Charan N

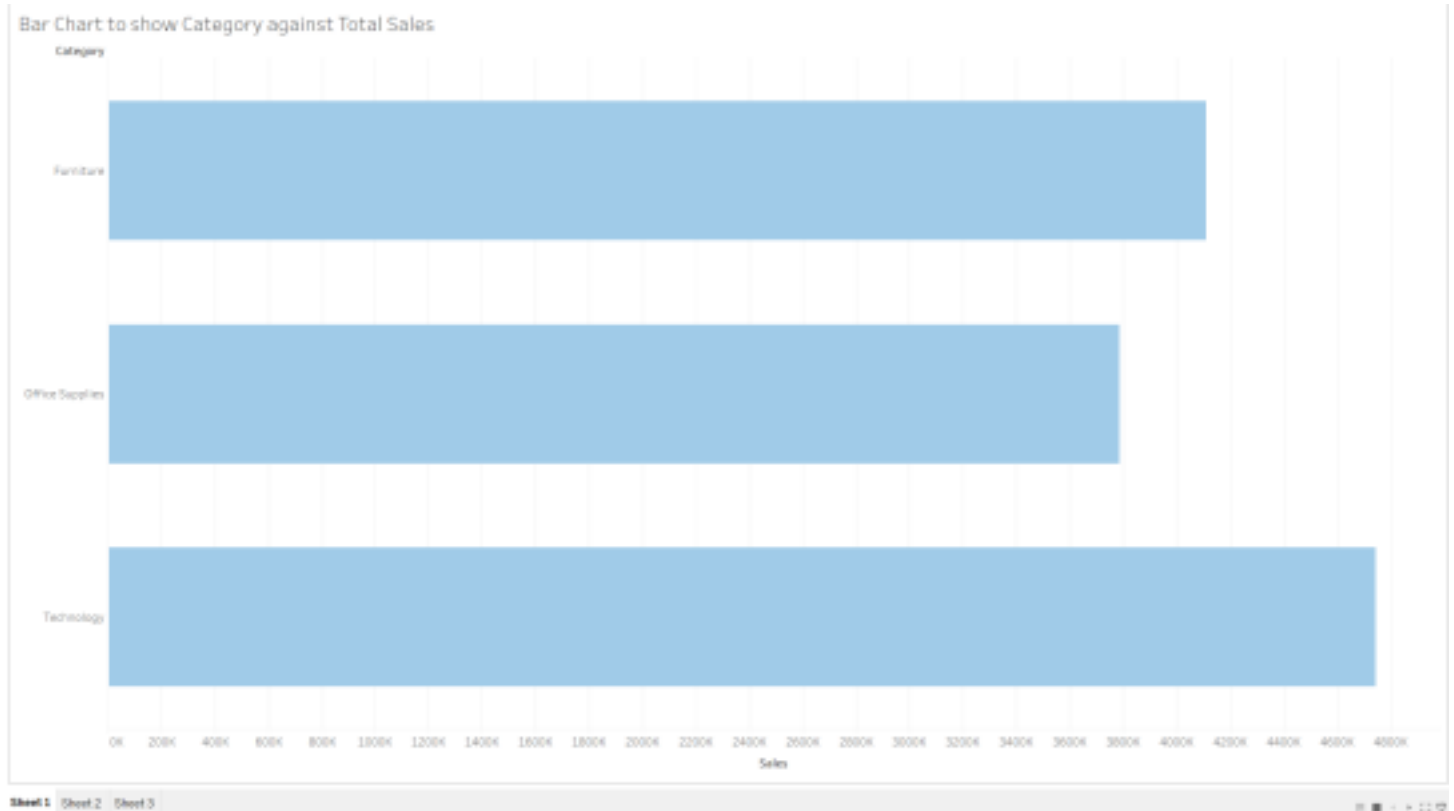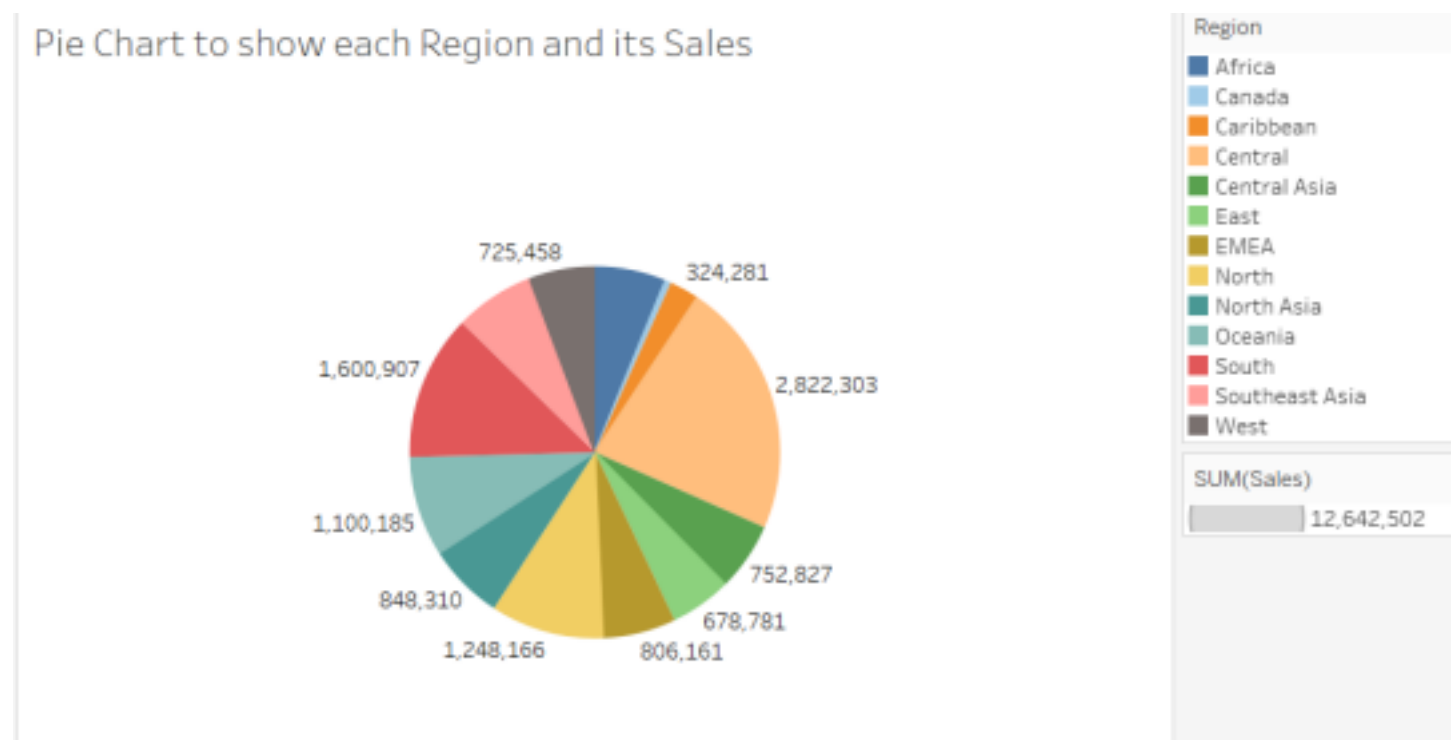**Global Superstore Dataset**

Bar Chart to Show Category Against Total Sales:

- The Bar Chart showing "Category Against Total Sales" is like a visual summary of how much money we've made from selling different types of products.
- Every bar on the chart denotes a distinct product category and its length indicates the number of sales the category has brought in.
- This graph helps us learn what our consumers prefer to buy most by making it simple to determine which product categories are generating the most sales.
- Here, Technology comes first in sales, then Furniture and then Office Supplies.
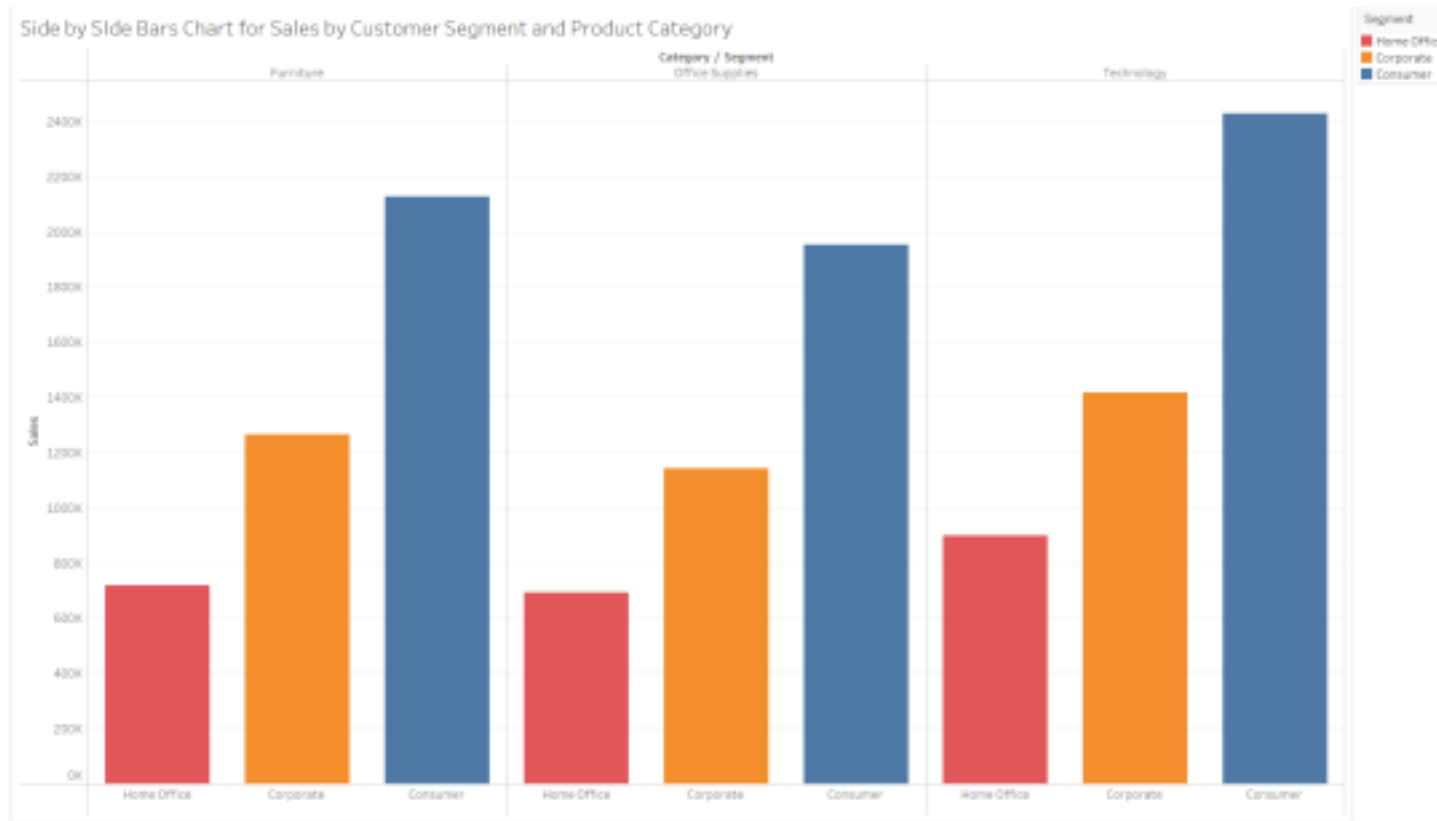
Pie Chart to show each Region and its Sales:

- This pie chart shows the Sales of each region.
- To create this chart, first select the sales and its sum and select region. On the right side click on "Show me" and select pie chart. This chart tells the distribution of sales in each region.

My Findings:

1. Side by Side Bars Chart for Sales by Customer Segment and Product Category

- This "Side by Side Bar Chart" talks about the sales by different customer segments with different product categories.
- This is helpful to check which type of customer uses which type of product category.
- The Side by Side Bar Chart clearly differentiates the difference between the categories using different colors and it is in very clear manner.
- This chart is created by giving "Category" and "Segment" in Column Shelf and "Sum of sale" in row shelf and "Segment" in the color - marks card.
- The chart is given below in the next page.

Side by Side Bars Chart for Sales by Customer Segment and Product Category

2. Sales Distribution by Ship Mode:

• I have used the "Packed Bubble" chart for showing the distribution of sales with shipping mode. • This chart is used here to easily understand the distribution of sales with different shipping modes. According to the size of the bubble we can easily understand the number of people using the different shipping modes.

Sales Distribution by Ship Mode