

## Mini Project Summary: Sales & Customer Performance Dashboard

### Overview

This project focuses on building two dynamic Tableau dashboards designed to help stakeholders—such as sales managers, executives, and marketing teams—analyze sales performance and understand customer behavior. The dashboards offer a comprehensive view of KPIs, trends, and segment-level insights with full interactivity.

### 1. Sales Dashboard Summary

#### Purpose:

To present an overview of sales metrics and trends, enabling year-over-year analysis and identification of key performance patterns.

#### Key Features:

- KPI Overview: Displays total sales, profit, and quantity for both the current and previous year.
- Sales Trends: Shows monthly performance for each KPI with clear identification of peak and low-performing months.
- Product Subcategory Comparison: Compares sales and profit across product subcategories for both years.
- Weekly Trends for Sales & Profit: Includes weekly metrics, average weekly values, and highlights above/below-average weeks.

### 2. Customer Dashboard Summary

#### Purpose:

To provide insights into customer behavior, distribution, and performance, supporting improved customer engagement and satisfaction strategies.

#### Key Features:

- KPI Overview: Displays total customers, sales per customer, and order counts for the current and previous year.
- Customer Trends: Monthly trends with emphasis on highest and lowest sales months.
- Customer Distribution by Orders: Visualizes customer engagement levels based on number of orders.
- Top 10 Customers by Profit: Highlights high-value customers with details such as rank, order count, sales, profit, and last order date.

### 3. Design & Interactivity

- Dynamic Year Selection: Users can explore historical data by choosing any year.
- Dashboard Navigation: Smooth transition between sales and customer dashboards.
- Interactive Elements: Clickable charts and filters for product categories, subcategories, region, state, and city.

This project aims to deliver executive-ready dashboards with actionable insights to support data-driven decisions.