
Dashboard Design – Superstore Sales & Profit Analysis

Task 3: Interactive Dashboard for Business Stakeholders

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Tool Used: Tableau Public

Dataset: Superstore (from Kaggle)

Objective

To design an interactive, business-focused dashboard using sales and profit data.

The goal is to help stakeholders make data-driven decisions by visualizing key performance indicators (KPIs), trends, and category-wise performance.

Dashboard 3 – KPI Summary & Interactive Filters

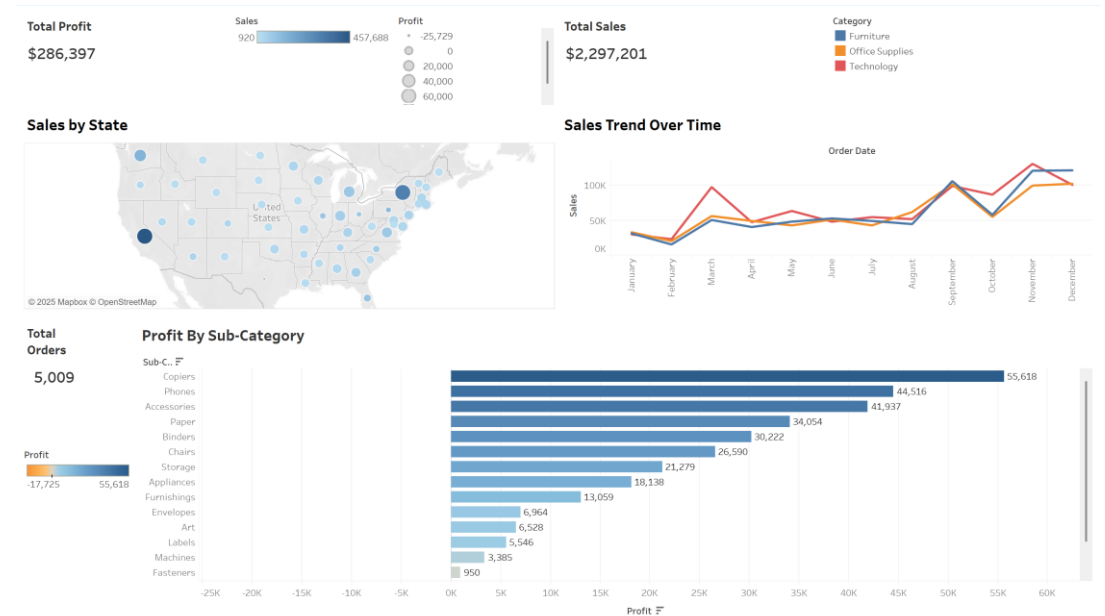
 **Total Sales:** 2,297,201

 **Total Profit:** 286,397

 **Total Orders:** 5,009

 **Filters:** Region, Category, Segment, Order Date

 Interactive slicers enable dynamic view by region or segment



Dashboard 1 – Sales Overview



Sales Trend: Clear seasonal peaks around November–December



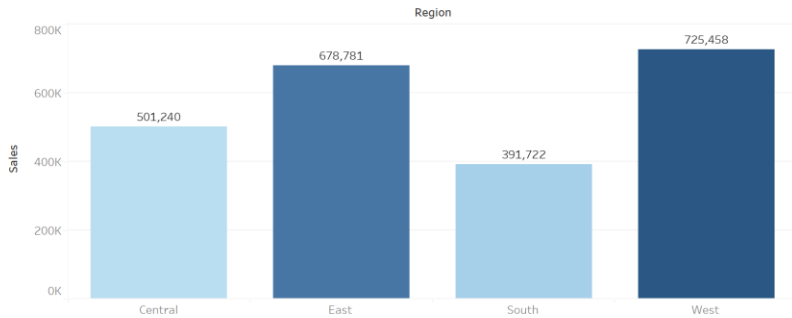
Region-wise Sales: West is the top-performing region



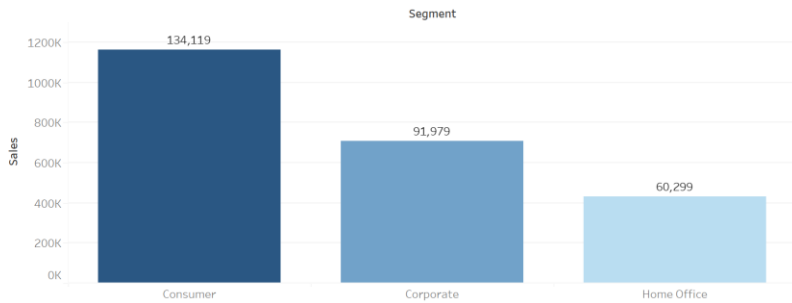
Segment-wise Sales: Consumer segment dominates across regions

Sales Overview

Sales By Region

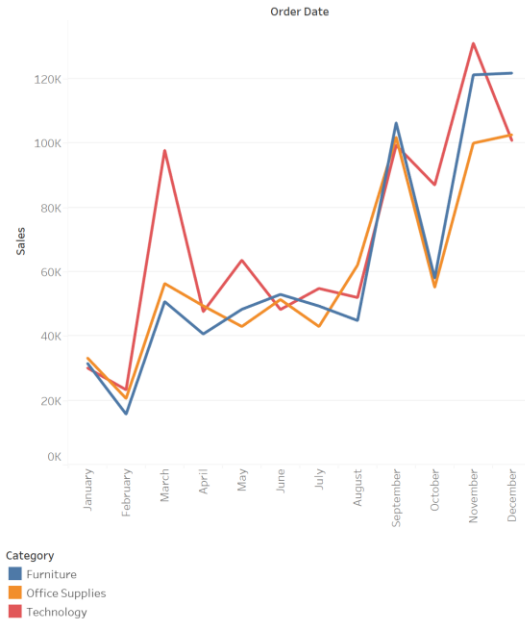


Segment-wise Sales and Profit



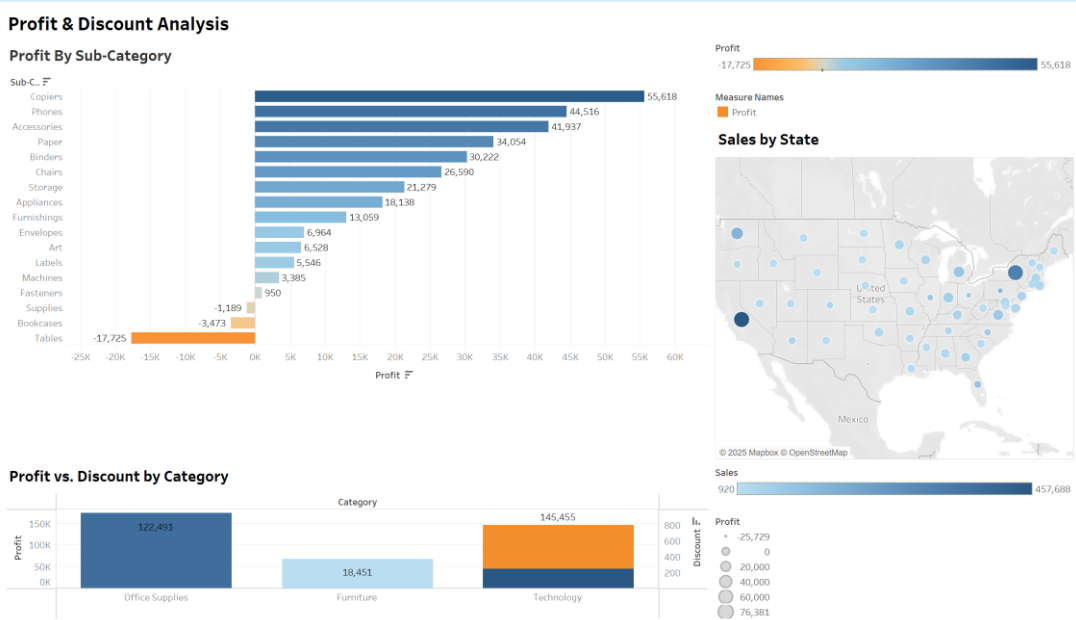
Profit
39,706 108,418

Sales Trend Over Time



Dashboard 2 – Profit Analysis

Profit by	Profit by Sub-Category: Copiers & Phones lead profits; Tables & Bookcases show losses
Profit	Profit vs Discount: Technology has high discounts that eat into profit
State	State-wise Sales: California, New York, and Texas top contributors



Filters & Interactivity

- Dashboard includes interactive filters for:
- Region
- Segment
- Category
- Order Date
- Stakeholders can dynamically explore performance across different business dimensions

Key Insights & Recommendations

- Focus on **profitable sub-categories** like Copiers and Phones
- **Reduce discounts** in Technology to improve margins
- **Boost marketing efforts** in low-profit sub-categories (e.g., Tables)
- Target growth in **South and Central** regions
- Explore **Home Office segment** for upselling opportunities

Conclusion

- This dashboard effectively summarizes key performance metrics and allows stakeholders to explore patterns interactively.

The solution can help drive strategic decisions on product focus, discounting strategies, and regional performance.