Business Intelligence Report

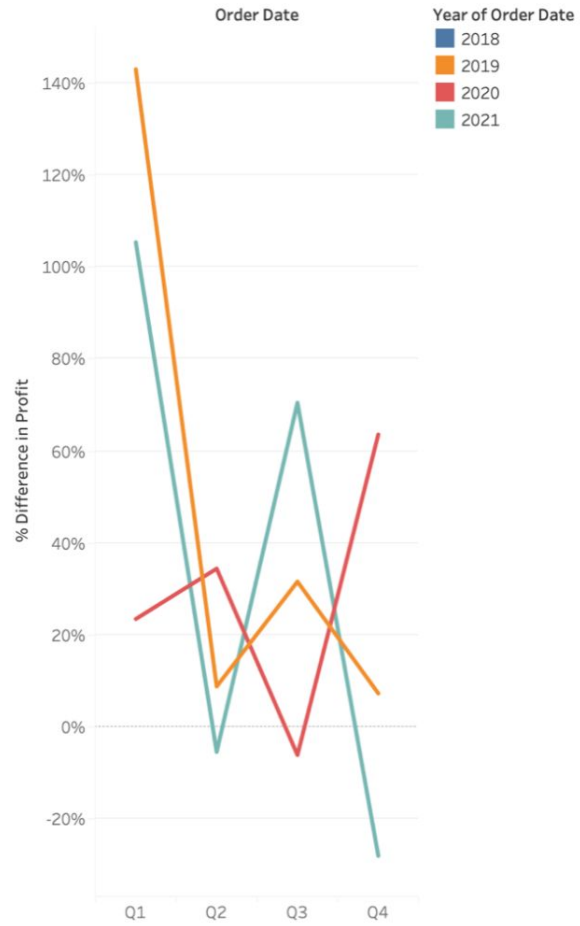
November 29, 2021

About The DataSet

the SuperStore Dataset from Tableau dataset samples

Understanding the Problem:
To make a great profit, the data must tell a story

Profit Year Over Year



The trend of % Difference in Profit for Order Date Quarter. Color shows details about Order Date Year.

We can Notice that the Profit in 2019 is increased rapidly to a peak of 140%

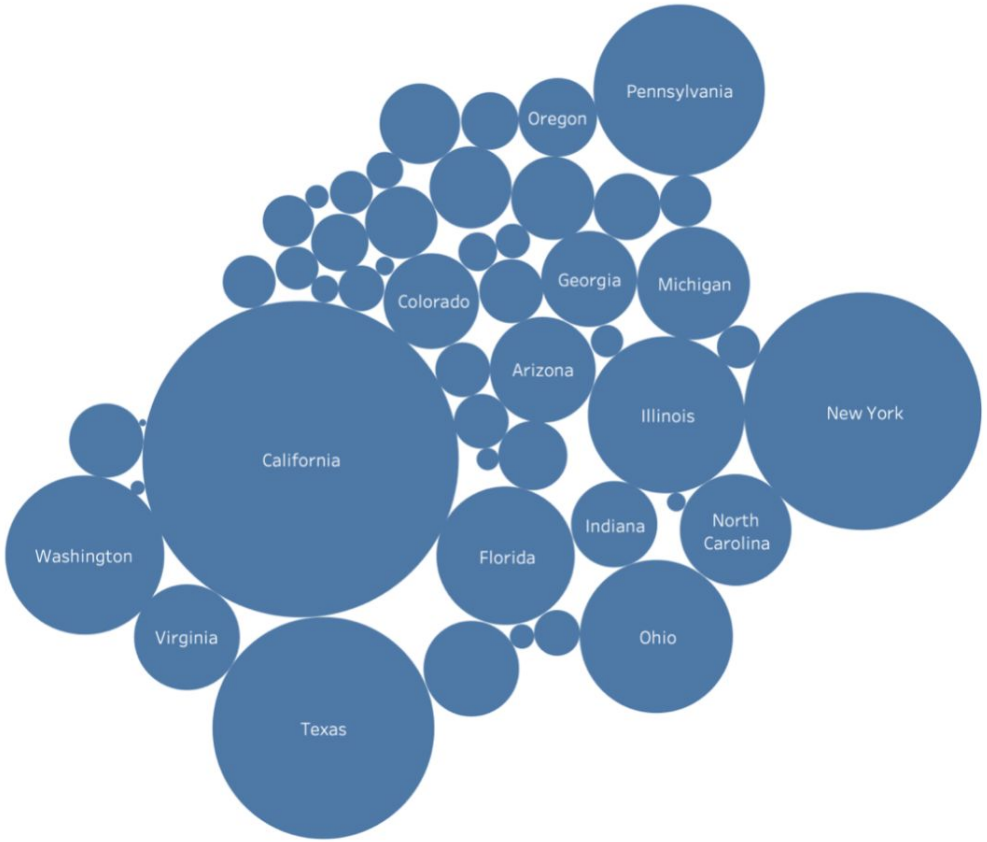
whereas it starts to decrease in 2020 and dipping to a total around -6.1% in August

Understanding the market

Target audience

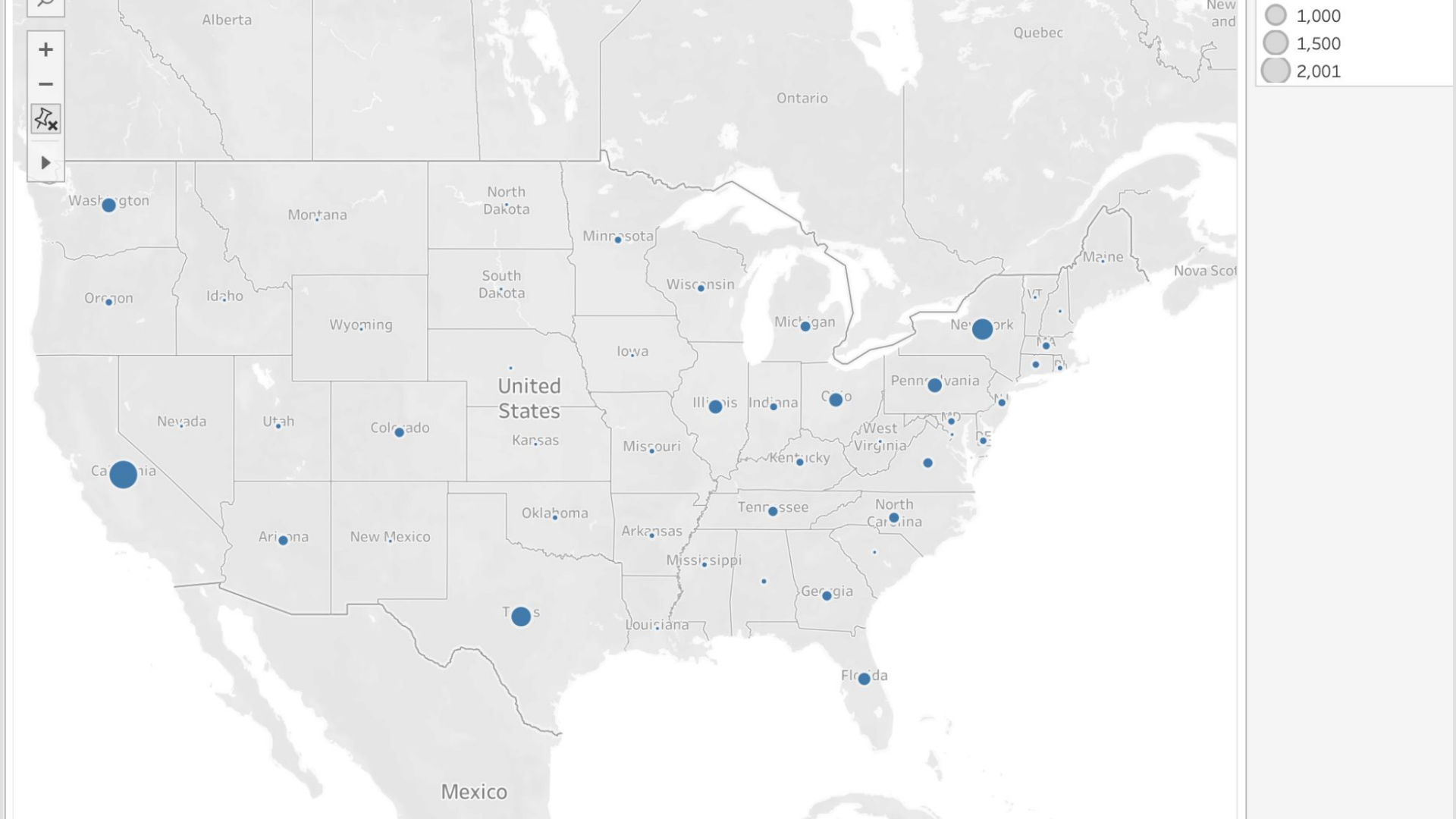
- In order To increase the Profit we must know the Market

Order Counts Based On Region



State. Size shows count of Orders. The marks are labeled by State.

Another visualization of order counts over the United States


1,000
1,500
2,001
Alberta
Quebec
Ontario
Washington
Montana
North Dakota
Minnesota
Maine
Nova Scotia
Oregon
Idaho
South Dakota
Wisconsin
Wyoming
Michigan
New York
Iowa
United States
Pennsylvania
Illinois
Indiana
Ohio
Nevada
Utah
Colorado
Kansas
Missouri
West Virginia
Kentucky
Oklahoma
Tennessee
North Carolina
Arizona
New Mexico
Arkansas
Mississippi
Georgia
Louisiana
Florida
Mexico

Market trends

Note 1 :

- We can notice that the most orders made from California State

Note 2

- We can notice that the most active states are :

  1- Texes

  2- NewWork

  3- Penssylvania

Thanks For Watching

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