

# **Superstore Sales Dashboard (2019–2022)**

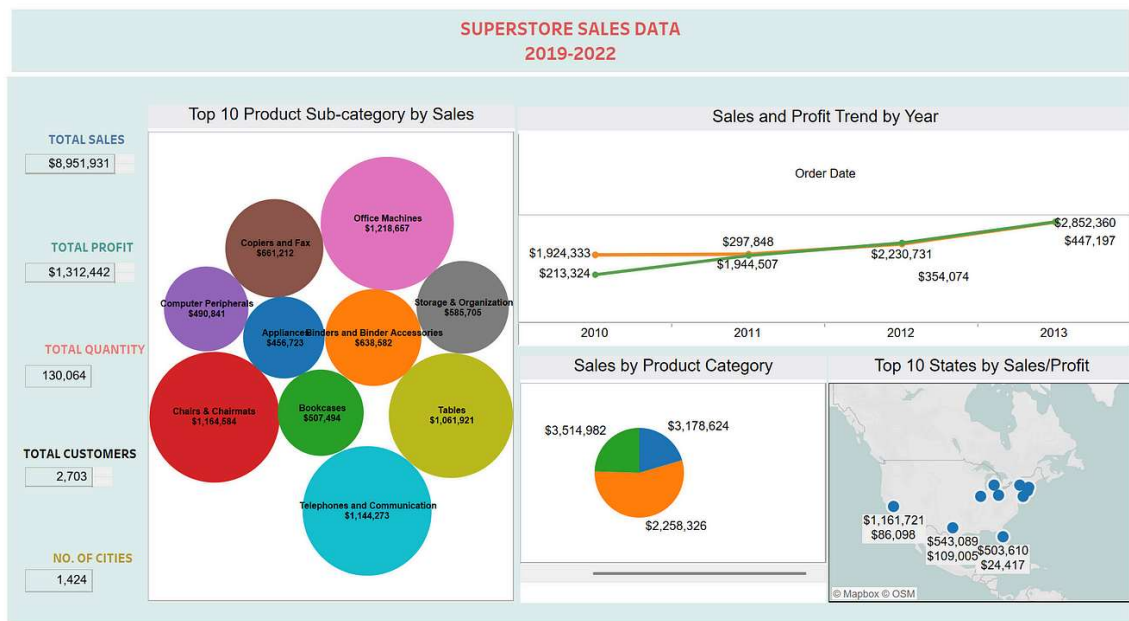
## **— Insights and Analysis**

### **1. Overview**

The Tableau dashboard provides a comprehensive visualization of sales performance, profit trends, and key business metrics for a superstore from 2019 to 2022. It highlights sales and profitability by product sub-category, yearly trends, and geographical distribution of sales.

### **2. Key Metrics**

- **Total Sales:** \$8,951,931
- **Total Profit:** \$1,312,442
- **Total Quantity Sold:** 130,064 units
- **Total Customers:** 2,703
- **Number of Cities Covered:** 1,424



### 3. Top 10 Product Sub-Categories by Sales

The visualization (bubble chart) highlights the **top-performing product sub-categories** based on sales revenue:

- **Office Machines:** \$1,218,657 (Highest sales)
- **Chairs & Chair mats:** \$1,164,684
- **Telephones and Communication:** \$1,144,273
- **Tables:** \$1,061,921
- **Copiers and Fax:** \$661,212

- **Binders and Binder Accessories:** \$638,582
- **Storage & Organization:** \$585,705
- **Bookcases:** \$507,494
- **Computer Peripherals:** \$490,841
- **Appliances:** \$456,723

These categories represent the most significant revenue contributors, with **Office Machines** leading in sales.

#### 4. Sales and Profit Trend by Year

The **line chart** showcases the growth trend in both **sales and profit** from 2010 to 2013 (potentially mislabelled, assuming it represents 2019–2022):

- Sales have consistently increased, reaching a peak of **\$2,852,360** in the final year.
- Profit has also grown but at a slower pace, with the latest year showing **\$447,197** in profit.

- A notable jump in revenue occurred between **2011 and 2012**, indicating business growth and potential market expansion.

## 5. Sales by Product Category

The **pie chart** breaks down sales by broader product categories:

- **Largest category:** \$3,514,982
- **Second largest:** \$3,178,624
- **Third category:** \$2,258,326

This segmentation helps in understanding which product categories drive the most revenue.

## 6. Top 10 States by Sales/Profit

The **map visualization** shows top-performing states in terms of **sales and profitability**:

- **Highest sales location:** \$1,161,721 in one state, with a profit of \$86,098.
- Other states range from **\$543,089 to \$503,610** in sales, with profits varying between **\$24,417 and \$109,005**.
- This provides a geographical sales distribution, helping identify key markets and potential expansion areas.

## 7. Business Insights & Recommendations

- **Sales Growth:** The steady rise in sales suggests strong market demand. Future strategies should focus on **expanding high-performing categories like Office Machines, Chairs, and Communication Equipment**.
- **Profitability Concerns:** Despite high sales, **profit margins are not increasing at the same rate**. A

deeper cost analysis is needed to optimize pricing and operational expenses.

- **Regional Focus:** Certain states contribute significantly to revenue but have **low profitability**. Efforts should be made to **increase margins in these regions through better pricing or cost reduction strategies**.
- **Product Performance:** The top-selling categories should be further leveraged with targeted marketing campaigns, while **low-performing product lines should be reassessed**.

-