

Tableau Project Report – Ecommerce Sales Dashboard

1. Objective:

To track and analyze Year-to-Date (YTD) sales, profit, and customer behavior across global markets and product categories, enabling data-driven business decisions.

2. Tools Used:

- Tableau
- Ecommerce Dataset (Sales, Profit, Category, Region, Monthly Trends)
- Dynamic Filters and Visual Indicators

3. Data Description:

- Dataset includes sales amount, profit, order quantity, customer acquisition, and regional breakdown.
- Metrics are compared Year-to-Date (YTD) with Previous Year-to-Date (PYTD) using trend lines and delta indicators.

4. Dashboard Features:

1. KPIs: Key stats on total sales (\$13.79M), profit (\$1.27M), and order quantity (154,089) with % change from PY.
2. Market Share by Sales: Donut chart showing regional contributions (LATAM, Europe, Pacific Asia).
3. Category-wise YTD vs PYTD Sales: Bar chart comparing current year vs previous year sales per product category.
4. Market-wise Customer Acquisition: Line ranking graph showing customer acquisition position per region over months.

5. Insights & Outcomes:

1. LATAM and Europe dominate sales market share, contributing over 90% together.
2. Camping & Hiking and Water Sports show strong YTD growth compared to PY.
3. Categories like Cleats and Indoor/Outdoor Games show sales decline from last year.
4. Customer acquisition trends remain stable for USCA and Pacific Asia, while LATAM fluctuates.

6. Conclusion:

The dashboard provides a comprehensive overview of ecommerce sales performance. It highlights profitable categories and key markets while identifying underperforming areas. The insights support timely strategy shifts in product focus and regional marketing.

7. Dashboard:

