SUPER STORE DATA ANALYSIS

TABLEAU PROJECT

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AGENDA

Introduction

A comprehensive analysis of customer statistics , customer sales rank as well as sales and profit by customer of the provided data set.

OBJECTIVE

Analysis of regional business growth for the retail products company for actionable insights, enhance decisionmaking and drive strategic business growth across regions.
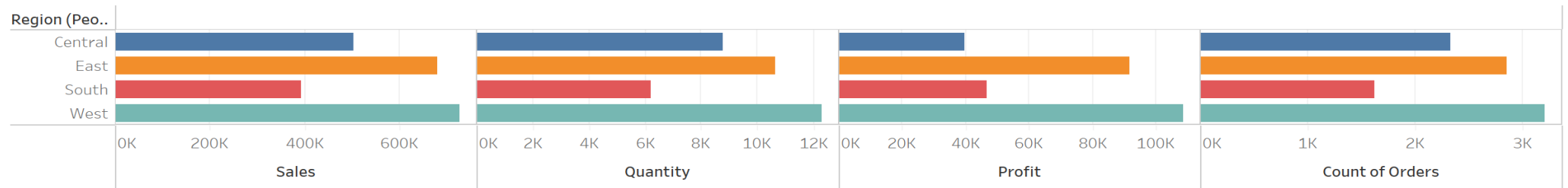
DATA OVERVIEW

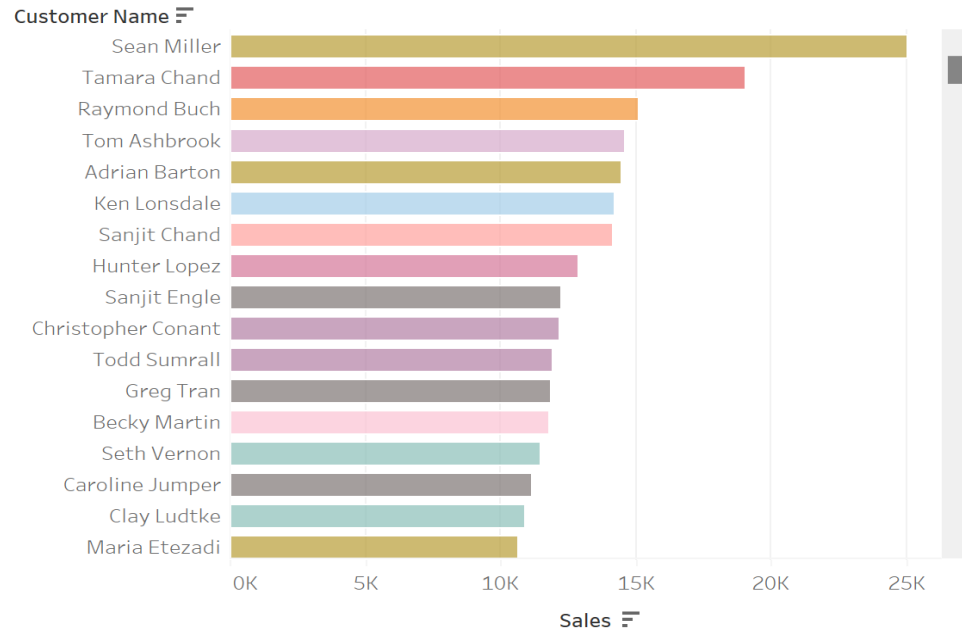Sample Superstore Dataset(.xlsx file)

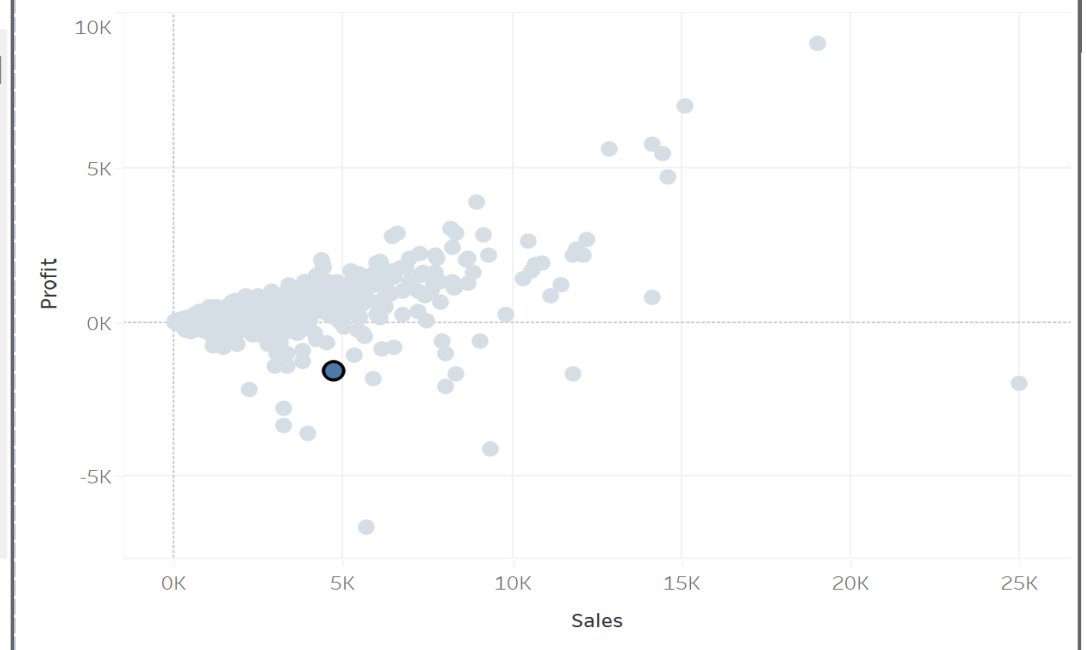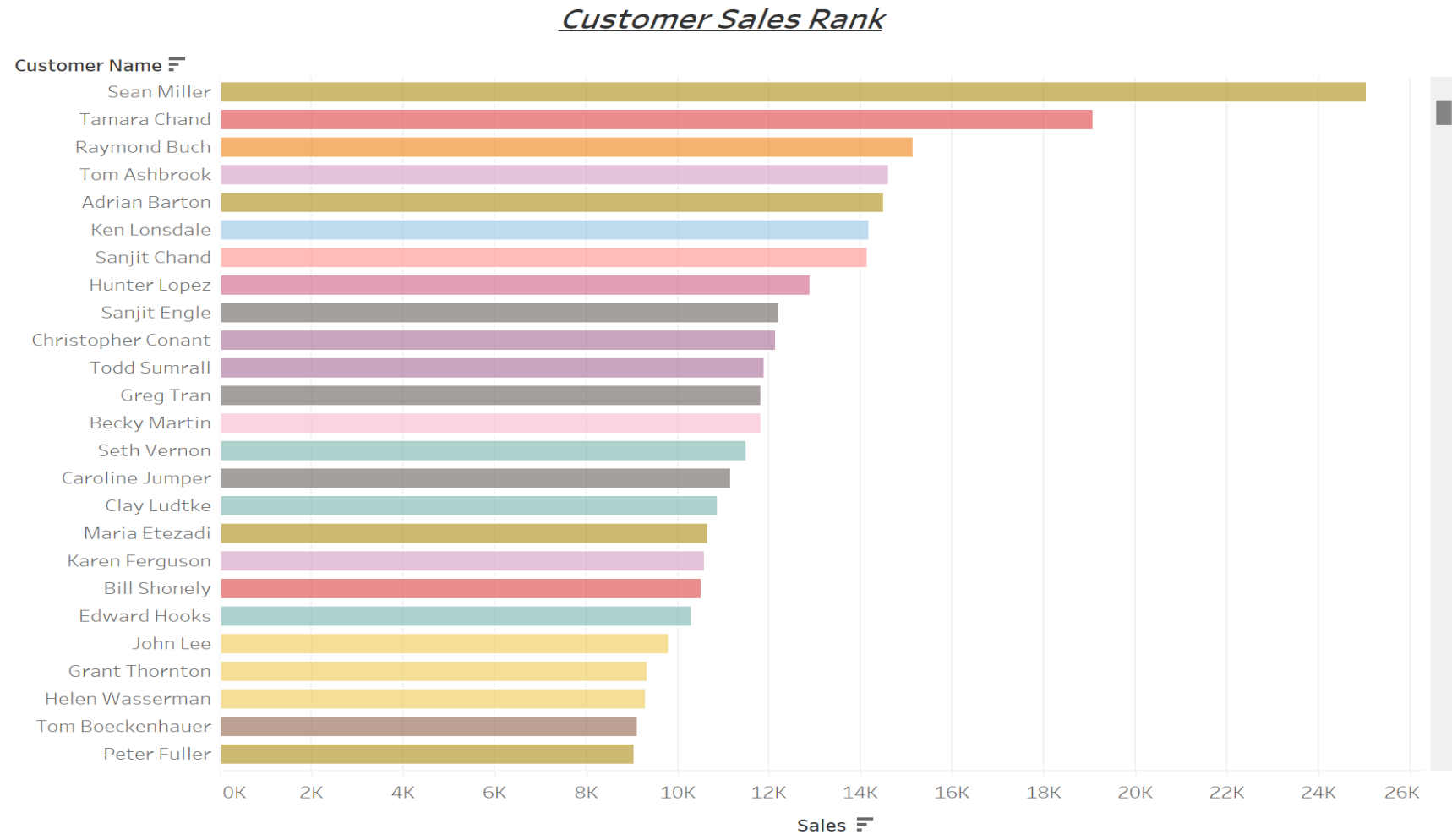Tool used: Tableau

Data Analysis

Data Analysis

Customer Sales Rank

Data Analysis
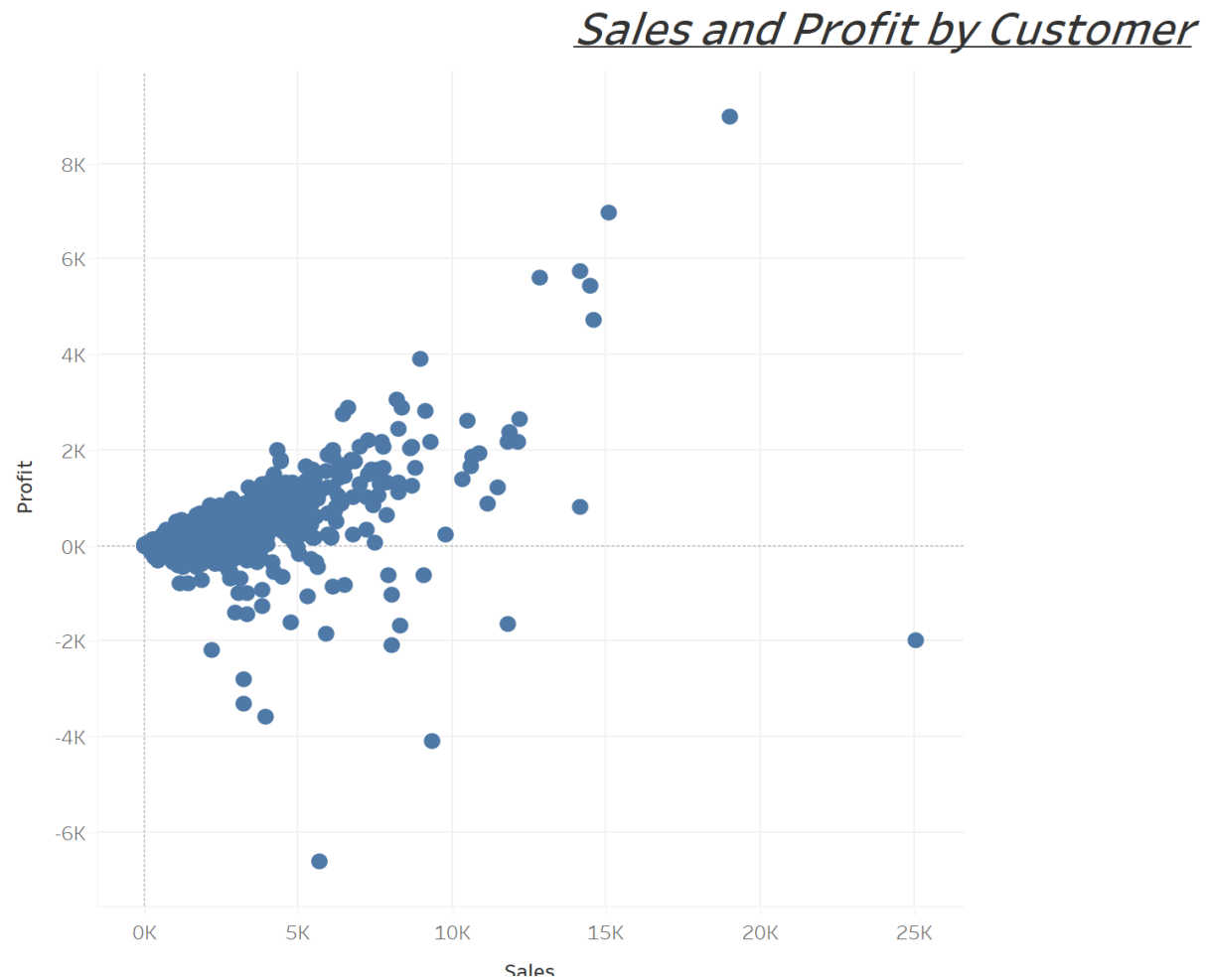

Sales and Profit by Customer
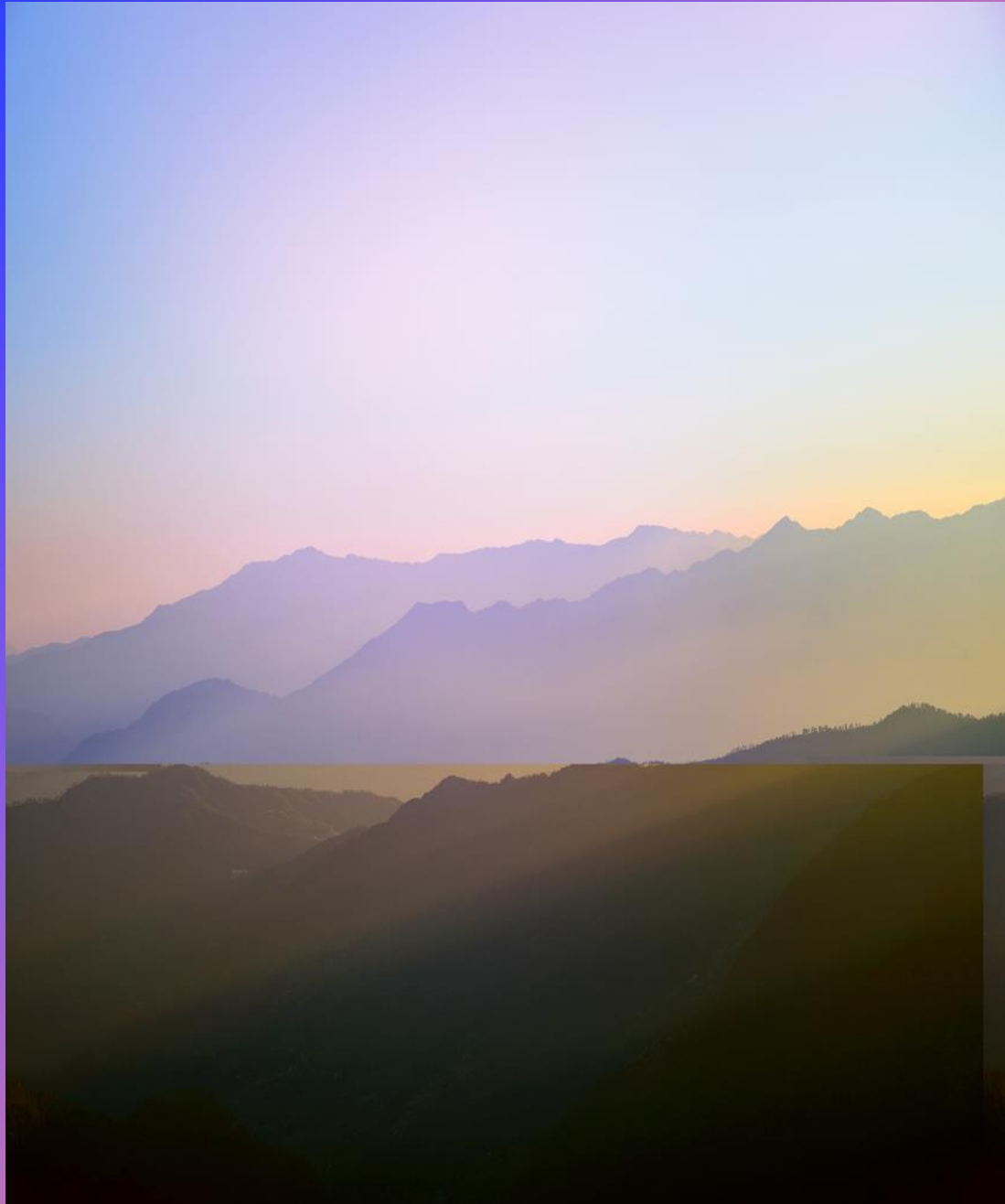
SUMMARY

West region leads in product sales ,customer numbers,quantity etc.

Central region records lowest profit.

High sales indicate positive customers perception, satisfaction and trust in the product.

THANK YOU