

Data Analytics  
Orders (Sample - Superst...

Search

## Tables

Category  
City  
Country/Region  
Customer ID  
Customer Name  
Order Date  
Order ID  
Postal Code  
Product ID  
Product Name  
Region  
Row ID  
Segment  
Ship Date  
Ship Mode  
State  
Sub-Category  
Measure Names  
Discount  
Profit  
Quantity  
Sales

Pages

Filters

Marks

Automatic

Color Size Label  
Detail Tooltip

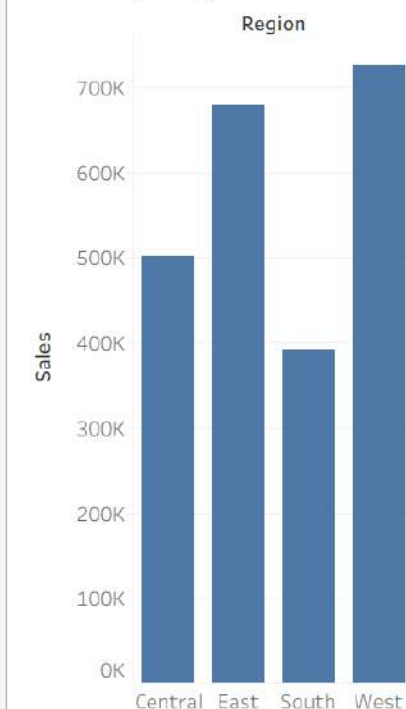
Columns

Region

Rows

SUM(Sales)

## Sales by Region



Data Source

Sales by Region

Sales Trend

Sales by Category

Profit By Sub-Category

Dashboard 1

Story 1

4 marks 1 row by 4 columns SUM(Sales): 2,297,201

Top Stories  
Congress Presid...

Search

ENG  
IN20:20  
25-06-2025



Show Me

Data Analytics

Orders (Sample - Superst...

Search

## Tables

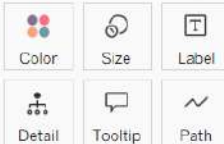
Category  
City  
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Measure Names  
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Profit  
Quantity  
Sales

Pages

Filters

Marks

Automatic



Region

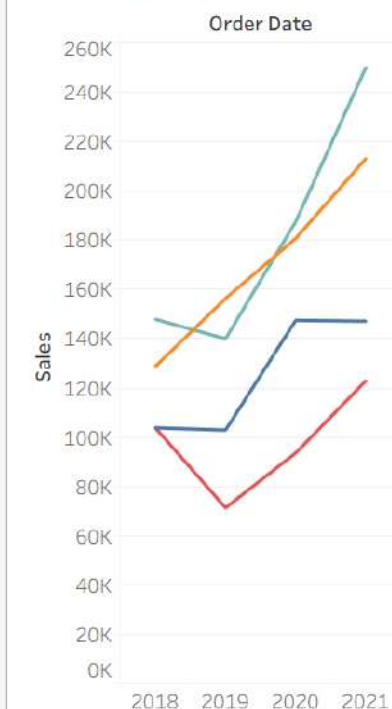
Columns

YEAR(Order Date)

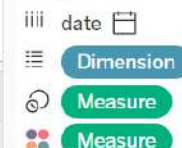
Rows

SUM(Sales)

## Sales Trend



For gantt use:



Data Source Sales by Region Sales Trend Sales by Category Profit By Sub-Category Dashboard 1 Story 1

16 marks 1 row by 4 columns SUM(Sales): 2,297,201



Data Analytics  
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Sub-Category  
Measure Names  
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Profit  
Quantity  
Sales

Pages

Columns

Rows

Filters

Marks

Pie

Color

Size

Label

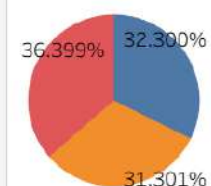
Detail

Tooltip

Angle

Category  
SUM(Sales)  
SUM(Sales)  
SUM(Sales)

## Sales by Category



Data Source

Sales by Region

Sales Trend

Sales by Category

Profit By Sub-Category

Dashboard 1

Story 1

3 marks 1 row by 1 column % of Total SUM(Sales): 100.000%

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Congress Presid...

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Data Analytics  
Orders (Sample - Superst...

Search

## Tables

Category  
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State  
Sub-Category  
Measure Names  
Discount  
Profit  
Quantity  
Sales

Pages

Filters

Marks

Automatic

Color Size Label

Detail Tooltip

SUM(Profit)

SUM(Profit)

Columns

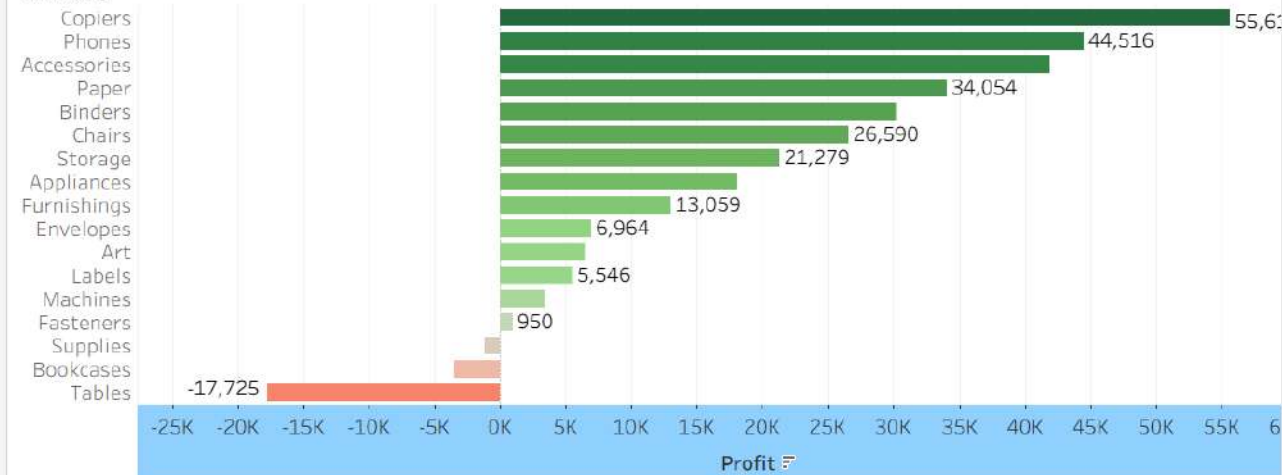
SUM(Profit)

Rows

Sub-Category

## Profit By Sub-Category

Sub-Category



Data Source

Sales by Region

Sales Trend

Sales by Category

Profit By Sub-Category

Dashboard 1

Story 1

17 marks 17 rows by 1 column SUM(Profit): 286,397

Top Stories  
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## Dashboard

Layout

Default

Phone

Device Preview

## Size

Automatic

## Sheets

Sales by Region

Sales Trend

Sales by Category

Profit By Sub-...

## Objects

Horizontal Container

Vertical Container

Text

Extension

Pulse Metric

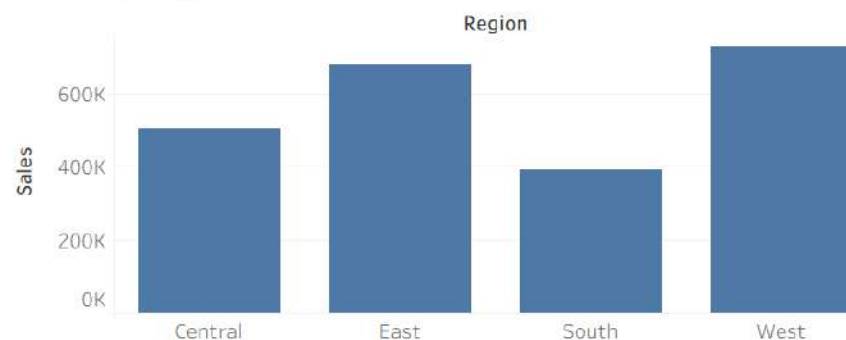
Tiled

Floating

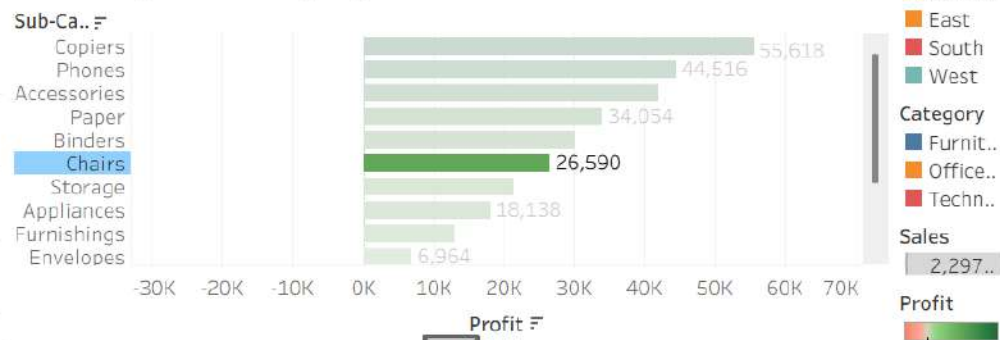
Show dashboard title

## Superstore Sales &amp; Profit Analysis-Tableau Dashboard

Sales by Region



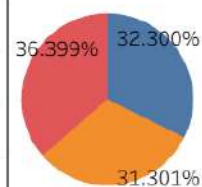
Profit By Sub-Category



Sales Trend



Sales by Category



Data Source

Sales by Region

Sales Trend

Sales by Category

Profit By Sub-Category

Dashboard 1

Story 1

3 marks 1 row by 1 column % of Total SUM(Sales): 100.000%



Story

Layout

New story point

Blank

Duplicate

Sales by Region

Sales Trend

Sales by Category

Profit By Sub-...

Dashboard 1

A Drag to add text

☒ Show title

Size

Custom size (550 x 700)

Add a caption

# Summary – Superstore Sales and Profit Analysis for Superstore dataset

## Overview:

This analysis explores the sales and profitability patterns across categories, sub-categories, regions, and over time using the Superstore dataset. The goal is to identify high-performing areas and reveal opportunities for improvement.

## Key Insights:

- 1.The West region leads in total sales, while the South region lags significantly.
- 2.Technology is the most profitable category, followed by Office Supplies.
- 3.Tables and Bookcases are loss-making sub-categories, whereas Copiers and Phones show high profit margins.
- 4.Sales trends reveal a strong seasonality, with spikes during the year-end (Q4).

## Conclusion:

Sales are concentrated in a few regions and categories, with certain sub-categories underperforming despite overall growth. There's clear seasonal influence, indicating room for sales cycle planning.

Data Source

Sales by Region

Sales Trend

Sales by Category

Profit By Sub-Category

Dashboard 1

Story 1

