**Project Overview**

**Project Title:**  
**Sales Performance Dashboard**

**Objective:**  
To provide clear, interactive insights into regional and customer-segment-based profit performance, sales contribution, and order trends, helping business teams make faster and more informed decisions.

**Problem Statement:**  
The sales team lacked a streamlined way to monitor real-time sales and profit performance across regions and customer segments. This made it difficult to identify high-performing areas or address issues in a timely manner.

**Data Description**

* **Data Source:** Sample Superstore dataset (commonly available on platforms like Kaggle)
* **Data Volume:** ~10,000+ records
* **Key Fields Used:**
  + Sales
  + Profit
  + Region (Central, East, South, West)
  + Customer Segment (Consumer, Corporate, Home Office, Small Business)
  + Order Quantity
  + Month
* **Data Cleaning Steps:**
  + Removed duplicates
  + Handled missing values in profit and sales
  + Standardized category names and ensured correct date formatting

**Target Audience**

* **Sales Managers:** To track performance across regions and customer segments
* **Business Analysts:** For deeper analysis into trends and profitability
* **Executives/Senior Management:** To make strategic decisions on where to allocate resources and focus

**Key Features**

1. **Profit by Region & Customer Segment (Stacked Bar):**
   * Shows clear profit contribution by each segment per region.
   * E.g., Corporate segment dominates profit in Central and West, while Consumer is strong in South.
2. **% Sales Contribution by Region (Pie Chart):**
   * Central: **31.51%** (₹4,699,167)
   * West: **24.47%** (₹3,649,748)
   * East: **22.91%** (₹3,416,466)
   * South: **21.12%** (₹3,150,219)
3. **Profit vs Sales (Scatter Plot):**
   * Reveals that higher sales don't always guarantee higher profit.
   * Some large-sale orders are associated with minimal or negative profit.
4. **Order Quantity by Month (Line Chart):**
   * May has the highest order quantity (**21,273 orders**)
   * February has the lowest (**16,602 orders**)
   * Shows consistent order volume with seasonal spikes.
5. **Interactive Filters:**
   * Based on User Grouping (A, B, C), allowing drill-down into customized user segments.

**Tools and Techniques Used**

* **Tool:** Tableau
* **Techniques:**
  + Stacked bar charts for detailed comparison
  + Pie charts for contribution analysis
  + Scatter plot to show relationships between metrics
  + Line chart for time-series analysis
  + Interactive filters and parameters for user-specific analysis

**Project Scope and Limitations**

**Scope:**

* Focused on regional and segment-based profit and sales analysis
* Monthly tracking of order quantities
* Covers basic trends and relationships

**Limitations:**

* Dataset limited to historical data; no predictive analytics included
* No external factors (e.g., discounts, inventory) were considered

**Outcome / Insights**

* **Central Region** contributed the **highest sales (31.51%)** and has strong profits from Corporate and Home Office segments.
* **South Region** saw strong profit in **Corporate (₹168K)** and **Consumer (₹131K)** segments despite lower overall sales.
* Some orders with high sales volume yielded **low or negative profit**, indicating need for **cost analysis**.
* Peak order activity is seen in **May**, helping in **seasonal planning**.

