

Data Visualization and Storytelling

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Objective

- Analyze Superstore sales data to extract actionable insights using data visualization and storytelling.

Superstore Sales Analysis – Summary

Storyboard

- Sales & Profit Trends:**

Sales peak during Q4 (seasonal trend), but profit doesn't always follow—impacted by discounts and cost structure.

- Top Regions:**

The **West** leads in total sales. **California** and **Texas** are top-performing states.

- Category Performance:**

Technology is most profitable. **Furniture**, especially **Tables**, shows high sales but frequent losses.

- Customer Segments:**

Corporate and **Consumer** segments dominate. **Home Office** is growing—an emerging opportunity.

- Discount vs Profit:**

High discounts often result in low or negative profits. Discounting strategy needs optimization.

- Shipping Cost Impact:**

Disproportionate shipping costs reduce profit in certain product lines.

KPIs(CARDS)

- Total Sales: INR X Million
- Total Profit: INR Y Million
- Total Orders: N
- Avg. Discount: Z%

THANK YOU