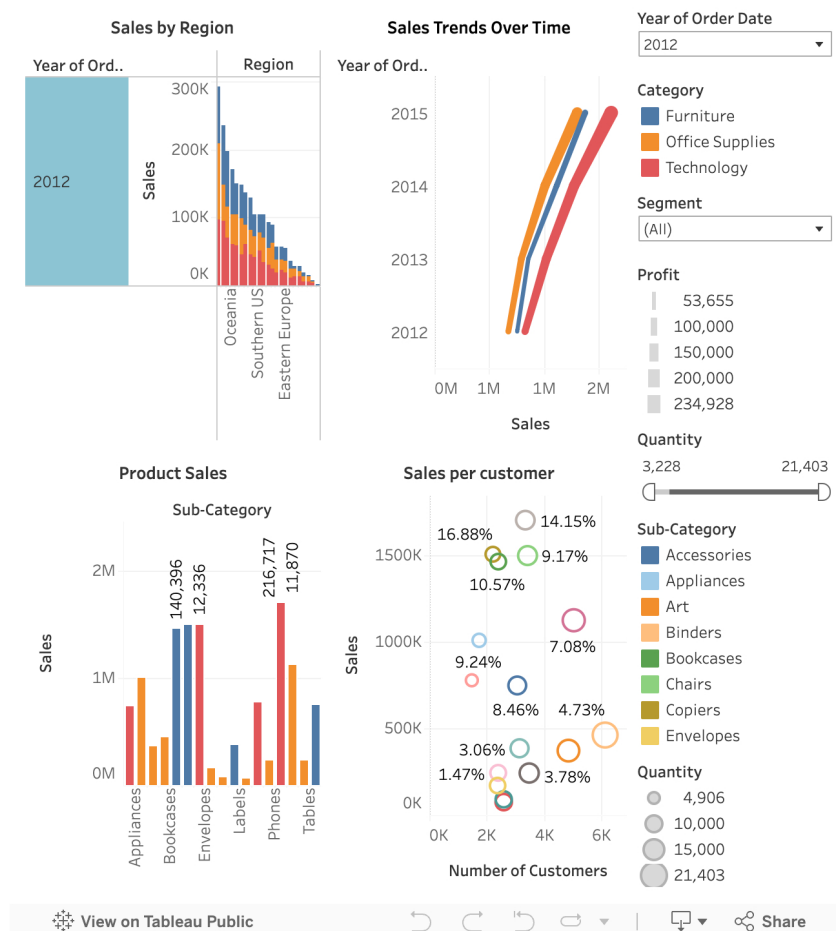


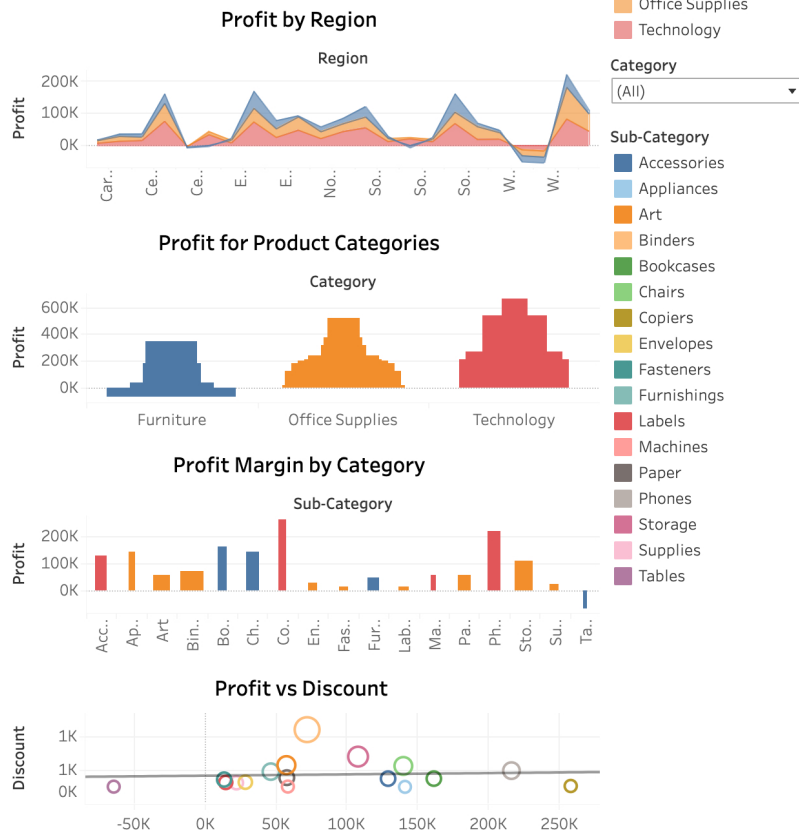
Global superstore analysis

- This project aimed to provide executives with a comprehensive understanding of key performance metrics essential for informed strategic decision-making. The focus was on **sales, profit, shipping costs, and customer segmentation across various regions and product categories**.
- The goal was to create an interactive, visually compelling **dashboards** (see below) in **Tableau** to consolidate critical performance data and deliver actionable insights swiftly. To achieve this, I prepared and visualised the data to create a dashboard that enables quick grasp of high-level insights and allows for detailed analysis.
- The resulting dashboard provides **valuable insights** into key trends in sales, profit, shipping, order priorities, customer behaviour, and overall market performance. This will **facilitate data-driven decisions and strategic planning, and operational efficiency**.

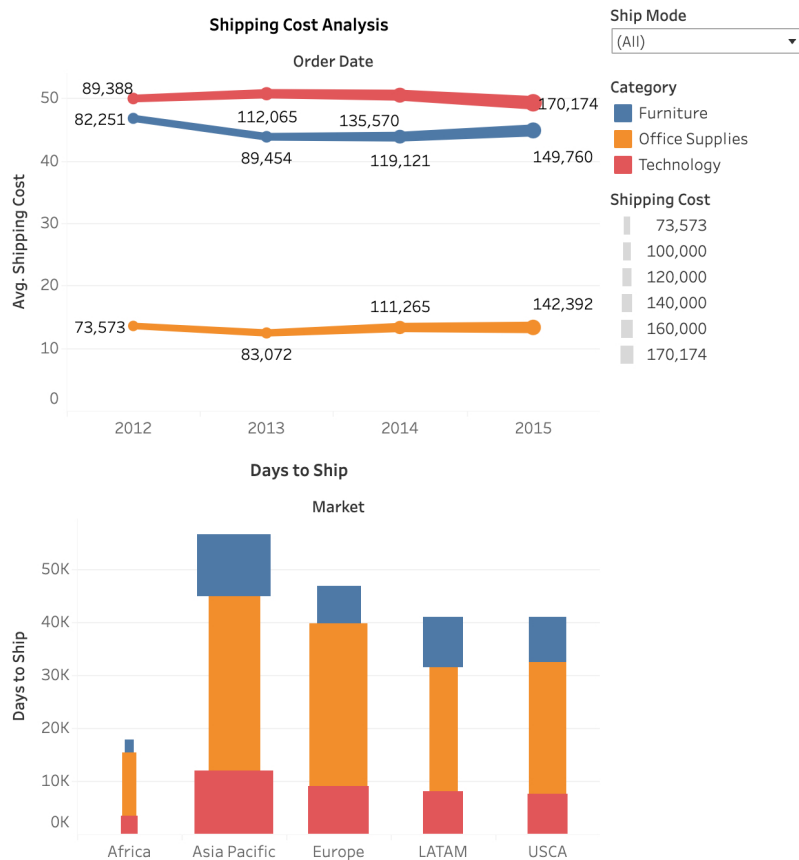
Sales Overview



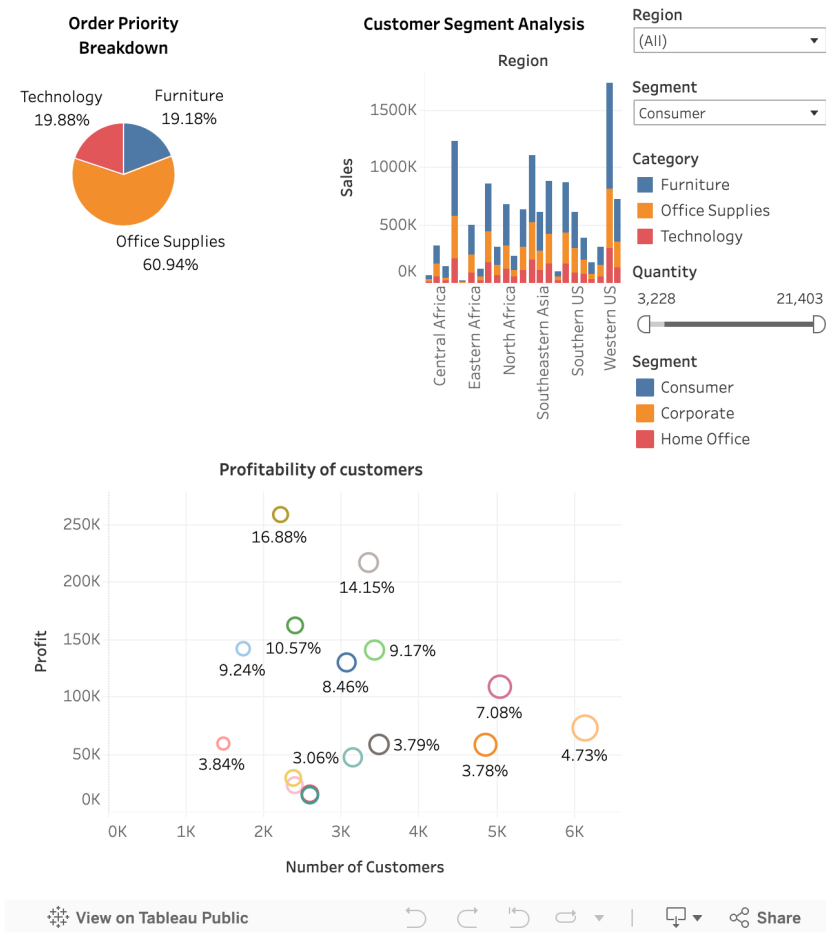
Profit Analysis



Shipping Analysis



Order and Customer Analysis



Market Trends

