

# Sales Performance Dashboard – Superstore Dataset

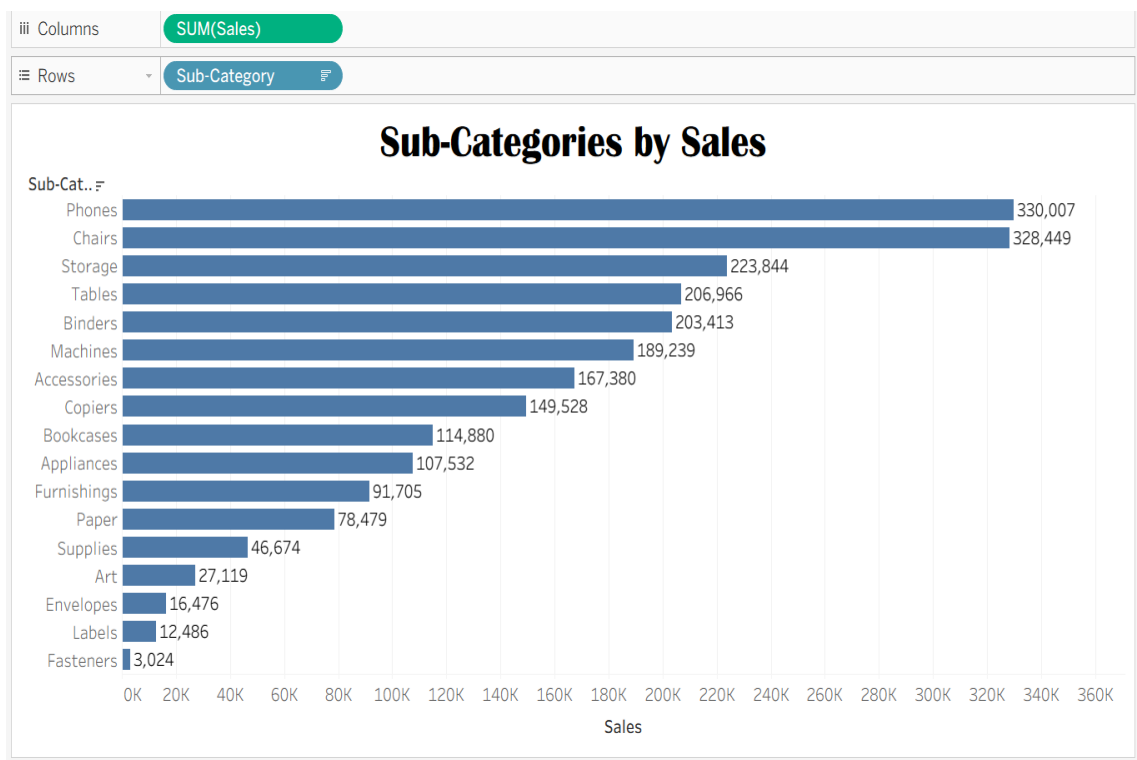
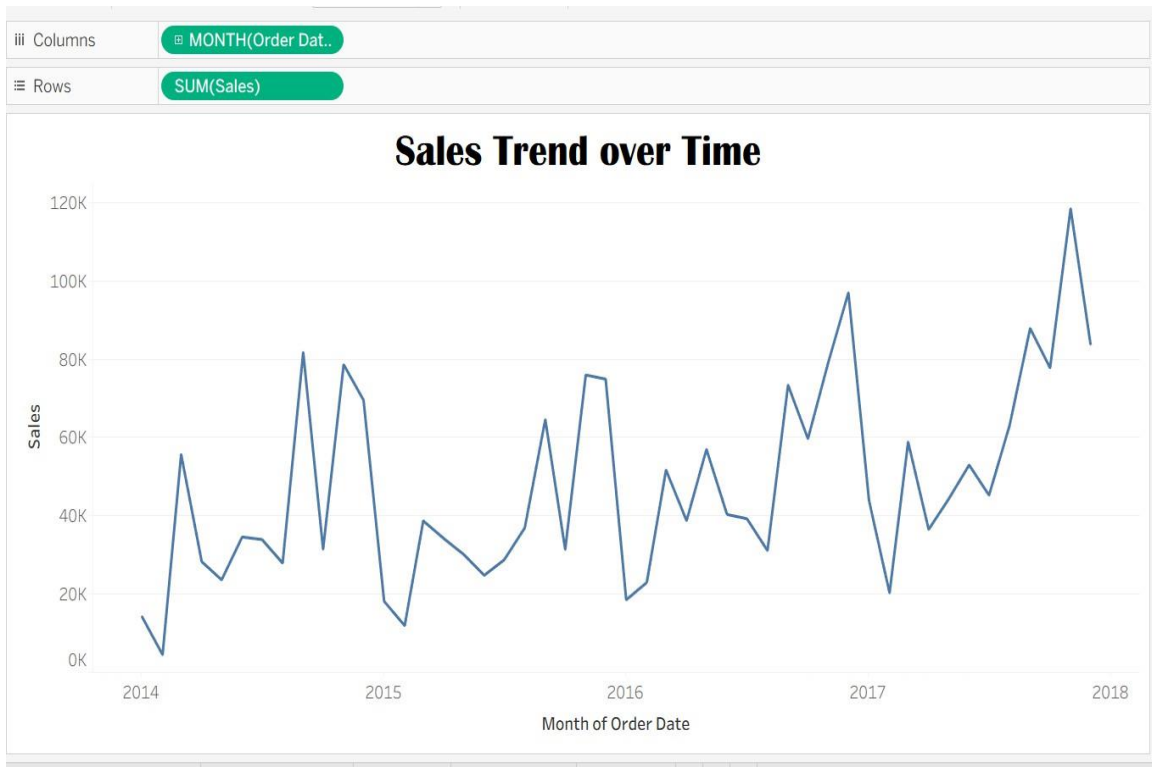
**Objective:** To provide actionable business insights into sales, profit, and customer behavior across different regions, categories, and time periods using Tableau visualizations.

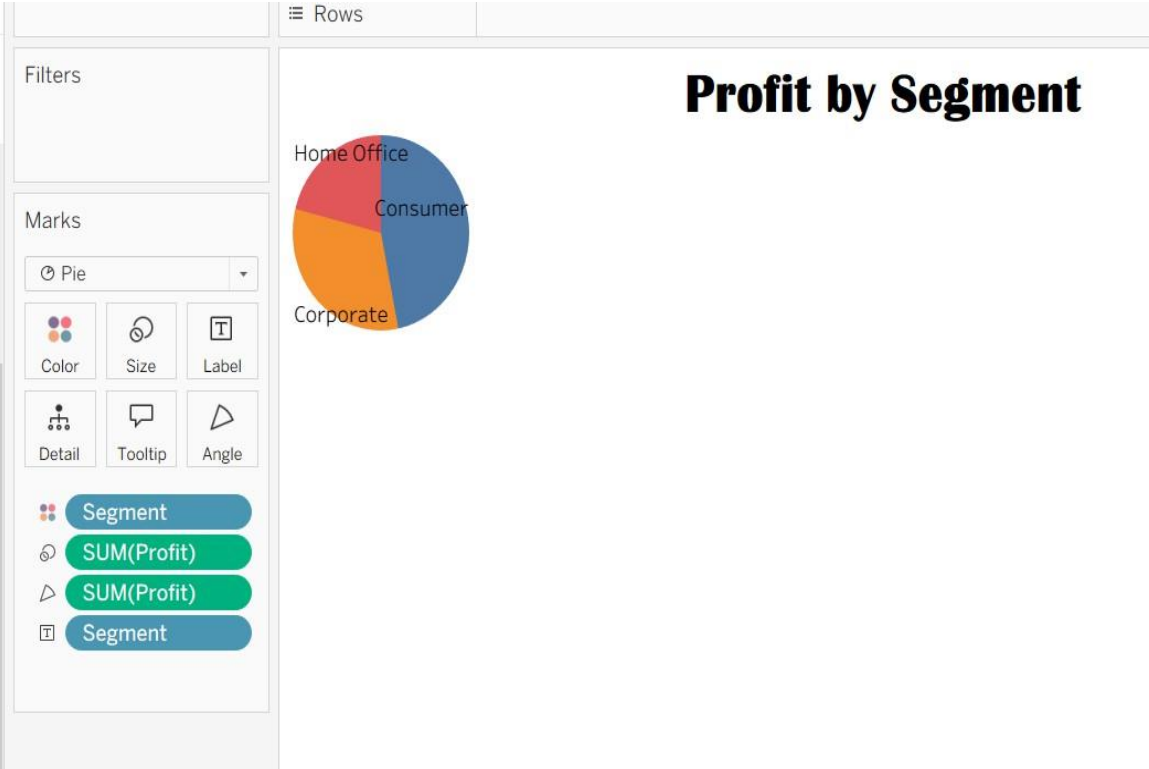
**Dataset Used:** Superstore Sales Dataset

**Tools Used:** Tableau Public/Desktop

## Visualizations Created:

**Sales by Region:** Identifies high and low-performing regions using bar charts. **Category-wise Profit:** Pie chart showing profit distribution among categories. **Sub-Category Sales:** Horizontal bars used to detect top and underperforming sub-categories. **Sales Over Time:** Line chart visualizing monthly/annual sales trends. **State Map View:** Filled map showing regional concentration of sales across the US. **Dashboard:** Combined interactive layout for dynamic filtering and analysis.





**Total Sales**

2,297,201

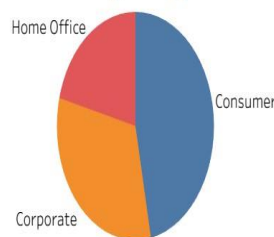
# Total Profit

286,397

## Total Sales

2,297,201

## Profit by Segment

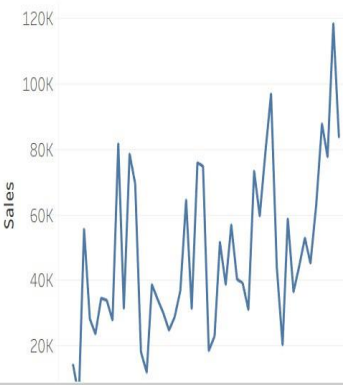


## Total Profit

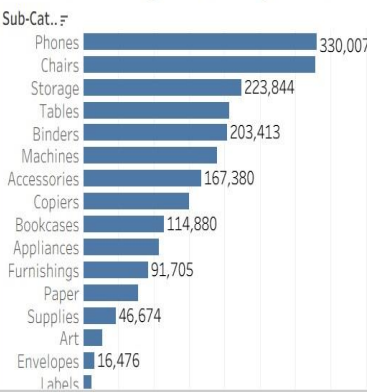
286,397

Profit  
Segment  
Consumer  
Corporate  
Home Office

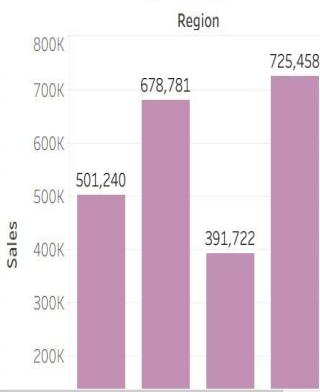
## Sales Trend over Time



## Sub-Categories by Sales



## Sales by Region



**Done by: KISHOR A**