

Sales Optimization Case Study – Just-store (Tableau Dashboard)

Just-store: A retail company targeting individual & corporate clients

Operates across multiple geographies with a wide product range

Business challenge: Improving sales performance & decision-making through data



Business Challenges Identified

Regional sales inconsistencies

Sales performance varies significantly across different geographical regions, creating unpredictable revenue streams.

High customer churn in certain product categories

Some product lines are experiencing elevated rates of customer attrition, affecting long-term revenue stability.

Low profitability in some segments

Despite generating sales, certain market segments are not delivering adequate profit margins.

Lack of understanding of time-based trends

Insufficient analysis of seasonal patterns and long-term sales trajectories hampers forecasting.

Inconsistent data preparation methods

Varied approaches to data handling create inconsistencies that affect decision quality.



Process Taken to Build the Dashboard



Data Collection

Imported Superstore dataset



Data Preparation

Cleaned data, filtered nulls, renamed fields



Data Exploration

Identified key metrics: Sales, Profit, Quantity



Visual Design

- Sales by Region (bar chart)
- Sales Trend over Time (line chart)
- Profit by Category (pie chart)



Interactivity Added

Filters for Region, Category, Time



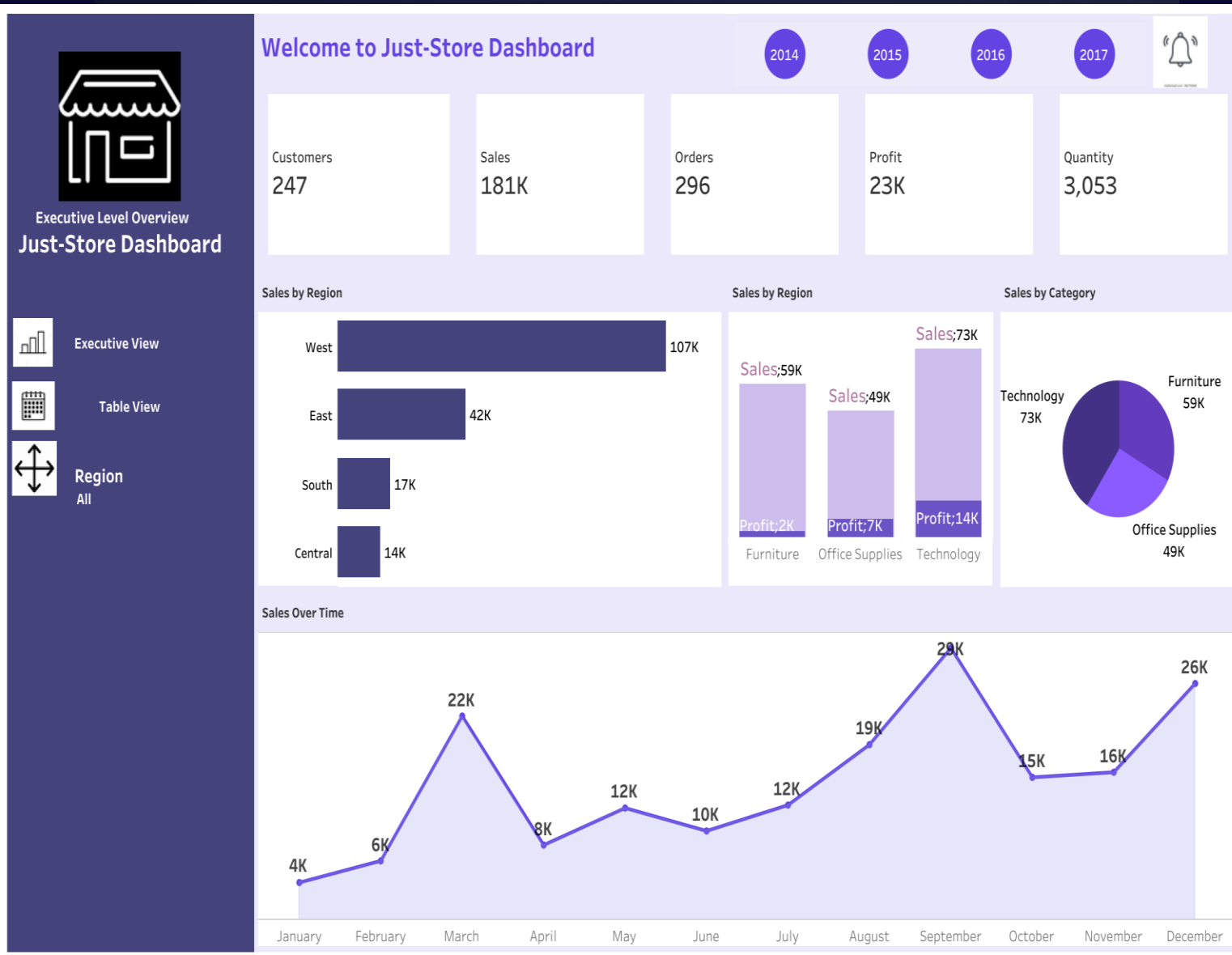
Insights Extraction

Patterns, performance gaps, opportunities





Overview of the Tableau Dashboard



KPIs

Total Sales, Profit, Quantity

Filterable Views

By region and category

Interactive Charts

Sales trends and profit comparison

Layout

Clean, executive-ready layout



What the Data Revealed



Category Profitability

Technology and Office Supplies are the most profitable categories



Regional Performance

The West region consistently outperforms others in revenue



Furniture Metrics

Furniture shows high sales volume but low profit margins



Seasonal Patterns

Sales peak in Q4 each year — seasonal trend observed



Product Profitability

Some top-selling products have poor profit-to-sales ratio



Actionable Insights for Business Decisions

1

Regional Strategy

Reallocate marketing & inventory to underperforming regions

2

Category Focus

Focus more on high-profit categories

3

Margin Improvement

Improve pricing or sourcing for low-margin, high-selling items

4

Seasonal Campaigns

Launch targeted campaigns in Q4 based on time-series trends

5

Dashboard Utilisation

Use the dashboard weekly for performance reviews and strategy