

# INTERACTIVE DASHBOARD DESIGN

BY

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# **OBJECTIVE :**

*To design and present an interactive dashboard using Tableau that enables business stakeholders to:*

- Monitor real-time business metrics*
- Identify sales and profit trends*
- Explore performance by product categories and regions*
- Make data-driven decisions with enhanced visibility*
- into operations*

*This project emphasizes the use of visual analytics to transform raw sales data into actionable insights.*

# **DATASET OVERVIEW :**

***Dataset: Sample - Superstore (provided by Tableau)***

***Source: Fictional retail data representing product orders across U.S. regions.***

***Key Fields Used:***

- Order Date – For trend analysis and growth measurement***
- Sales – Total revenue from transactions***
- Profit – Earnings after deducting costs***
- Region, Category, Sub-Category, State – For segmentation and drill-down analysis***

***Scope: The dataset includes data across four regions, three product categories, and over 10 sub-categories.***

# **KPIS TRACKED :**

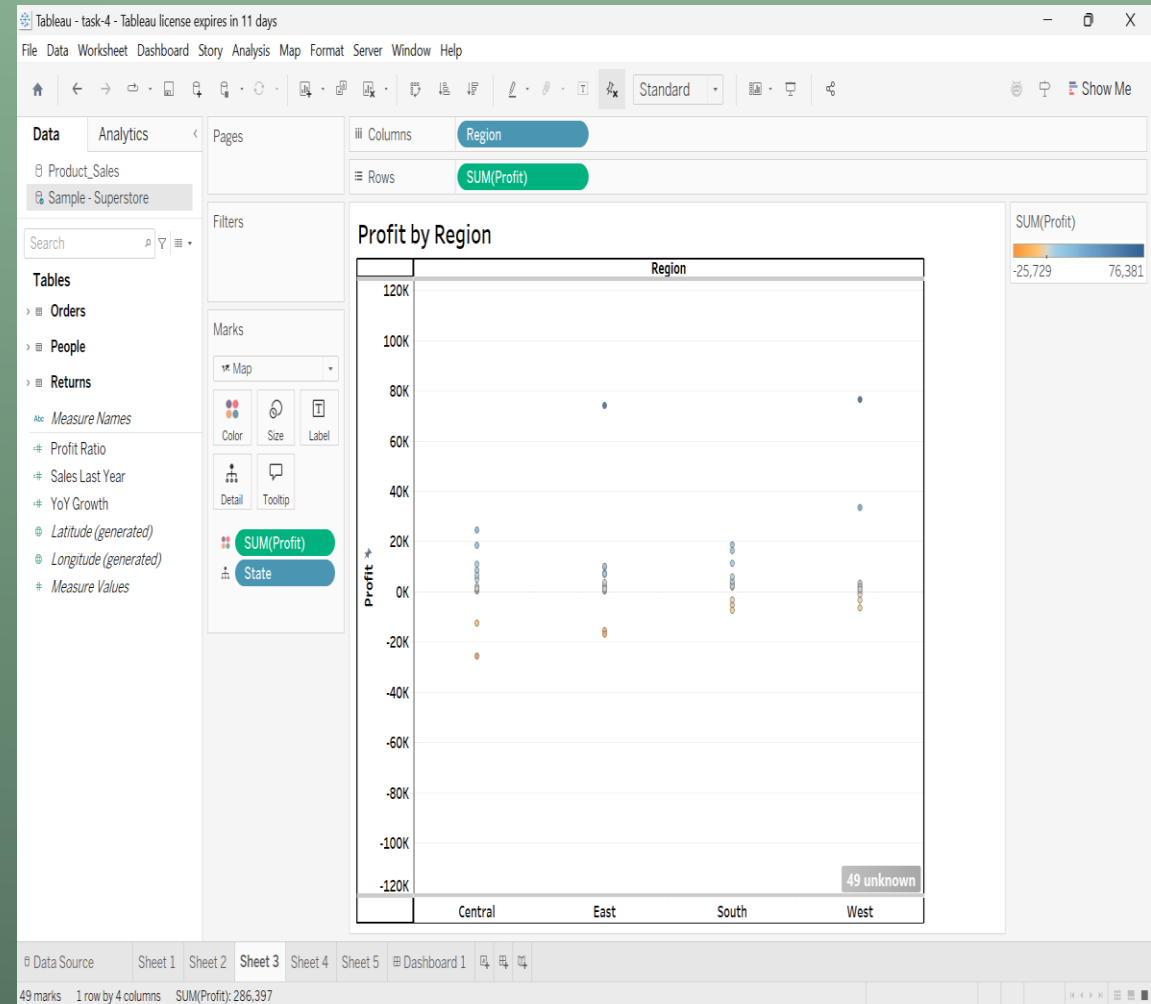
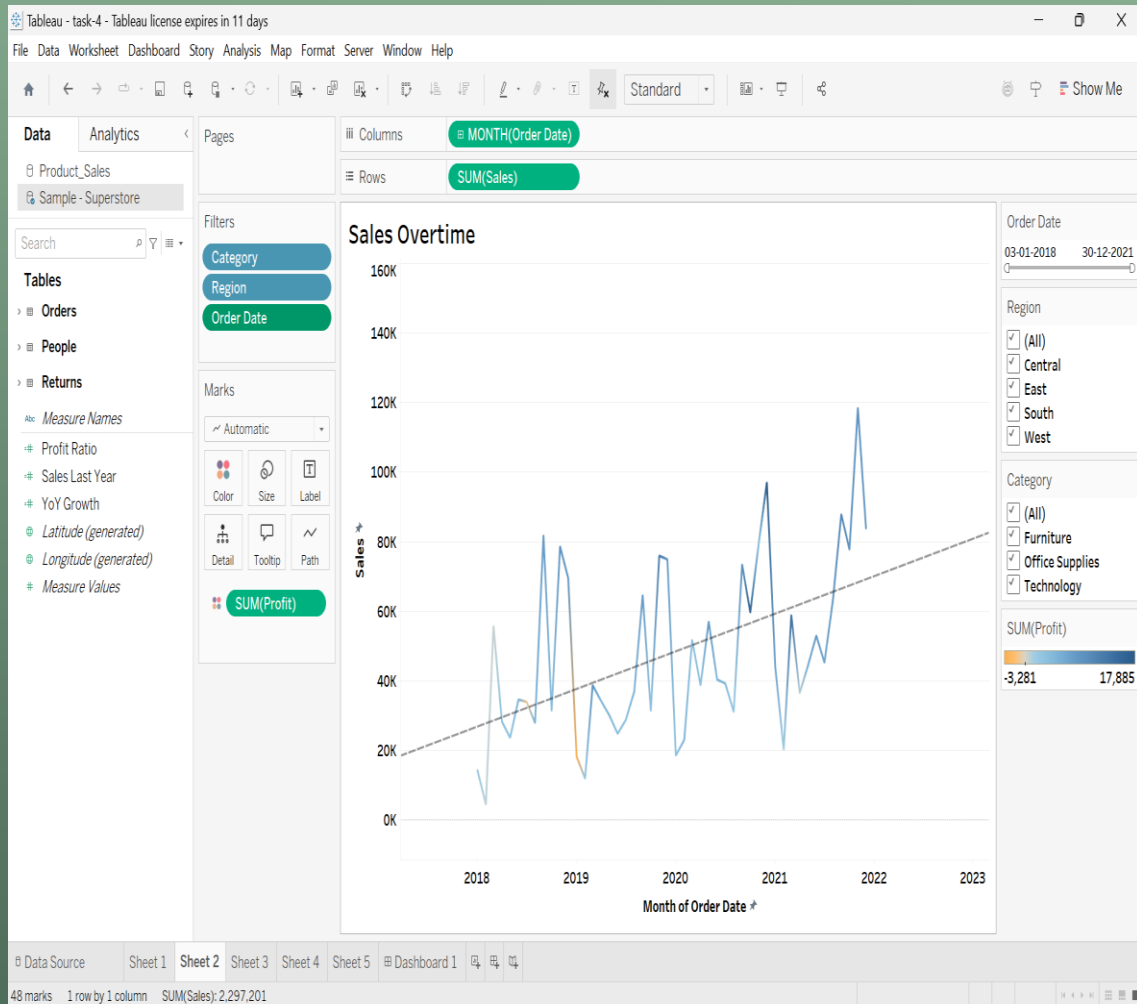
**Key Performance Indicators (KPIs):**

- 1.Total Sales – Overall revenue generated within the selected period**
- 2.Total Profit – Net income after subtracting cost from sales**
- 3.Profit Ratio – Percentage of sales retained as profit**
- 4.YoY Growth – Year-over-year growth analysis for strategic**
- 5. planning**

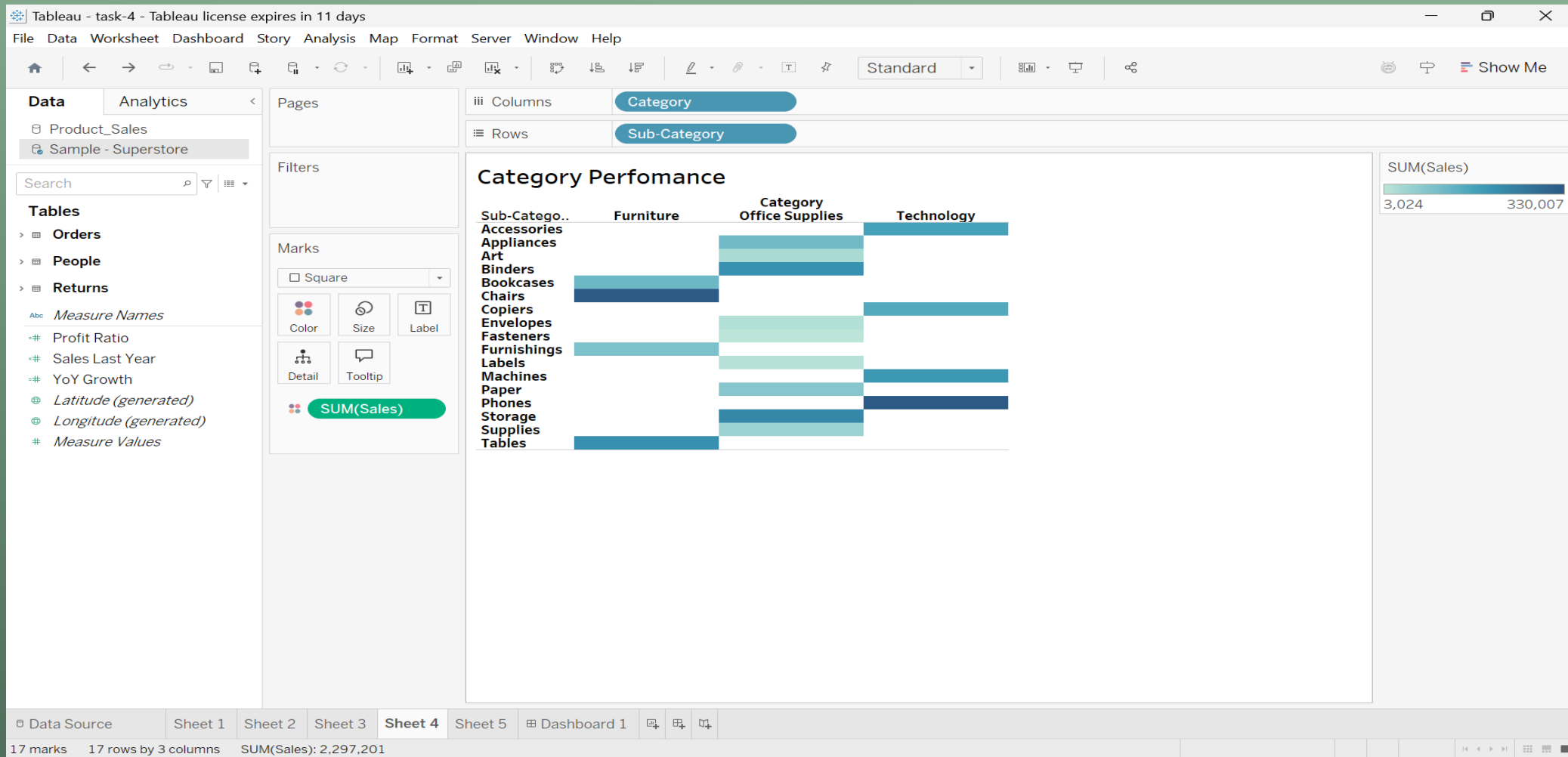
**These KPIs serve as the backbone for evaluating performance and setting business goals.**

# ***VISUALIZATIONS USED :***

<b>Chart</b>	<b>Purpose</b>
<b>KPI Cards</b>	<b>High-level overview of key metrics</b>
<b>Line Chart</b>	<b>Time-series analysis of sales</b>
<b>Bar Chart</b>	<b>Profit comparison by region</b>
<b>Heat Map</b>	<b>Category/Sub-category performance</b>
<b>Filters</b>	<b>Interactive exploration by Region, Category, Date</b>



"TRENDS AND REGIONAL PROFITABILITY  
HIGHLIGHTED VISUALLY"



"DETAILED VIEW INTO WHICH PRODUCTS  
DRIVE SALES PERFORMANCE"

# KEY INSIGHTS :

- *Sales peak during Q4, indicating holiday-driven surges*
- *Technology products deliver the highest profit margins*
- *South region underperforms in terms of profit despite healthy sales*
- *Sub-categories like Tables and Binders show low profitability—potential*
- *for optimization*



THANK YOU

