

Task 2: Data Visualization and Storytelling

Introduction: Dataset Overview

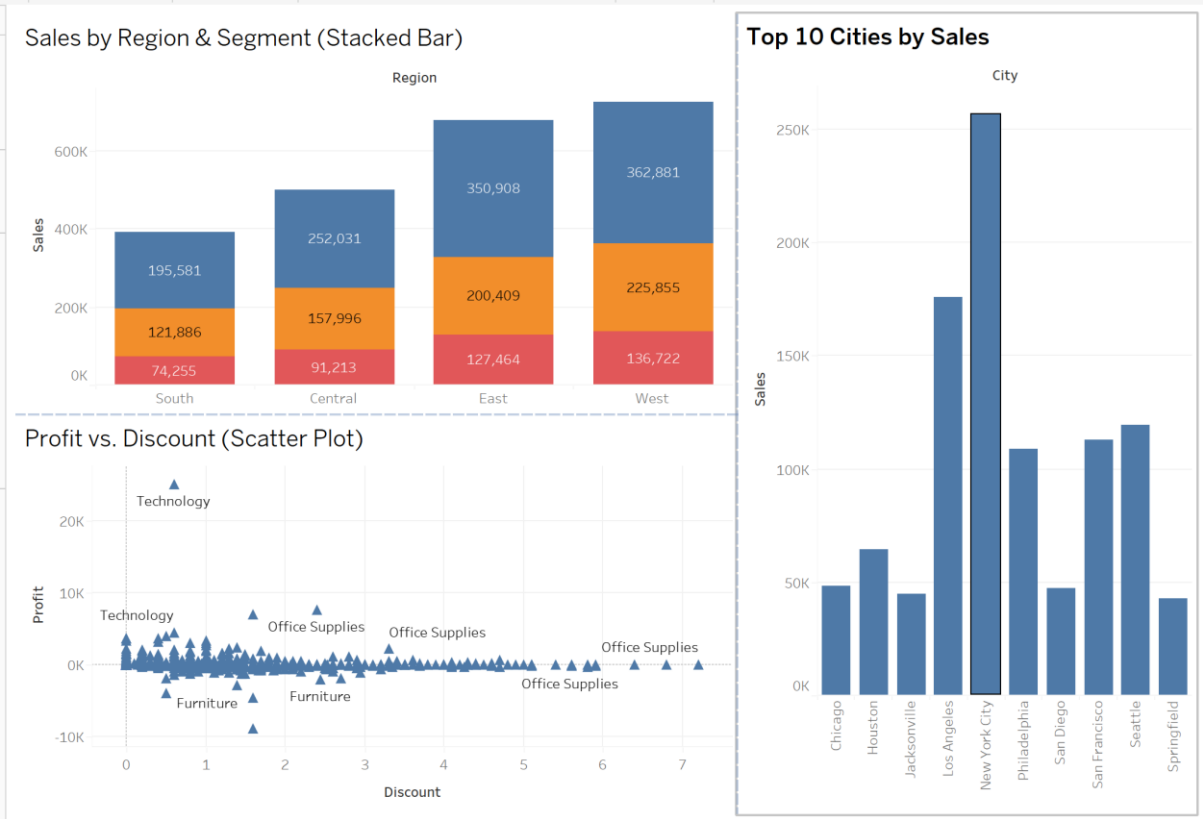
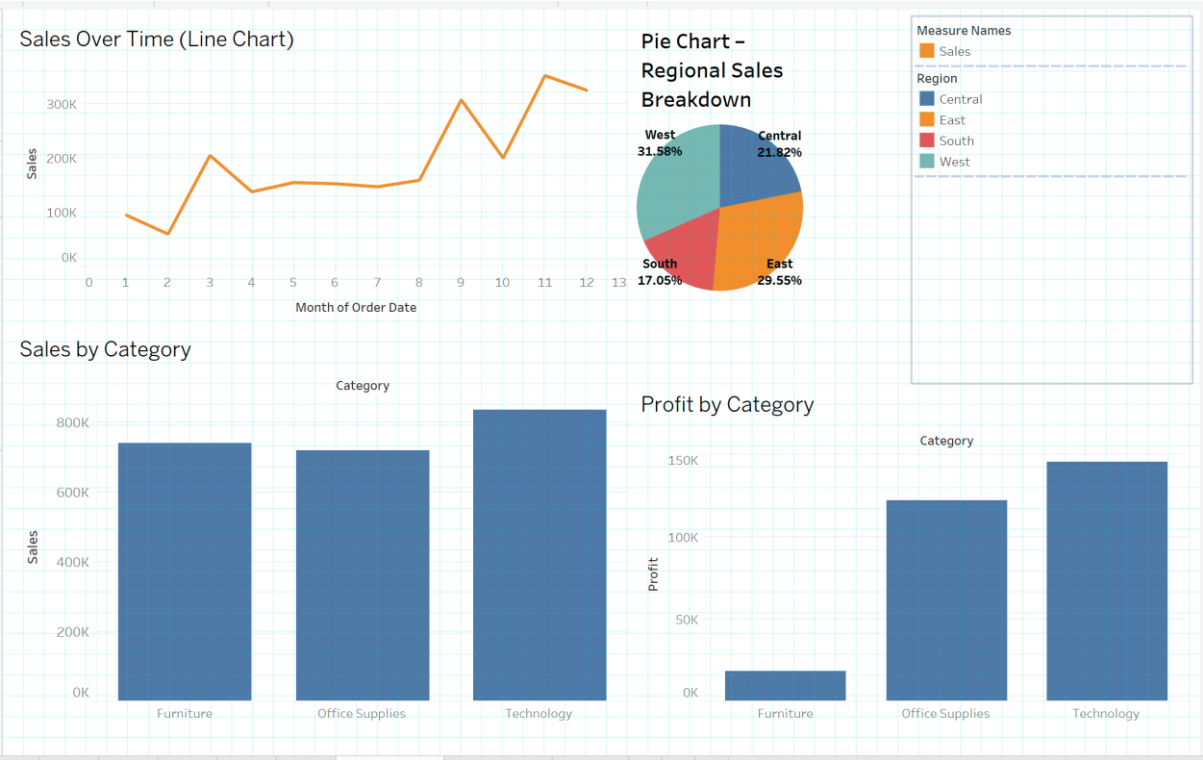
- Sales Store Dataset with 9,994 orders across 4 years (2014–2018)
- us Sales from across the United States
- 21 columns covering Orders, Customers, Products, Discounts, Profits, etc.
- Objective: Uncover sales patterns, customer behaviour, and key opportunities.

Tools: Tableau

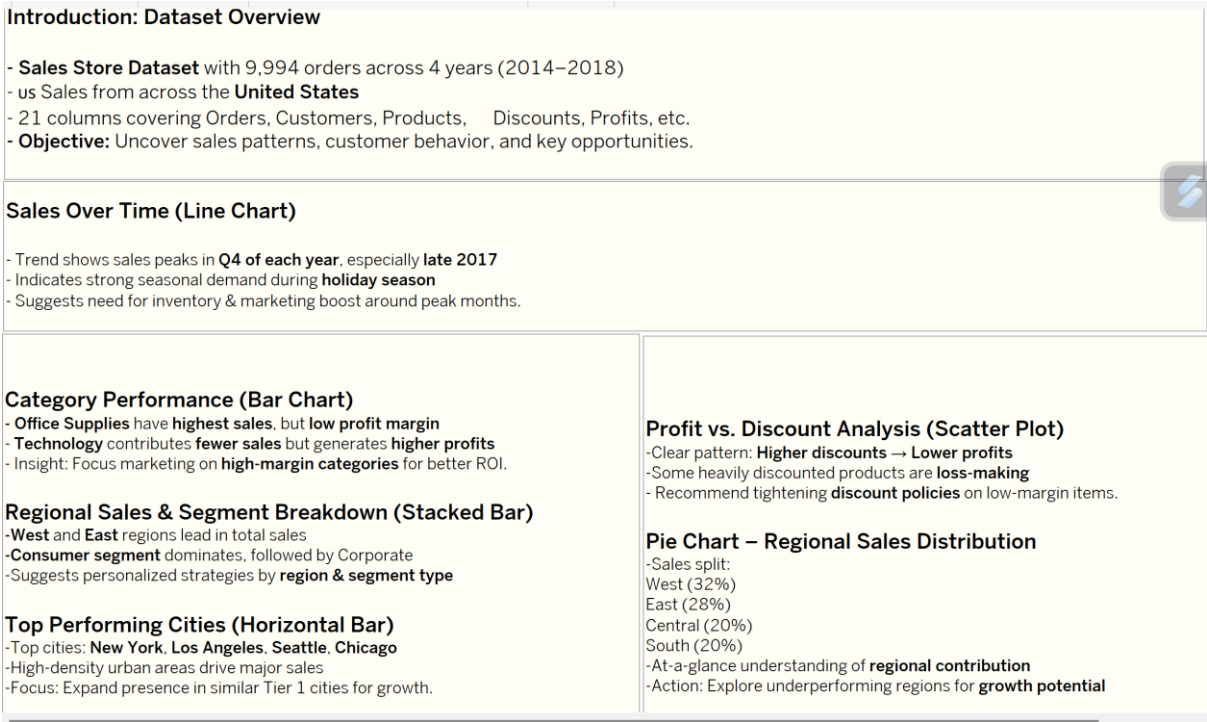
VISUALIZATIONS:

Visualization	Insight
1. Sales Over Time (Line Chart)	Peak sales observed during Q4 of each year – seasonal boost likely from holiday sales.
2. Sales & Profit by Category (Bar Chart)	Office Supplies has high sales but low profit margin , while Technology yields more profit.
3. Region vs Segment (Stacked Bar)	West leads in sales; Consumer segment dominates across all regions.
4. Top Cities (Horizontal Bar)	New York City , Los Angeles , and Seattle are top-performing cities in revenue.
5. Profit vs Discount (Scatter Plot)	High discounts often lead to negative profits – over-discounting may hurt revenue.
6. Pie Chart: Sales by Region	West (32%) and East (28%) are the strongest regions; South & Central lag behind.

DASHBOARDS:



STORYBOARD:



Summary:

- Focus on **high-profit categories** (like Technology) rather than just high sales.
- **Review discount strategies**—deep discounts reduce overall profitability.
- **Leverage strong markets** (West & East) and expand in **underperforming regions**.
- **Plan for Q4 sales spikes**—optimize stock and delivery during holiday seasons.