

Global Sales Performance Dashboard Documentation

A. Dataset name :

Global Superstore Dataset

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.

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.

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.

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.

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.
