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SALES

This Tableau Accelerator allows you to:

- **Assess & Improve your sales performance**
- Predict evolution of sales
- Revive your customer base (*based on suggested marketing actions*)
- Deep-dive at the lowest level of detail: Customer, Business Line, Product

Answer key business questions

- What are our sales results?
- Are we on track compared to last year? Are we on track to meet our target?
- Which products drive the most sales?
- Who are our top customers?
- How many active customers do we have?

Monitor and improve KPIs

- **Total Sales:** Total Sales amount (expressed in currency)
- **Total Sales (Target)** (*optional*)
- **Nb Active Customers:** Number of distinct Customers having a sales transaction over the period
- **Nb New Customers:** Number of distinct new Customers acquired (first sales transaction over the period)
- **Sales per Customer:** Average sales amount by Customer (expressed in currency)

Required attributes

- **Date** (*date*): Sales date
- **Customer** (*string*): Customer name
- **Product** (*string*): The item sold: product, service...
- **Business Line** (*string*): The way you regroup items: product line, business line, product category...
- **Sales Amount** (*numeric*): Sales amount
- **Sales Amount Target** (*numeric*)-optional-: Sales target amount