Super Market Sales and Profit Visualization in US
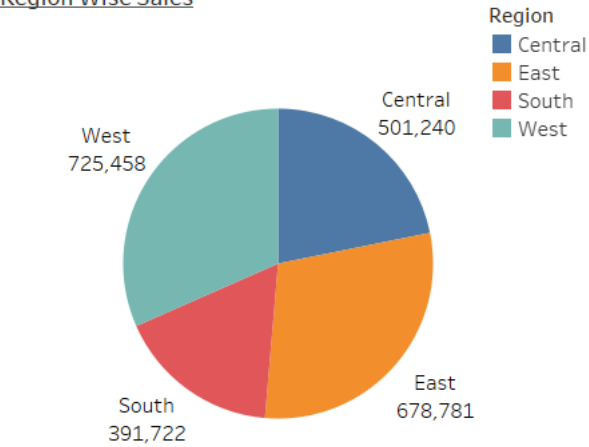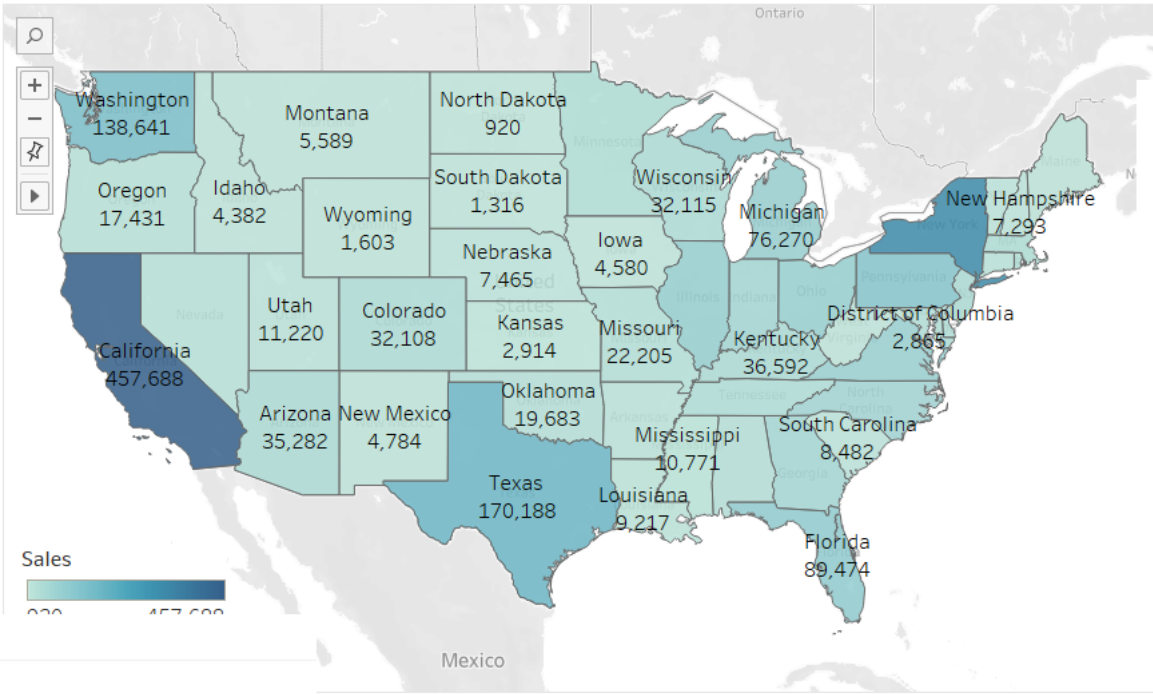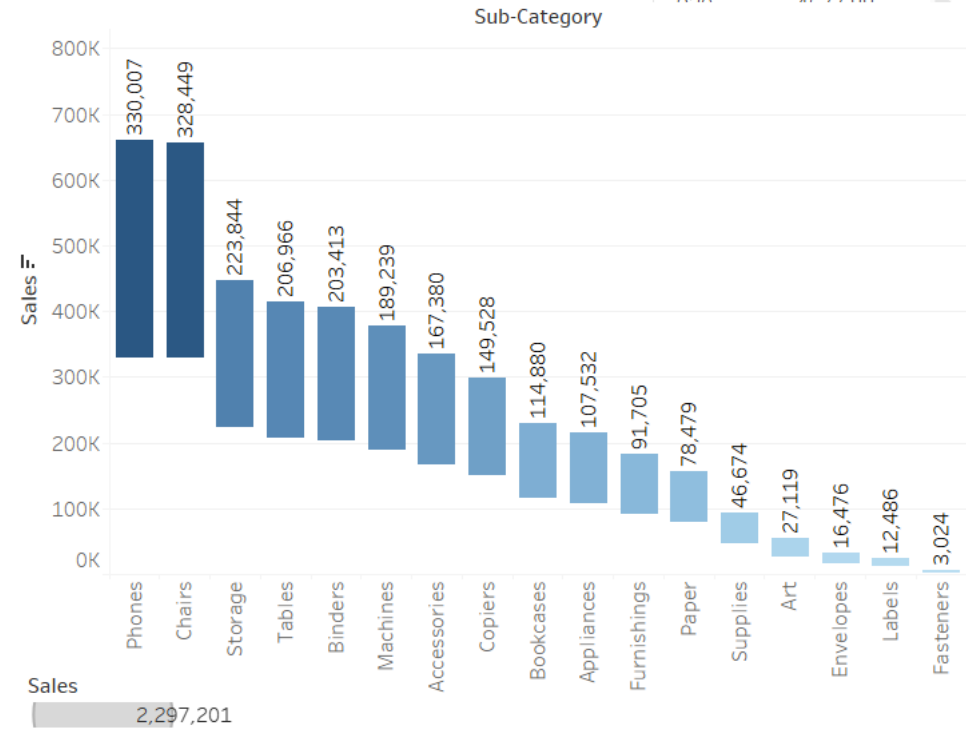
BY USING TABLEAU

Introduction

My analysis of the Super Market dataset using Tableau! , The dataset encapsulates a myriad of transactions, including sales, profits, shipping details, and customer demographics, providing a holistic view of a retail business.

I analyzed the sales and profit of the data specifically within the United States (US).
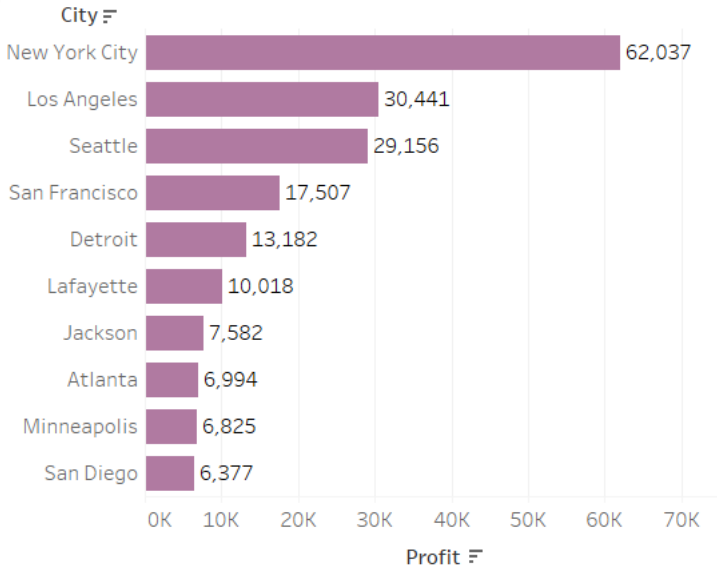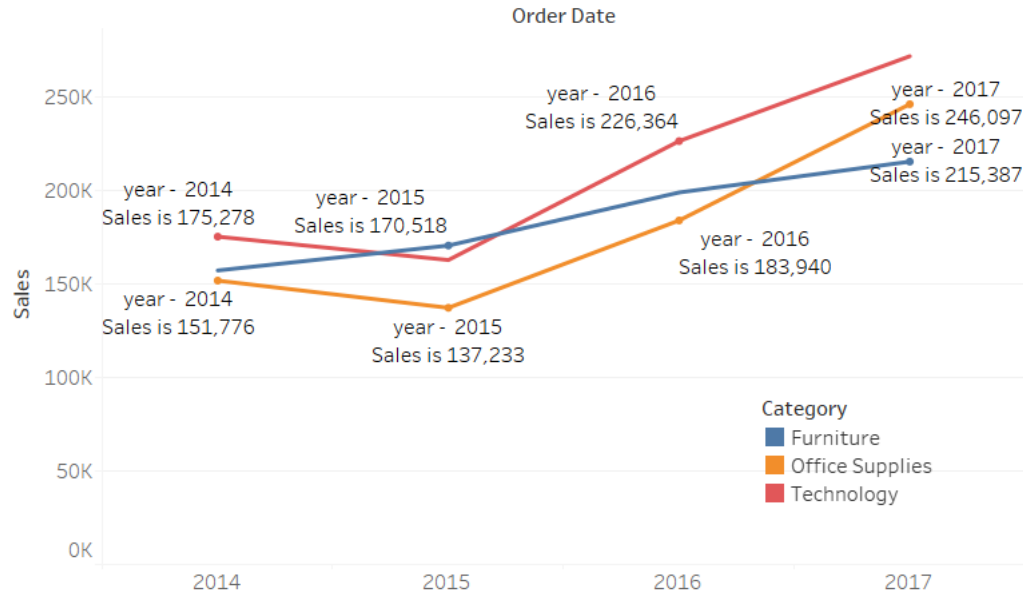
Region Wise Sales

Region
- Central
- East
- South
- West

Pie chart:
- West 725,458
- Central 501,240
- East 678,781
- South 391,722

Map - Sales by state:
- Washington 138,641
- Montana 5,589
- North Dakota 920
- Oregon 17,431
- Idaho 4,382
- Wyoming 1,603
- South Dakota 1,316
- Wisconsin 32,115
- Michigan 76,270
- New Hampshire 7,293
- Nebraska 7,465
- Iowa 4,580
- California 457,688
- Utah 11,220
- Colorado 32,108
- Kansas 2,914
- Missouri 22,205
- Kentucky 36,592
- District of Columbia 2,865
- Arizona 35,282
- New Mexico 4,784
- Oklahoma 19,683
- Mississippi 10,771
- South Carolina 8,482
- Texas 170,188
- Louisiana 9,217
- Florida 89,474
- New York

Sales
920 — 457,688

Ontario
Mexico

Top 10 Cities with highest Profit in US

City
- New York City 62,037
- Los Angeles 30,441
- Seattle 29,156
- San Francisco 17,507
- Detroit 13,182
- Lafayette 10,018
- Jackson 7,582
- Atlanta 6,994
- Minneapolis 6,825
- San Diego 6,377

Profit — 0K, 10K, 20K, 30K, 40K, 50K, 60K, 70K

Sales by Sub - Category

Sub-Category

Sub-Category	Sales
Phones	330,007
Chairs	328,449
Storage	223,844
Tables	206,966
Binders	203,413
Machines	189,239
Accessories	167,380
Copiers	149,528
Bookcases	114,880
Appliances	107,532
Furnishings	91,705
Paper	78,479
Supplies	46,674
Art	27,119
Envelopes	16,476
Labels	12,486
Fasteners	3,024

Sales 2,297,201

Year Wise sales with Profit by Category

Order Date

- year - 2014 Sales is 175,278
- year - 2015 Sales is 170,518
- year - 2016 Sales is 226,364
- year - 2017 Sales is 246,097
- year - 2017 Sales is 215,387
- year - 2014 Sales is 151,776
- year - 2015 Sales is 137,233
- year - 2016 Sales is 183,940

Category
- Furniture
- Office Supplies
- Technology

2014, 2015, 2016, 2017

Category	Sub-Catego..	
Furniture	Bookcases	114,880
	Chairs	328,449
	Furnishings	91,705
	Tables	206,966
Office Supplies	Appliances	107,532
	Art	27,119
	Binders	203,413
	Envelopes	16,476
	Fasteners	3,024
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	Paper	78,479
	Storage	223,844
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Technology	Accessories	167,380
	Copiers	149,528
	Machines	189,239
	Phones	330,007
Grand Total		2,297,201

waterfall | pareto | Pie chart | Map layers | Line chart | table | top | Dashboard 1 | Sheet 8

Region Wise Sales in US

Chart used for visualization : **Pie Chart**

A pie chart in Tableau can effectively display the proportion of sales across different Region in the dataset, aiding in quick visual comprehension. It offers a clear visualization of the distribution of sales among Region, facilitating easy comparison.

In the Visualization :

Regions are highlighted with different colours with label used.

Findings :

• West region shows the Highest Sales : 725458

• South shows lowest Sales :391722

Sales by Sub – Category

Chart used for visualization : **Water Fall chart**

A waterfall chart in Tableau for Supermarket data can illustrate Sales across different product categories. It's useful for identifying key drivers influencing overall profitability, such as sales, discounts, and returns. Additionally, it offers a clear visualization of cumulative impacts, aiding in strategic decision-making and performance analysis.

In the Visualization :

Sales is in Y axis and sub category is in X axis, which shows Sales for each category with colour and label.

Findings :

- Phone shows the highest sales : 330007

- Fasteners shows the Lowest sales : 3024

Top 10 cities with highest profit in US

Chart used for visualization : **Bar chart**

Quick visualization of Profit across different product categories or regions. Identification of trends or outliers in sales data, aiding in decision-making processes.

In the Visualization :

Profit is in Y axis and Cities is in X axis, added Filter on Top which shows top 10 cities with their profit margin.

Findings :

- New York city shows the highest profit : 62037

- San Diego shows the Lowest sales : 6377

Year wise sales with Category

Chart used for visualization : **Line Chart**

By using Line chart we gain a comprehensive understanding of the Superstore's performance over time and identify areas for improvement or optimization.

In the Visualization :

Sales is in Y axis and year is in X axis, added Filter and colour.

Findings :

- Sales form 2014 to 2017

- All three category slightly fallen in 2015 and raised in 2017

State Wise Sales

Chart used for visualization : **Map**

A Map chart in Tableau allows visualization of geographical data showing distribution patterns, regional trends, and sales performance across different locations. It enables users to quickly identify hotspots, pinpoint areas for potential market expansion, and understand spatial relationships within the dataset for strategic decision-making.

In the Visualization :

States are highlighted with Sales labelled and Coloured . Dark colour with highest sales and light colour with less sales

Findings :

- California shows the Highest Sales : 457688

Thank You