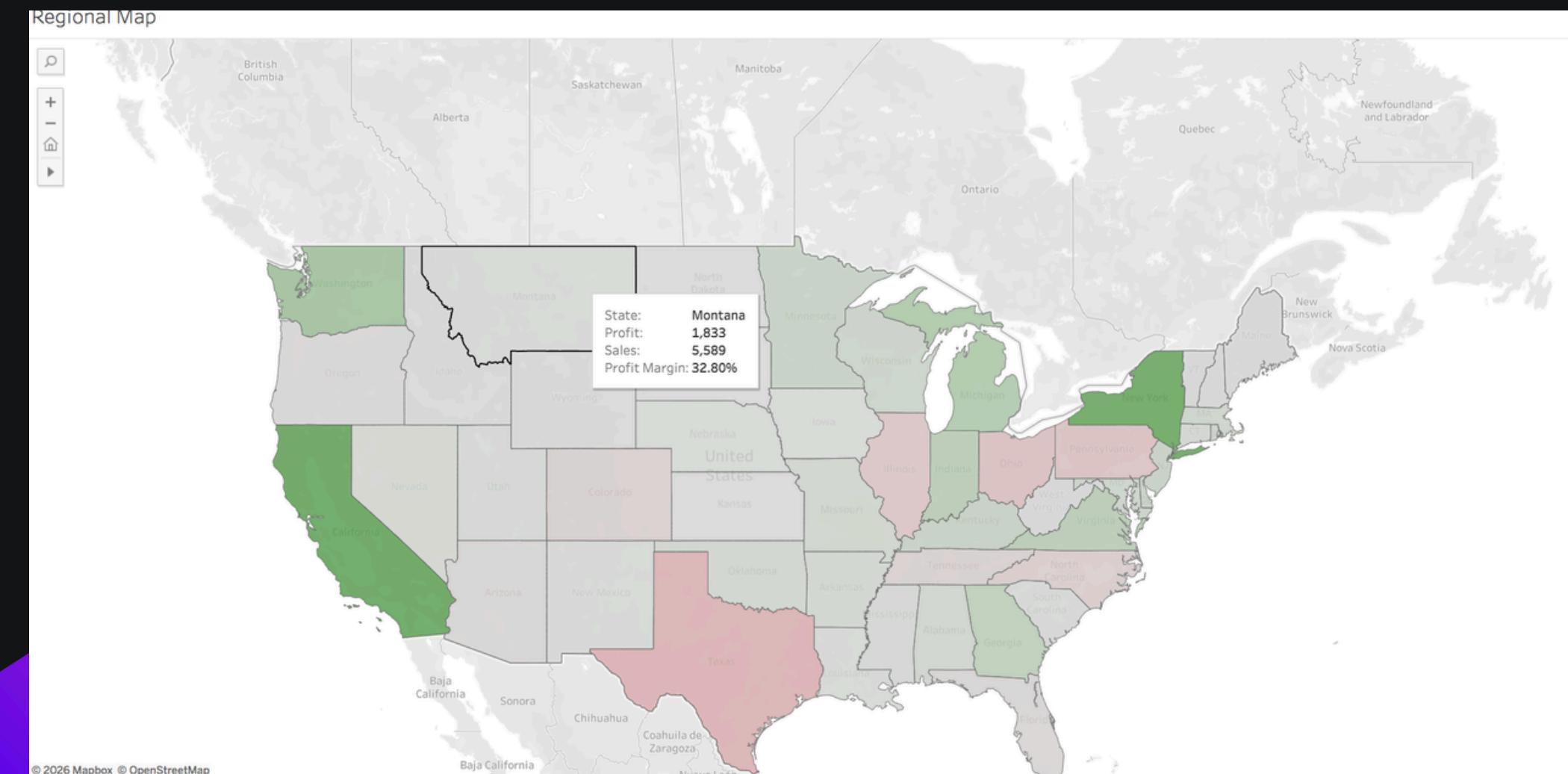
Sales Trend Over Time

- A line chart is used to analyze sales trends
- Helps identify seasonal patterns
- Detects growth or decline over time
- Useful for forecasting and planning

Regional Performance

Sales by Region (Map Visualization)

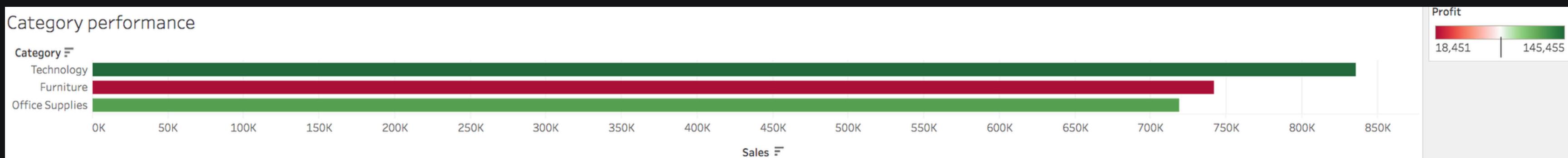
- Geographic representation of sales distribution
- Identifies high and low performing regions
- Helps in regional strategy planning



Category Analysis

Sales & Profit by Category

- Compares performance across product categories
- Identifies most profitable segments
- Highlights loss-making categories



Interactivity Features

Interactive Dashboard Features

- Region filter
- Year of Date filter
- Dynamic visuals updating based on selection
- User-friendly layout

Key Insights

1. The West region generates the highest sales.
2. The technology category shows the highest profit margin.
3. Sales show steady growth with seasonal spikes.

Conclusion

- The dashboard provides a clear overview of business performance.
- Interactive filters allow deeper analysis.
- Insights can help improve regional and category strategies.
- Supports data-driven decision-making.