

Tableau Project Report – Regional Sales Dashboard

- **Objective:**

To analyze and visualize sales and profit data across U.S. states, regions, customer segments, and product categories, helping management identify trends and optimize strategy.

1. Tools Used:

1. Tableau
2. Sales Dataset (Product, Region, Segment, State-wise Sales)
3. Custom Visuals and Interactive Filters

2. Data Description:

1. Dataset includes sales, profit, customer segments, product categories, and U.S. geographic data.
2. Filters enable category-wise and regional performance tracking.

3. Dashboard Features:

1. Sales by Segment and Region: Bar chart showing sales split by customer segment (Consumer, Corporate, Home Office) and region (East, West, etc.).
2. Sales by States: U.S. map with color-coded sales levels per state.
3. Profit vs Sales: Scatter plot showing correlation between sales volume and profit margins.
4. Sales by Category: Bar chart and pie chart visualizing sales and share of Technology, Furniture, and Office Supplies.

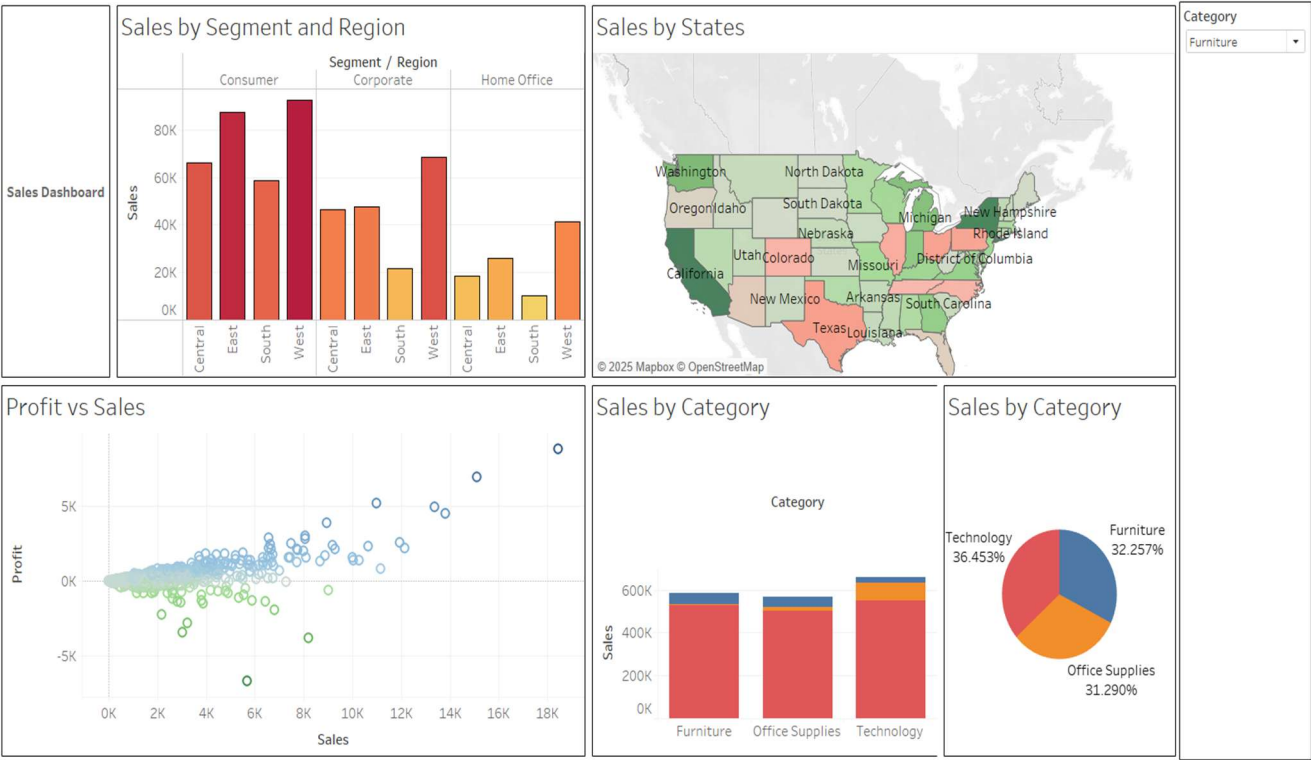
4. Insights & Outcomes:

1. West (Consumer segment) drives the highest sales.
2. Technology is the top-performing category in both sales and share.
3. States like California, New York, and Washington lead in revenue.
4. Some states (e.g., Texas, Colorado) show high sales but low or negative profit.
5. Profitability varies despite similar sales, revealing efficiency gaps.

5. Conclusion:

The dashboard helps businesses gain a clear view of sales trends across geography, segments, and categories—enabling better strategic decisions, targeted improvements, and profitability analysis.

6. Dashboard:



Profit vs Sales

Profit

5K

0K

-5K

0K

2K

4K

6K

8K

10K

12K

14K

16K

18K

Sales

Sales by Category

Category

Furniture

Office Supplies

Technology

600K

400K

200K

0K

Sales

Sales by Category

Technology

36.453%

Furniture

32.257%

Office Supplies

31.290%