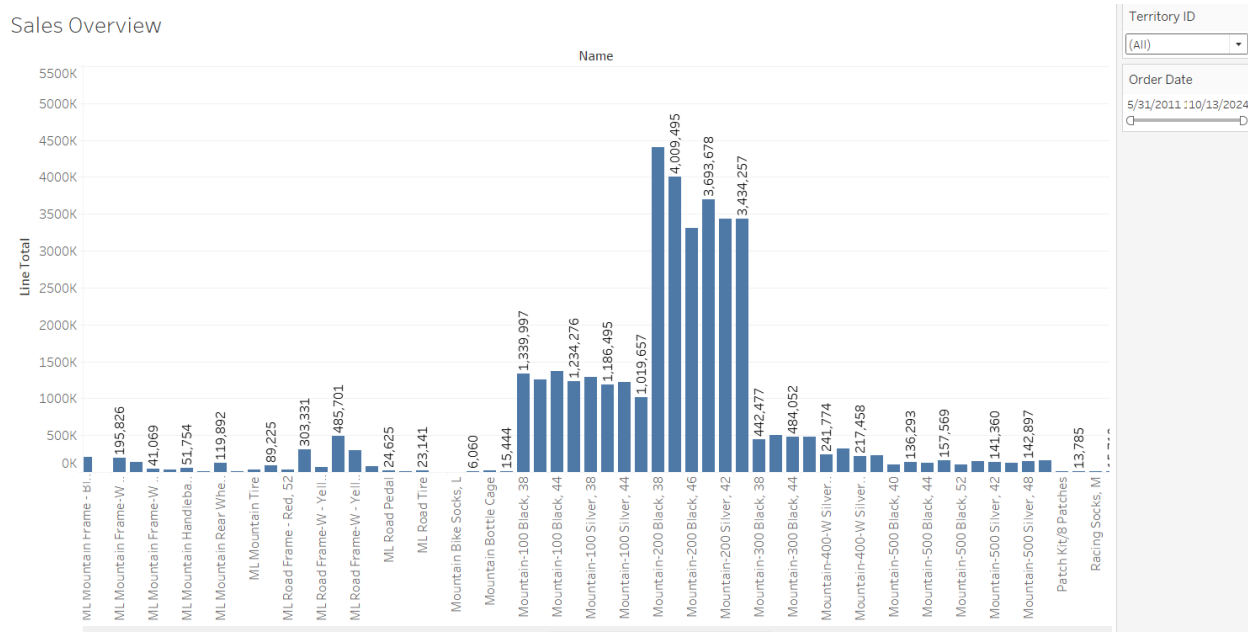


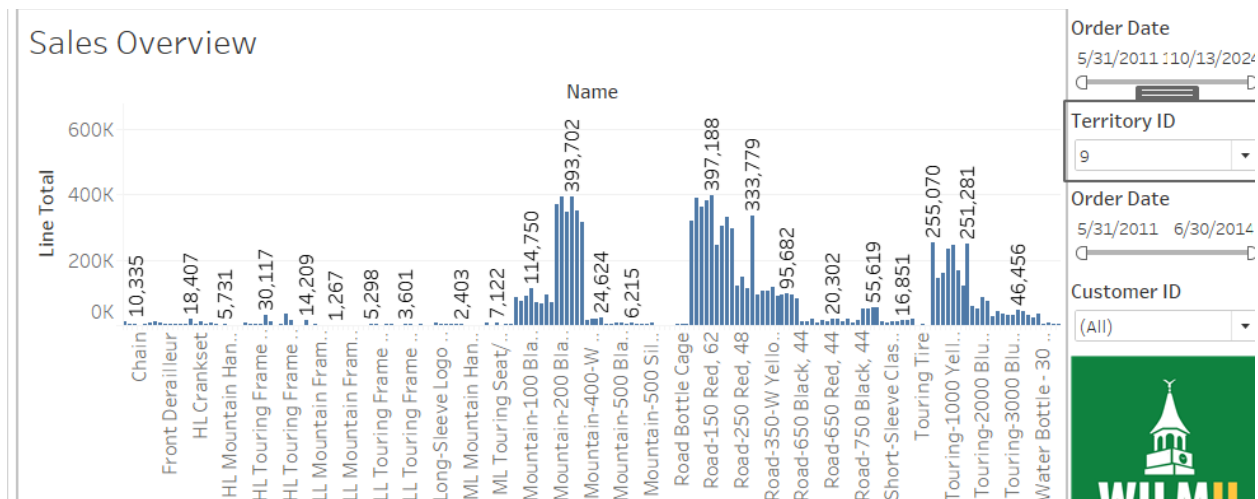
Final Project Report

We have created two visualizations and a dashboard to analyze the AdventureWorks database. The first visualization, Sales Overview, shows total sales by product and region. In Tableau, we already connected to the cloud database from the previous weeks and joined the table Product, Sales Order Header, and Sales Order Detail. First helps us to analyze what products are most selling, there are date and region filters in addition to that which is very critical for us because we can see what products are most selling in each region and then we can make some business plans to increase sales for business goods. The screenshot below is from the tableau visualization sheet called “Sales Overview.”

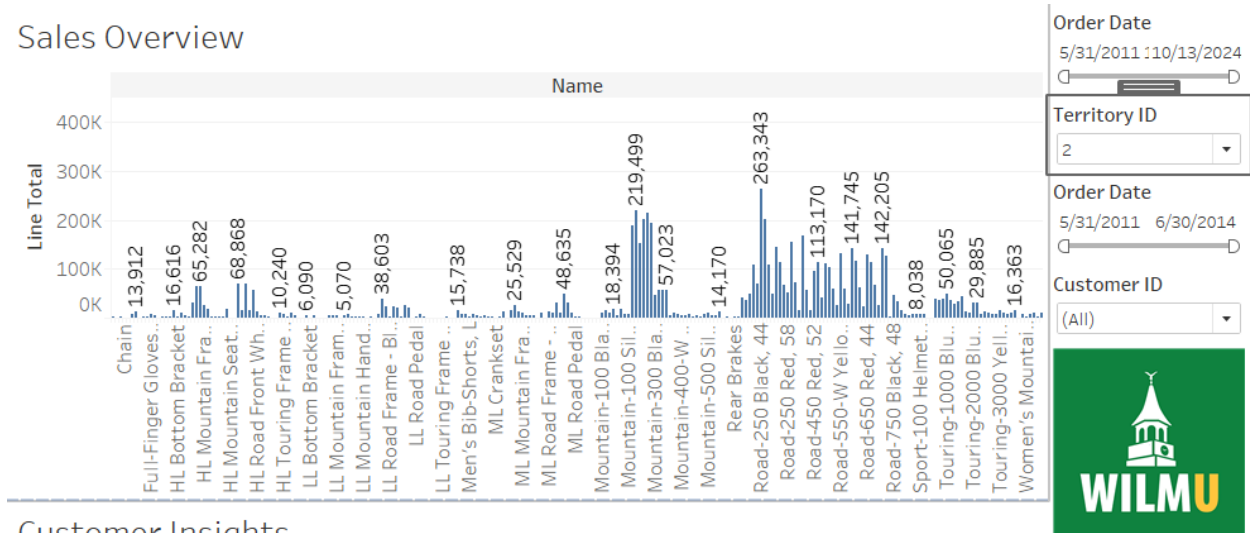


As we see above, Mountain-200 Black 38 is the most selling and all the series for Mountain-100 Black, 38 to Silver 42 are significantly higher than other products. If we want to see by each region, All territories have the highest selling for Mountain series products except Region 2 and 9.

The screenshots below are from dashboard territories 2 and 9.



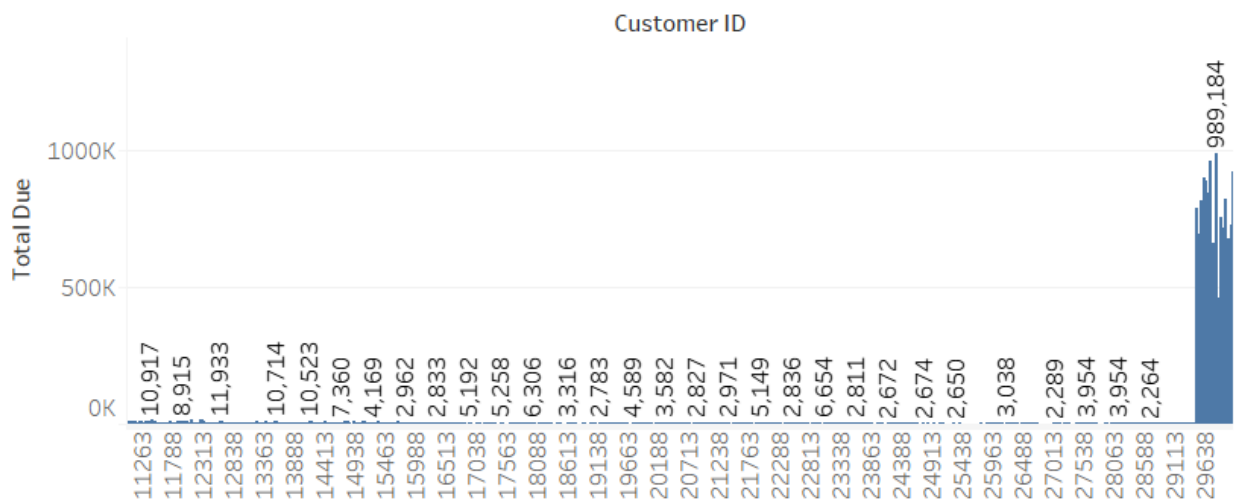
In Region 9, Road-150 Red, 63 products are most selling, the Mountain products are following it very closely, which we could say there is a competition there.



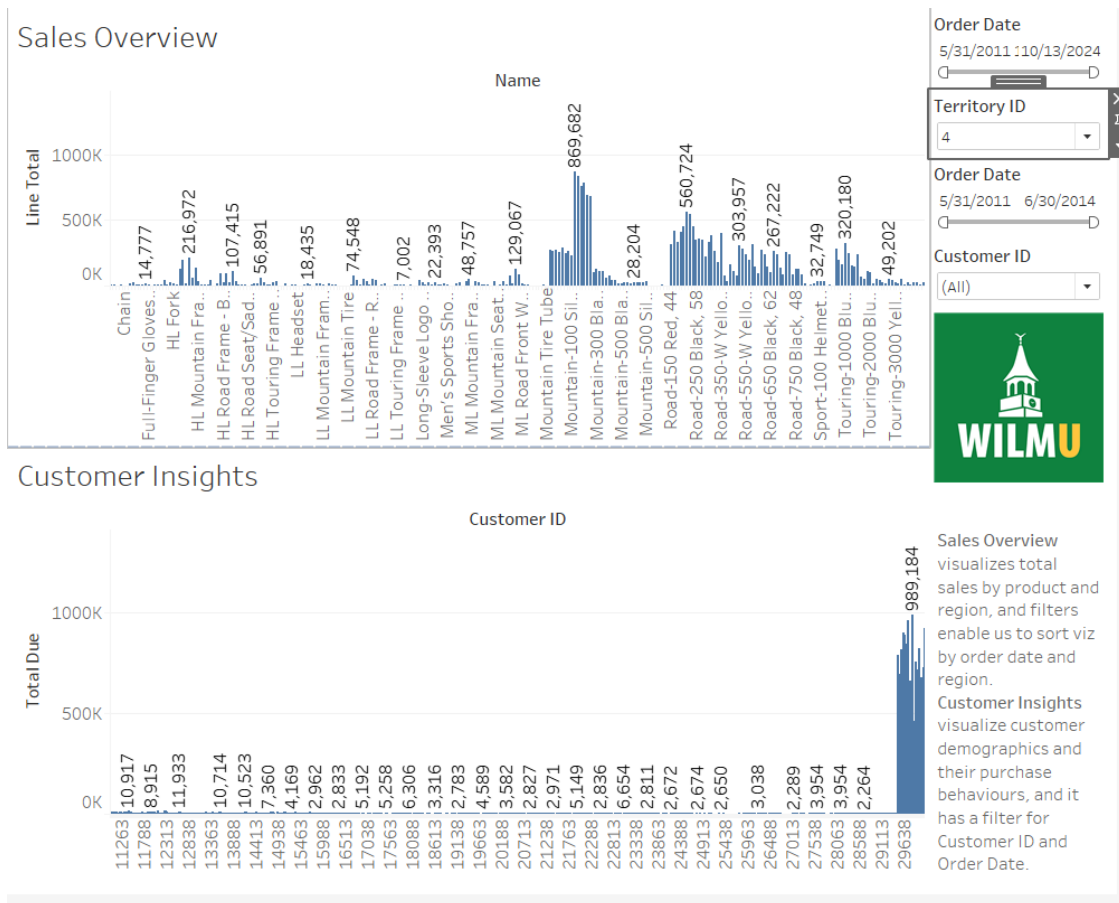
The screenshot above is from Region Two. This region behaves as region two. There is competition here as well between Road-150 Red, 63, and The Mountain series products.

When we look at the second sheet called “Customer Insights”, we are analyzing the sales by customer ID, and order dates. In this viz, we would be able to see what customers have the highest sales and we could analyze it by date. The screenshot below shows which customers have higher sales.

Customer Insights



It is significantly the highest on customer ID 30000s which is very clear on the chart above.



As a result, I would suggest increasing marketing efforts in regions 2 and 9 for the product Road-150 Red, 63 and Mountain-200 Black 38, these two regions are very competitive, and we could increase the sales more and more if we do efficient marketing on those products.