

# **Global Sales Performance Dashboard Documentation**

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## **A. Dataset name :**

Global Superstore Dataset

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## **B. Problem statement :**

To analyze global sales and profit performance across different countries, regions, product categories, and sub-categories in order to identify high-performing markets and products.

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## **C. Data description :**

The dataset contains order-level sales data including country, region, category, sub-category, sales, profit, and order-related information. It represents global retail sales transactions across multiple markets.

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## **D. Visualization used :**

### **1. Total Sales (KPI Card) -**

Displays the overall sales value across all regions to provide a quick snapshot of business scale.

### **2. Total Profit (KPI Card) -**

Shows the total profit generated, helping assess overall business profitability.

### **3. Sales by Country (Map Chart) -**

Visualizes sales distribution across countries using geographical mapping to identify top-performing markets.

### **4. Sales by Category (Pie Chart) -**

Represents the contribution of each product category to total sales, showing category-wise sales share.

### **5. Profit by Region (Vertical Bar Chart) -**

Compares profit across regions to highlight regional performance and identify profit-generating or loss-making areas.

### **6. Top 10 Sub-Categories by Sales (Horizontal Bar Chart) -**

Displays the top-performing sub-categories based on sales, enabling detailed product-level analysis.

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### **E. Dashboard summary :**

The dashboard provides a comprehensive overview of global sales performance by combining geographic, categorical, and product-level insights. It helps stakeholders quickly identify key markets, profitable regions, and high-demand product categories.

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### **F. Tools and techniques used :**

- Tableau Desktop
  - Map-based visualization
  - KPI cards
  - Aggregation functions (SUM)
  - Sorting and Top-N filtering
  - Dashboard layout and formatting
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### **G. Conclusion :**

The Global Sales Performance Dashboard reveals that sales and profit vary significantly across regions and product categories. Certain countries and sub-categories contribute disproportionately to total sales, indicating opportunities for focused market expansion and product optimization strategies.

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