

Elevate Labs – Internship

Task-2

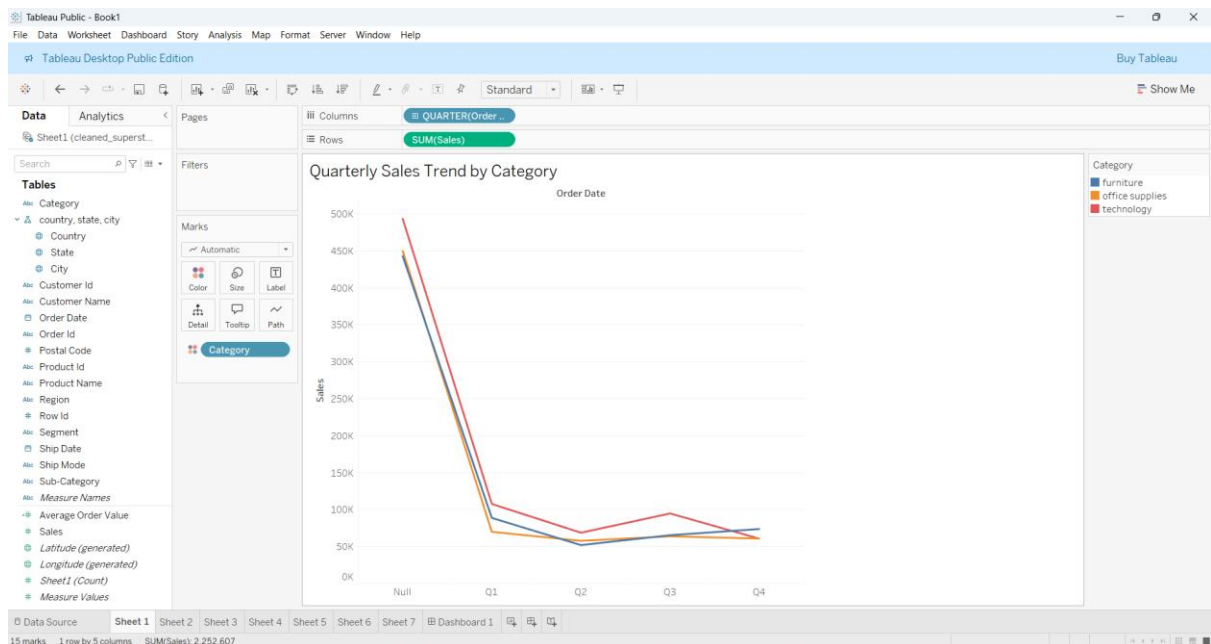
Objective: Create visualizations that convey a compelling story.

Tools: Tableau

Dataset: Superstore_sales.csv

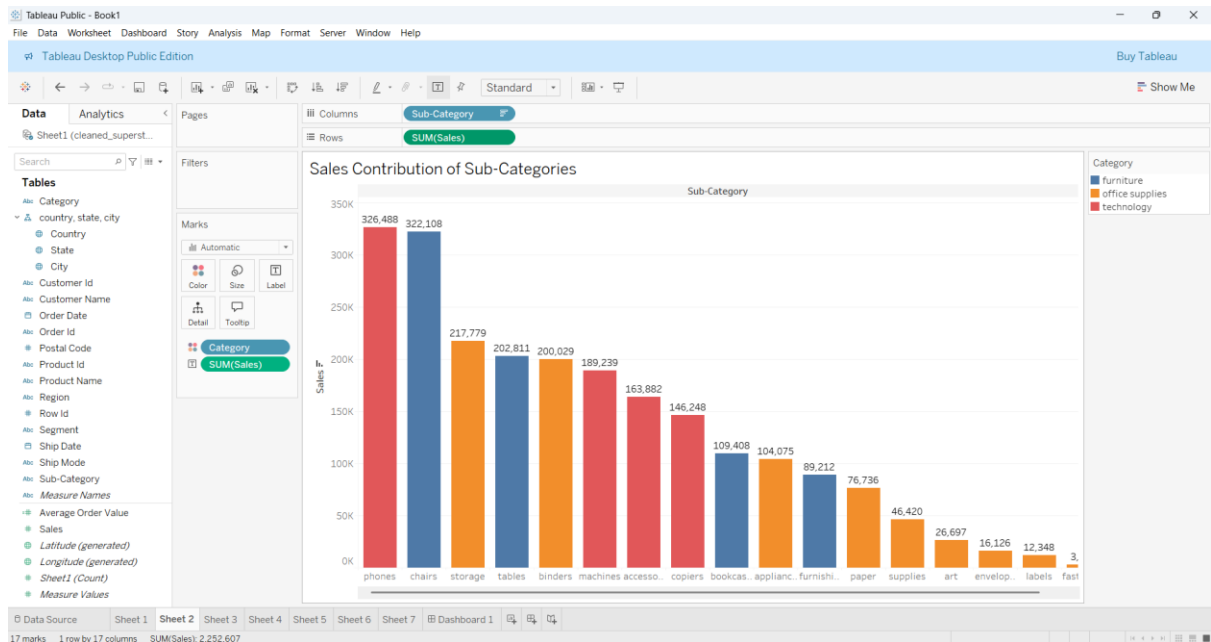
Sales Trend by Quarter (Line Chart):

- Order Date on Columns, Sales on Rows, Category/Region on Color
- Shows growth trends and comparisons across product categories or regions.



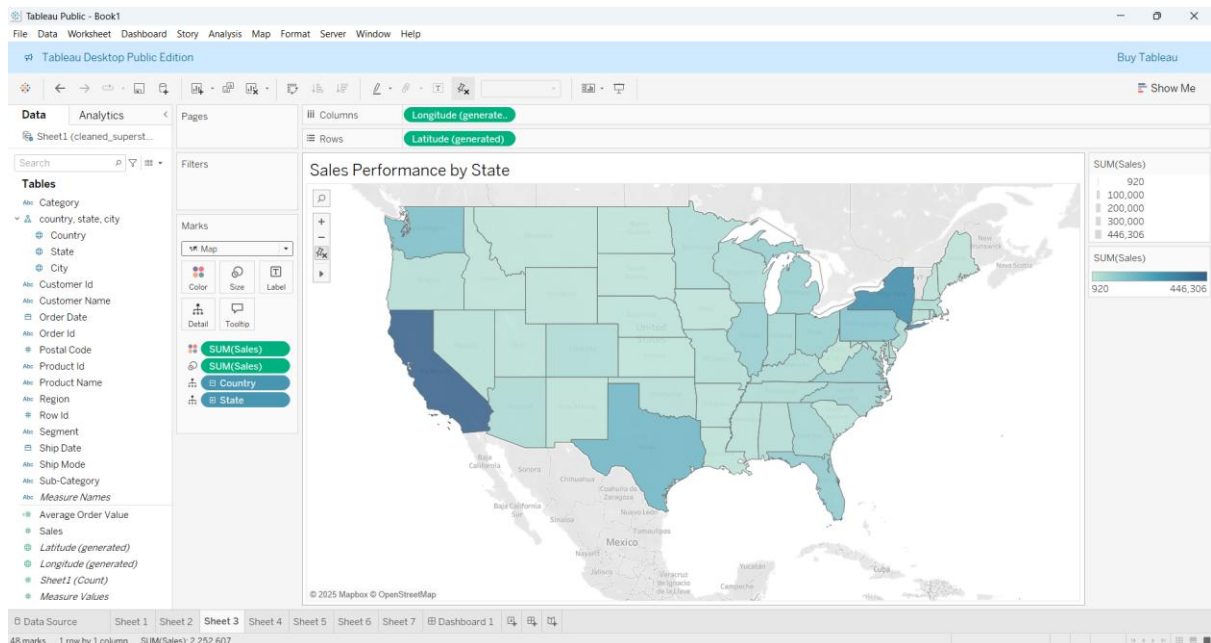
Top Sub-Categories by Sales (Horizontal Bar Chart):

- Sub-Category on Rows, Sales on Columns, colored by Category
- Highlights which products drive the most sales.



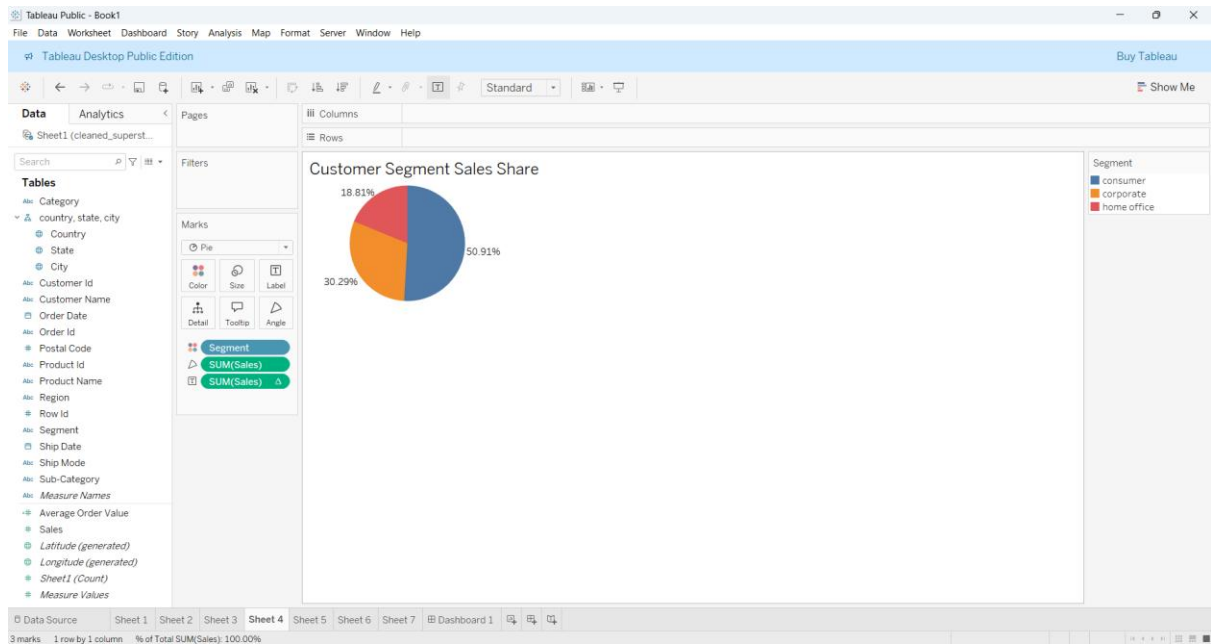
Regional Sales Performance (Map):

- State on Detail, Sales on Size and Color, Filled Map type
- Shows geographic regions contributing most to sales, allowing quick regional comparison.



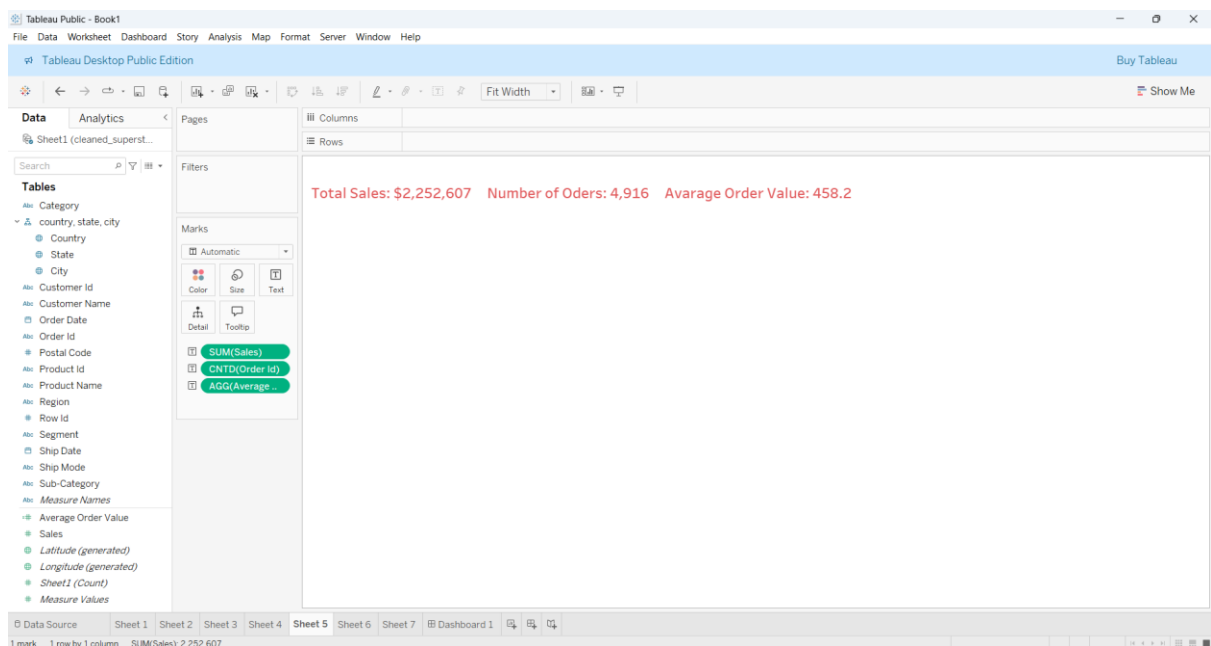
Customer Segment Share (Pie Chart):

- Segment on Color, Sales on Angle, Show % of Total
- Demonstrates which customer segments contribute most to revenue.



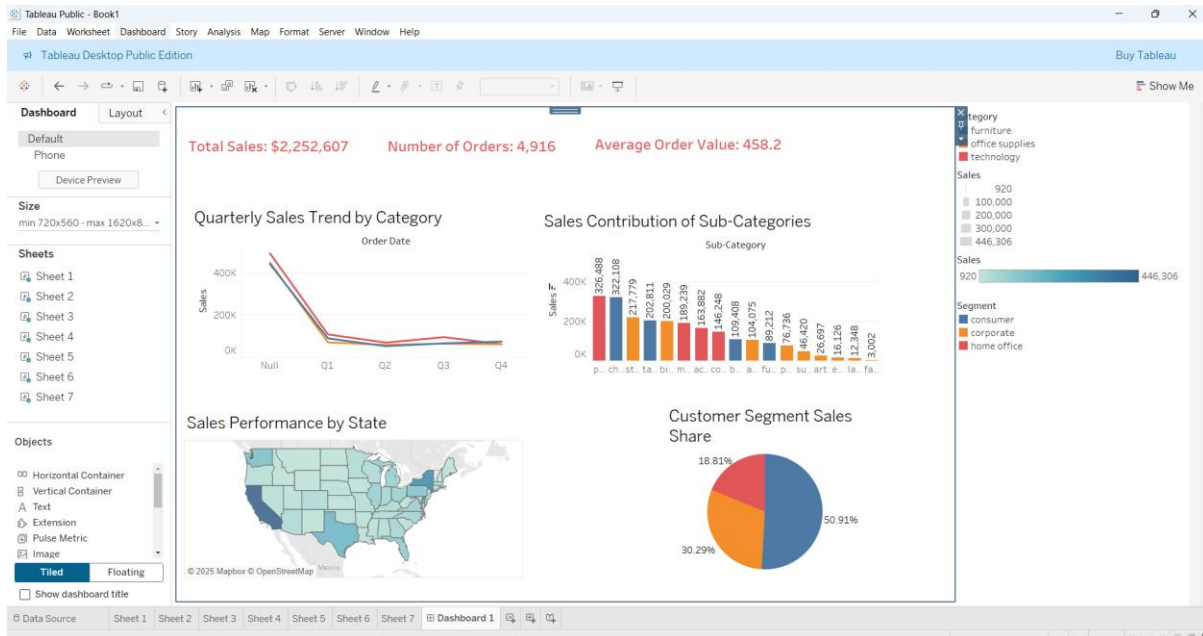
KPIs (Cards):

- Total Sales, Number of Orders, Average Order Value
- Quickly shows the most important high-level metrics for business decision-making.



Dashboard Creation:

- Combined all charts and KPI cards into a single interactive dashboard.
- Arranged charts logically: KPIs at the top, followed by trend, category, regional, and segment insights.
- Applied consistent colors and fonts to maintain clarity and avoid clutter.



Business Insights

From the visualizations, the following insights were observed:

1. Sales Trend Analysis:

- Certain quarters show significant growth, indicating seasonal demand patterns.
- Technology and Office Supplies categories consistently outperform Furniture in sales.

2. Top Performing Sub-Categories:

- Specific products like “Phones” and “Binders” contribute the most to total revenue.
- Helps prioritize inventory and marketing focus.

3. Regional Sales Performance:

- Some states and regions are driving higher sales; others lag behind.
- Enables region-specific promotions and resource allocation.

4. Customer Segment Contribution:

- Corporate segment contributes the largest share of total sales, followed by Consumer and Home Office.
- Useful for targeting campaigns and personalized offers.

5. KPIs:

- Total Sales, Number of Orders, and Average Order Value provide quick, at-a-glance performance indicators.
- Supports faster decision-making by management.