



# Data Analyst Internship Task-3

## Superstore Sales Dashboard

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# Objective of the Dashboard

- To design an interactive dashboard for business stakeholders.
- To analyze Sales, Profit, Quantity, and Discount.
- To provide insights across Categories, Regions, and Customer Segments.
- To enable decision-making using filters & time-series analysis.

# Tools & Dataset Used

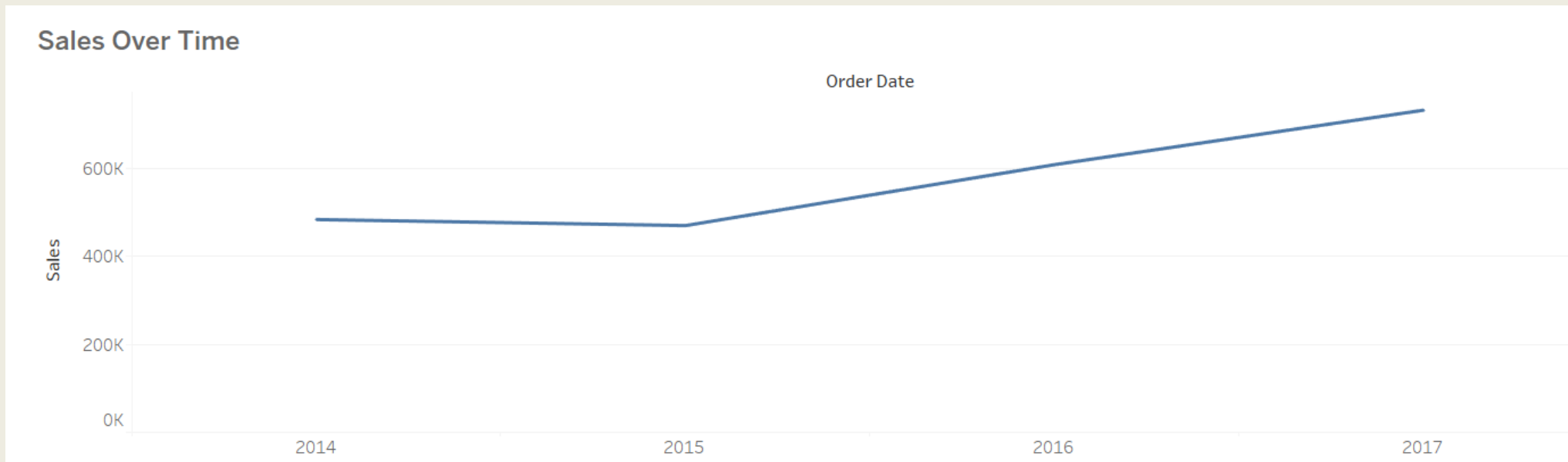
- **Tool Used:** Tableau
- **Dataset:** Superstore Sales Dataset
- **Key Data Points:** Orders, Sales, Profit, Customer Segments, Product Categories, etc.

# Key Performance Indicators (KPIs)

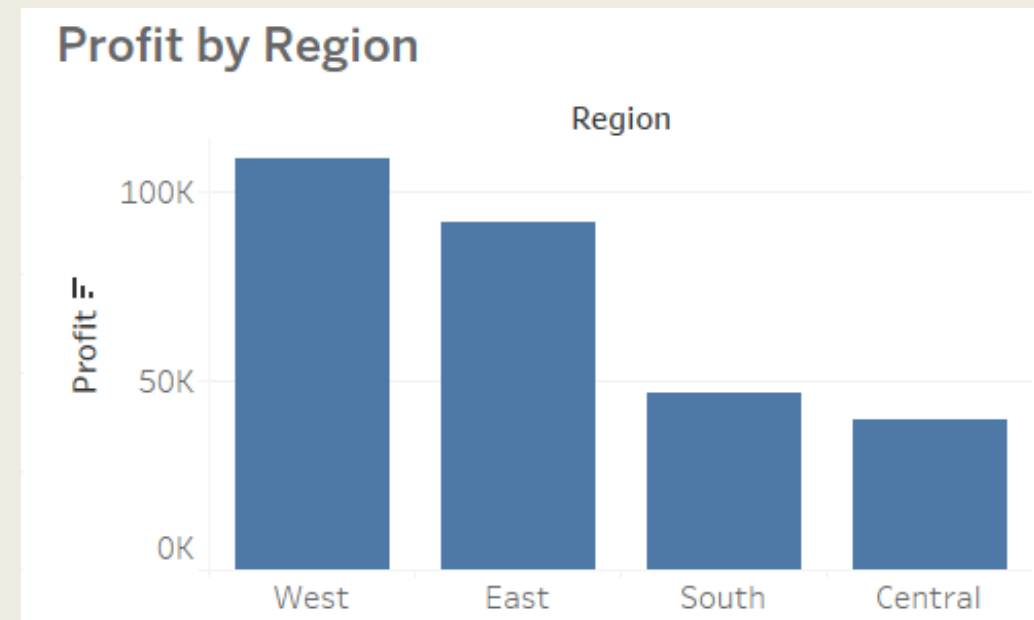
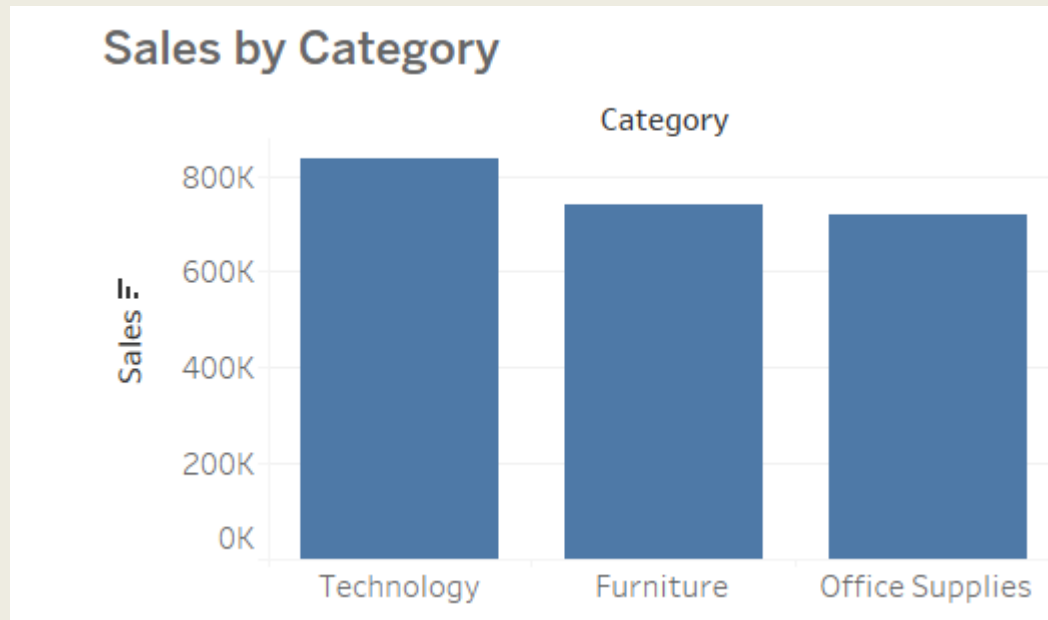
- **Choosing right KPIs**
- Total Sales
- Total Profit
- Total Quantity Sold
- Average Discount
- Profit Margin

# Dashboard Features & Interactivity

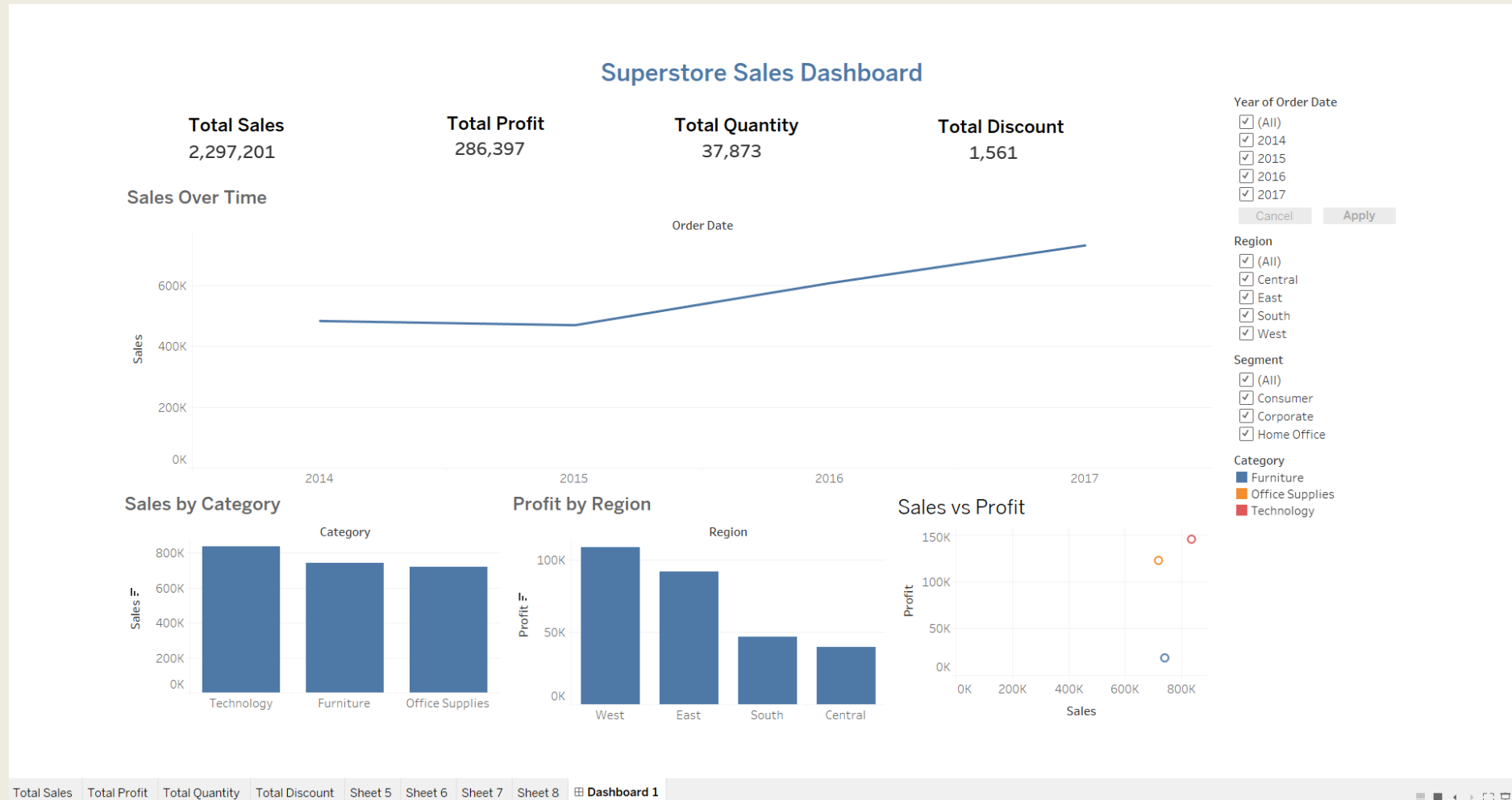
- **Slicers/Filters Used:** Year, Region, Category, Segment
- **Time-Series Analysis:** A line chart showing Sales/Profit over time (by month/quarter).



- **Categorical Analysis:** Bar charts for Sales by Category/Sub-Category, Region, Segment.

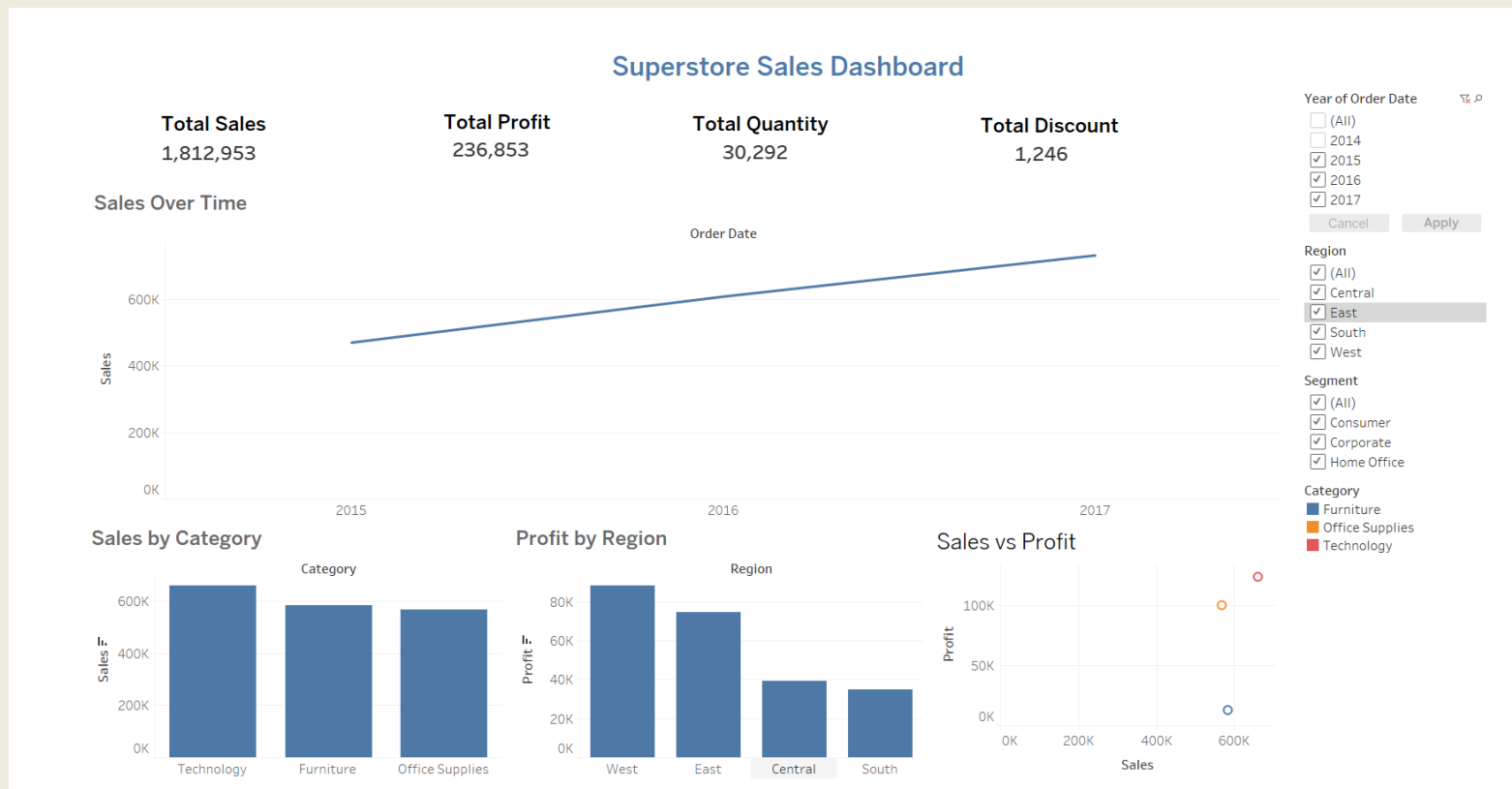


# Dashboard



# Interactive Dashboard

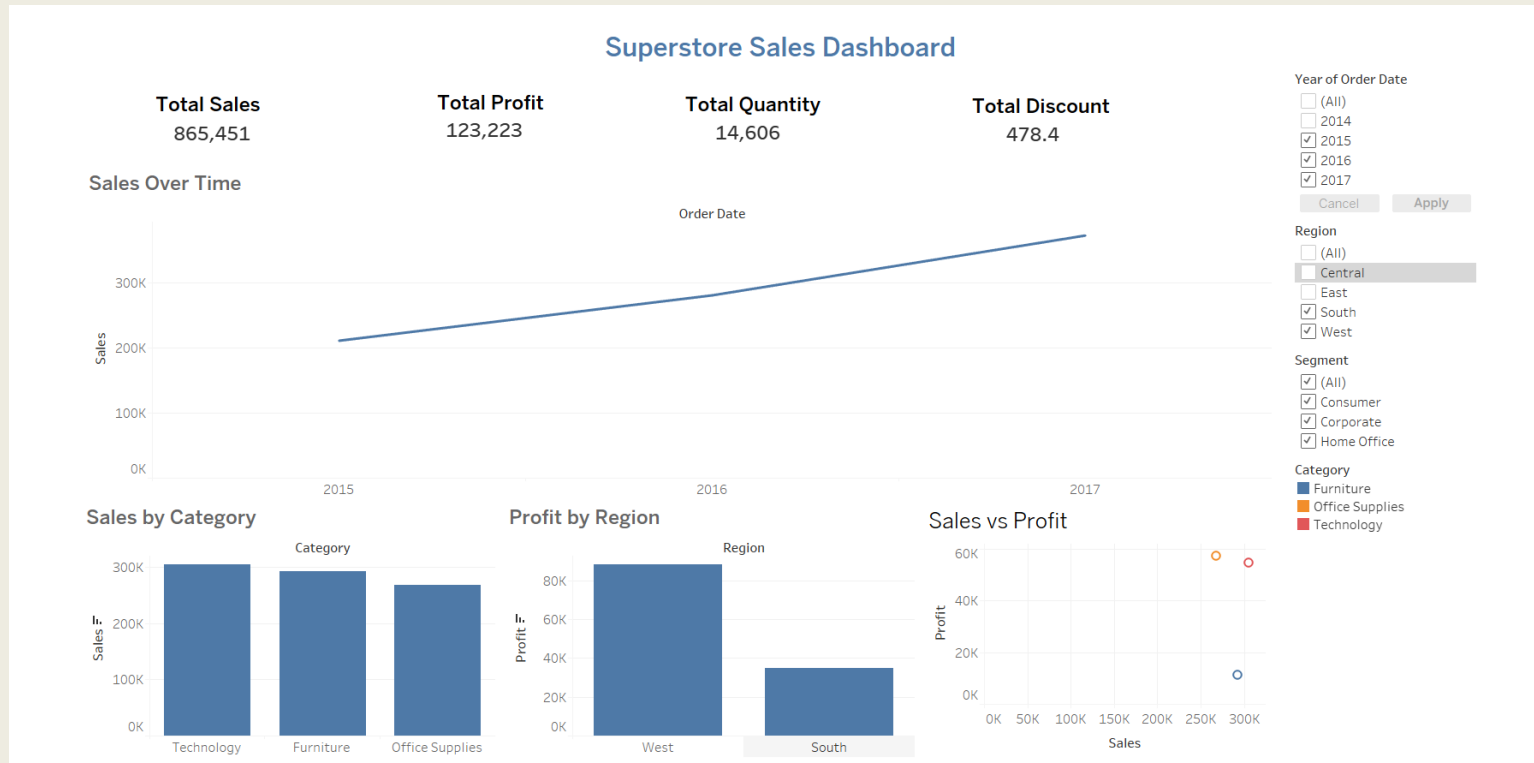
- Data seeing with filtered of removing year of 2014





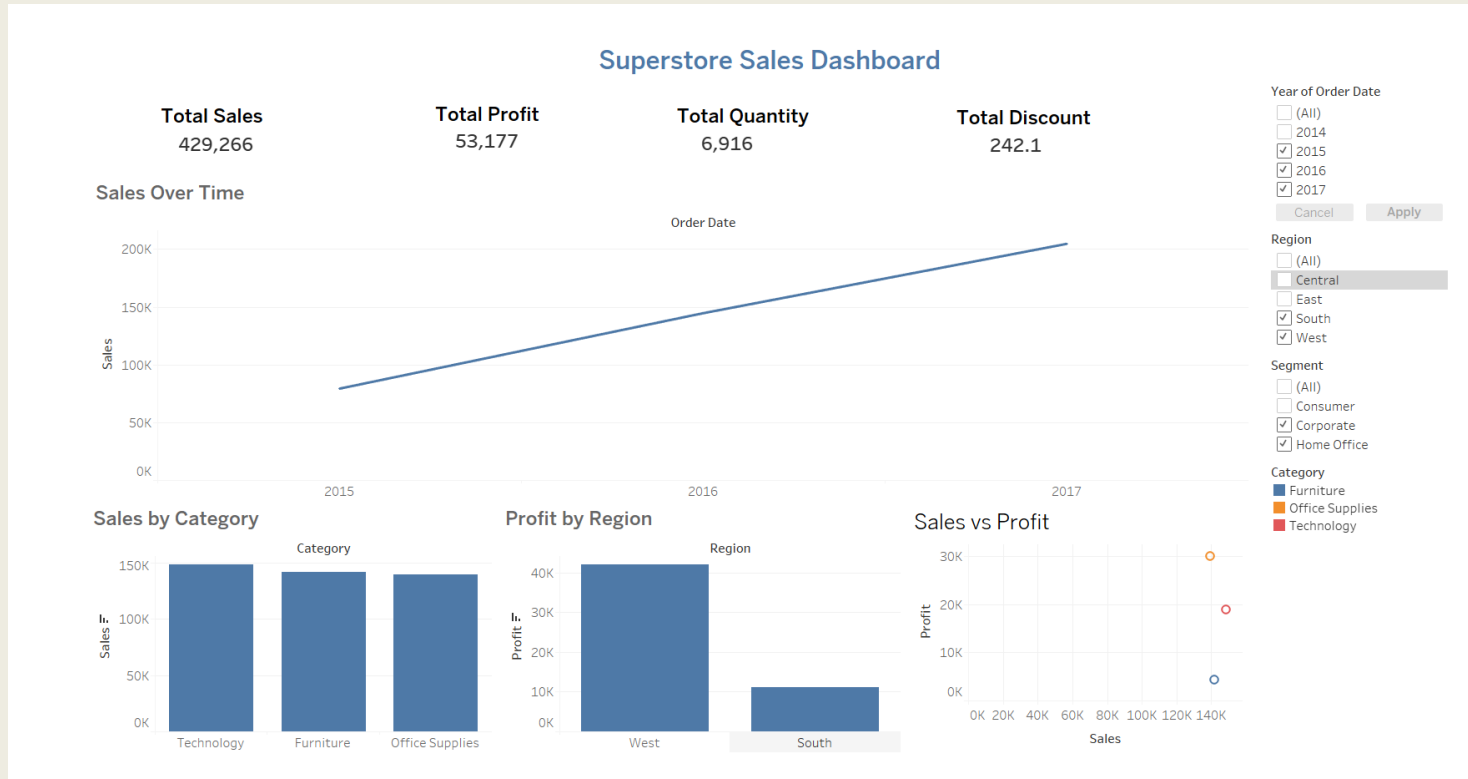
# Interactive Dashboard

- Data seeing with filtered of removing year of 2014
- Region wise filtering removing central and East



# Interactive Dashboard

- Data seeing with filtered of removing year of 2014
- Region wise filtering removing central and East
- Segment filtering removing consumer



# The Business Impact of My Dashboard

## **This actually help the company?**

**For the Bosses (Senior Management):** They can get a quick health check of the business in 10 seconds. They can see if sales and profit are going up or down over time, which helps them plan for the future and decide where to invest money.

**For the Sales & Marketing Teams:** They can instantly see which products are the stars and which are not. If Technology is the most profitable category, they might decide to run a new ad campaign for it. They can also see if Corporate clients are their biggest buyers, which helps them focus their efforts on the most valuable customers.

**For Regional Managers:** Let's say the manager for the South region sees their profit is much lower than other regions. They can use the dashboard to drill down and discover that they're offering much higher discounts on furniture. This gives them a clear **action item** to review their pricing strategy.

**For the Supply Chain & Inventory Team:** By looking at the sales trends over time and which products are selling the most, they can do a better job predicting what we'll need in the future. This stops us from having too much money stuck in unsold inventory or running out of popular items.

**For Pricing Strategy:** The dashboard can reveal if we're basically 'buying' sales with big discounts. If we see a product with high sales but almost no profit, it forces us to ask: 'Is this discount really worth it?' We can then re-think our promotions to protect our profits."

# conclusion

- The dashboard successfully provides an interactive and centralized view of Superstore's performance.
- This tool empowers stakeholders to quickly identify trends, pinpoint opportunities, and make informed strategic decisions regarding sales, inventory, and customer targeting.