# Simple Sales Dashboard Design (Tableau Layout)

## Dashboard Overview

This mockup demonstrates a clean **Sales Dashboard** built in Tableau. It visualizes sales performance across **months, regions, and product categories**.

## Dashboard Components

### 1. Line Chart – Sales Trend Over Months

* **X-axis:** Month-Year
* **Y-axis:** Sales
* Purpose: Shows how sales evolve over time, highlighting seasonal peaks and dips.
* Example Trend:
  + Jan: $12,000
  + Feb: $18,000
  + Mar: $15,000
  + Apr: $20,000

### 2. Bar Chart – Sales by Region

* **X-axis:** Region (East, West, North, South)
* **Y-axis:** Total Sales
* Purpose: Compares performance of different regions.
* Example:
  + East: $25,000
  + West: $30,000 (highest)
  + North: $20,000
  + South: $15,000

### 3. Donut Chart – Sales by Category

* **Categories:** Furniture, Technology, Office Supplies
* Purpose: Breaks down sales by product category.
* Example:
  + Furniture: $15,000
  + Technology: $22,000 (highest)
  + Office Supplies: $18,000

## Interactive Features

* **Filter/Slicer:** Region or Category
* **Highlights:** Top-performing regions/categories shown with stronger colors
* **KPIs (Optional):**
  + Total Sales: $70,000
  + Total Profit: $12,000
  + Profit Margin: 17%

## 🔎 Key Insights

1. **West Region** achieved the highest sales overall.
2. **Technology Category** contributed the maximum revenue.
3. Sales showed **strong seasonality**, peaking in March–April.
4. The **South Region** underperformed compared to others.

## Final Tableau Layout (Visual Placement)

* **Top Section:** KPI cards (Total Sales, Profit, Margin)
* **Left Panel:** Filters (Region, Category)
* **Main Area:**
  + Top: Line Chart (Sales Trend)
  + Bottom Left: Bar Chart (Sales by Region)
  + Bottom Right: Donut Chart (Sales by Category)