

# Title: Superstore Dataset Analysis using Tableau

## Objective:

This dashboard highlights sales and profit performance across regions, product categories, and sub-categories, helping identify top-selling areas and products to guide business decisions.

It aims to help the business answer questions such as:

1. Which regions and states are most profitable?
2. How do various product categories (Furniture, Office Supplies, Technology) and sub-categories perform in terms of sales and profit?
3. What are the top-performing product sub-categories?

## Targeting audience:

This report is designed for executive management and sales teams to support decision-making on product focus, regional sales strategies, and resource allocation. It provides a high-level overview of sales performance and profitability to guide strategic business initiatives.

## Source & Description:

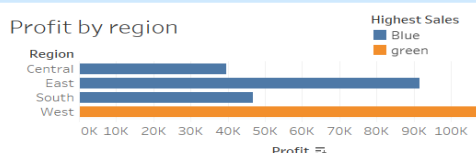
The dashboard uses sales data from December 2016 to May 2017, sourced from a superstore dataset. The data includes information on regional and state-wise sales, product categories, and sub-categories. It provides insights into profit and sales performance across different geographic locations and product lines, helping to identify trends and opportunities for business improvement.

## Data Overview:

- **Total Sales:** Tracks overall revenue across regions and product categories, crucial for assessing business growth.
- **Profit:** Measures profitability by state and product sub-category, highlighting areas of high or low returns.
- **Regional Performance:** Compares sales and profit across regions and states, helping identify top and underperforming locations.
- **Category/Sub-Category Performance:** Evaluates sales and profit for specific product lines, guiding inventory and marketing strategies.
- **State-wise Sales and Profit:** Provides a geographic view of sales and profitability across states, supporting regional strategy development.

## Dashboard Insight: -

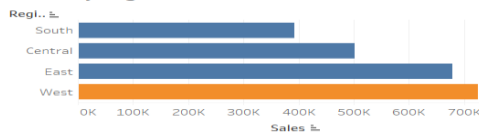
### 1. Profit by Region



The West region is the most profitable due to higher sales and positive profit margins. In contrast, Central and South regions show moderate performance, possibly due to lower sales, reduced profit margins, or higher costs affecting profitability. These regions may benefit from targeted strategies to improve sales and reduce operational costs.

## 2. Sales by Region

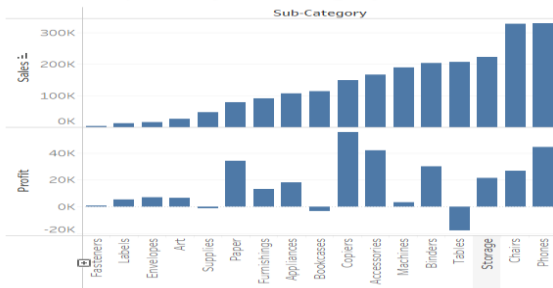
Sales by region



While West dominates both sales and profit, some regions like Central and South generate decent profits despite lower sales.

## 3. Sales and Profit by Sub-Category

Sales and profit by sub-Category



**Insight:** This dual-axis chart breaks down sales and profit by various product sub-categories (e.g., Fasteners, Labels, Phones, Chairs).

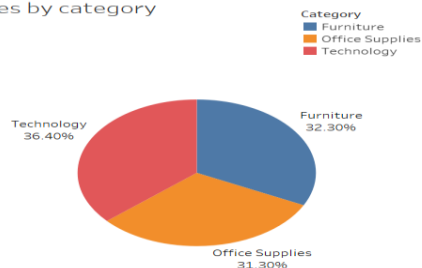
**Sales Trend:** Phones, Chairs, and Storage have the highest sales figures.

**Profit Trend:** While categories like Copiers and Phones are highly profitable, Tables and Bookcases show negative profits, indicating potential losses.

Phones and Chairs contribute heavily to both sales and profit, while some categories such as Tables show losses despite reasonable sales.

## 4. Sales by Category

Sales by category



**Insight:** The pie chart presents the breakdown of sales across three main product categories: Technology, Furniture, and Office Supplies.

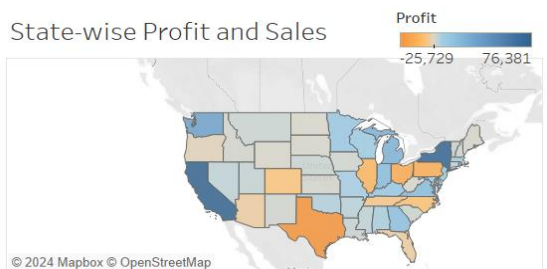
- Technology accounts for **36.4%** of total sales.
- Furniture holds **32.3%** of sales.
- Office Supplies make up **31.3%** of sales.

**Interpretation:** Technology leads in sales, though not by a massive margin compared to Furniture and Office Supplies.

Technology products drive the highest sales, but Furniture and Office Supplies also make up substantial portions of the total sales.

## 5. State-wise Profit and Sales

State-wise Profit and Sales



Some states are experiencing negative profits (losses), which could be targeted for improvement, while others, like those in darker shades, are highly profitable.

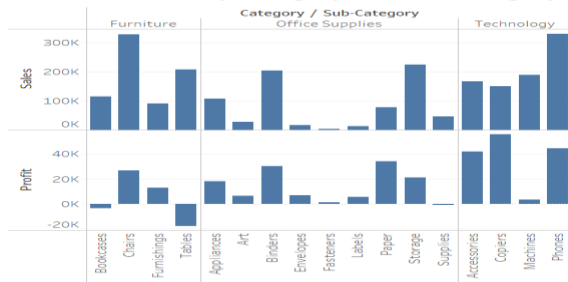
## 6. State-wise Sales and Profit



The high sales states generally overlap with high-profit states, but some areas with high sales might not be as profitable, indicating potential cost issues.

## 7. Sales and Profit by Category and Sub-Category

Sales and Profit by Category and Sub-Category



**Insight:** This chart breaks down sales (top) and profit (bottom) for different sub-categories across the three main product categories: Furniture, Office Supplies, and Technology.

**Sales Insight:** The sub-categories with the highest sales are **Chairs** and **Tables** under Furniture, **Binders** under Office Supplies, and **Phones** under Technology.

**Profit Insight:** In terms of profit, **Chairs** and **Phones** contribute the most to profitability. However, **Tables** show negative profit, despite high sales.

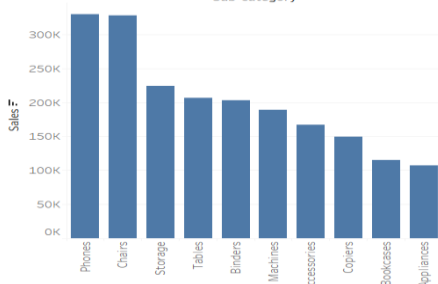
### Category Focus:

- Furniture: Chairs lead in both sales and profit, while Tables are high in sales but show losses.
- Technology: Phones are high in both sales and profit.
- Office Supplies: Binders show reasonable sales and profit, while other sub-categories like Fasteners and Labels contribute minimally.

Categories like Chairs and Phones are top performers in both sales and profit, while some like Tables need to be reevaluated due to negative profit despite good sales.

## 8. Top N Sub-Category by Sales

Top N Sub-Category by sales

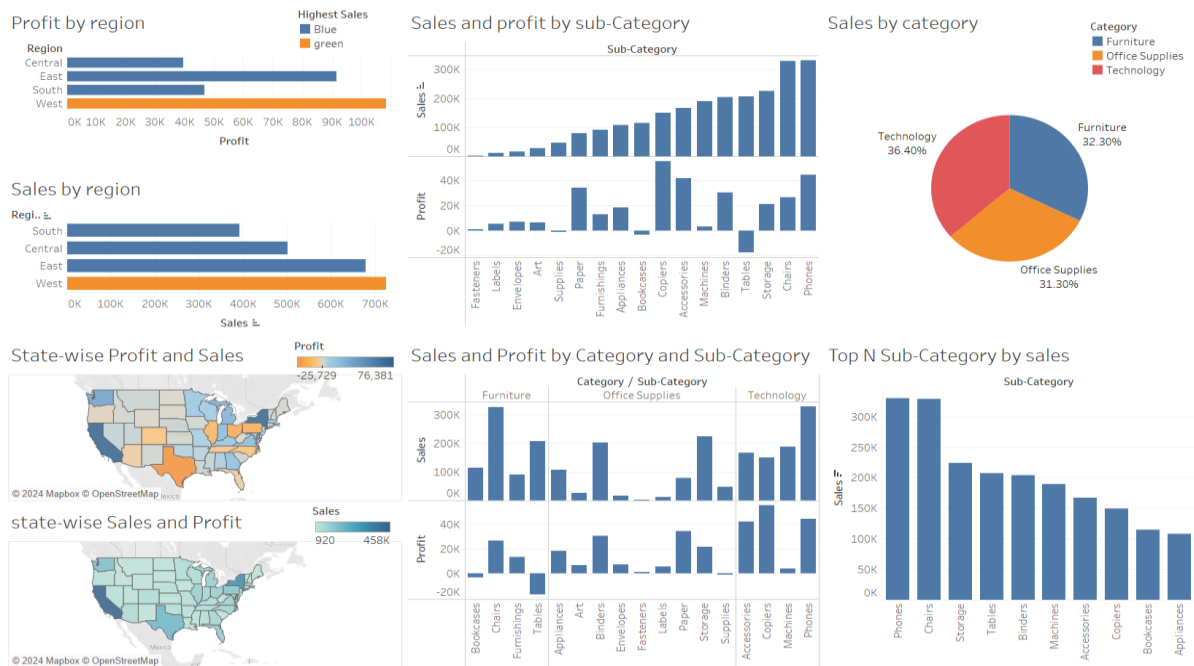


**Insight:** This chart ranks the top N sub-categories by sales. **Phones** and **Chairs** are at the top, followed by **Storage**, **Tables**, and **Binders**.

**Observation:** The products with the highest sales align with those contributing the most to profit in the previous chart, except for Tables, which despite high sales, suffers from negative profits.

Phones and Chairs are the most sold sub-categories, but categories like Tables and Storage, while having high sales, need closer scrutiny for profit margins.

## Dashboard:



## Patterns & Trends:

- Regional Trends:** The **West** region leads in sales; the **West** region has the highest profit, indicating better cost efficiency.
- Category Insights:** **Technology** products account for **36.4%** of sales, followed by **Furniture** at **32.3%** and **Office Supplies** at **31.3%**. Technology also has the highest profit.
- Sub-Category Performance:** **Phones**, **Chairs**, and **Storage** are top sellers, with Phones showing the highest sales and profit margins.
- State-wise Trends:** Some states report negative profits, while the **Midwest** shows strong performance, with certain southern states underperforming.

These insights highlight areas for maximizing profit and sales growth.

## Outliers or Anomalies:

- Negative profits in certain states** despite generating sales, indicating inefficiencies.
- Phones sub-category** shows unusually high sales compared to others.
- Low profit in sub-categories like Tables and Machines** despite strong sales, suggesting pricing or cost issues.

These anomalies require further investigation to optimize profitability.

## Visual Evidence:

- West region has the highest profit, while the West region leads in sales, reaching 700K.
- Technology contributes 36.4% of total sales, leading among categories.
- Phones, Chairs, and Storage are the top sub-categories, with Phones surpassing 300K in sales.
- State map shows some states with negative profits, while others reach profits of up to 76,381.

## Actionable Insights:

- Increase sales efforts in the Central region to align revenue with high profits.
- Invest in promotions for Technology products to drive further growth.
- Focus on Phones, Chairs, and Storage for marketing and cross-selling opportunities.
- Improve profitability in states with negative profits through targeted strategies.

## Future Recommendations:

- Analyze customer demographics for targeted marketing opportunities.
- Track customer satisfaction to assess its impact on sales and profits.
- Monitor inventory turnover to optimize stock levels.
- Evaluate pricing strategies for better profit margins.
- Investigate regional marketing effectiveness in underperforming states.

## Summary:

the **West region** leads in sales, while the **Central region** excels in profit. **Technology** is the top-performing category, contributing **36.4%** of total sales, with **Phones**, **Chairs**, and **Storage** as the best-selling sub-categories. Targeted marketing and optimizing sales in underperforming states will drive growth. Future focus should include analyzing customer demographics, tracking satisfaction, and improving inventory management for continued success.