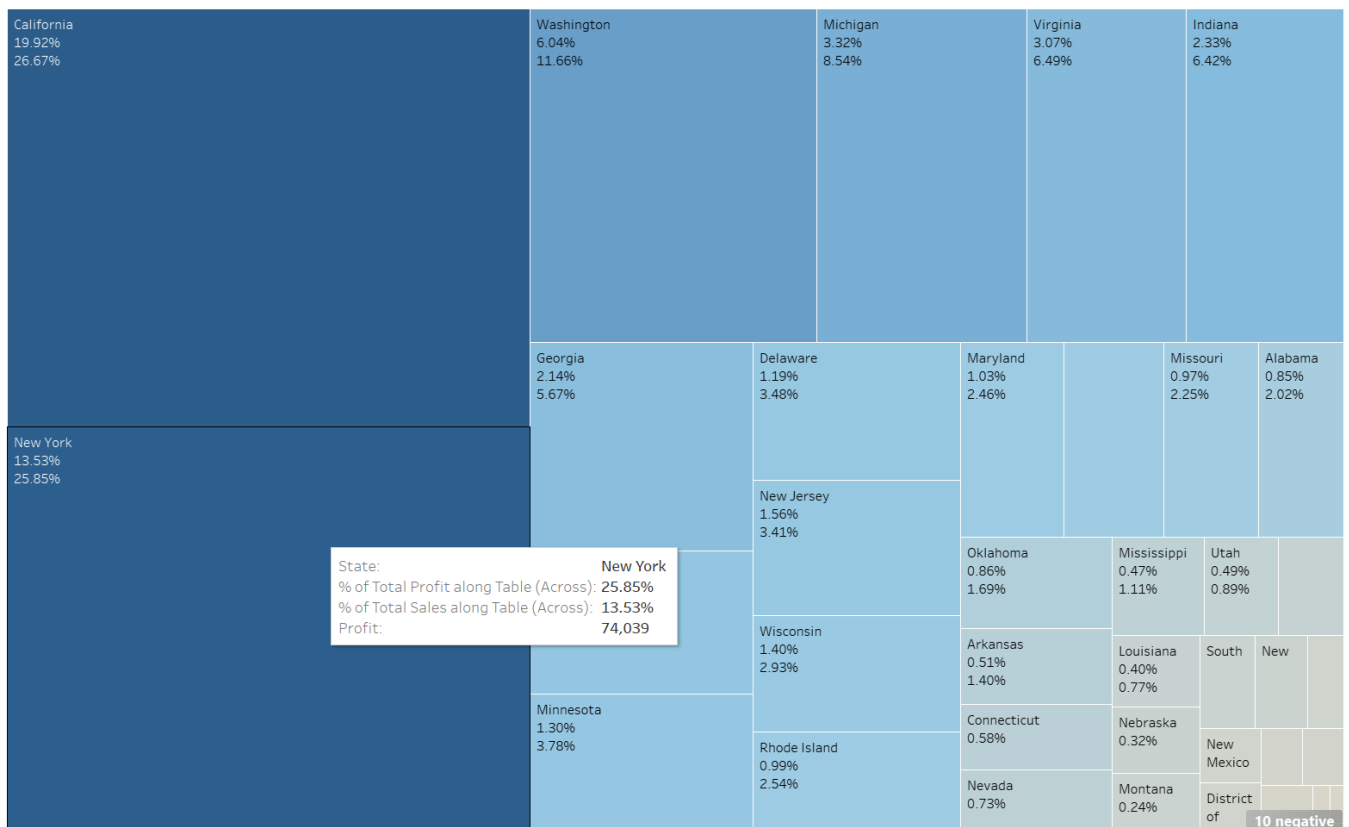
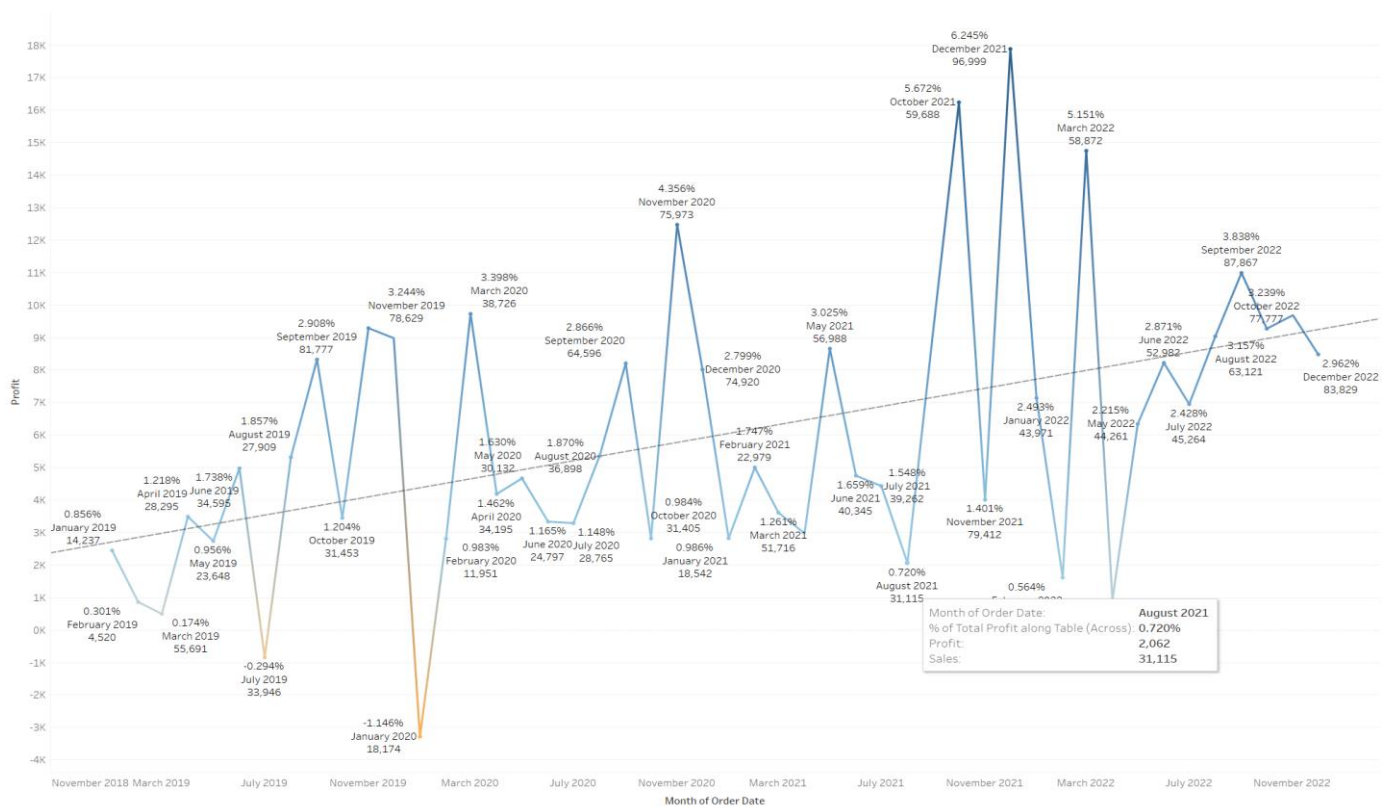


<https://public.tableau.com/app/profile/sunny.panchal/viz/Super-StoreSalesANalysis/Dashboard1?publish=yes>

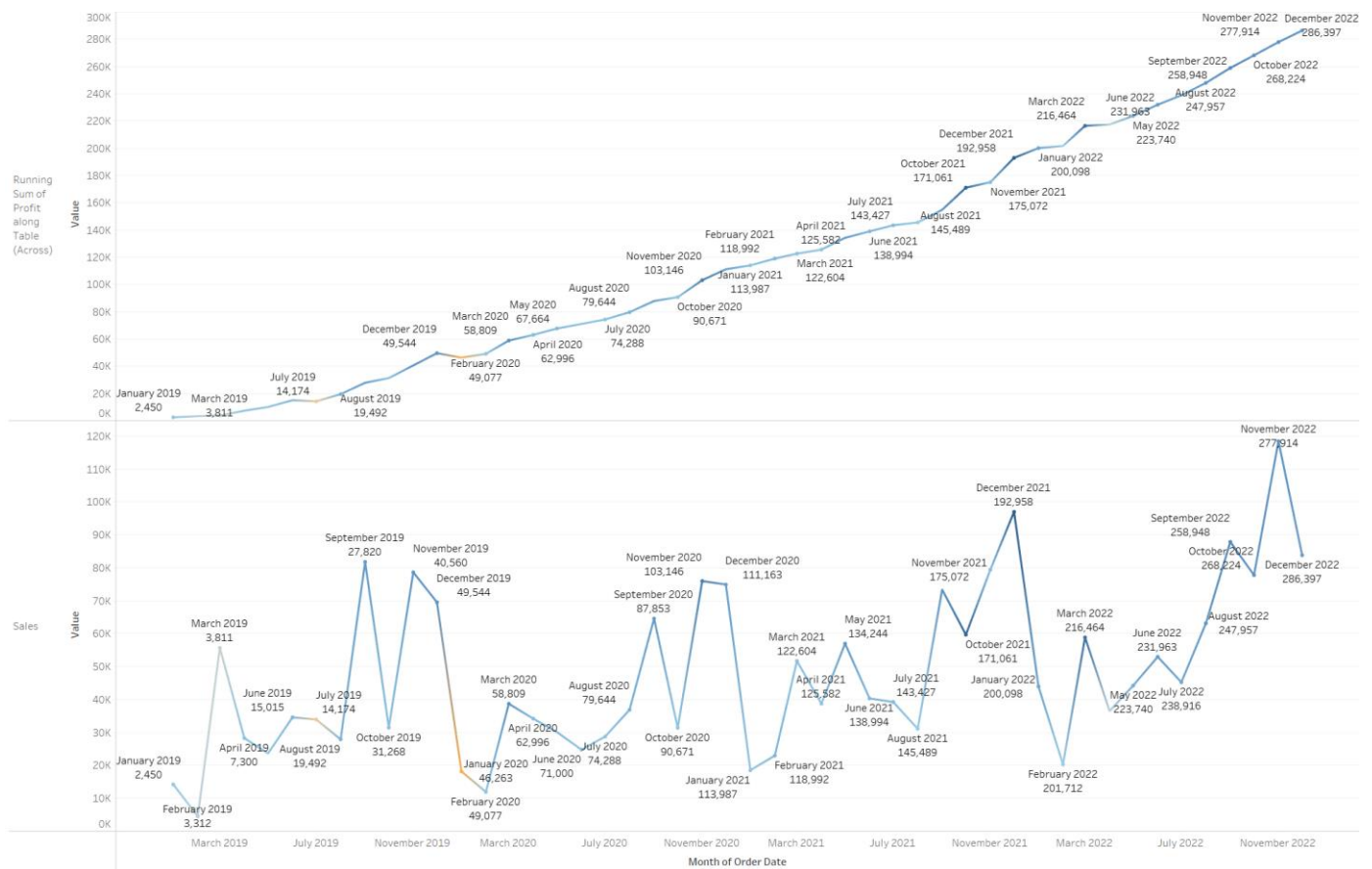
- Which state/city is getting the more sales and profit?
- Which category/sub-category is bringing more sales and profit?
- Sales and profit trend over time.



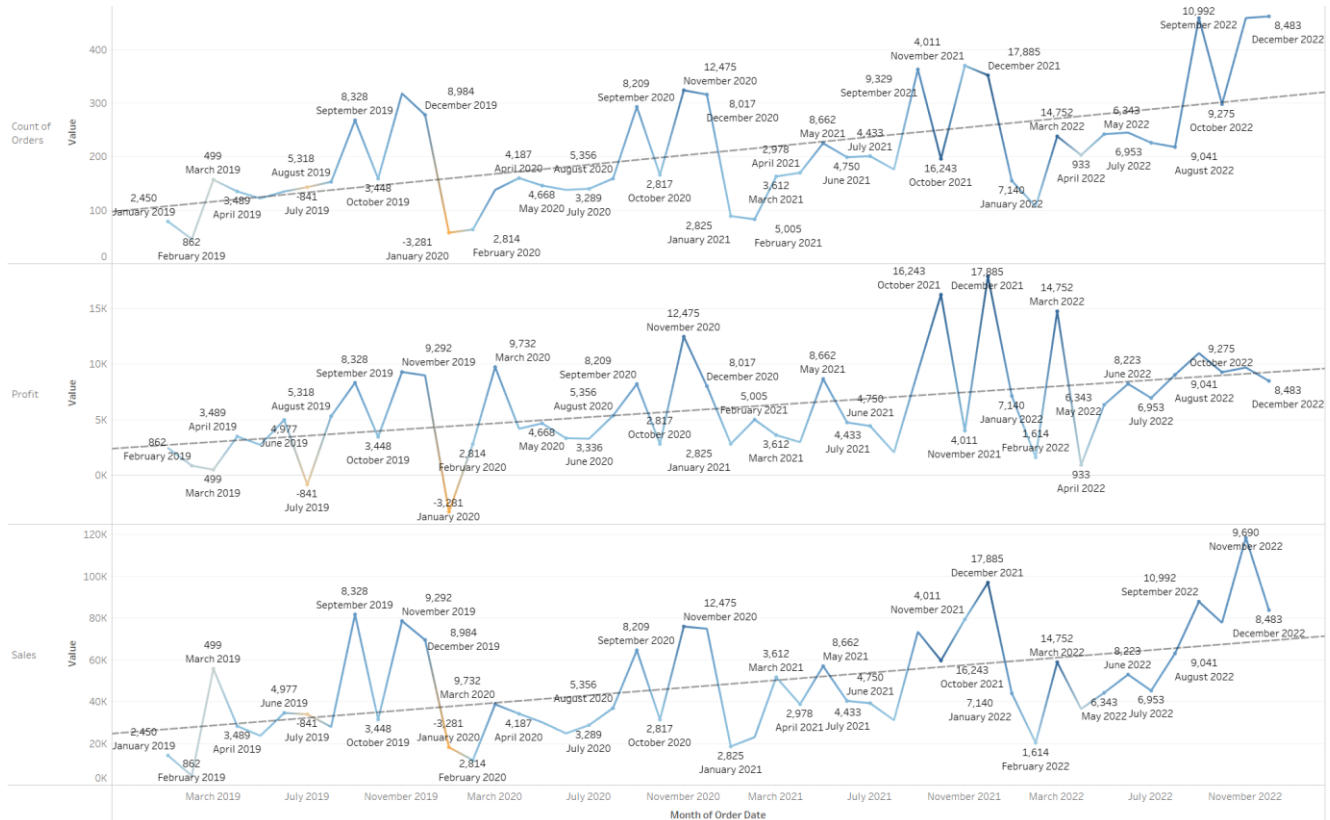


Increasing profit trend (profit cumulative)

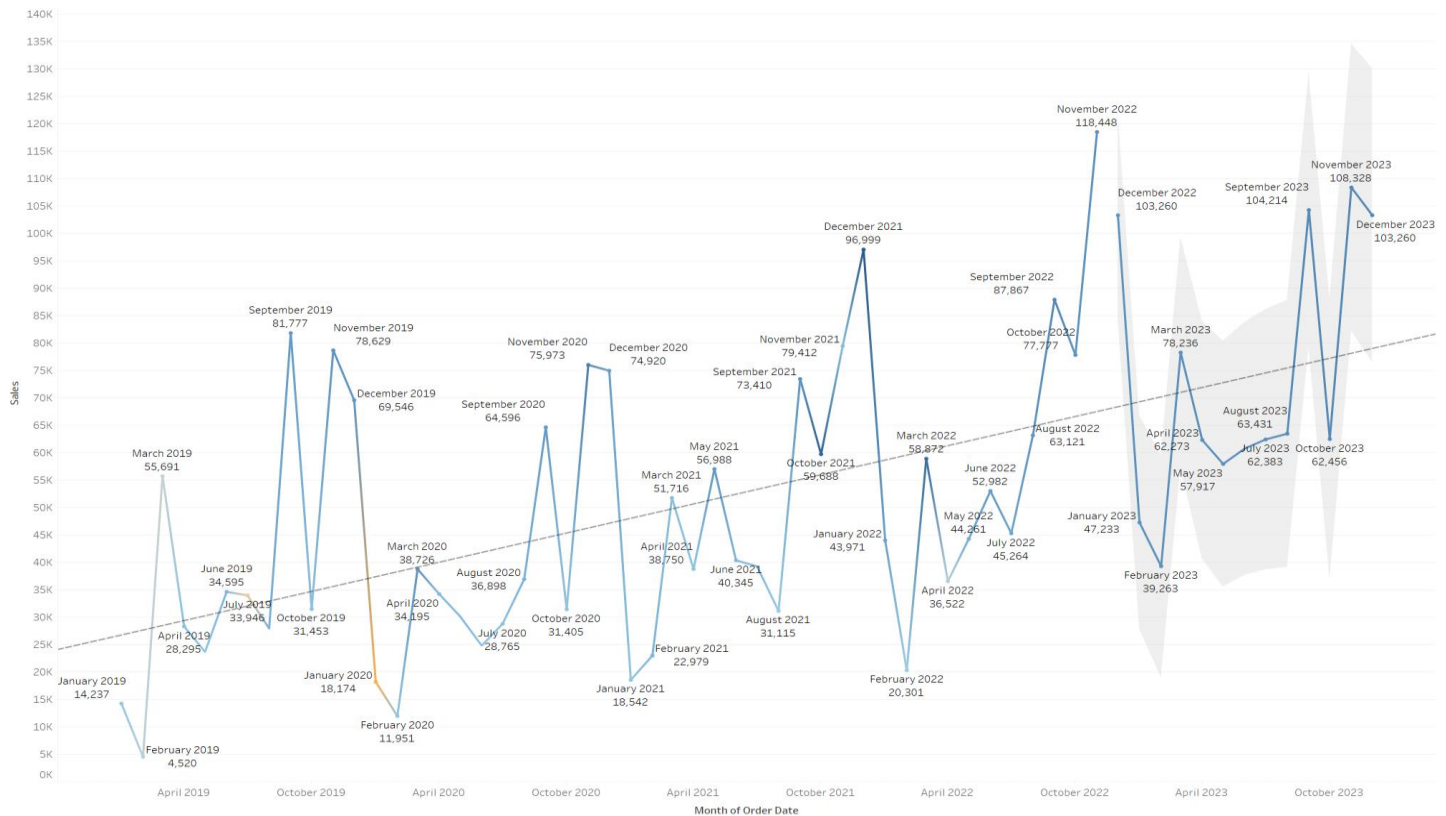
Sales over month period :



Count of orders | profit | sales trend over time :



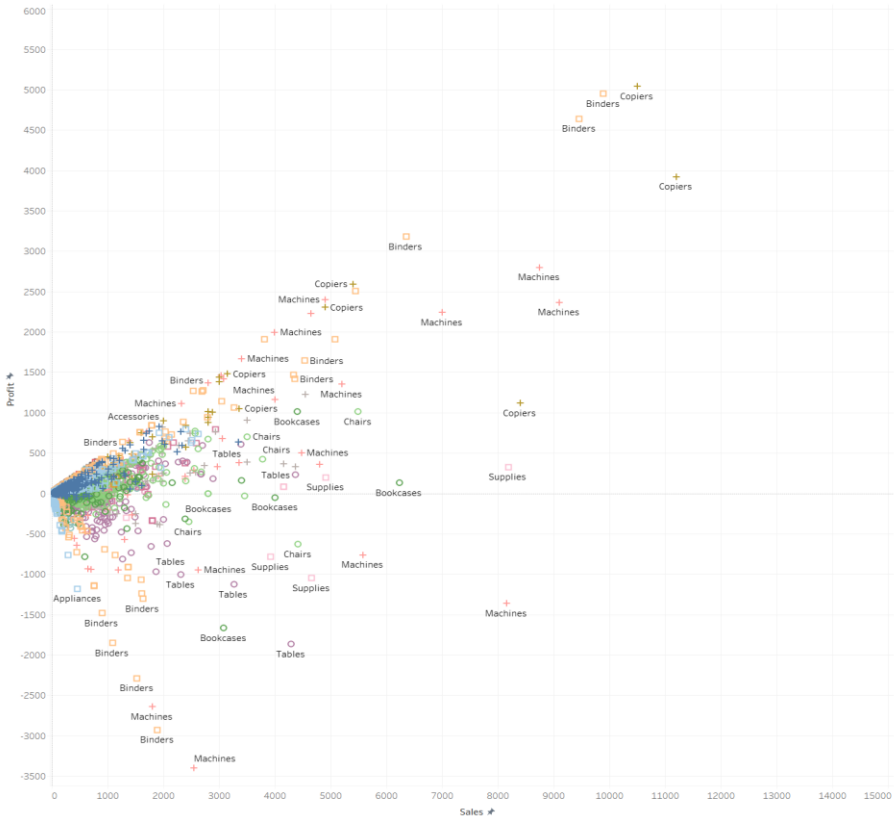
## Forecasting sales :



Instances when the profit was exceptionally higher than usual :

Find outliers : (add category/sub-category level information )

Sales-Profit Outlier Analysis



Sub-Category

☒ (All)

☒ Accessories

☒ Appliances

☒ Art

☒ Binders

☒ Bookcases

☒ Chairs

☒ Copiers

☒ Envelopes

☒ Fasteners

☒ Furnishings

☒ Labels

☒ Machines

☒ Paper

☒ Phones

☒ Storage

☒ Supplies

☒ Tables

Sub-Category

Accessories

Appliances

Art

Binders

Bookcases

Chairs

Copiers

Envelopes

Fasteners

Furnishings

Labels

Machines

Paper

Phones

Storage

Supplies

Tables

Category

Furniture

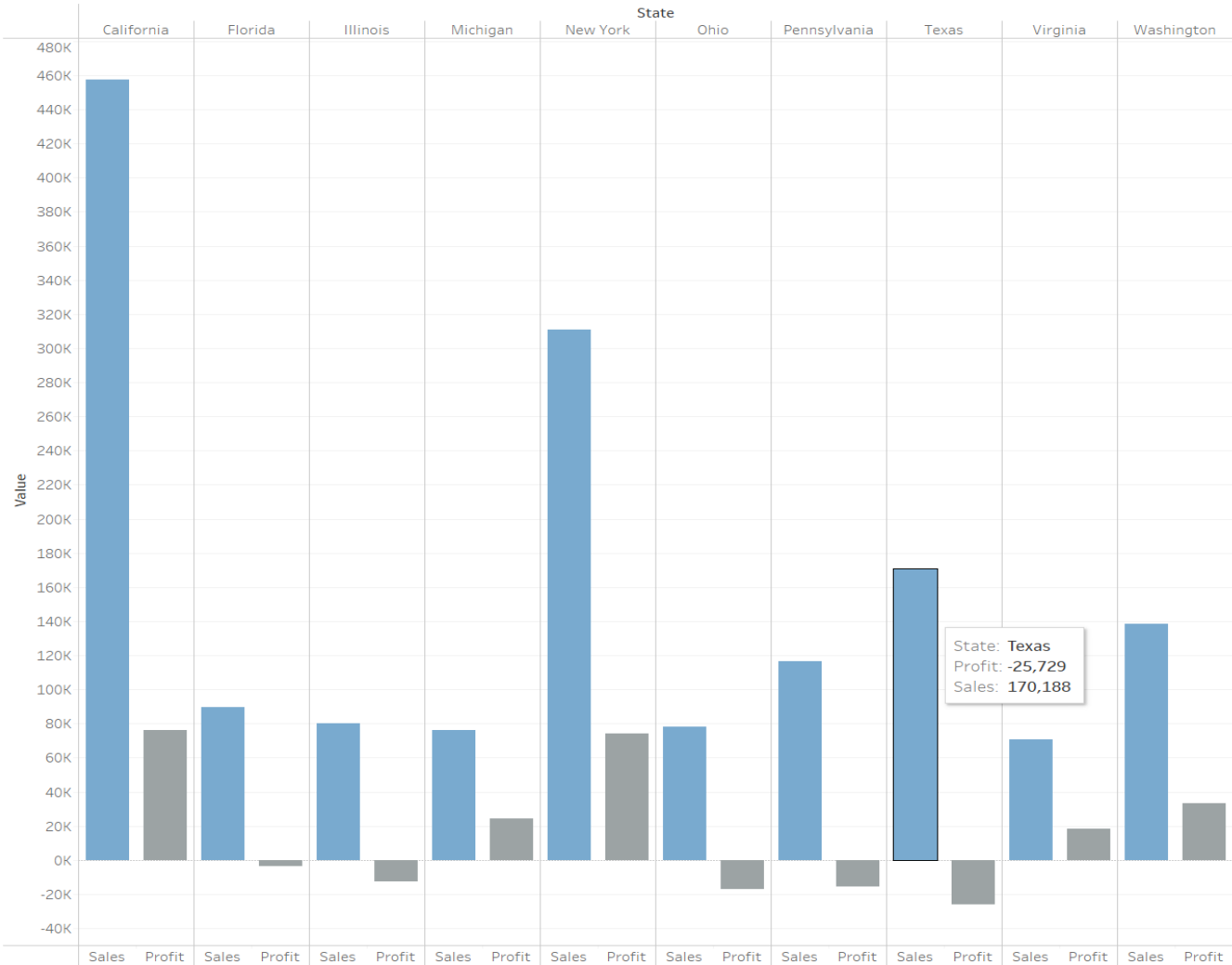
Office Supplies

Technology

Top 10 states with highest sales:

State	Sales	Profit
California	457,688	76,381
New York	310,876	74,039
Texas	170,188	-25,729
Washington	138,641	33,403
Pennsylvania	116,512	-15,560
Florida	89,474	-3,399
Illinois	80,166	-12,608
Ohio	78,258	-16,971
Michigan	76,270	24,463
Virginia	70,637	18,598

top 10 states sales (2)

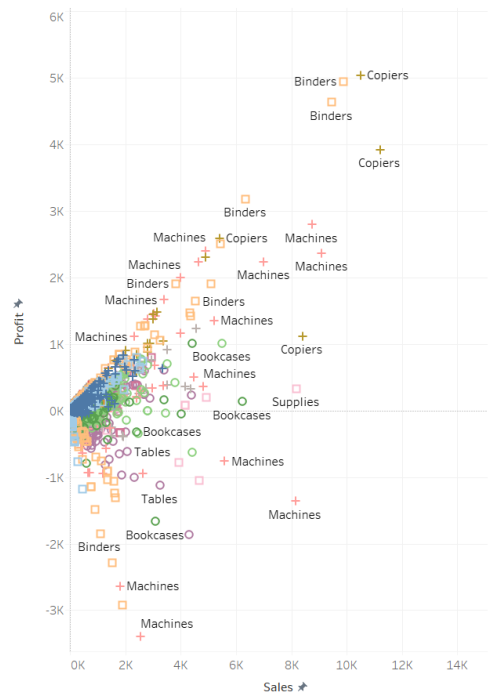


DASHBOARD

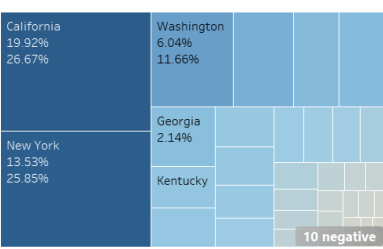
Super Store Sales Analysis

Sales-Profit per region Aanalysis

Sales-Profit Outlier Analysis



Tree-map -profit-state-wise



Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Sub-Category (All)

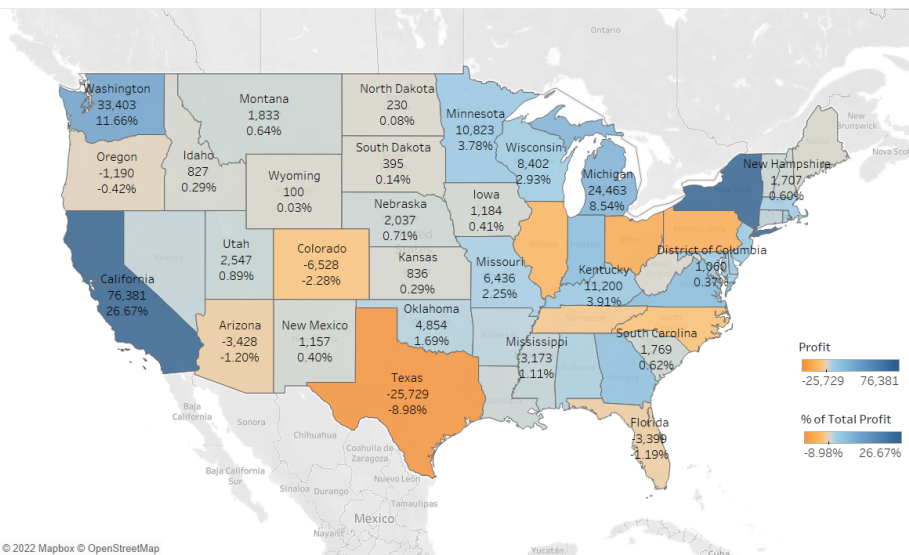
Category

- Furniture
- Office Supplies
- Technology

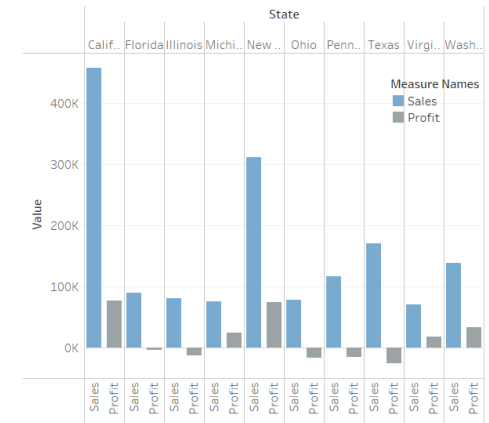
top 10 states sales

State	Sales	Profit
California	457,688	76,381
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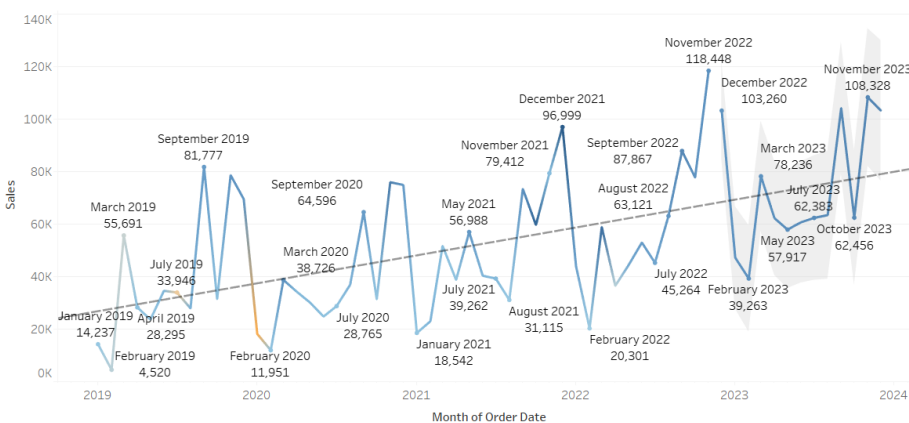
profit-sales-geo\_map



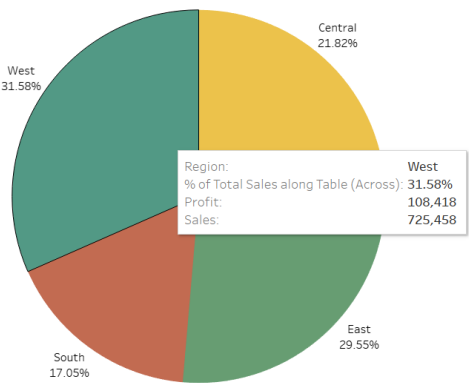
top 10 states sales (2)



sales-over-time



By region:

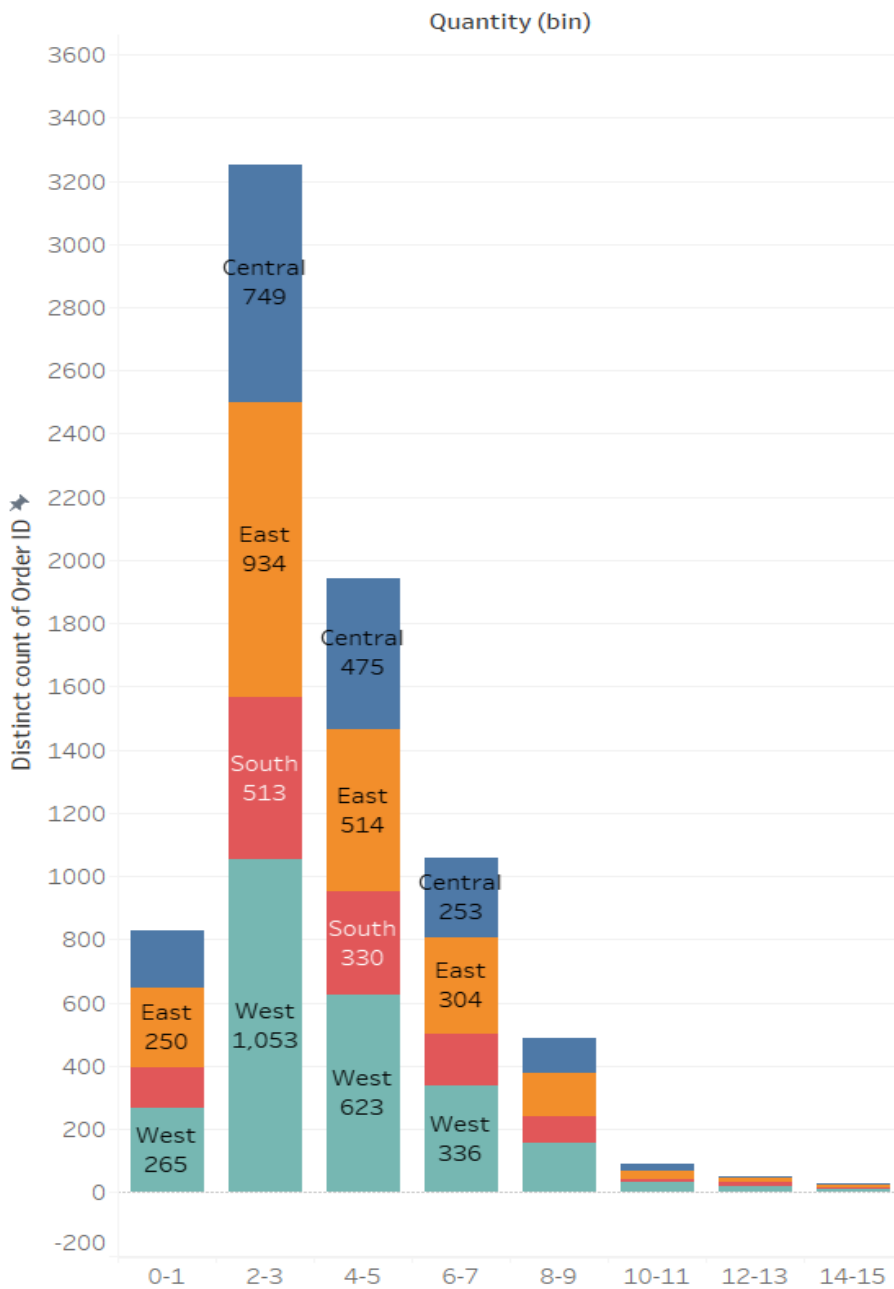


relative % of sale and profit table

Region	% of Tot..	Profit	Sales
Central	21.82%	39,706	501,240
East	29.55%	91,523	678,781
South	17.05%	46,749	391,722
West	31.58%	108,418	725,458

# Market-Basket-Analysis:

Histogram Qunatity



## Region

- Central
- East
- South
- West



PROFIT-MARGIN:

profit-margin per state		
State	Profit_Margin	
District of Columbia	36.98%	
Delaware	36.35%	
Minnesota	36.24%	
Maine	35.77%	
Arkansas	34.33%	
Indiana	34.33%	
Georgia	33.10%	
Montana	32.80%	
Rhode Island	32.20%	
Michigan	32.07%	
Kentucky	30.61%	
South Dakota	30.01%	
Maryland	29.66%	
Alabama	29.66%	
Mississippi	29.46%	
Missouri	28.99%	
Kansas	28.70%	
New Jersey	27.33%	
Nebraska	27.29%	
Virginia	26.33%	
Connecticut	26.24%	
Wisconsin	26.16%	
Iowa	25.85%	
Vermont	25.14%	
North Dakota	25.02%	
Oklahoma	24.66%	
New Mexico	24.19%	
Washington	24.09%	
Louisiana	23.83%	
New York	23.82%	
Massachusetts	23.70%	
New Hampshire	23.40%	
Utah	22.70%	
South Carolina	20.86%	
Nevada	19.83%	
Idaho	18.86%	
California	16.69%	
West Virginia	15.37%	
Wyoming	6.25%	
Florida	-3.80%	
Oregon	-6.83%	
Arizona	-9.72%	
Pennsylvania	-13.35%	
North Carolina	-13.47%	
Texas	-15.12%	
Illinois	-15.73%	
Tennessee	-17.42%	
Colorado	-20.33%	
Ohio	-21.69%	

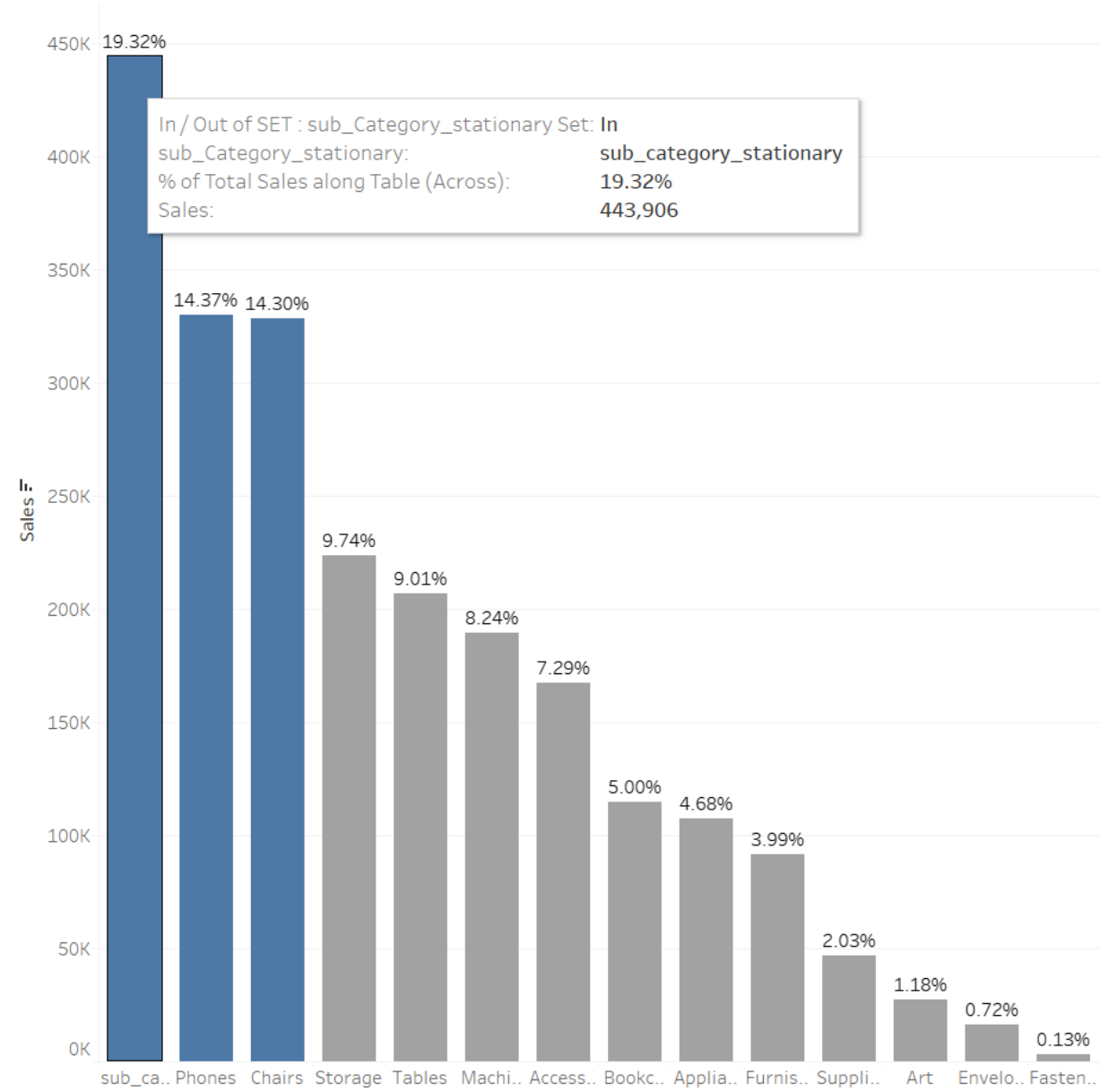
Region	Profit_Margin	
Central	7.92%	
East	13.48%	
South	11.93%	
West	14.94%	

Profit margin per product category:

Sub-Catego..	Profit_Margin	
Accessories	0.250546995	
Appliances	0.168675169	
Art	0.240710833	
Binders	0.148573606	
Bookcases	-0.030227682	
Chairs	0.080956733	
Copiers	0.371955846	
Envelopes	0.422675818	
Fasteners	0.313965043	
Furnishings	0.142403579	
Labels	0.444186722	
Machines	0.017886184	
Paper	0.433918372	
Phones	0.134893270	
Storage	0.095061130	
Supplies	-0.025476952	
Tables	-0.085644604	

CREATE CUSTOM SUB-CATEGORIES GROUP AND COMPARE THEM WITH OTHER SUB-CATEGORIES

Created a set for top 3 categories



Top customers giving high revenue but low on profit:

Customer ID	Profit	Sales	
SP-20620	\$-270.43	\$5,440.32	
AA-10315	\$-362.88	\$5,563.56	
RB-19795	\$-461.73	\$5,633.32	
CS-12505	\$-6,626.39	\$5,690.06	
CP-12340	\$-1,850.30	\$5,888.28	
VW-21775	\$-874.66	\$6,134.04	
JA-15970	\$-819.42	\$6,491.03	
JH-15985	\$-644.70	\$7,955.00	
ZC-21910	\$-1,032.15	\$8,025.71	
SB-20290	\$-2,082.75	\$8,057.89	
NF-18385	\$-1,695.97	\$8,322.83	
PF-19120	\$-614.29	\$9,062.86	
GT-14635	\$-4,108.66	\$9,351.21	
BM-11140	\$-1,659.96	\$11,789.63	
SM-20320	\$-1,980.74	\$25,043.05	

high sale low profit customers  
top n sale customers and bottom n profit customers

Customer ID	Profit	Sales	
AA-10315	\$-362.88	\$5,563.56	
BM-11140	\$-1,659.96	\$11,789.63	
CP-12340	\$-1,850.30	\$5,888.28	
CS-12505	\$-6,626.39	\$5,690.06	
GT-14635	\$-4,108.66	\$9,351.21	
JA-15970	\$-819.42	\$6,491.03	
JH-15985	\$-644.70	\$7,955.00	
KL-16555	\$-182.78	\$5,016.49	
LB-16795	\$-52.19	\$4,985.68	
NF-18385	\$-1,695.97	\$8,322.83	
PF-19120	\$-614.29	\$9,062.86	
RB-19795	\$-461.73	\$5,633.32	
SB-20290	\$-2,082.75	\$8,057.89	
SC-20770	\$-671.19	\$4,492.66	
SM-20320	\$-1,980.74	\$25,043.05	
SP-20620	\$-270.43	\$5,440.32	
TB-21520	\$-1,603.05	\$4,737.49	
TP-21415	\$-1,087.39	\$5,329.00	
VW-21775	\$-874.66	\$6,134.04	
ZC-21910	\$-1,032.15	\$8,025.71	

set\_diameter

150

high sales low profit customers

☒ (All)

☒ AA-10315

☒ BM-11140

☒ CP-12340

☒ CS-12505

☒ GT-14635

☒ JA-15970

☒ JH-15985

☒ KL-16555

☒ LB-16795

☒ NF-18385

☒ PF-19120

☒ RB-19795

☒ SB-20290

☒ SC-20770

☒ SM-20320

☒ SP-20620

☒ TB-21520

☒ TP-21415

☒ VW-21775

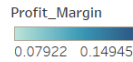
☒ ZC-21910

AGG(Profit\_Margin)

-1.165

-0.010

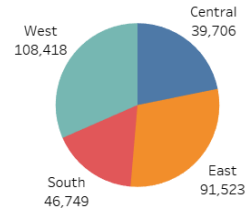
Sub-Catego..	Profit_Margin
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profit-margin

Region	Profit_Margin
Central	7.92%
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South	11.93%
West	14.94%

relative % of sale and profit



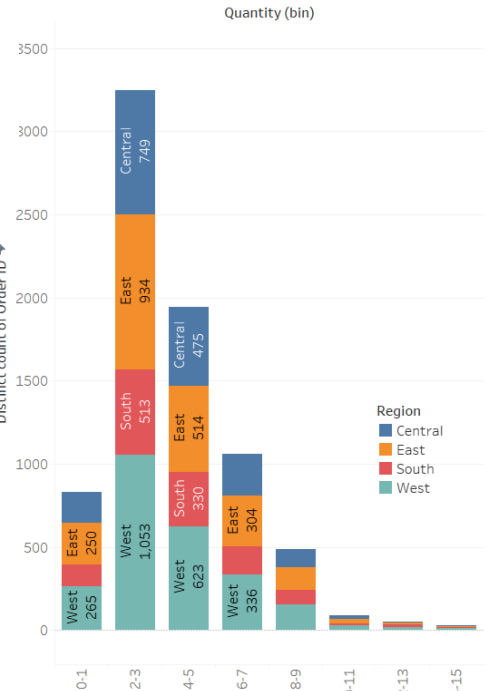
State: (All)

City: (All)

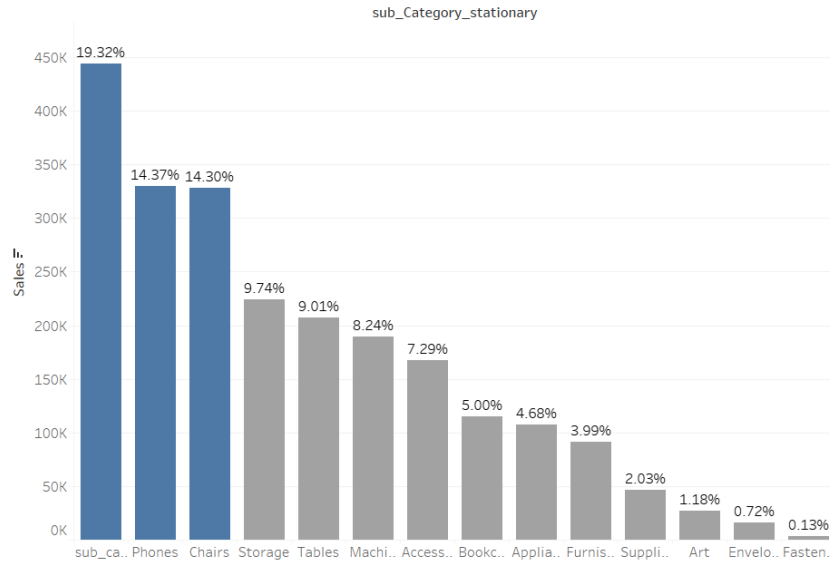
Year of Order Date: (All), 2019, 2020, 2021, 2022

Region: Central, East, South, West

Histogram Quantity

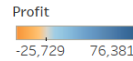


stationary\_sub\_group

high sale low profit customers  
top n sale customers and  
bottom n profit customers

Customer ID	Profit	Sales
AA-10315	\$-362.88	\$5,563.56
BM-11140	\$-1,659.96	\$11,789.63
CP-12340	\$-1,850.30	\$5,888.28
CS-12505	\$-6,626.39	\$5,690.06
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JA-15970	\$-819.42	\$6,491.03
JH-15985	\$-644.70	\$7,955.00
KL-16555	\$-182.78	\$5,016.49
LB-16795	\$-52.19	\$4,985.68
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PF-19120	\$-614.29	\$9,062.86
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SB-20290	\$-2,082.75	\$8,057.89
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set\_diameter



profit-margin per state

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Kentucky	30.61%
South Dakota	30.01%
Maryland	29.66%
Alabama	29.66%
Mississippi	29.46%
Missouri	28.99%
Kansas	28.70%
New Jersey	27.33%
Nebraska	27.29%
Nebraska	26.22%

USA - Heatmap - Profit

