**Exploring Tableau Project Report**

**TASK 1:**

A screen shot of a graph

Description automatically generated

Description:

The worksheet is focused on displaying sales data, Sales and Month of order prominently featured. A line graph titled "Sales by Month" shows a trend over years from 2017 to 2020, with data points indicating monthly sales figures.

The color scheme of the dashboard is orange-blue diverging color to differentiate data points and sections, enhancing readability and user experience, where orange represents low sales and blue indicates highest sales.

The notable trends visible are that the sales have been high during the September and October months over the years and are usually low at the start of the year which coincides with the major sales during holiday and festival seasons.

**TASK 2:**

**A screenshot of a computer

Description automatically generated**

Description:

The worksheet is focused on displaying total sales for different categories where they are also grouped by departments. A bar chart titled " Total Sales by Category" shows a descending trend of sales over various categories. Here we can see that Telephones and communications have the highest sales whereas rubber bands are the lowest.

A screenshot of a computer

Description automatically generated

Description:

The worksheet is focused on displaying sales data across various categories were departments. A box plot titled "Sales across Category" shows a descending of sales over various categories where sales are added into the size mark to differentiate the highest and the lowest sales. Here we can see that the size of the circle varies across different categories.

**TASK 3:**

A map of the united states

Description automatically generated

Description:

The worksheet is focused on displaying total sales for different states of the USA region. A heat map titled " Sales by States" shows a color influenced trend of sales over various states. Here we can see that California have the highest sales whereas Rhode Island are the lowest.

**TASK 4:**

**A screenshot of a computer

Description automatically generated**

Description:

The worksheet is focused on displaying total sales for different customer segments. A pie chart titled "Total Sales by Segment" shows a color influenced chart of sales over various customer segments. Here we can see that Corporate has the highest sales of 1,068,227 whereas consumer is the lowest with 521,275 sales.

A screenshot of a computer

Description automatically generated

Description:

The worksheet is focused on displaying total sales for different customer segments for various periods of time. A line chart titled "Sales trend over time" shows a color influenced line chart of sales over various customer segments for different years, hence year order date is added. Here we can see that Corporate has the highest sales over the years from 2017 to 2020.