












Sales Data Analysis

Project Tableau

Q1) Start by linking the Customer_Sales_Data.xls dataset to Tableau and choose the "Order" sheet.

Expected Output

Orders (Customer_Sales_...	
Search	   ▼
Tables	
Abc	Category
	City
	Country
Abc	Customer ID
Abc	Customer Name
	Order Date
Abc	Order ID
	Postal Code
Abc	Product ID
Abc	Product Name
Abc	Region
#	Row ID
Abc	Segment
	Ship Date
Abc	Ship Mode
	State
Abc	Sub-Category
Abc	<i>Measure Names</i>
#	Discount
#	Profit
#	Quantity
#	Sales
	<i>Latitude (generated)</i>
	<i>Longitude (generated)</i>
#	<i>Orders (Count)</i>
#	<i>Measure Values</i>

Q2) Generate charts to showcase Key Performance Indicators, including Total Discount, Overall Profit, Total Quantity, and Total Sales.

Expected Output

Important KPIs			
Discount	Profit	Quantity	Sales
1,561	286,397	37,873	2,297,201

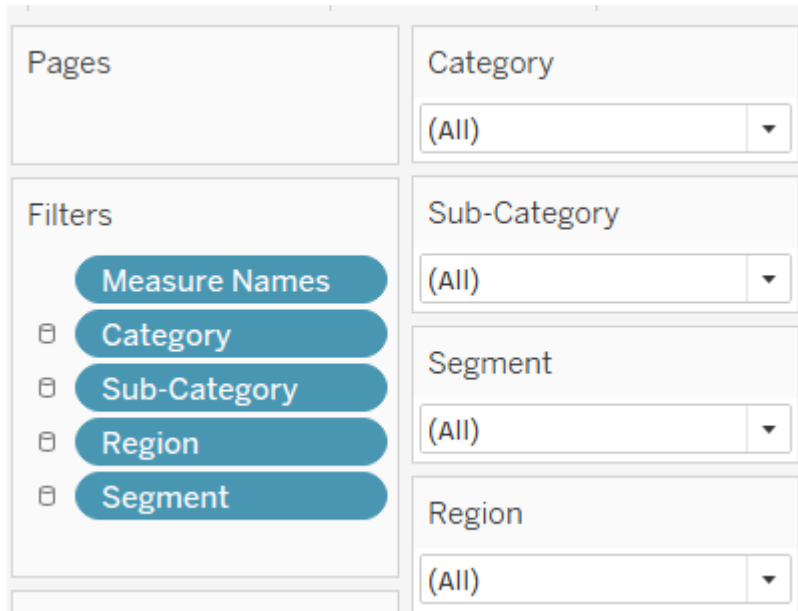
Hints

1. Use measure names
2. Drag and drop measure names in columns, drag and drop measure values in rows.
3. Choose the visual as a table.
4. Format table
5. Take help from the below screenshot

The screenshot shows a data visualization tool interface. On the left, there is a sidebar with sections: 'Pages' (a dropdown menu), 'Filters' (containing a 'Measure Names' button), 'Marks' (containing an 'Automatic' dropdown, 'Colour', 'Size', 'Text', 'Detail', and 'Tooltip' buttons, and a 'Measure Values' button), and 'Measure Values' (containing buttons for 'SUM(Discount)', 'SUM(Profit)', 'SUM(Quantity)', and 'SUM(Sales)'). The main area on the right displays a table visualization. The table has a single row with the following values: 'Discount' in the first column and '1,561' in the second column. The table is titled 'Discount' in the first row and '1,561' in the second row.

Q3) Create filters on Category, Sub-Category, Region, and Segment. Ensure only relevant values are shown in each filter and that these filters are applied on all the worksheets using this data source.

Expected Output



The image shows a user interface for configuring filters. On the left, there is a 'Filters' panel with a list of filterable fields: 'Measure Names', 'Category', 'Sub-Category', 'Region', and 'Segment'. Each field has a small square icon to its left. To the right of this panel, there are four filter configuration boxes. The first box is for 'Category' and shows a dropdown menu with '(All)' selected. The second box is for 'Sub-Category' and also shows a dropdown menu with '(All)' selected. The third box is for 'Segment' and shows a dropdown menu with '(All)' selected. The fourth box is for 'Region' and shows a dropdown menu with '(All)' selected. All dropdown menus have a small downward arrow icon on the right side.

Hints

Choose options on the filter for applying it on all sheets using the same data source.

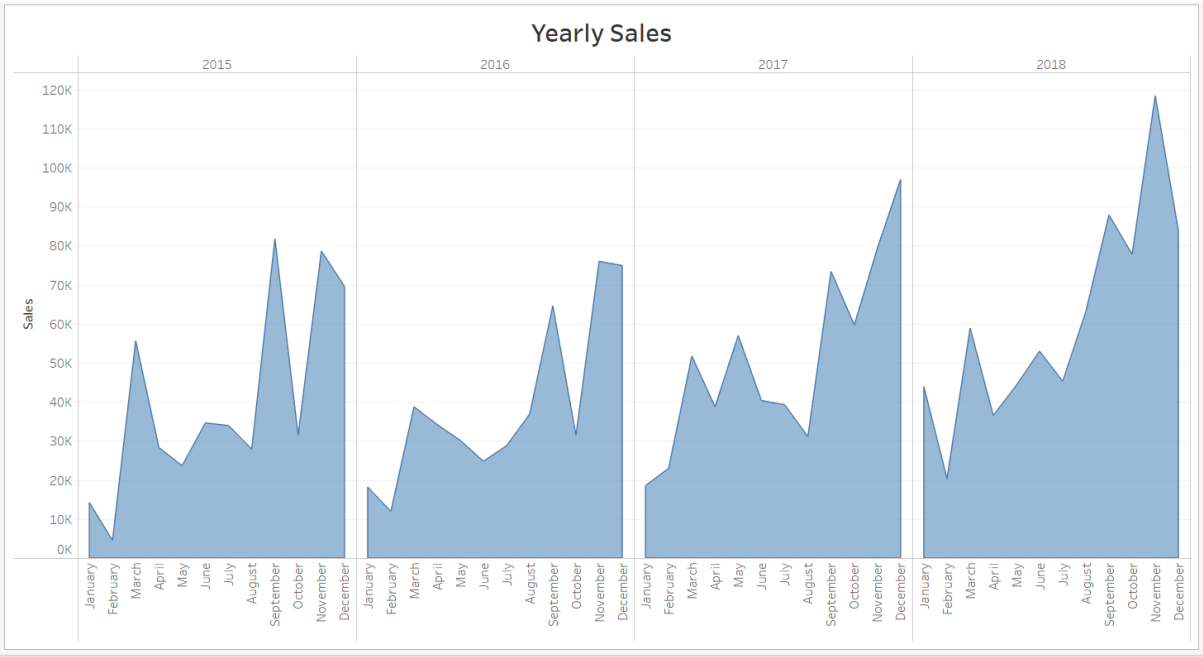
Q4) Choose a value in the category field. Observe that the sub-category is displaying only relevant values, not all values.

Expected Output

<div>Category</div> <div>Furniture</div>	<div>Category</div> <div>Office Supplies</div>	<div>Category</div> <div>Technology</div>
<div>Sub-Category</div> <div>(All)</div> <div>(All) Bookcases Chairs Furnishings Tables</div>	<div>Sub-Category</div> <div>(All)</div> <div>Enter search text</div> <div>(All) Appliances Art Binders Envelopes Fasteners Labels Paper Storage Supplies</div>	<div>Sub-Category</div> <div>(All)</div> <div>(All) Accessories Copiers Machines Phones</div>

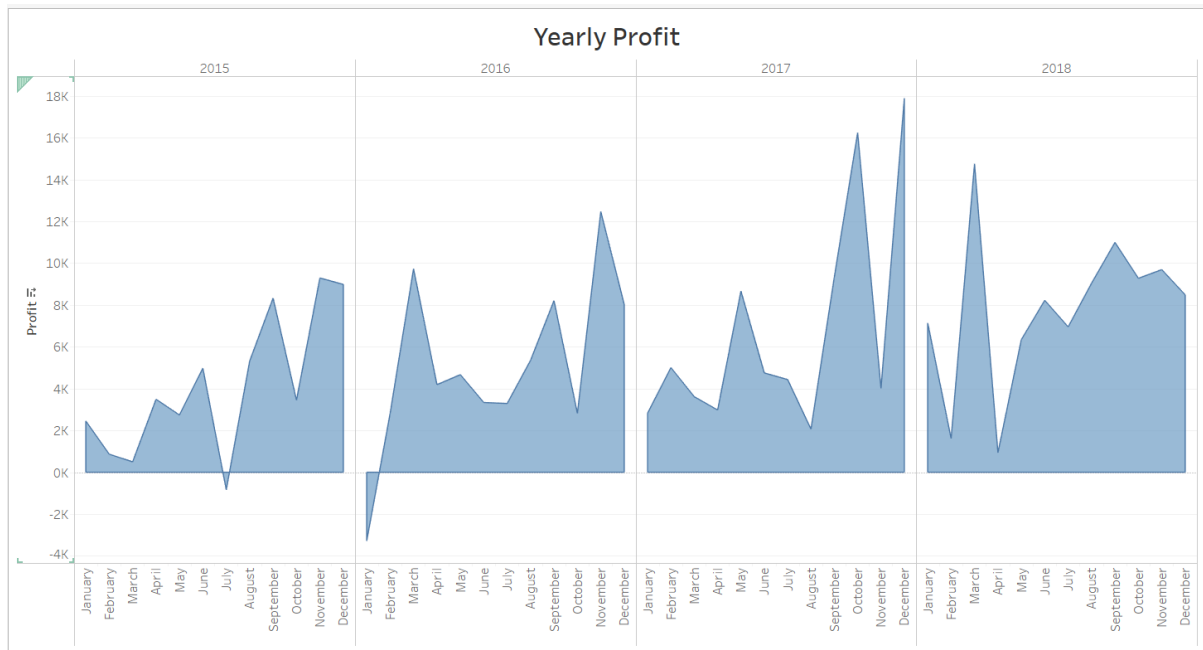
Q5)Create a chart to show Sales by month and year.

Expected Output



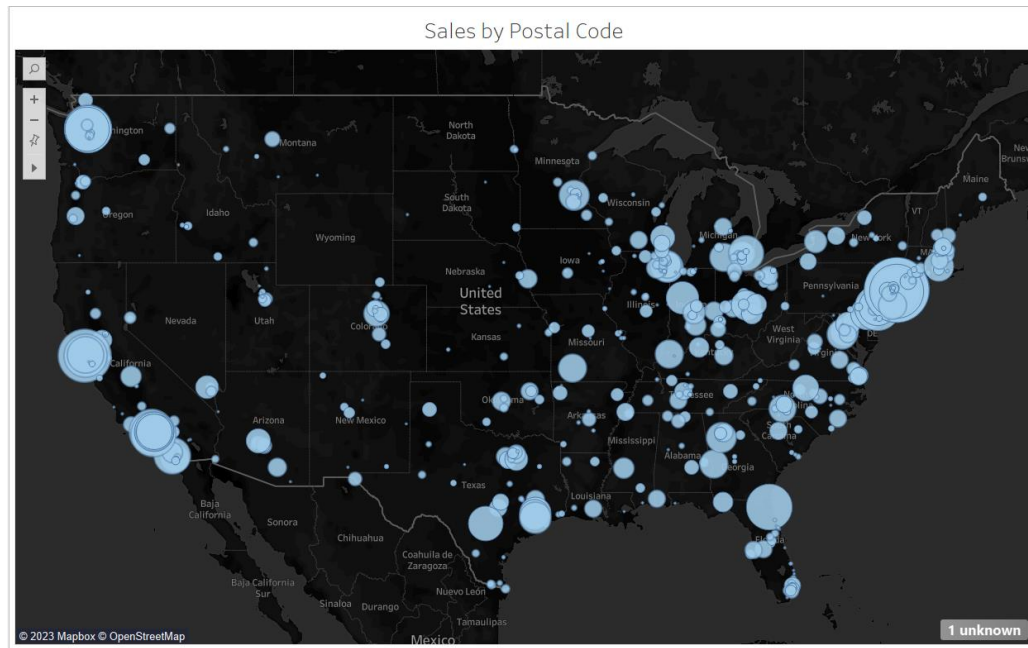
Q6) Create a chart to show Profit by month and year.

Expected Output



Q7) Show the sales by each postal code.

Expected Output

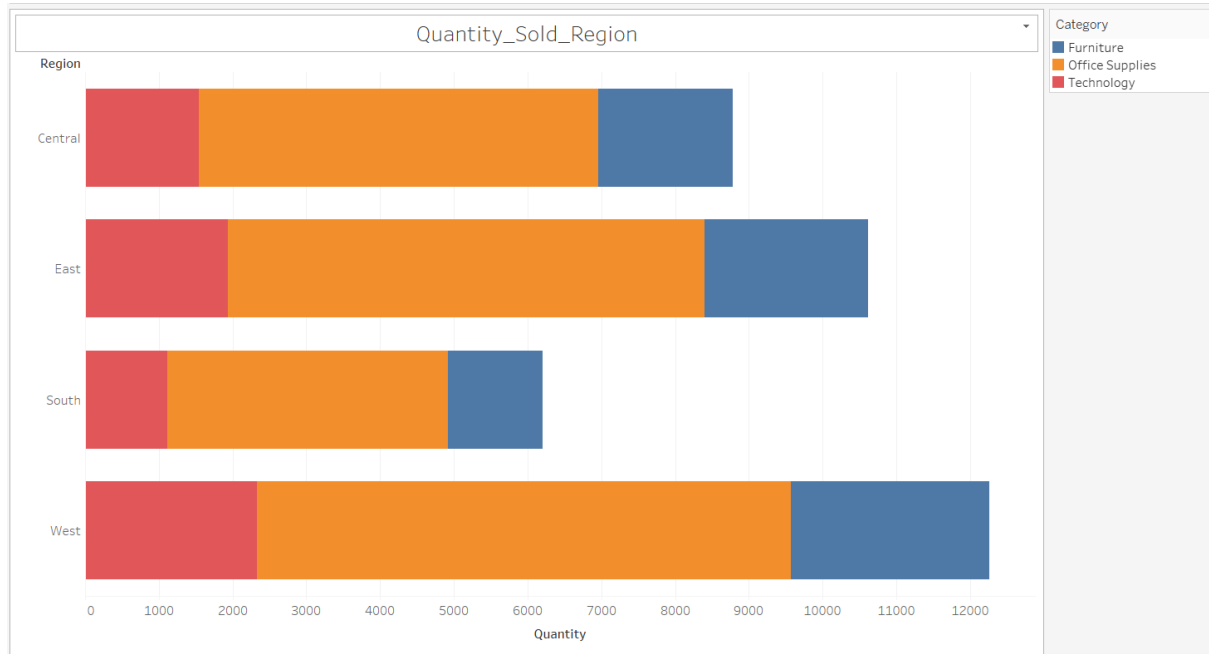


Hints

- Use postal code and sales for creating the visual.
- Map the country to the USA to fix the postal code-related errors.

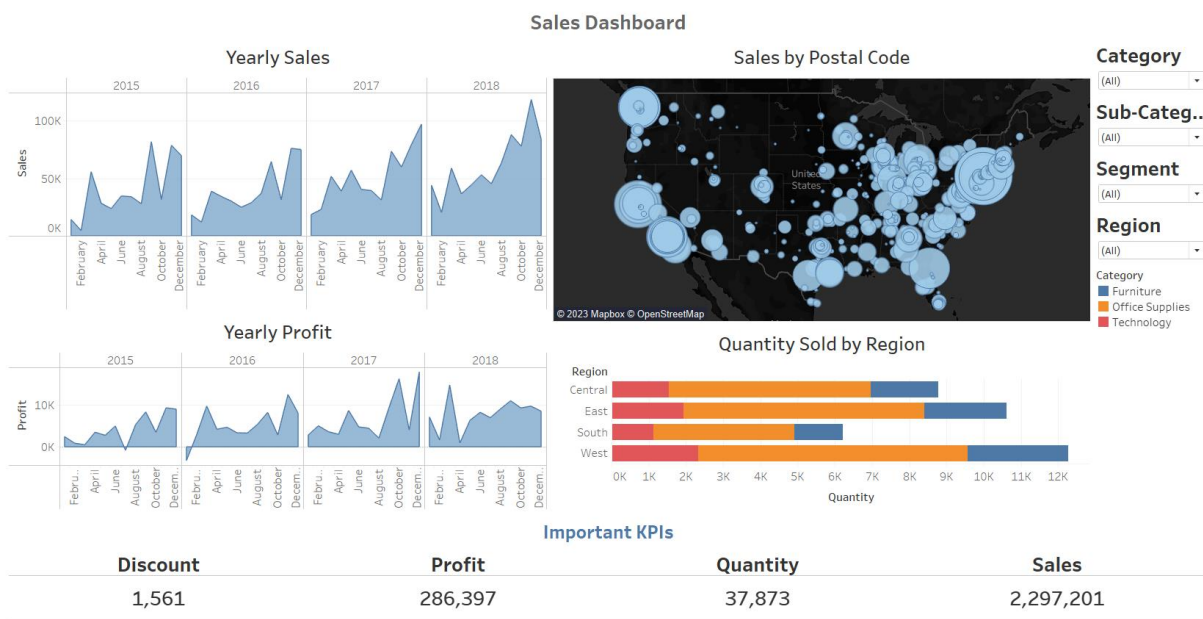
Q8) Create a Graph to display the quantity sold by each region. Include the category-wise breakup as well.

Expected Output



Q9) Create a dashboard using all the above visuals

Expected Output



Q10) Use the Quantity Sold by Region graph as a filter

Expected Output

