

## Introduction

A Retail Visualization is the visual representation of store layouts and designs to enhance planning and merchandizing strategies (Incontext, 2023).

A sales performance dashboard provides sales teams and managers with holistic view of sales metrics, allowing users to monitor performance, identify trends, and make data driven decisions to drive revenue growth and achieve sales targets (Amani Undru, 2024).

## Objectives

- To quickly grasp key performance indicators (KPIs)
- Show the composition of profitable to unprofitable deals
- To evaluate sales and profit trend over time
- To show category by sales and profit
- To identify top performing products
- Evaluate customer segmentation and regional distributions.
- Assess shipping efficiency and its effect
- Understanding the impact of discount in sales and profits.

## Tools Used

- Visualization – project (Python), Poster (Tableau).
- Poster Card designed using PowerPoint
- Dataset sourced from Kaggle
- Chart Type – KPIs Cards, Donut Chart, Line Chart, and Bar Chart.
- Orange line- Sales, Purple - profit
- Source link:  
<https://www.kaggle.com/datasets/vivek468/superstore-dataset-final/>.

Total Profit  
\$286.35K

Total Sales  
\$2.30M

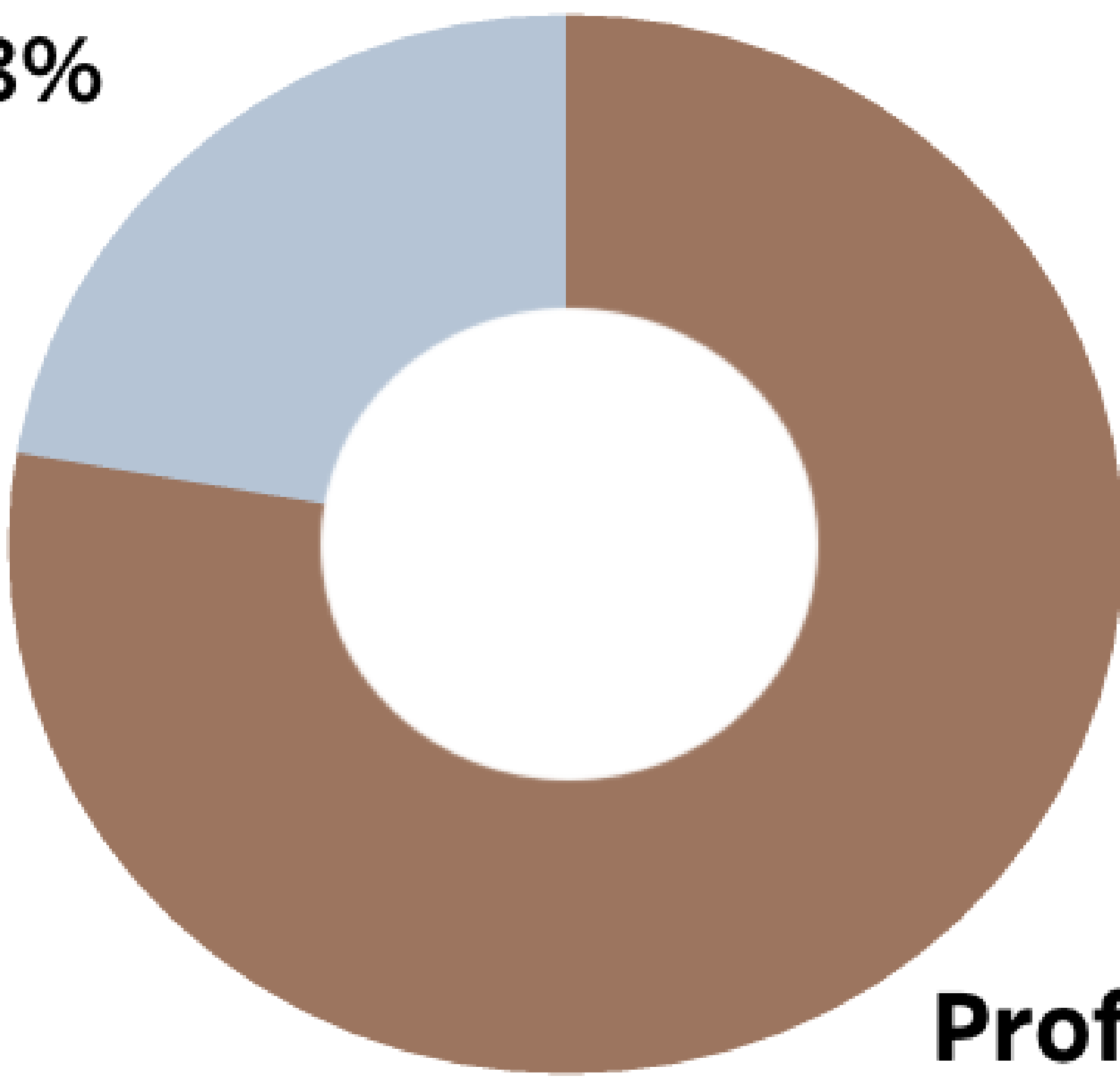
Total Qauntity Sold  
37.87K

AVG Shipping Delay  
-0.36 Days

AVG Discount  
15.62%

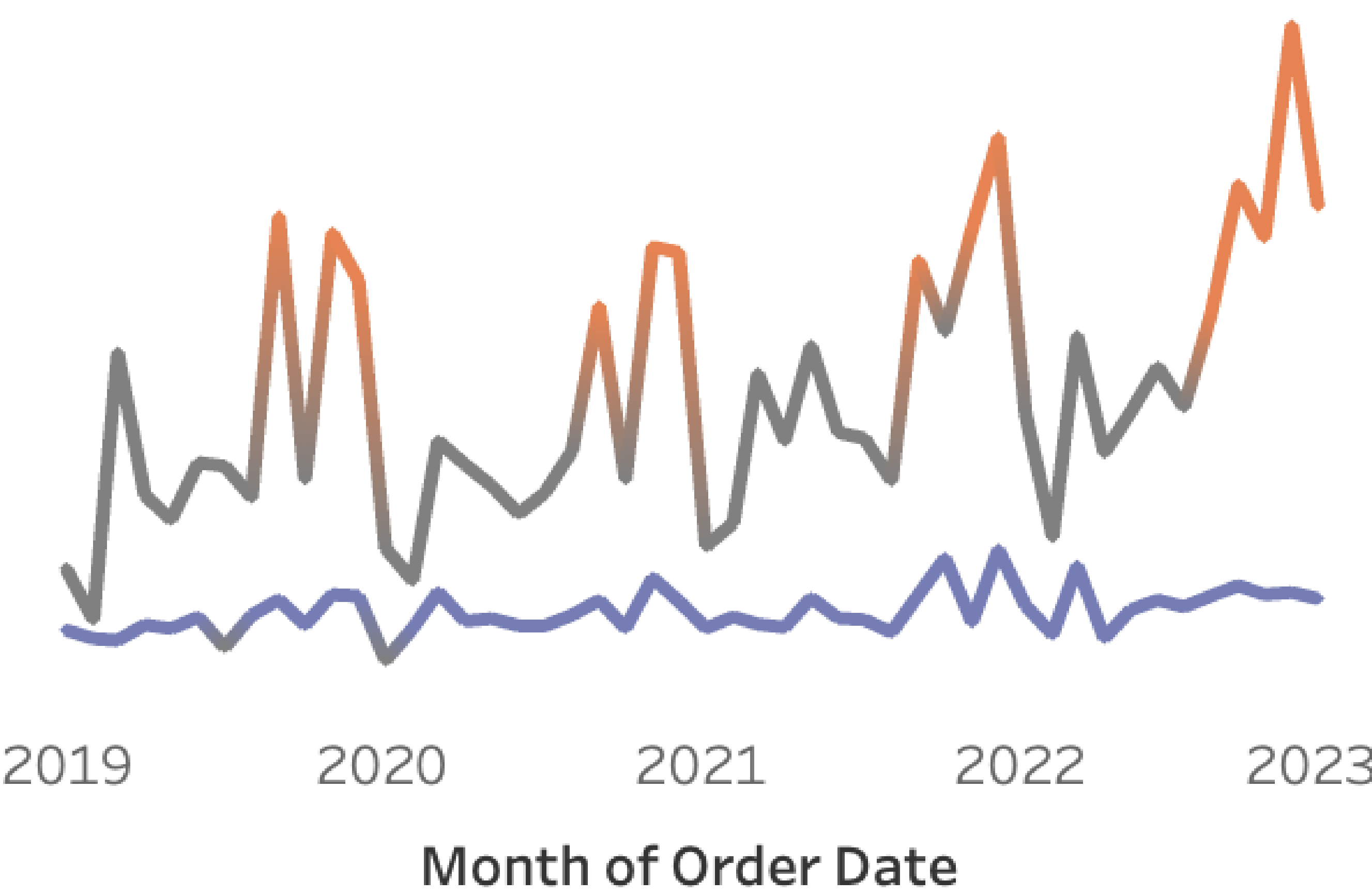
Profitability Overview

Unprofitable  
22.23%

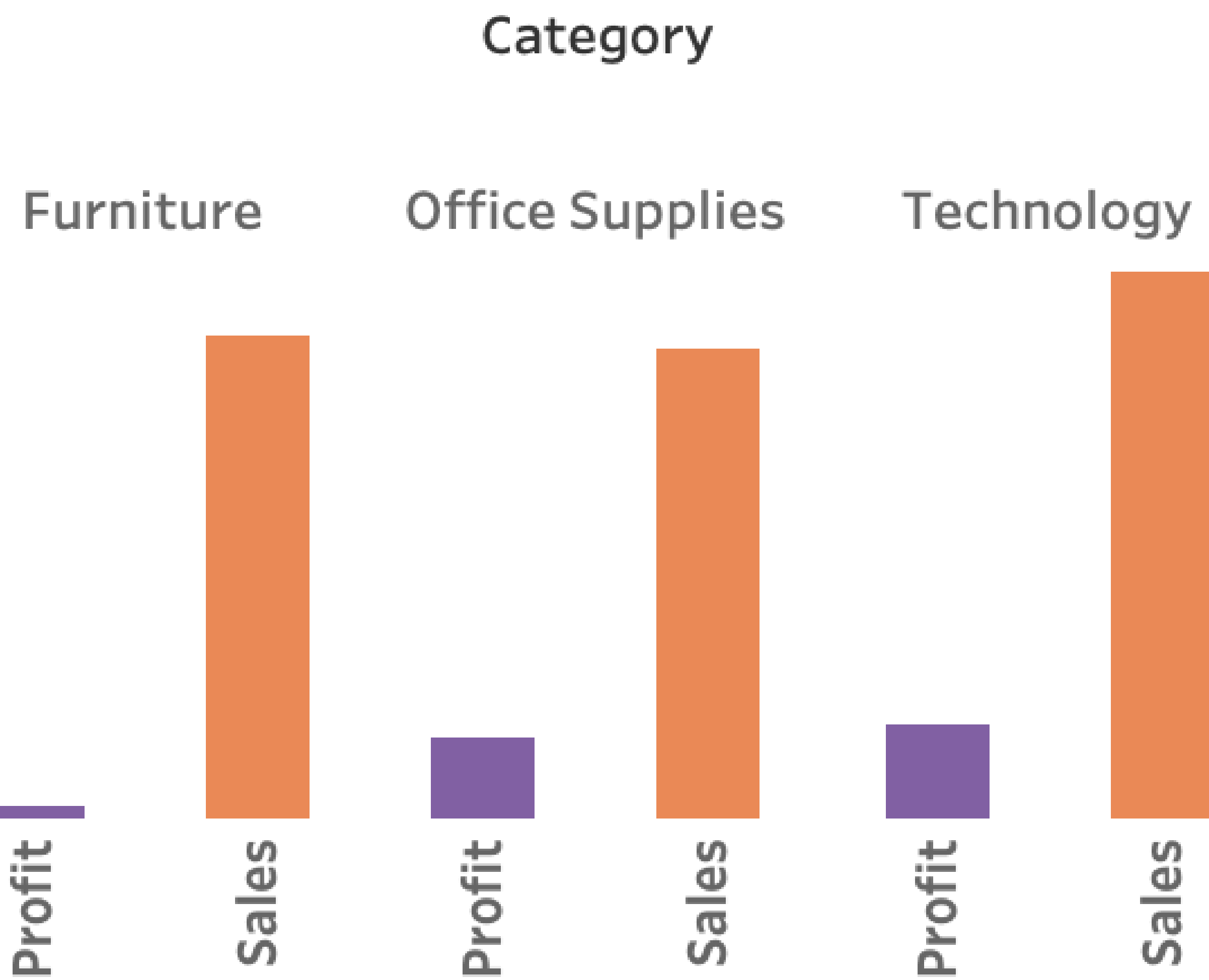


Profitable  
77.77%

Sales and Profit trend over time



Sales & Profit by Category



## Insights

- With total sales of \$2.3M, \$286.35K in profit, and 37.87K units sold, the business shows strong performance. Efficient shipping boosts customer satisfaction, while an average discount of 15.6% highlights the need to balance sales growth and profit margins
- 77.7% of orders are profitable while 22.23% result in no profit or loss.
- Technology leads with highest sales (\$837K) and profit (\$145K), while office supplies shows strong margins despite lower sales.
- Sales steadily increased from 2019 to 2023 with quarterly spikes, but profit remained inconsistent.

## Recommendation

- Keep average discounts below 20% to protect profitability
- Review Furniture’s pricing and cost structure to improve its low profit margin
- To enhance customer satisfaction, improve shipping efficiency.
- Address inefficiencies causing profit stagnation despite rising sales by controlling costs and managing discount impact

## References

- InContext (2023) *The impact of retail visualization on store layout design*. InContext Solutions. Available at: <https://incontextolutions.com/blog/impact-retail-visualization-store-layout-design/> (Accessed: 27 April 2025).
- Undru, A. (2024) *Data visualization dashboard: Examples, benefits, and more*. ThoughtSpot. Available at: <https://www.thoughtspot.com/data-trends/dashboard/data-visualization-dashboard>. (Accessed: 27 April 2025).