

# Sales Dashboard with Tableau

## Tableau dashboard link:

[https://public.tableau.com/app/profile/vinutha.ms/viz/Salesdashboard\\_17275351156590/Dashboard1](https://public.tableau.com/app/profile/vinutha.ms/viz/Salesdashboard_17275351156590/Dashboard1)

## Problem statement:

Create an insightful, intuitive dashboard visualising the various aspects of sales data from an e-commerce company. You have to delve into the sales data of an e-commerce company, with information about the transactions, the products and the customer demographics and present useful insights with visualisations.

## Dataset:

[https://drive.google.com/drive/folders/1xU91jKUKnFRtBIC9vrKUSfhSC9\\_kvb30](https://drive.google.com/drive/folders/1xU91jKUKnFRtBIC9vrKUSfhSC9_kvb30)

Data Dictionary:

Demographic table

| Variable            | Description  |
|---------------------|--|
| HOUSEHOLD_KEY       | Uniquely identifies each household                   |
| AGE_DESC            | Estimated age range                                  |
| MARITAL_STATUS_CODE | Marital Status (A - Married, B- Single, U - Unknown) |
| INCOME_DESC         | Household income                                     |
| HOMEOWNER_DESC      | Homeowner, renter, etc.                              |
| HH_COMP_DESC        | Household composition                                |
| HOUSEHOLD_SIZE_DESC | Size of household up to 5+                           |
| KID_CATEGORY_DESC   | Number of children present up to 3+                  |

Transaction table:

| Variable          | Description   |
|-------------------|---|
| HOUSEHOLD_KEY     | Uniquely identifies each household                              |
| BASKET_ID         | Uniquely identifies a purchase occasion                         |
| DAY               | Day when transaction occurred                                   |
| PRODUCT_ID        | Uniquely identifies each product                                |
| QUANTITY          | Number of the products purchased during the trip                |
| SALES_VALUE       | Amount of dollars retailer receives from sale                   |
| STORE_ID          | Identifies unique stores  |
| COUPON_MATCH_DISC | Discount applied due to retailer's match of manufacturer coupon |
| COUPON_DISC       | Discount applied due to manufacturer coupon                     |
| RETAIL_DISC       | Discount applied due to retailer's loyalty card program         |
| TRANS_TIME        | Time of day when the transaction occurred                       |
| WEEK_NO           | Week of the transaction. Ranges 1 - 102                         |

Products Table:

| Variable             | Description  |
|----------------------|--|
| PRODUCT_ID           | Number that uniquely identifies each product             |
| DEPARTMENT           | Groups similar products together                         |
| COMMODITY_DESC       | Groups similar products together at a lower level        |
| SUB_COMMODITY_DESC   | Groups similar products together at the lowest level     |
| MANUFACTURER         | Code that links products with same manufacturer together |
| BRAND                | Indicates Private or National label brand                |
| CURR_SIZE_OF_PRODUCT | Indicates package size (not available for all products)  |

**Goal of this case study:**

utilise Tableau to craft an insightful and interactive dashboard that encapsulates the essence of this rich dataset. Aim to blend the sales transaction data with household demographics and product information to uncover meaningful patterns, trends, and correlations. Create an intuitive and user-friendly dashboard that offers a holistic view of sales data, enabling users to explore various dimensions of the company's performance. Implement interactive elements like filters, dropdowns, etc to allow users to drill down into specific details and derive actionable insights.

**Insights:**

- The maximum sales happened on the 92nd week and the sales value was about \$57,722 and the minimum value of sales happened on the 1st week with the sales value of \$2454. For the last week i.e. 102nd week the sales drastically dropped from \$42,201 to \$36,112.
- Grocery, drug Gm and produce are the highest contributors of sales among all the departments. Grocery has the highest sales contributor having the sale value of \$2, 046,695. Toys, Gro bakery and charitable cont has lowest sales of 1 each.
- The top product which contributes the highest sales is Gasonline-reg unleaded followed by fluid milk white only, soft drinks 12 and beerare malt liquors.
- The married people have ordered more products.
- People aged 45-50 have ordered more products and contributed the highest sales.
- Out of the products which have been ordered 28% are private brands and 72% are National brands.
- Grocery departments have the highest discounts.