Financial Performance Dashboard (Tableau)

Overview

This project explores company financial performance across (countries, products, and time periods).

Using Tableau, I created an interactive dashboard that tracks (sales, profit, discounts, and COGS) to help identify profitable regions, product trends, and the impact of discounts on revenue.

Objective

- Analyze sales and profit trends across countries and product categories

- Understand the relationship between discounts and revenue

- Calculate profitability metrics such as profit margin and cost-to-sales ratio

- Provide interactive filters for stakeholders to explore performance in detail

Tools & Technologies

- Tableau Desktop

- Microsoft Excel (dataset)

Dataset

(https://drive.google.com/file/d/1PGTp4teuL7jArkWCw-dd2YiZ6BZtlUMw/view?usp=sharing)

Key Features

- Country Performance : Sales & profit comparison across countries

- Trend Analysis : Line charts showing sales & profit over time

- Discount Analysis : Scatter plots to examine discounts vs gross sales

- Product Insights : Heat maps showing the effect of discount bands on products

Key Insights

- Some high-sales countries show low profit margins, indicating high costs

- Discounts above 20% start to reduce overall profitability

- Certain products maintain consistent profits regardless of discount strategy

How to Run

1. Download the dataset

2. Open Financial_Performance_Dashboard.twbx in Tableau

3. Use filters (Year, Segment, Country, Product) to explore insights