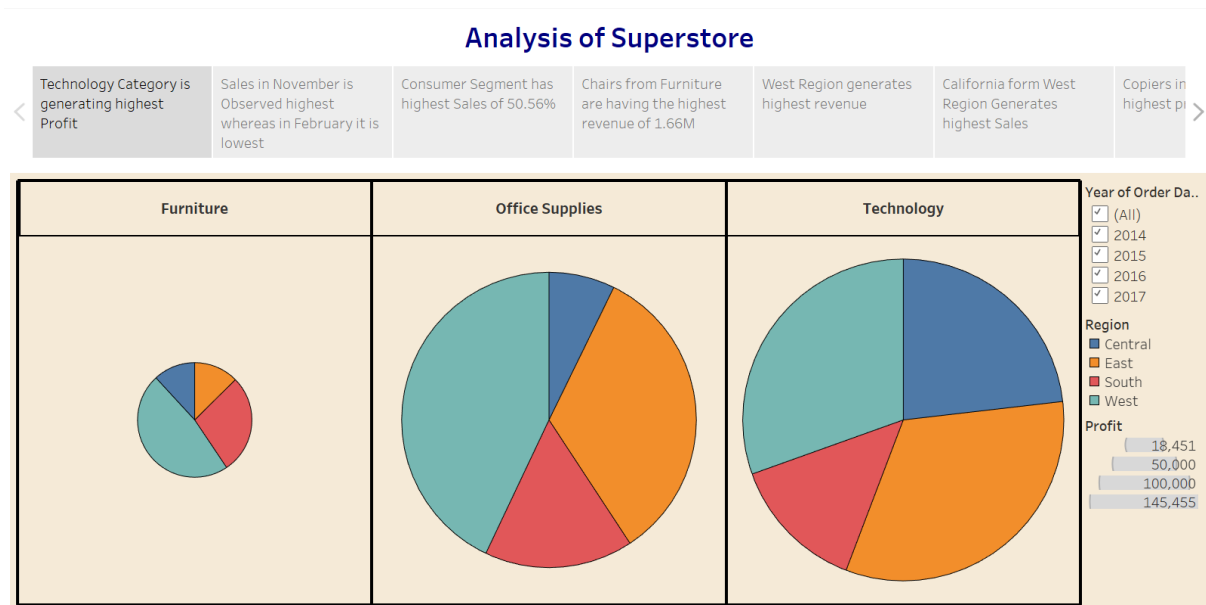


Story

Date	25 march 2025
Team ID	LTVIP2025TMID28445
Project Name	Cosmetic insights
Maximum Marks	5 Marks

By using stories in Tableau, you can effectively communicate complex data in a way that is both interactive and engaging, making it easier for the audience to follow along and understand the insights. It's a tool for **data storytelling**, allowing you to present insights in a cohesive, engaging way that takes viewers through a logical progression of findings or analyses.

In Tableau, **Story** is a feature that allows you to create a sequence of dashboards, visualizations, and text to present data insights in a cohesive and narrative-driven way. It's like a slideshow within Tableau that guides the audience through a series of data points, helping them understand key insights, trends, or outcomes of your analysis.



Observations:

- **Technology Category Leads in Profit:** The Technology category is generating the highest profit among all categories.
- **Seasonal Sales Trend:** Sales peak in November, while February sees the lowest sales, indicating a possible seasonal trend.
- **Consumer Segment Dominates:** The Consumer segment contributes to the highest percentage of sales, accounting for 50.56%.
- **Top Revenue-Generating Product:** Chairs from the Furniture category generate the highest revenue, totaling 1.66M.

Tableau Stories: Data Storytelling for Better Insights

Definition:

Using **Tableau Stories**, you can present complex data insights interactively, guiding your audience through a logical progression of findings. It allows for **narrative-driven data storytelling**, combining dashboards, visualizations, and text to provide a seamless and engaging experience.

Key Benefits of Using Stories in Tableau:

- **Enhanced Data Presentation:** Helps communicate insights in a structured way.
- **Interactivity & Engagement:** Enables audience interaction for deeper exploration.
- **Logical Progression:** Allows step-by-step storytelling for better understanding.

Key Observations from Data Analysis

Observation	Insight
Technology Category Leads in Profit	The Technology category generates the highest profit compared to other categories.
Seasonal Sales Trend	Sales peak in November and drop in February , indicating seasonal demand.
Consumer Segment Dominates	The Consumer segment contributes to 50.56% of total sales, making it the highest revenue-generating segment.
Top Revenue-Generating Product	Chairs from the Furniture category have the highest revenue, totaling \$1.66M .