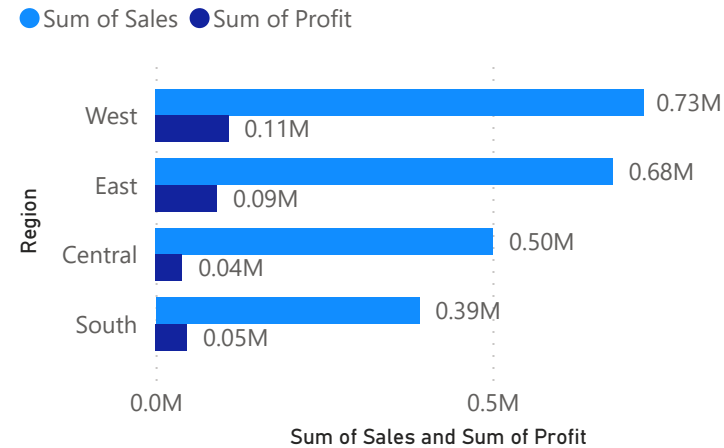# Superstore Sales Analysis - Visual Storytelling
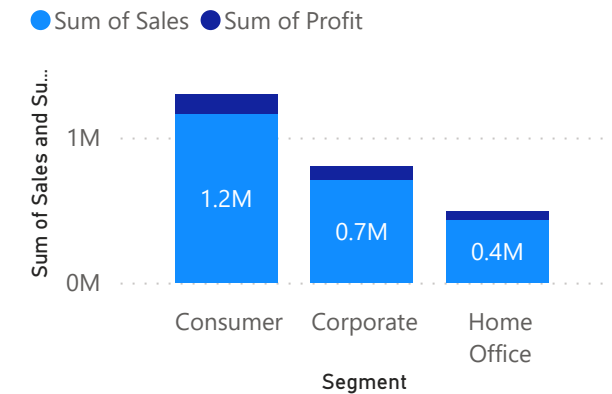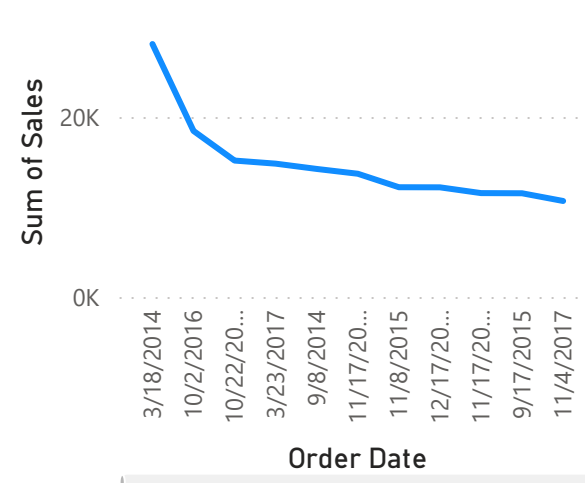
Barjinder Singh

Overview

The dataset contain information on sales, profit, quantity, category , sub- category , cusnom segment, region , and shipping mode across U.S, orders
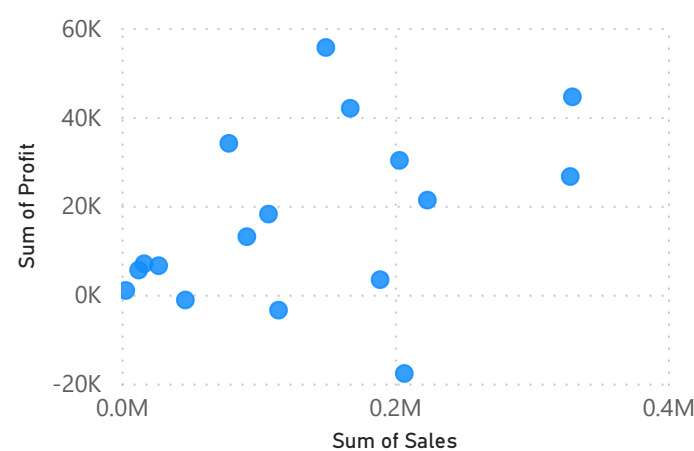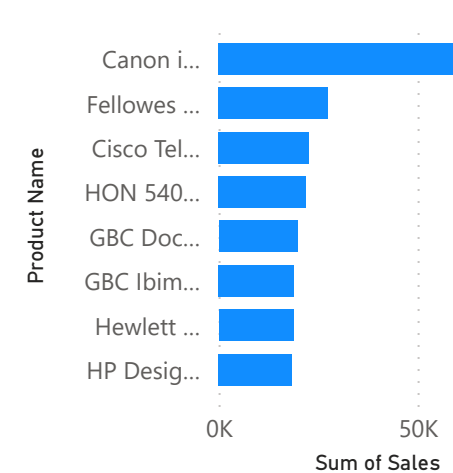
● Sum of Sales ● Sum of Profit

Region

- West: 0.73M / 0.11M
- East: 0.68M / 0.09M
- Central: 0.50M / 0.04M
- South: 0.39M / 0.05M

Sum of Sales and Sum of Profit

Sum of Sales and Sum of Profit by Segment

● Sum of Sales ● Sum of Profit

- Consumer: 1.2M
- Corporate: 0.7M
- Home Office: 0.4M

Segment

Sum of Sales by Order Date

Sum of Sales and Sum of Profit by Sub-Category

Sum of Sales by Product Name

- Canon i...
- Fellowes ...
- Cisco Tel...
- HON 540...
- GBC Doc...
- GBC Ibim...
- Hewlett ...
- HP Desig...

Summary

- west region has highest ales and profit
- sales peak at end of each year
- Some sub- categories like Tab el save negative profit despite generating high sales
- Consumer segment dominates in both sales and profit