Story 2

1. Overall Evaluation:

(i) Leading Areas: The West and East show strong and stable performance.
(ii) Leading Items: Sales are primarily driven by technology products.
(iii) Potential Growth: Concentrate efforts on the less successful regions such as the South and enhance the Furniture category.
(iv) Seasonal Trends: Schedule marketing initiatives during the latter half of the year for optimal sales.

2. Sales by State Map:
Visualizes sales figures across the United States with a geographic representation. Deeper shades indicate greater sales, facilitating the quick identification of top-performing states.

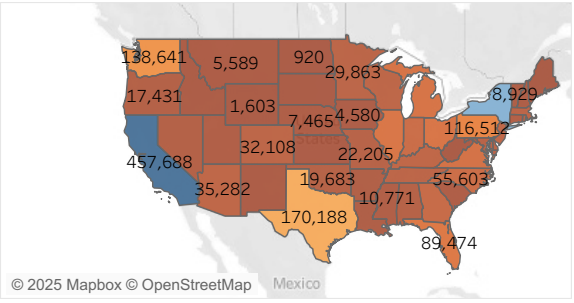
3. Bar Chart (Top 10 Products):
Shows the ten highest-selling products according to total sales. This facilitates the quick identifica..

Sales & Profit Overview - Tableau Dashboard

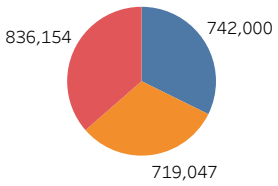
Sample Superstore Dataset

Ankit Yadav | 05718419824 | 28/04/2025

SALES BY STATE



SALES BY CATEGORY



Sales
920 457,688

Year of Order Date
- [x] 2014
- [x] 2015

Region
- [x] Central
- [x] East

Year of Order Date
- [x] 2014
- [x] 2015

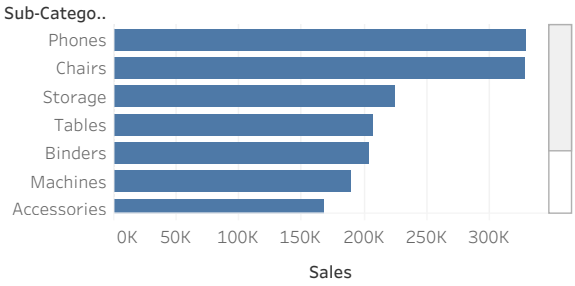
Region
- [x] Central
- [x] East

Category
- Furniture
- Office Supplies

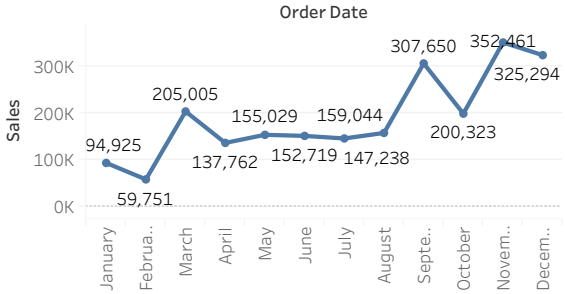
Year of Order Date
- [x] 2014
- [x] 2015

Region
- [x] Central
- [x] East

TOP 10 PRODUCTS



MONTHLY SALES TREND



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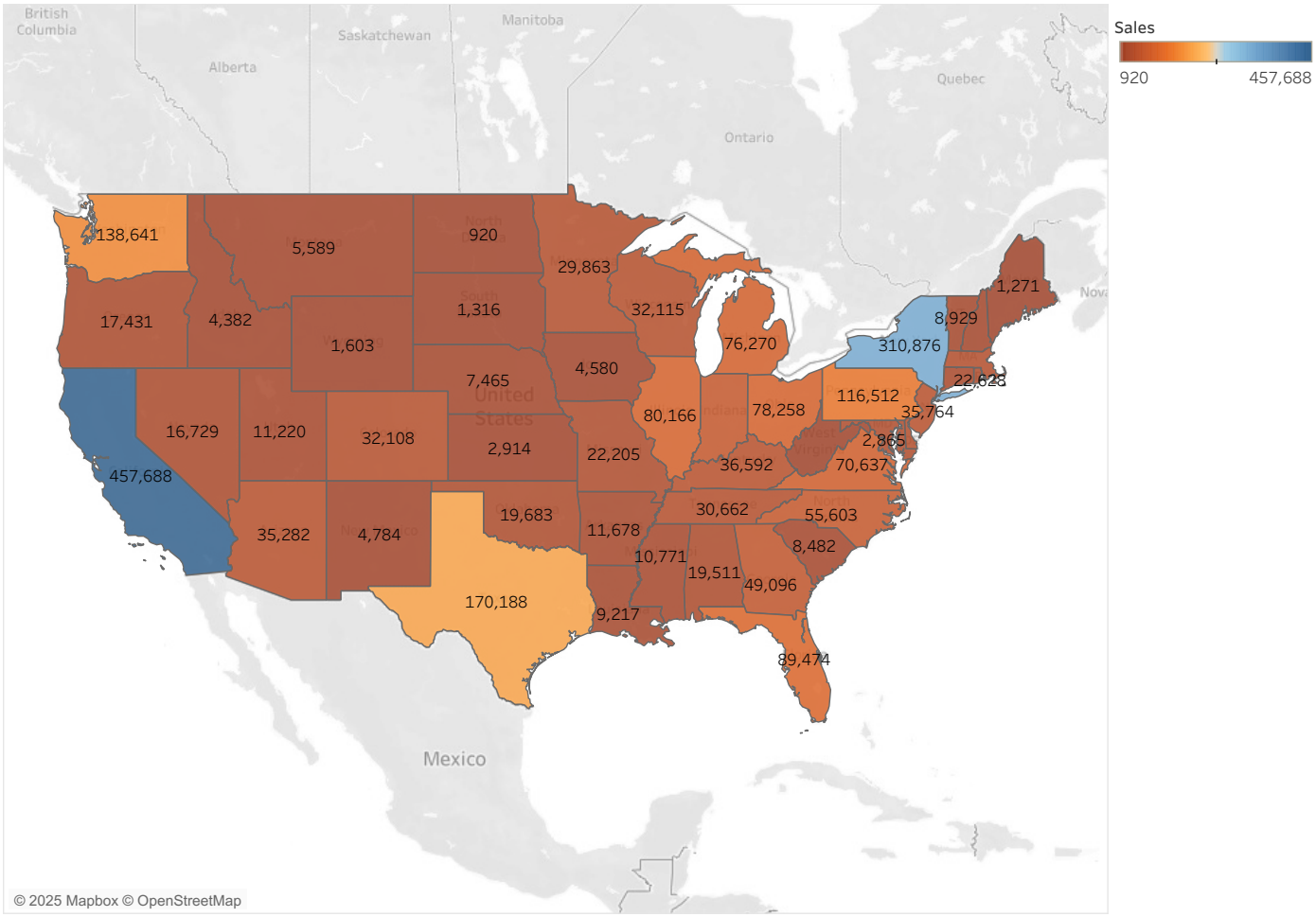

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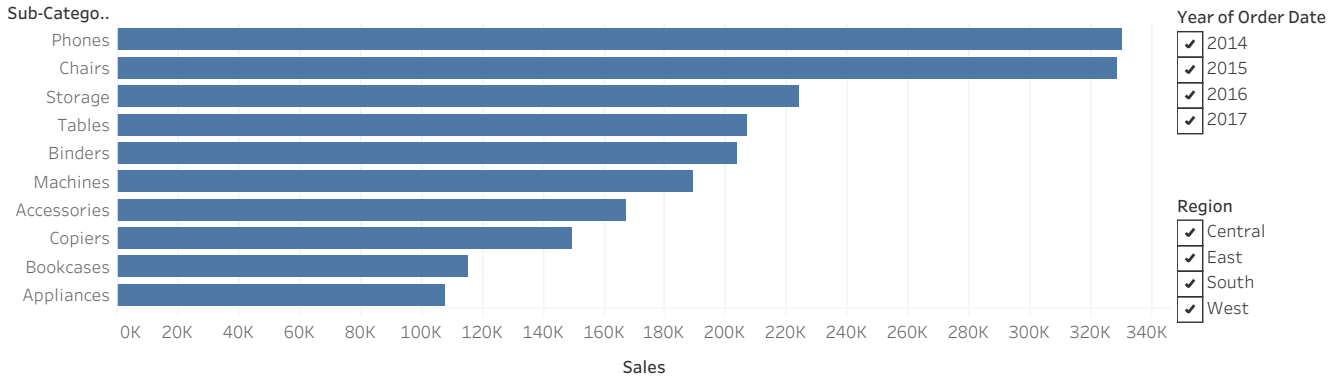
Divides total sales into the main product categories. Comparing the shares of each category is made simple by the pie portions.



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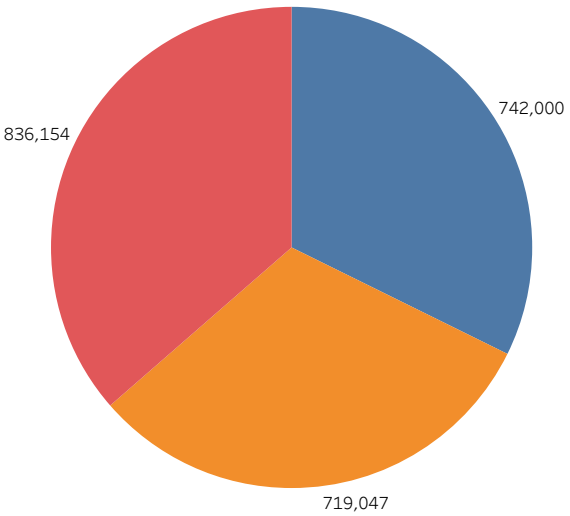
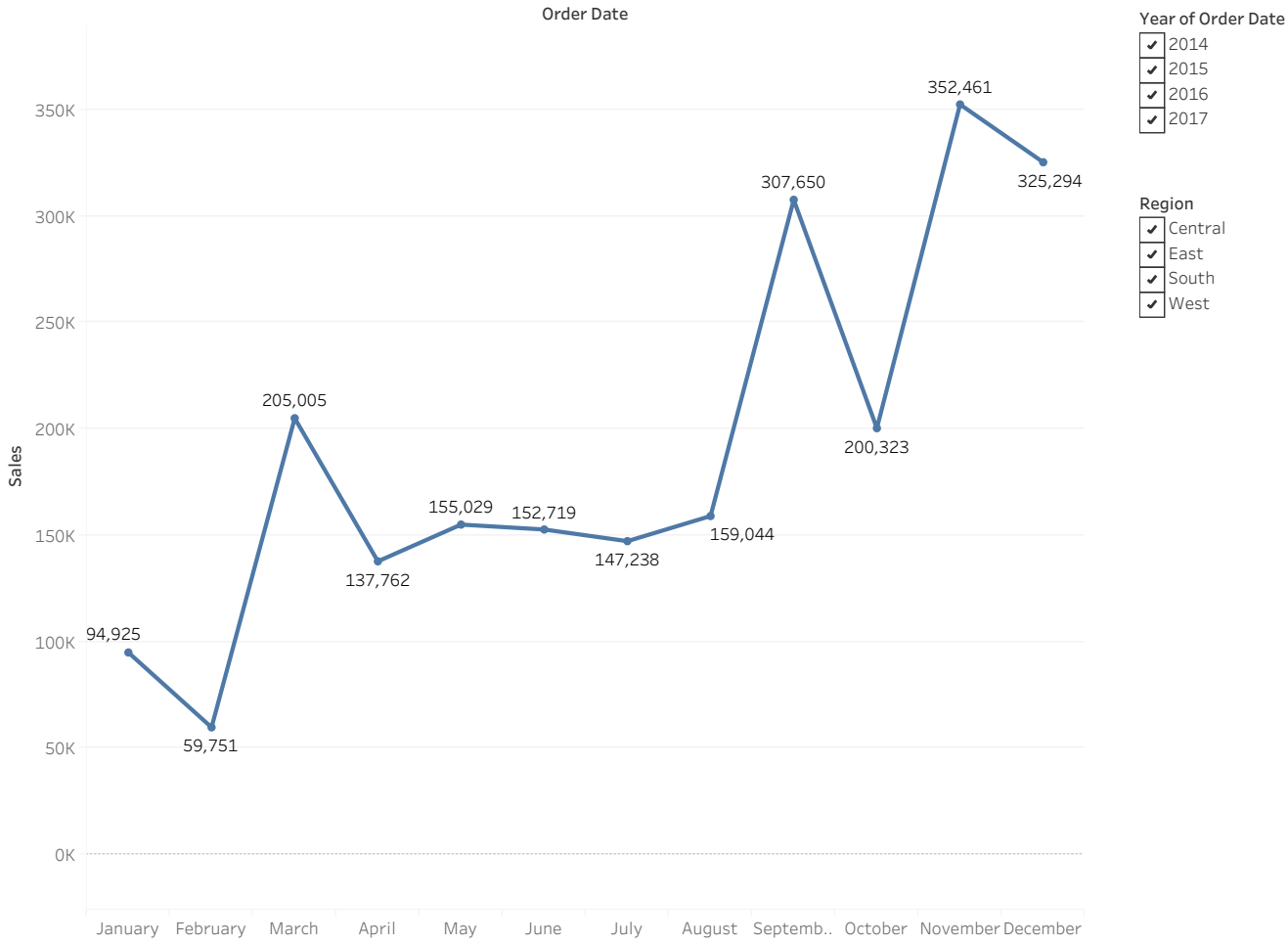


Year of Order Date
- ☑ 2014
- ☑ 2015
- ☑ 2016
- ☑ 2017

Region
- ☑ Central
- ☑ East
- ☑ South
- ☑ West

Category
- Furniture
- Office Supplies
- Technology

Story 2

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