

Additional Experiment 2: Create Global Sales Growth Dashboard

Here's a step-by-step guide to creating such a dashboard:

1. **Gather Data:** First, you need to gather relevant sales data. This may include sales figures, customer demographics, product information, etc. Make sure the data is organized and stored in a format that Tableau can easily work with, such as Excel or CSV files.
2. **Connect Data to Tableau:** Open Tableau and connect it to your data source. Tableau supports a wide range of data sources including Excel, CSV, databases, and cloud services. Import your data into Tableau and ensure that it's structured correctly.
3. **Design Dashboard Layout:** Decide on the layout and structure of your dashboard. Consider which metrics are most important for tracking sales growth and how you want to visualize them. You may want to include charts, graphs, tables, and filters to provide a comprehensive view of your sales data.
4. **Create Key Metrics:** Identify the key metrics you want to track, such as total sales, sales growth rate, number of new customers, average deal size, etc. Use Tableau's tools to create calculated fields for these metrics.
5. **Build Visualizations:** Use Tableau's drag-and-drop interface to create visualizations for each of your key metrics. Choose the appropriate chart types based on the nature of your data. For example, you might use a line chart to track sales growth over time, a bar chart to compare sales figures by region, and a pie chart to show the distribution of sales by product category.
6. **Add Interactivity:** Tableau allows you to add interactivity to your dashboard, making it easier for users to explore the data. Add filters, parameters, and actions to allow users to drill down into specific segments of the data or compare different time periods or regions.
7. **Include Trend Analysis:** To provide deeper insights into sales trends, consider adding trend lines or forecasting models to your visualizations. This can help identify patterns and predict future sales performance based on historical data.
8. **Test and Refine:** Once you've built your dashboard, test it thoroughly to ensure that it's functioning as expected and providing the insights you need. Solicit feedback from your sales team and stakeholders, and make any necessary refinements to improve usability and clarity.
9. **Publish and Share:** Once you're satisfied with your dashboard, publish it to Tableau Server or Tableau Online so that your sales team can access it remotely. You can also schedule automated updates to ensure that the data is always up-to-date.
10. **Monitor and Iterate:** Continuously monitor the performance of your sales team using the dashboard, and iterate on it as needed to reflect changes in your business objectives or data availability. Regularly solicit feedback from users to ensure that the dashboard remains useful and relevant.



Sales Executive Dashboard

286K
Total Profit

5,009
Total Order

2,297K
Total Sales

793
Total Customer

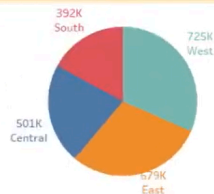
Categorywise Sales



Sales Trends



Regionwise Sales

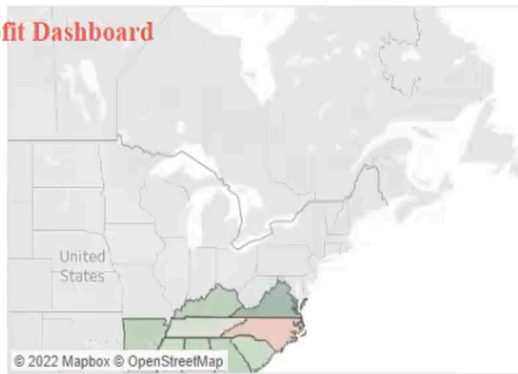
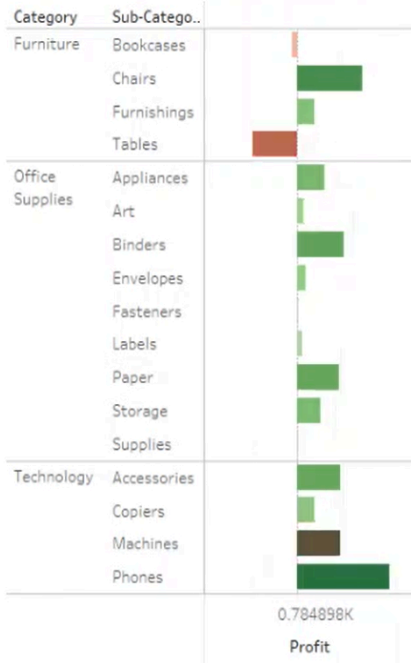


Segment wise Sales

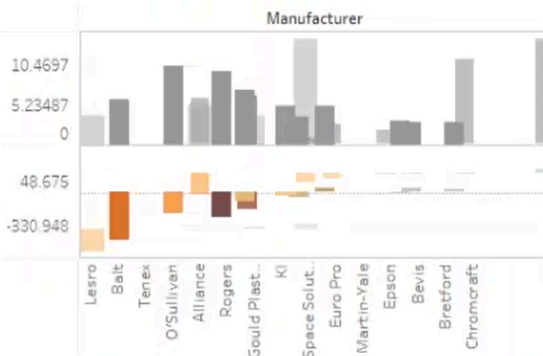


Profit Dashboard

Profit By Category and subcategory



Profit By Manufacturer



Year of Order Date

2019

Region

- (All)
- Central
- East
- South
- West

Category

- (All)
- Furniture
- Office Supplies
- Technology

Sub-Category

(All)