

Sales Insights Using Alteryx (Sample Superstore Project)

- Date: July 2025
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 - Tools Used: Alteryx Designer
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□ Project Overview

This beginner-friendly project showcases how to analyze sales and profit data from the popular *Sample Superstore* dataset using Alteryx Designer. The focus is on solving 10 real-world business questions through transformation tools, visualizations, and workflows in Alteryx.

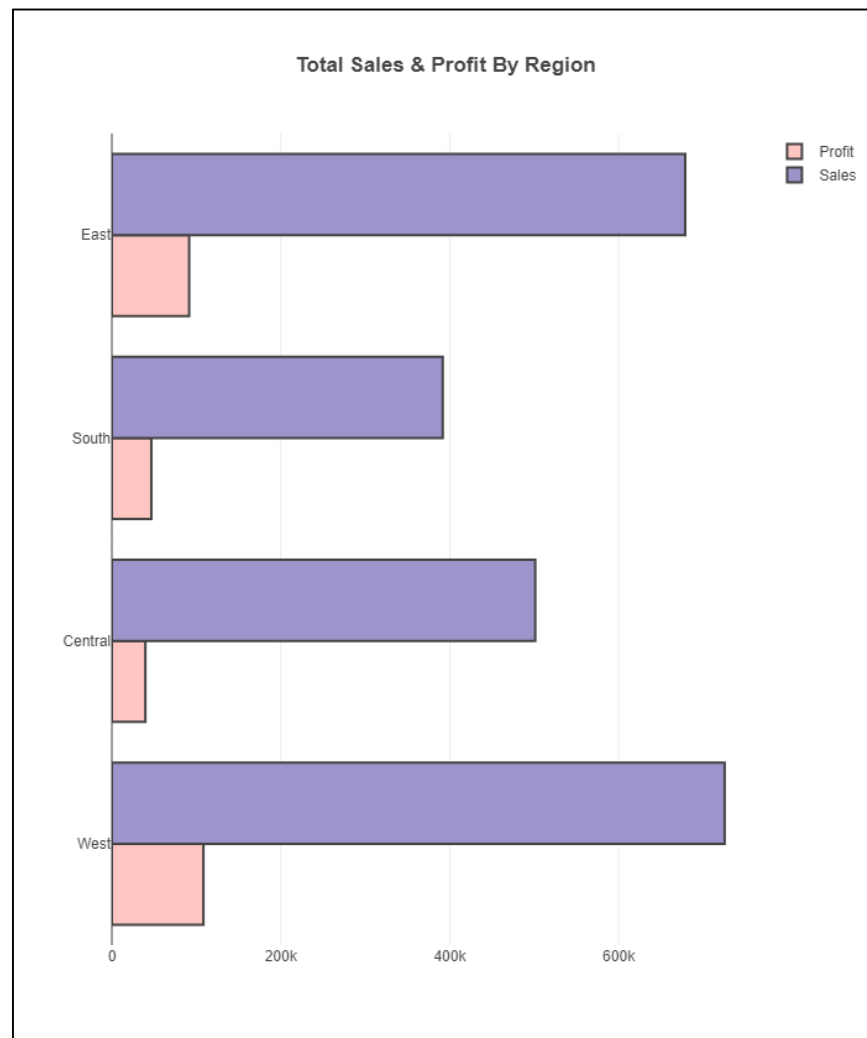
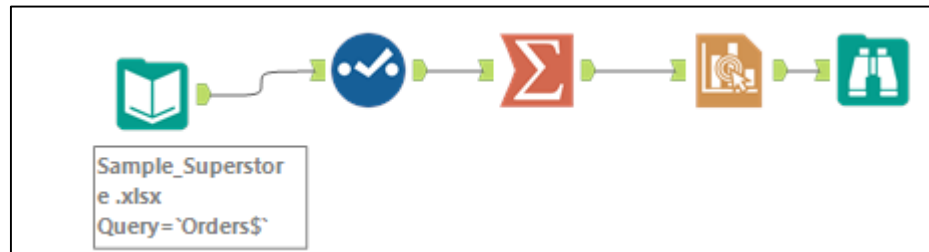
□ Tools & Techniques Used

Tool / Feature	Purpose
Alteryx Designer	Data Cleaning, Transformation
Input Data Tool	Import Excel Sheets
Formula Tool	Create columns like Year/Month
Summarize Tool	Aggregations (Total, Group By)
Join Tool	Combine data sources (Manager, etc.)
Sort & Sample	Rank and filter top items
Interactive Chart	Visualize trends and summaries

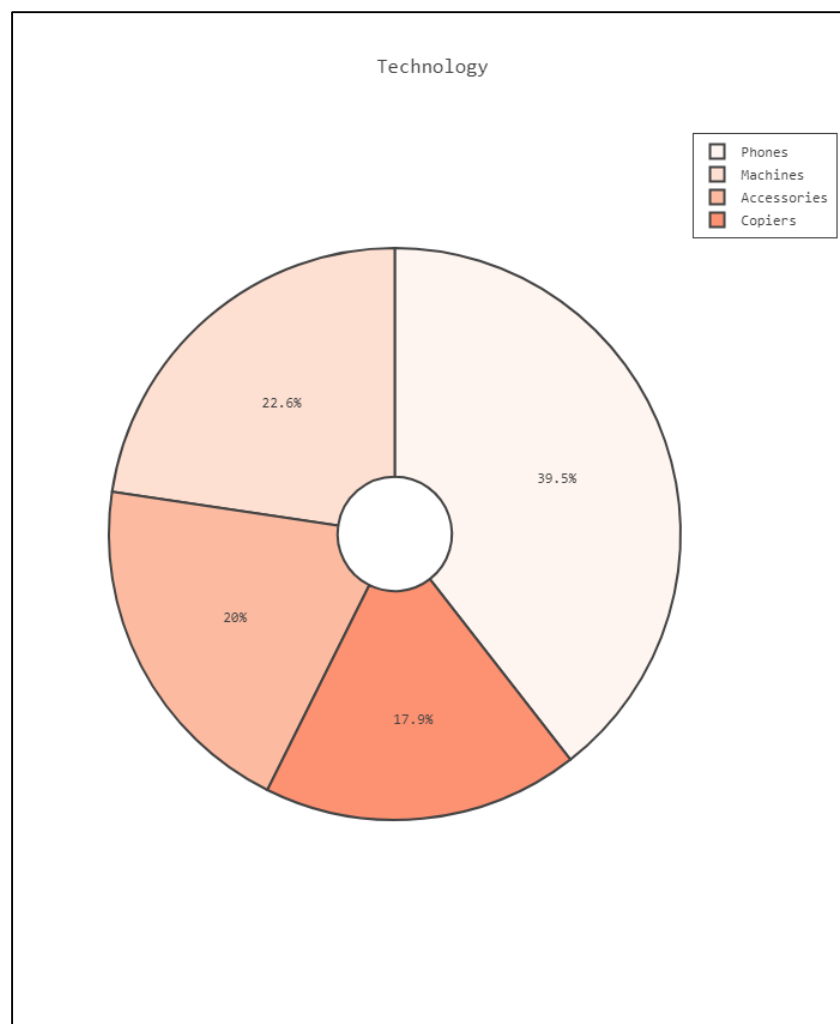
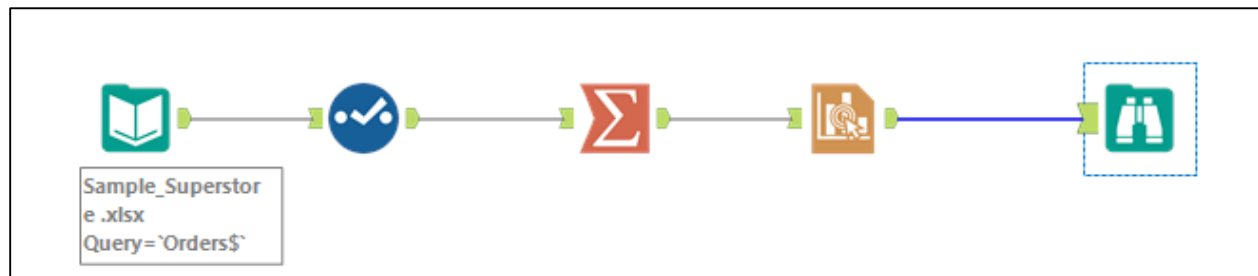
📷 Workflow & Visualization Snapshots

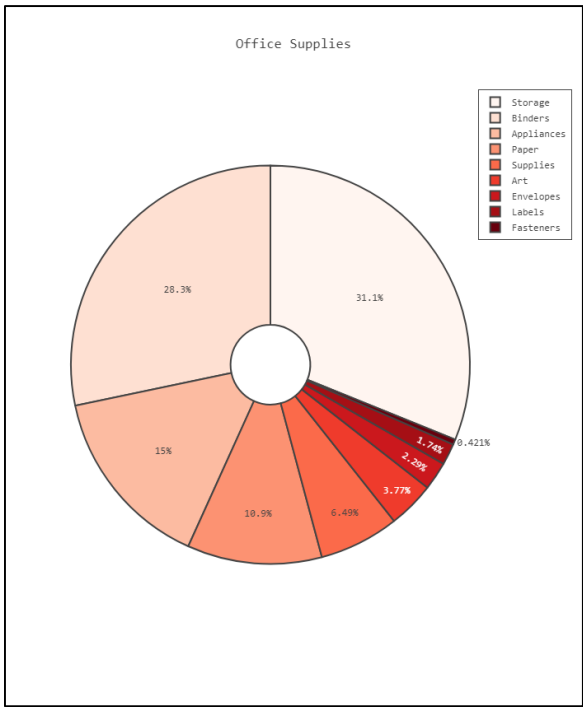
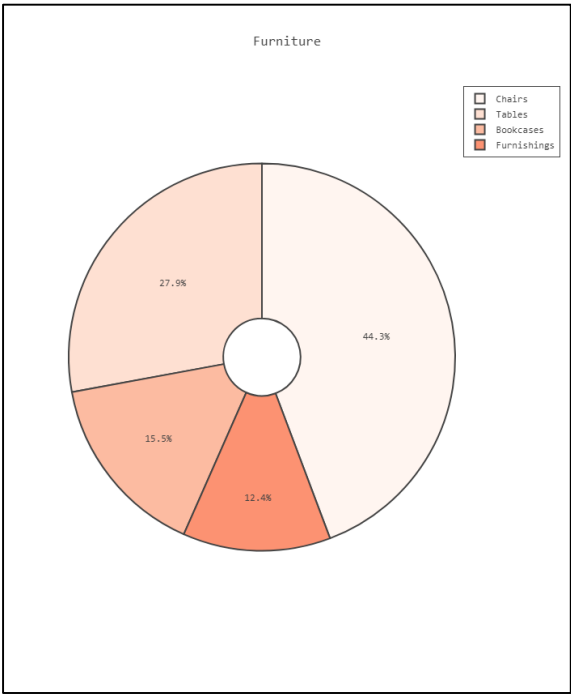
10 Business Questions Answered

1: What is the total Sales and Profit by Region?

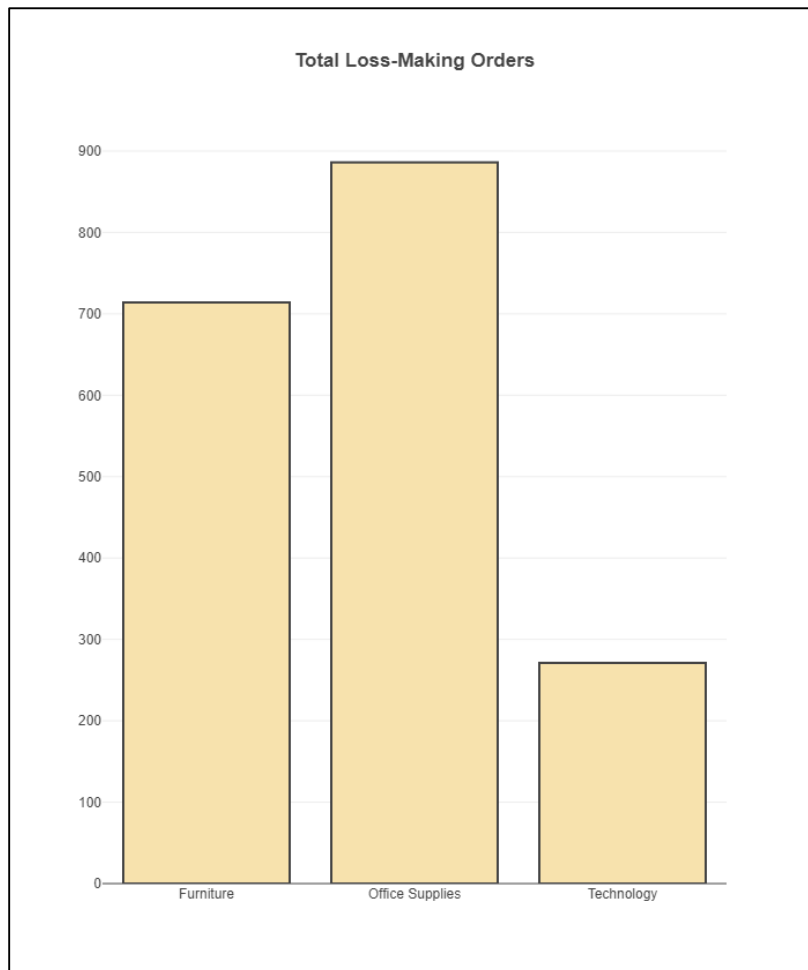
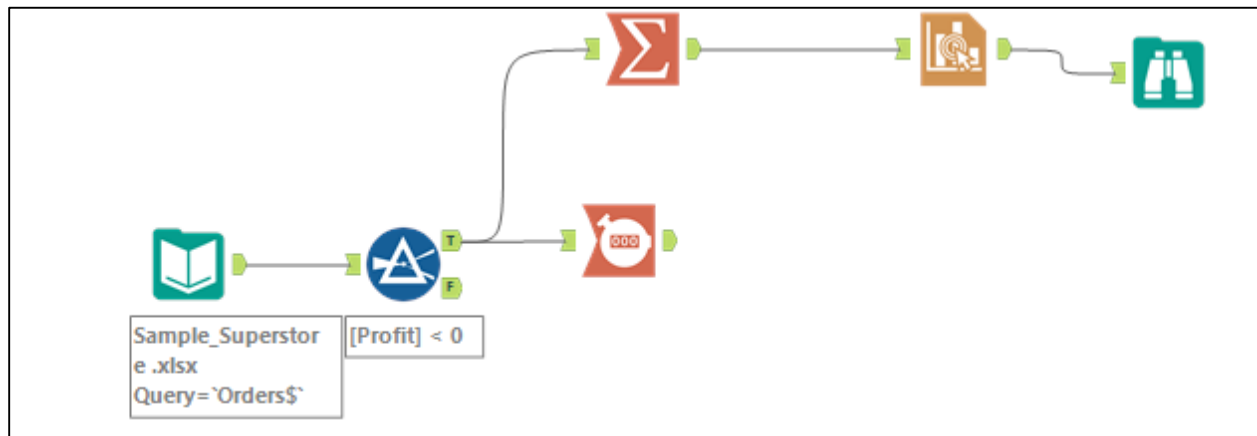


2: Which Product Categories and Sub-Categories generate the highest Sales?

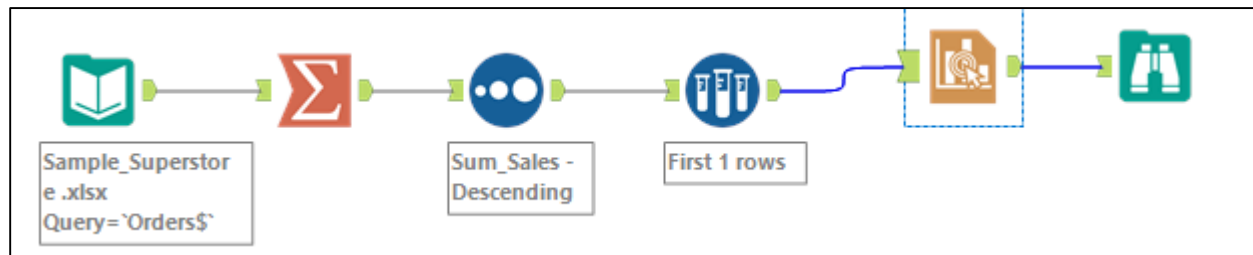




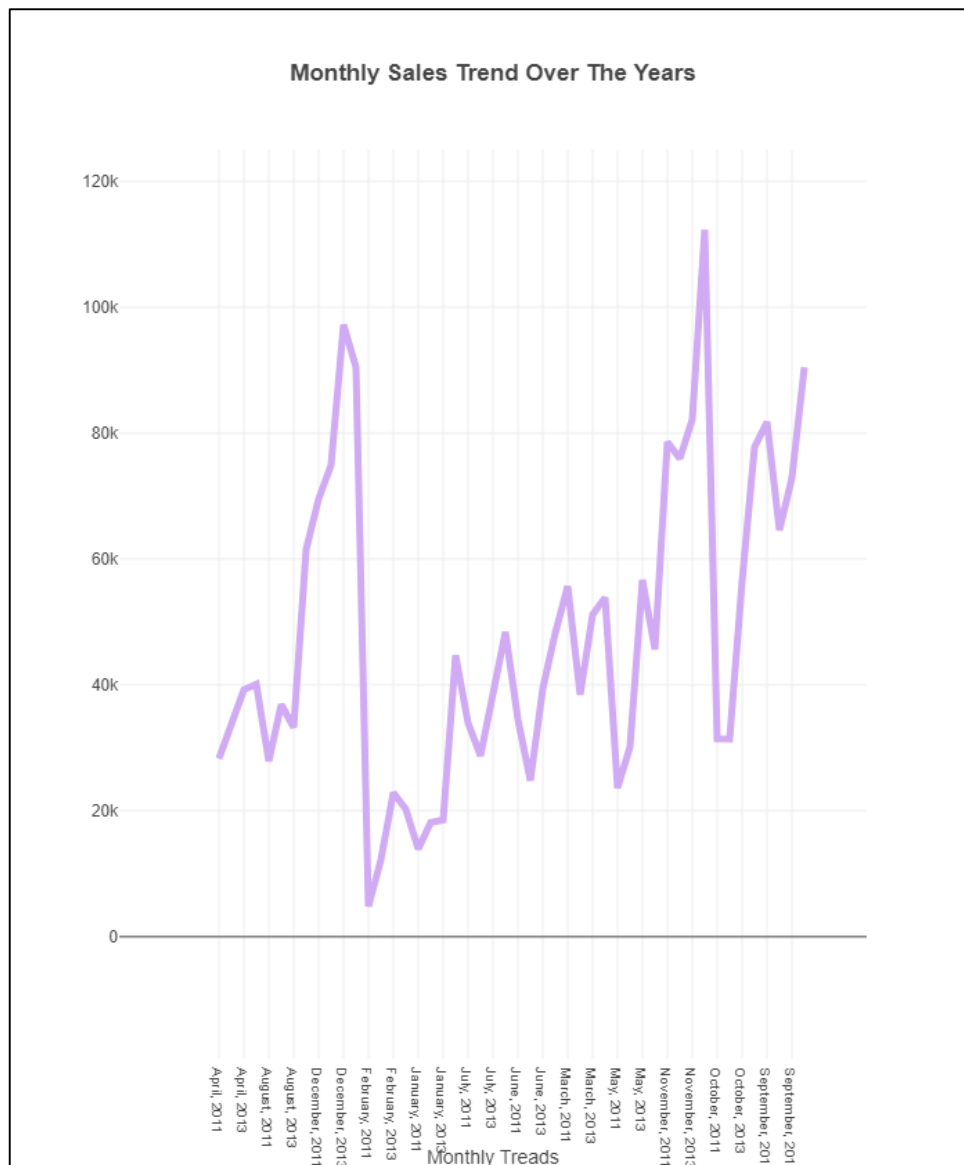
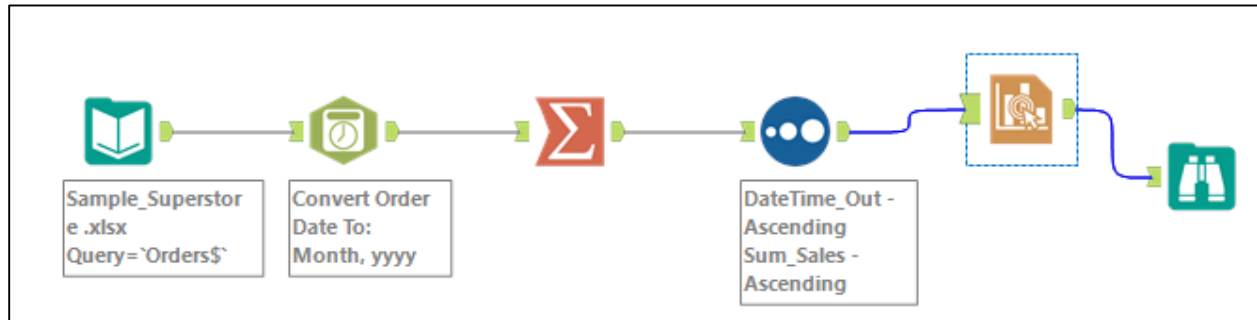
3. How many orders had a negative profit?



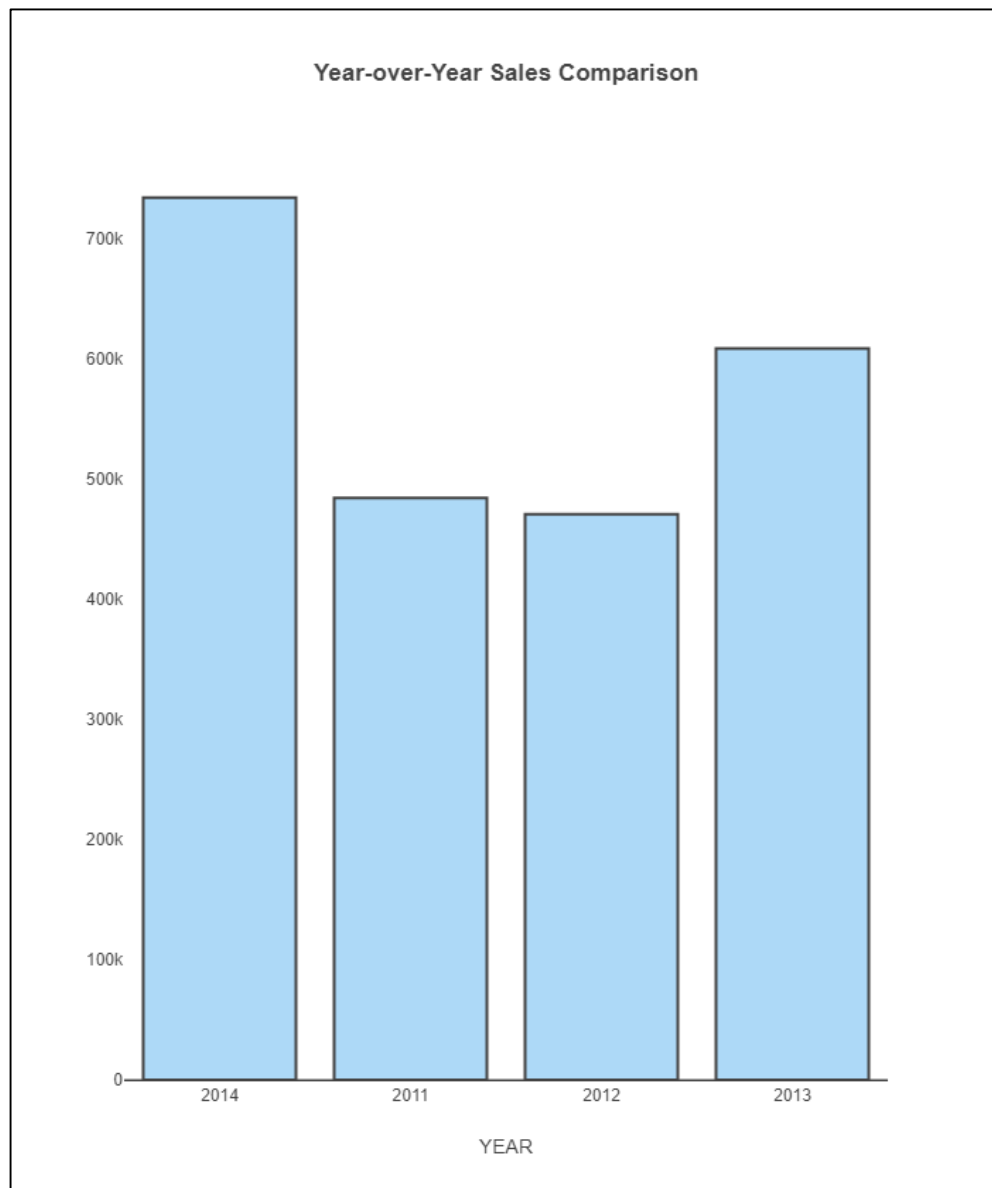
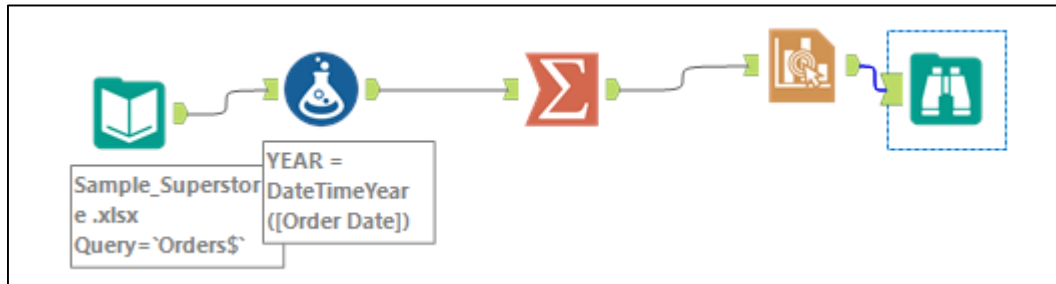
4. Which customer segment brings in the highest revenue?



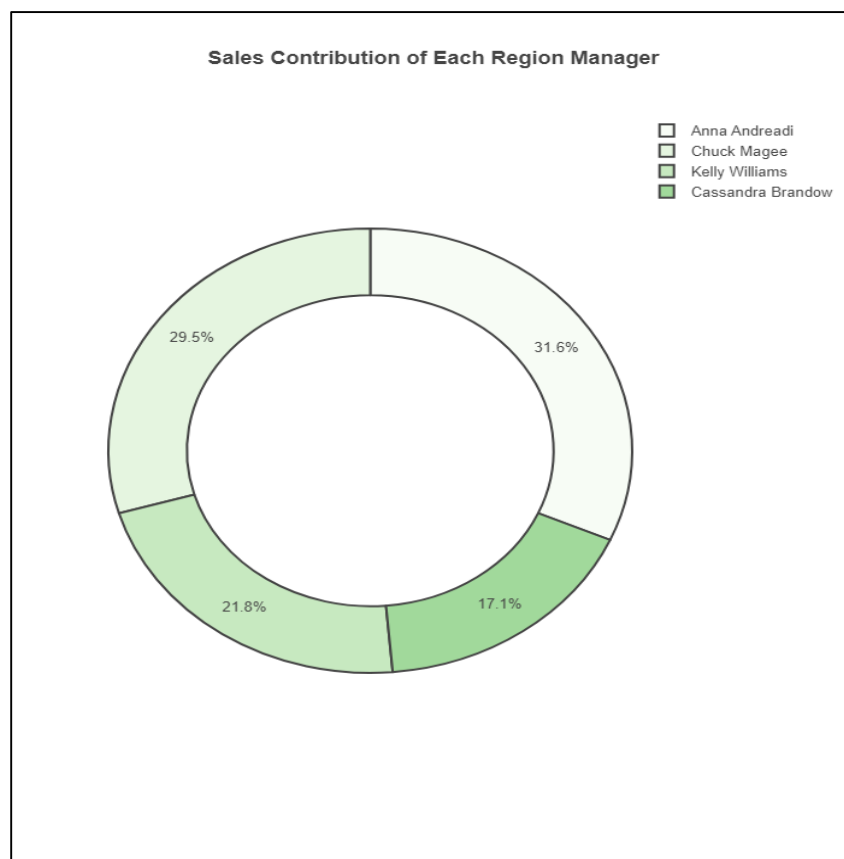
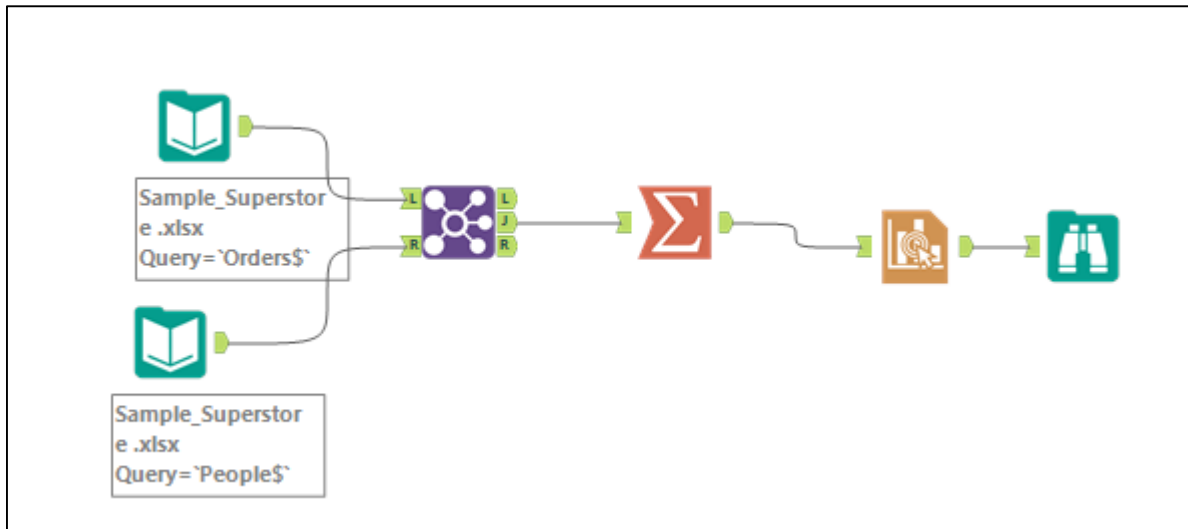
5. Monthly sales trend over the years?



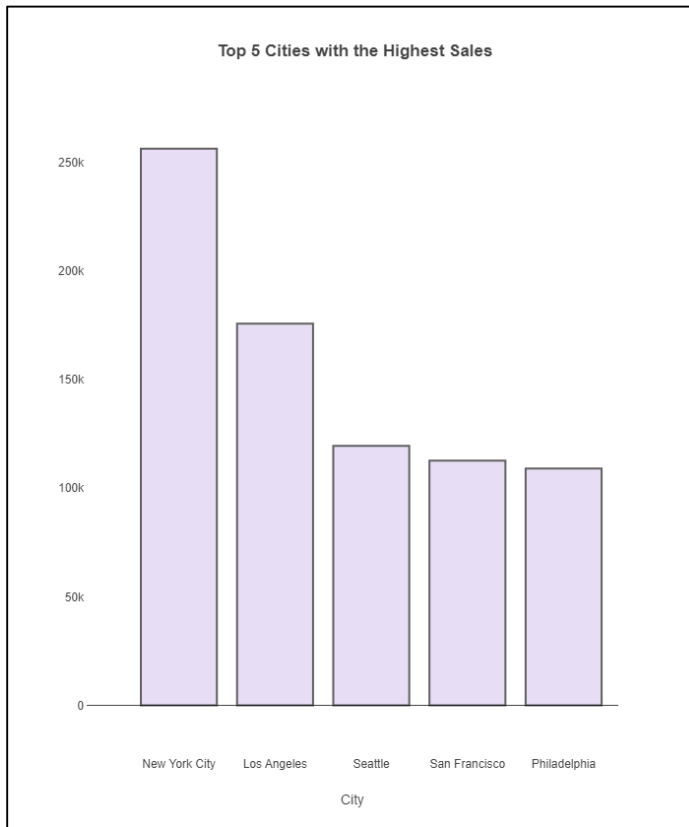
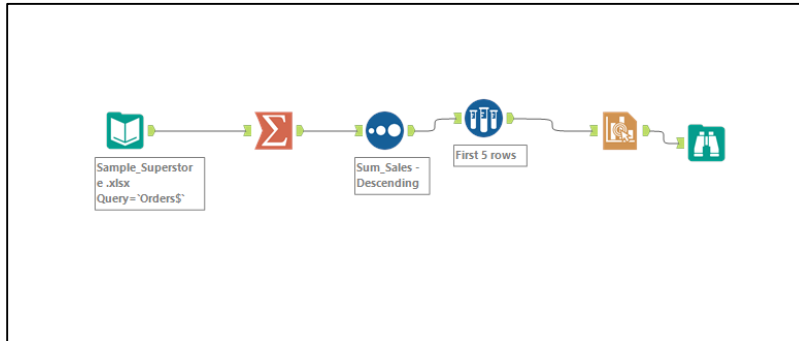
6. Year-over-year sales comparison



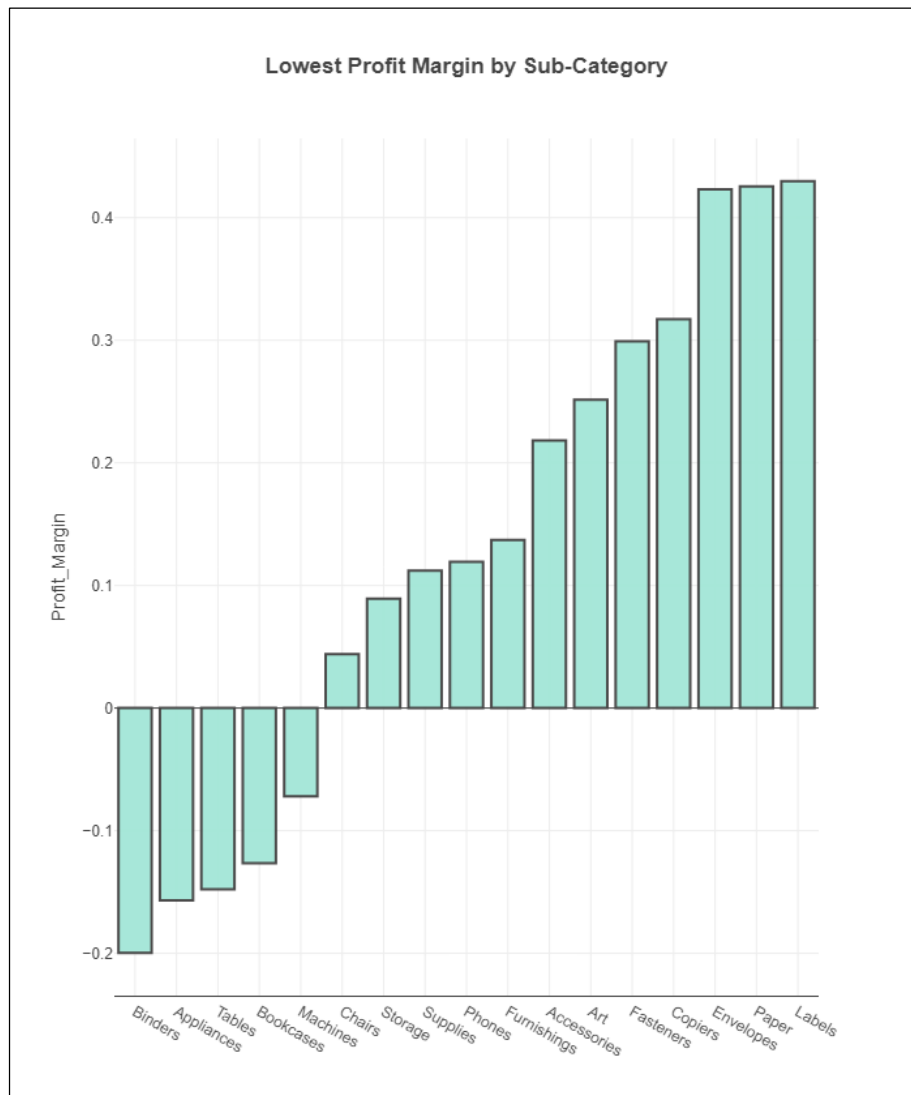
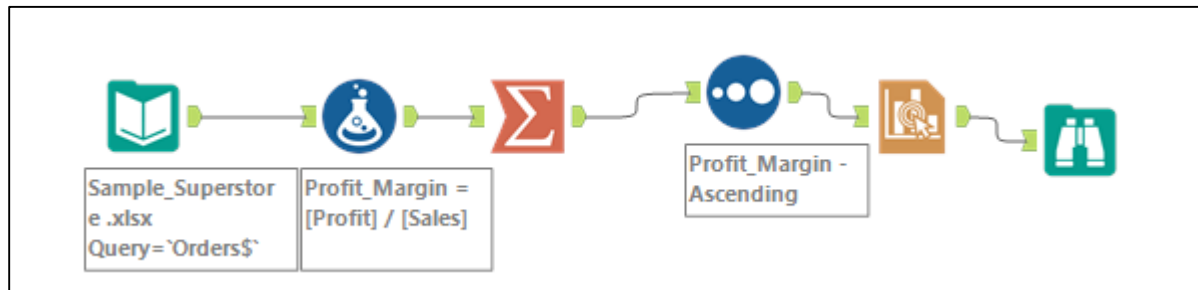
7. Sales contribution of each region manager



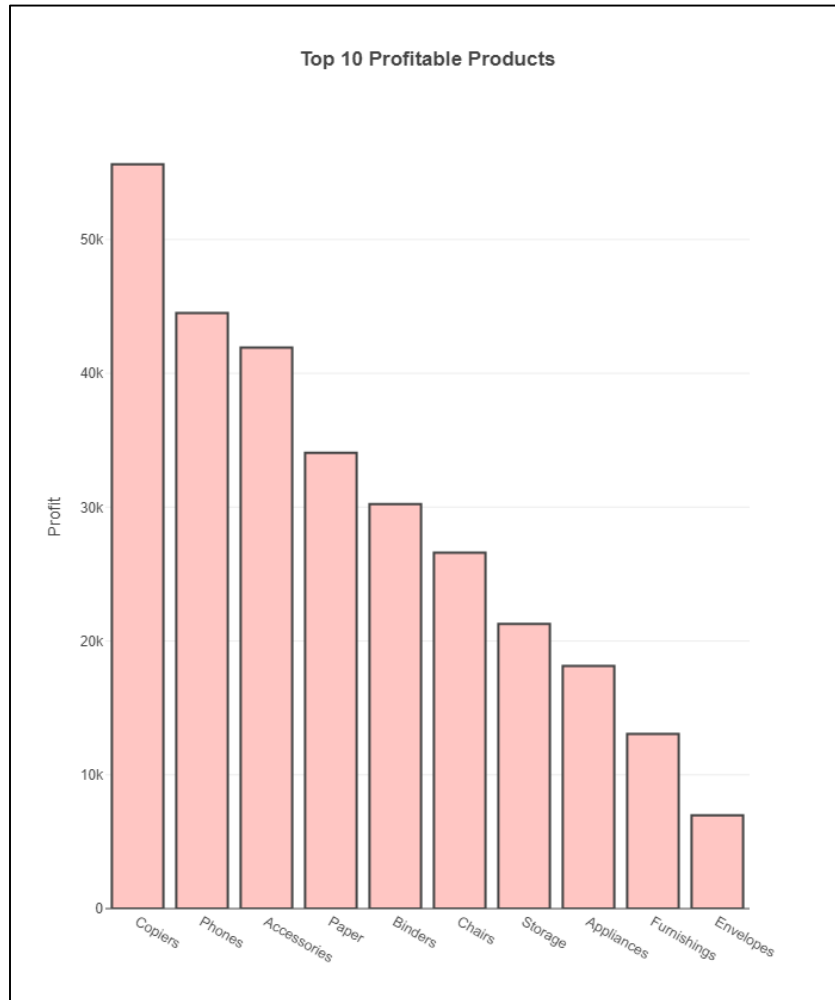
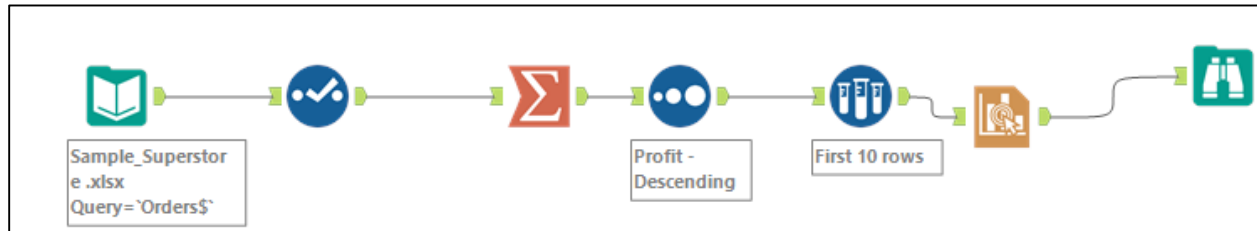
8. What are the top 5 cities with the highest sales?



9. Which sub-category has the lowest profit margin?



10. Top 10 Profitable Products



Key Insights

- ☐ Technology category leads in profitability
 - ☐ New York has the highest sales among all cities
 - ☐ Tables sub-category has the lowest profit margin
 - ☐ Sales peak during November and December across all years
 - ☐ East region outperforms other regions consistently
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☐ Conclusion

This project demonstrates how even beginners can answer impactful business questions using no-code tools like Alteryx. With intuitive drag-and-drop tools and powerful built-in visualizations, Alteryx is ideal for quickly preparing data, generating insights, and building dashboards.
