

# Data Visualization & Storytelling

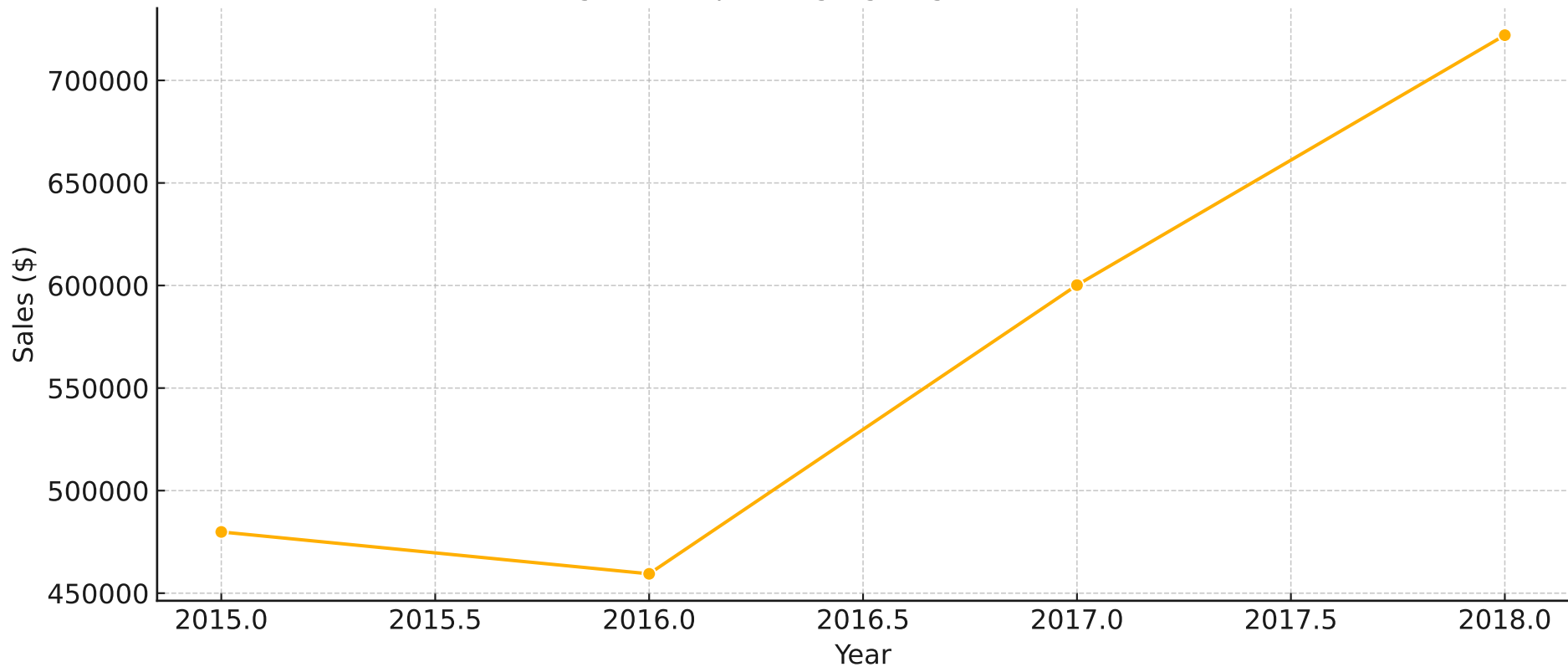
Using Superstore Dataset

Submitted for: Task 2

Outcome: Master the art of visual storytelling

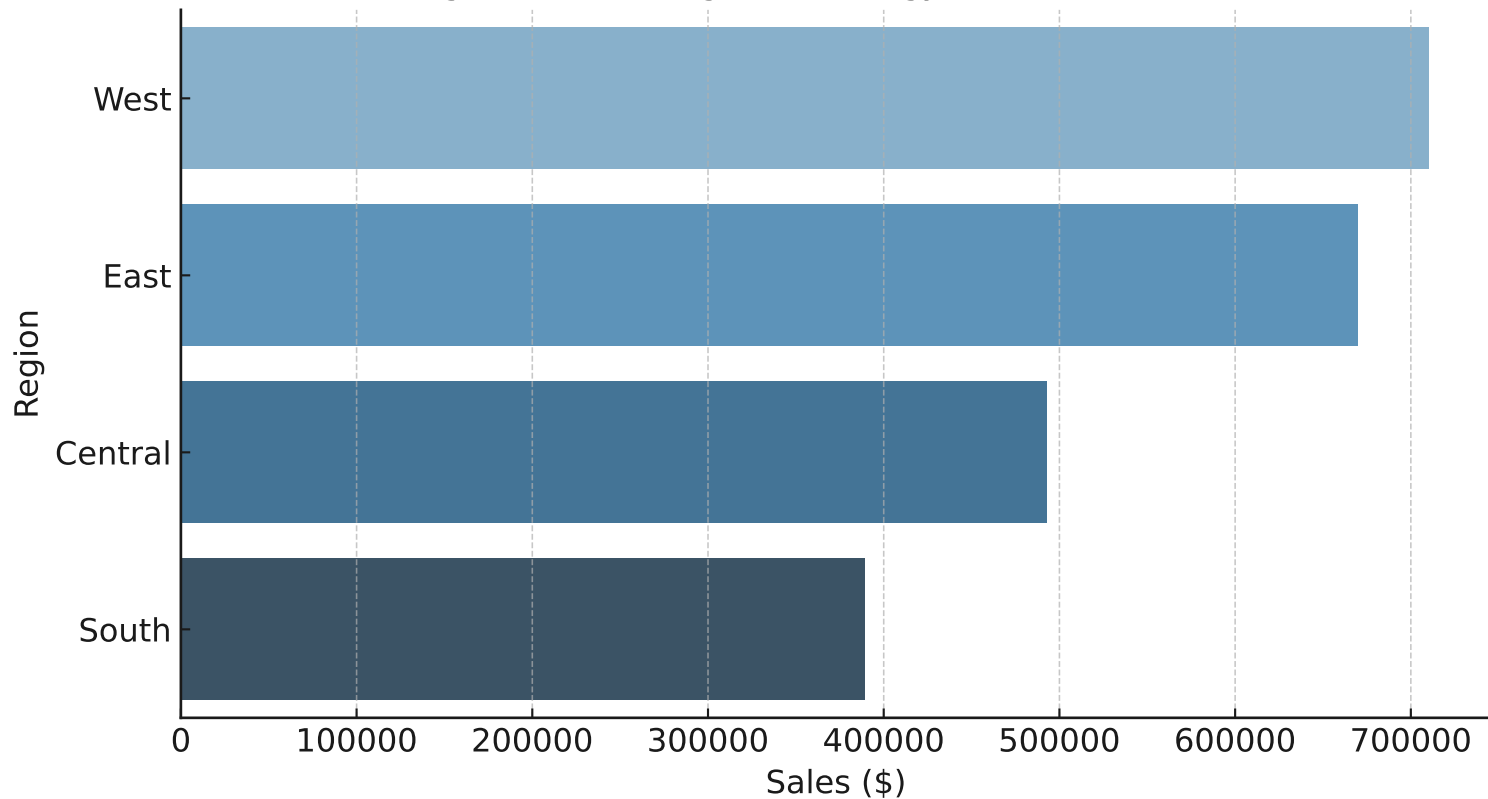
## Yearly Sales Trend

Insight: 2018 peak highlights growth momentum.



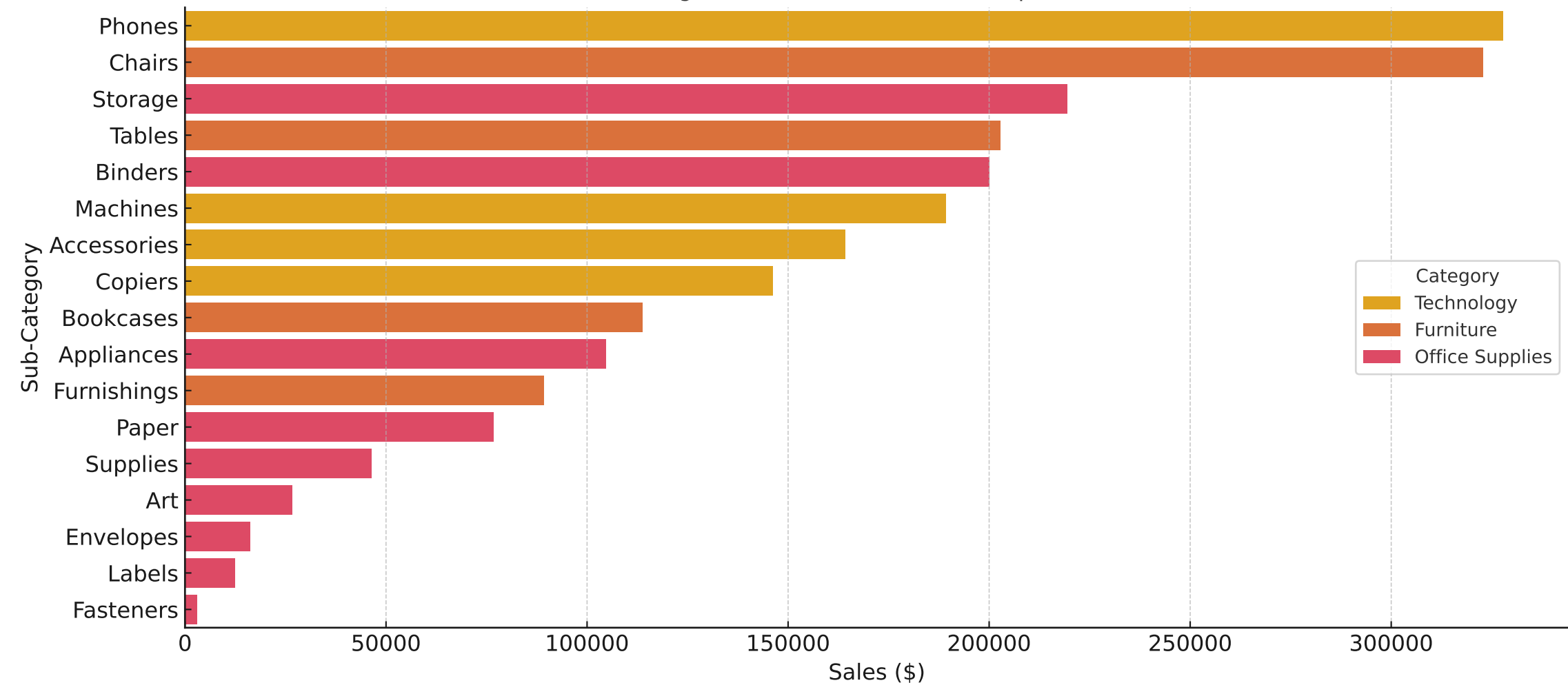
# Sales by Region

Insight: Consider regional strategy for Southern market.



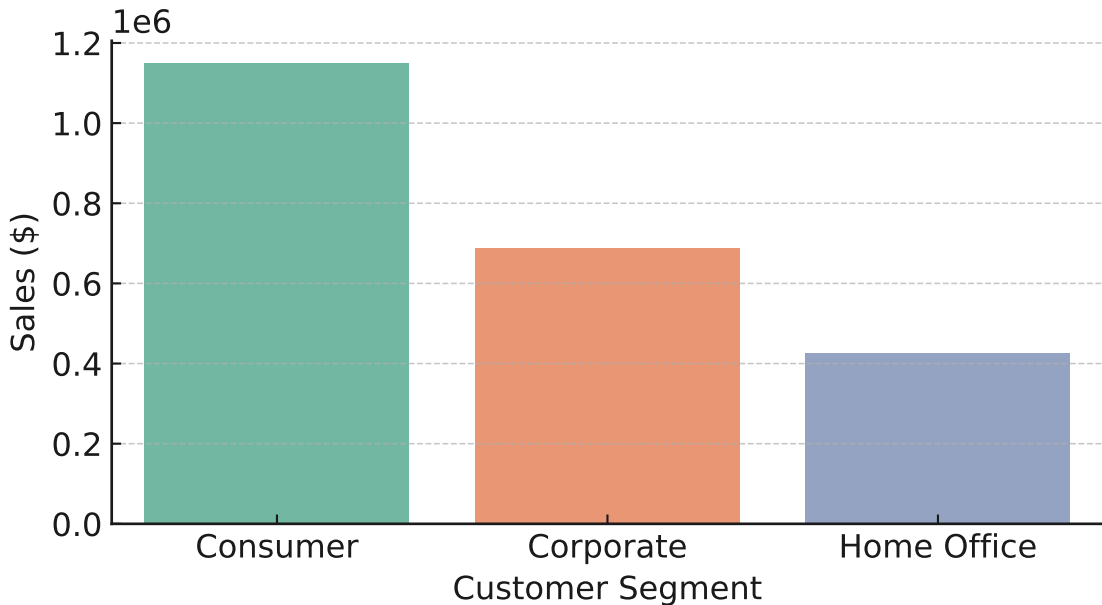
# Sales by Sub-Category and Category

Insight: Phones lead, Tables underperform.



# Sales by Customer Segment

Insight: Consumers drive volume; Corporate drives value.



## □ Key Takeaways

- ✕ Total Sales: 2.26M | AvgOrder: 459 | Orders: 4,922
- □ 2018 marked the highest sales year
- □ Southern region underperforms — potential for strategy shift
- □ Tech category, especially Phones, dominates profit
- □ Corporate segment offers high-value opportunities