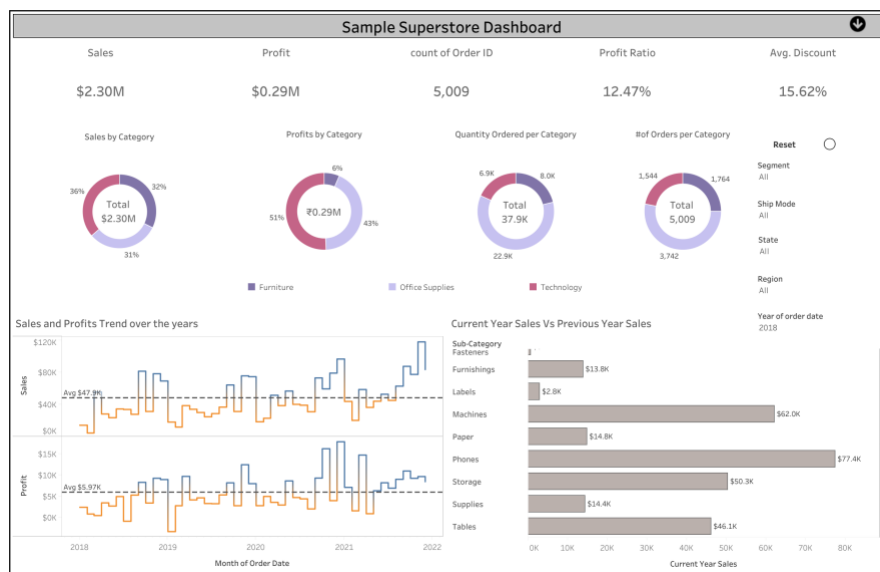


Interpret Viz from Tableau Public

Sample Superstore Dashboard



The Tableau Superstore Dataset serves as a sample dataset for new users to explore and experiment with various features and functionalities offered by Tableau. This extensive dataset acts as a foundation for interacting with dashboards, delving into data handling specifics, and gaining hands-on experience with data transformations.

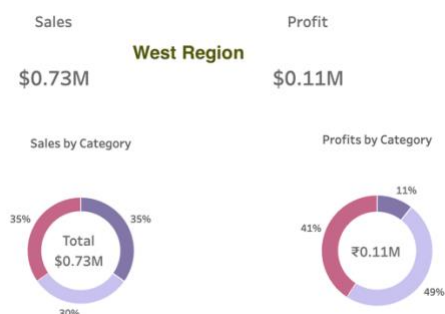
Within this dataset, you'll find information about product sales by a company, along with relevant data related to geographical regions, product categories, subcategories, sales figures, profits, customer segmentation, and more. This dataset mirrors a common scenario where Tableau users seek valuable insights from sales data to enhance their marketing and sales strategies.

I have used the checkboxes of various filters on the right side to implement desired filters on the dataset.

Post careful observation of the [Sample Superstore Dashboard](#), 3 key insights can be obtained:

1. **West Region witnessed highest sales and profits over the given period.**

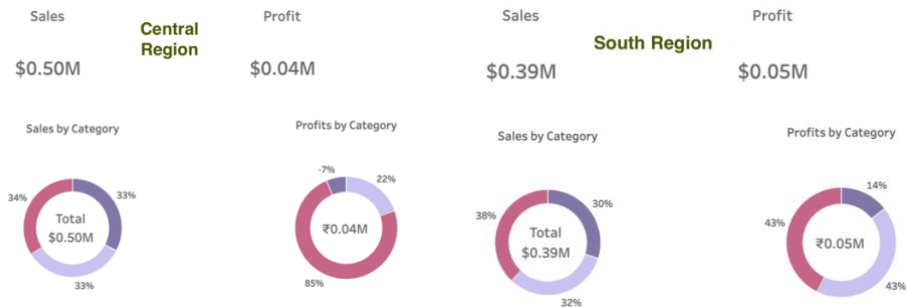
The West region outperforms all other regions in both sales and profits, indicating a strong overall business performance. It not only achieves the highest sales but also translates a significant portion of those sales into profits, boasting the highest profit margin.



The East region, while having the second-highest sales and profits, is still outperformed by the West region. However, it maintains a healthy profit margin, indicating effective cost management and operational efficiency.



The Central region ranks third in both sales and profits. Although it has lower sales and profits compared to the West and East regions, it manages to maintain a positive profit margin. The South region has the lowest sales among all four regions, but it maintains a respectable profit margin, suggesting efficient cost management and profitability despite lower sales.



In summary, the West region stands out as the top performer in both sales and profits, followed by the East region. The Central region ranks third in both categories, while the South region, despite having the lowest sales, maintains a reasonable profit margin. This comparison provides valuable insights into regional performance, which can inform strategic decisions and resource allocation.

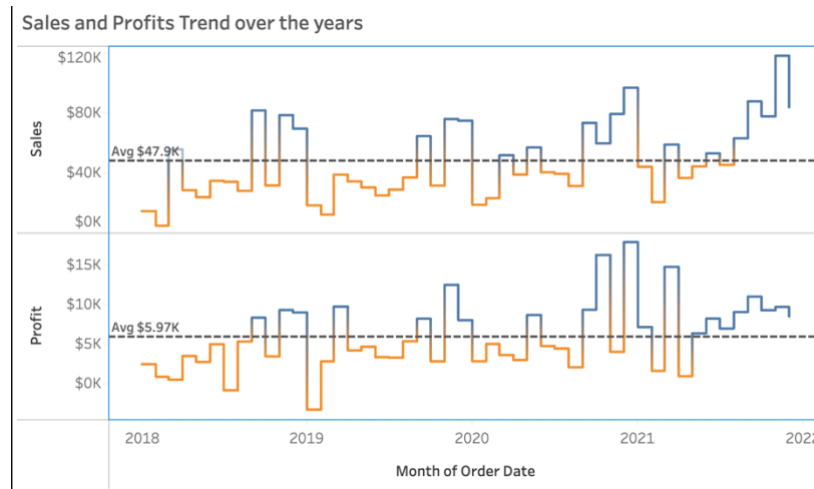
	Sales	Profits
Central	\$ 0.50M	\$ 0.04M
East	\$ 0.68M	\$ 0.09M
South	\$ 0.39M	\$ 0.05M
West	\$ 0.73M	\$ 0.11M

2. Fluctuations in sales and profits

According to the chart, the average sales figure remained at \$47900 from 2018 to 2022. Similarly, the average profits were \$5970 between 2019 and 2022.

In 2018, both sales and profits were approximately \$40,000. Subsequently, there was an upward trend in 2019, with sales increasing to approximately \$80,000 and profits reaching around \$50,000. This growth continued into 2020, where sales rose to approximately \$120,000, and profits increased to about \$60,000.

However, in 2021, there was a slight downturn. Sales declined to around \$90,000, while profits decreased to approximately \$55,000. The graph concludes in 2022, with sales and profits estimated to be around \$100,000 and \$60,000, respectively.



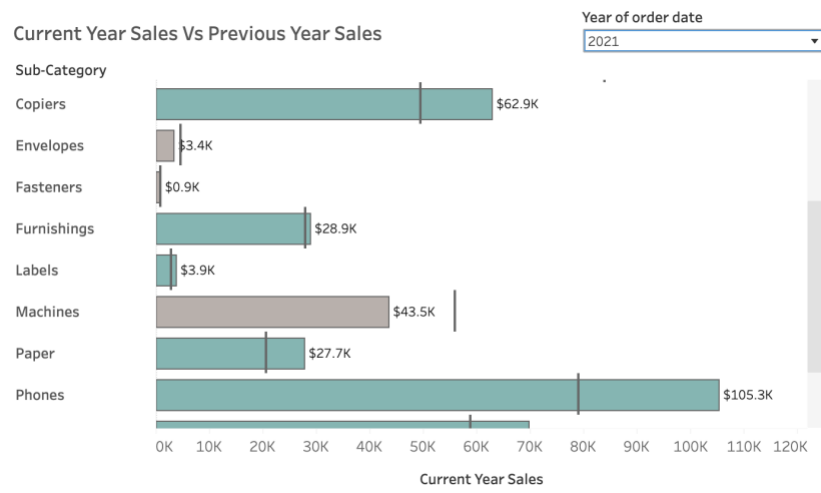
Overall, the chart reflects a general pattern of growth from 2018 to 2020, followed by a minor setback in 2021. Despite the dip, the figures for 2021 and 2022 still remain relatively higher than the initial values in 2018.

3. Year-wise sales drop of Sub-categories

In 2018, the highest sales were attributed to chairs, amounting to \$77.2K, closely followed by phones at \$77.4K.

The year 2019 saw a decline in sales for several sub-categories. Chairs decreased to \$71.7K, and phones fell to \$68.3K. Additionally, sub-categories like binders, machines, storage, supplies, and fasteners also experienced sales declines.

Moving to 2020, there was a noticeable drop in sales for labels, art, and bookcases compared to 2019. The most significant decrease was in bookcases, with sales plummeting from \$38.5K to \$26.3K.



In the final year, 2021, sales for machines reduced to \$43.5K from \$55.9K, and sales for envelopes and fasteners also declined.

However, it's worth noting that in 2021, there was a notable increase in sales for phones, which crossed the \$100K mark, and chairs followed closely at \$96K.