

# Category Performances

Assignment Answers:	1. Top Three Least Performing Sub-Categories	2. Profit Ratios w.r.t. Customers	3. Sales Spotlights presenting year-wise sales above and bel..	4. Geographic Representation of Profit Ratio
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Workbook Link - [https://public.tableau.com/app/profile/sangam.mahajan/viz/Assignment3\\_16844344548550/Story1?publish=yes](https://public.tableau.com/app/profile/sangam.mahajan/viz/Assignment3_16844344548550/Story1?publish=yes)

**Business Questions:**

- 1. What are the sales trends over time?
- 2. How do different product categories perform in terms of sales and profitability?
- 3. Which regions or customer segments contribute the most to revenue?
- 4. Are there any seasonal patterns or trends in the data?
- 5. How do different marketing campaigns or promotions impact sales?

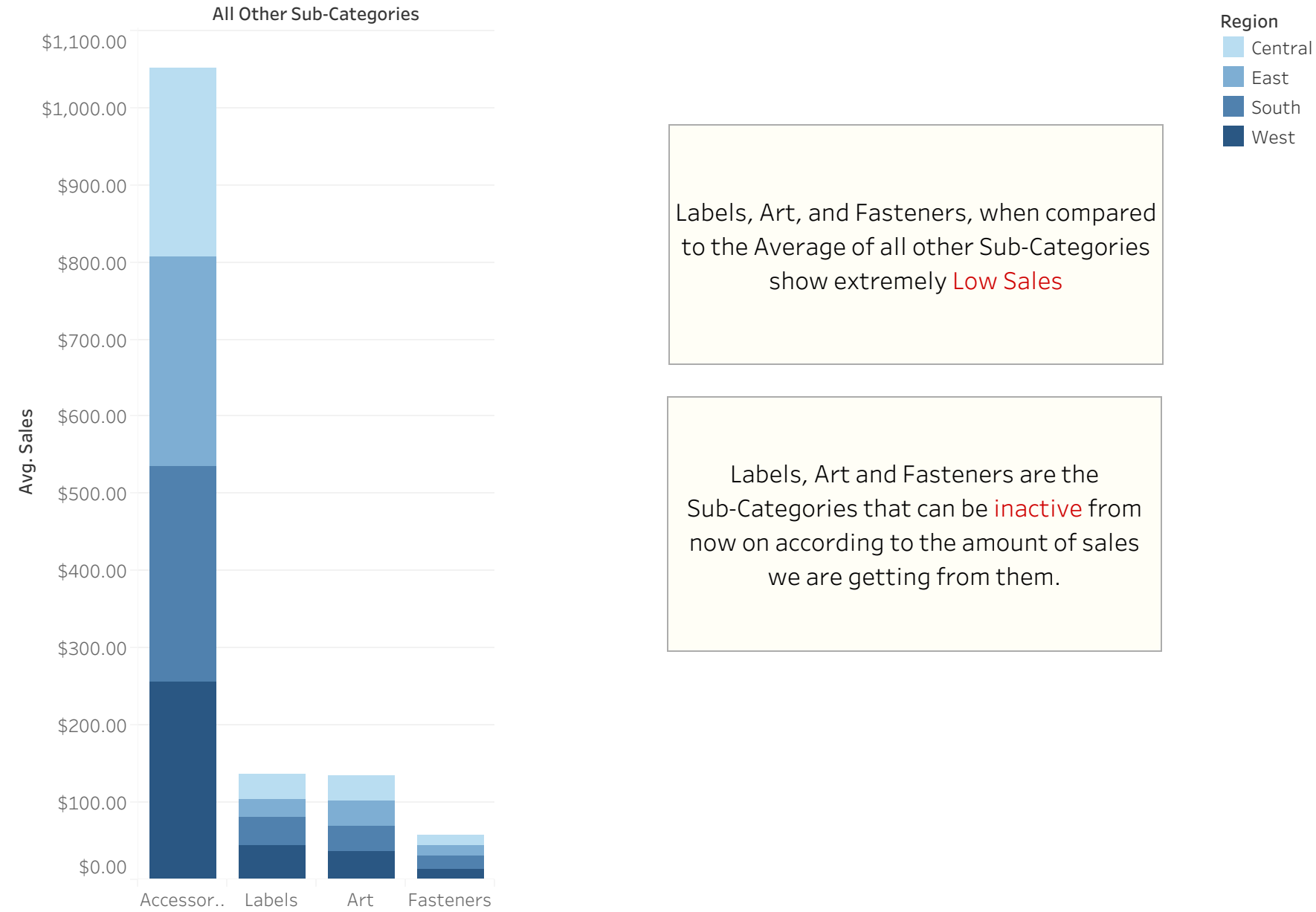
**Data:** The specific data used to answer these questions will depend on the project and available datasets. If you are referring to the Superstore dataset, it includes various dimensions such as date, product category, region, and customer segments and measures like sales, profit, and quantity.

**Audience:** The audience for the visualization and findings will depend on the project’s context. It could be stakeholders within the company, such as executives, managers, or analysts, who are interested in understanding sales performance, identifying trends, or making data-driven decisions.

**Displaying Findings:** The findings can be displayed through interactive dashboards or reports created using Tableau or other visualization tools. The visualization should be designed to effectively communicate the insights and patterns in the data.

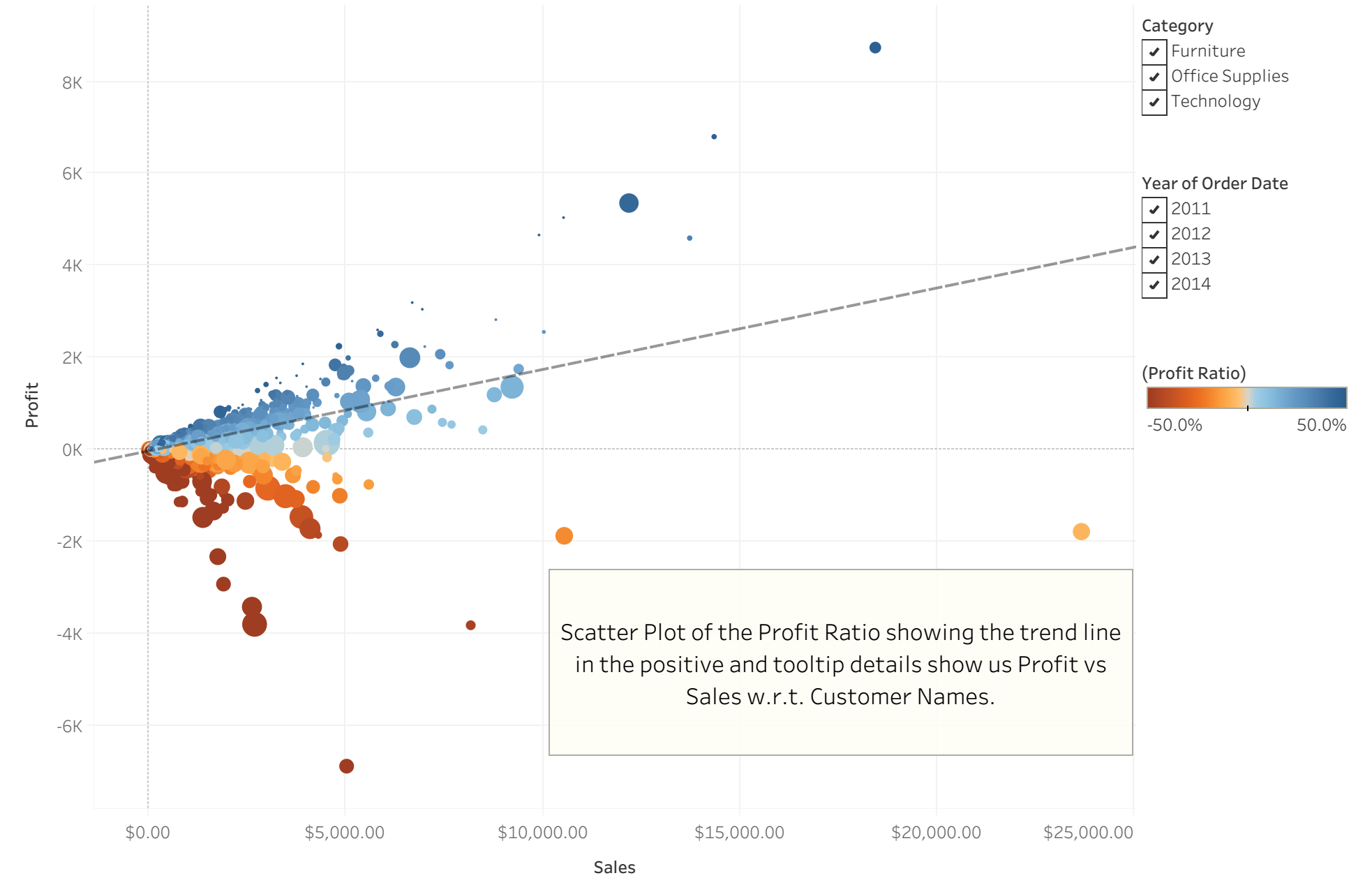
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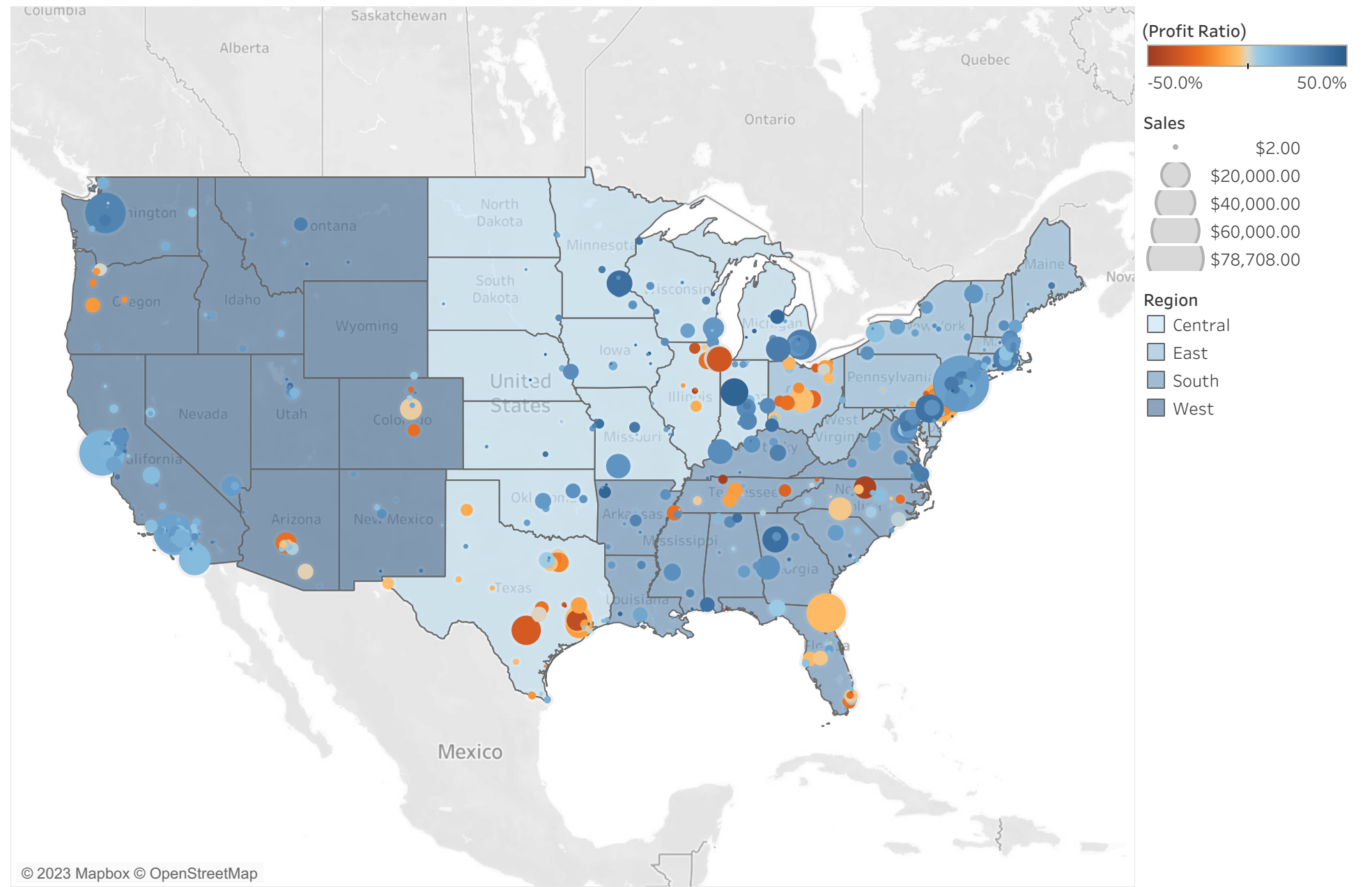
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Category	Year of Ord..	Order Date								Region
		January	February	March	April	May	June	July	August	<div><input checked="" type="checkbox"/> Central</div> <div><input checked="" type="checkbox"/> East</div> <div><input checked="" type="checkbox"/> South</div> <div><input checked="" type="checkbox"/> West</div>
Furniture	2011	\$5,952.00	\$2,131.00	\$14,575.00	\$7,944.00	\$6,911.00	\$13,206.00	\$10,820.00	\$7,317.00	<div>Green Numbers show sales above \$10,000 and Red Numbers are sales below \$10,000 which can be filtered according to the <a href="#">regions</a>.</div>
	2012	\$11,739.00	\$3,321.00	\$12,316.00	\$10,475.00	\$9,376.00	\$7,713.00	\$13,674.00	\$9,637.00	
	2013	\$7,624.00	\$3,926.00	\$12,471.00	\$13,409.00	\$15,035.00	\$12,028.00	\$13,199.00	\$13,619.00	
	2014	\$5,965.00	\$6,868.00	\$10,600.00	\$9,050.00	\$17,265.00	\$16,902.00	\$13,881.00	\$14,910.00	
Office Supplies	2011	\$4,852.00	\$1,070.00	\$8,604.00	\$11,155.00	\$7,135.00	\$12,955.00	\$15,124.00	\$11,382.00	
	2012	\$1,809.00	\$5,427.00	\$15,827.00	\$12,559.00	\$9,117.00	\$10,649.00	\$4,719.00	\$11,736.00	
	2013	\$5,303.00	\$6,683.00	\$17,458.00	\$10,640.00	\$13,010.00	\$10,908.00	\$12,678.00	\$9,220.00	
	2014	\$21,706.00	\$7,391.00	\$14,320.00	\$14,928.00	\$14,139.00	\$15,296.00	\$10,698.00	\$29,982.00	
Technology	2011	\$3,143.00	\$1,608.00	\$32,510.00	\$9,195.00	\$9,602.00	\$8,437.00	\$8,004.00	\$9,209.00	
	2012	\$4,624.00	\$3,466.00	\$10,329.00	\$11,164.00	\$11,644.00	\$6,438.00	\$10,372.00	\$15,526.00	
	2013	\$5,621.00	\$12,259.00	\$21,257.00	\$15,206.00	\$28,652.00	\$16,502.00	\$12,564.00	\$10,430.00	
	2014	\$17,037.00	\$6,029.00	\$28,996.00	\$16,138.00	\$14,246.00	\$16,061.00	\$23,851.00	\$16,635.00	

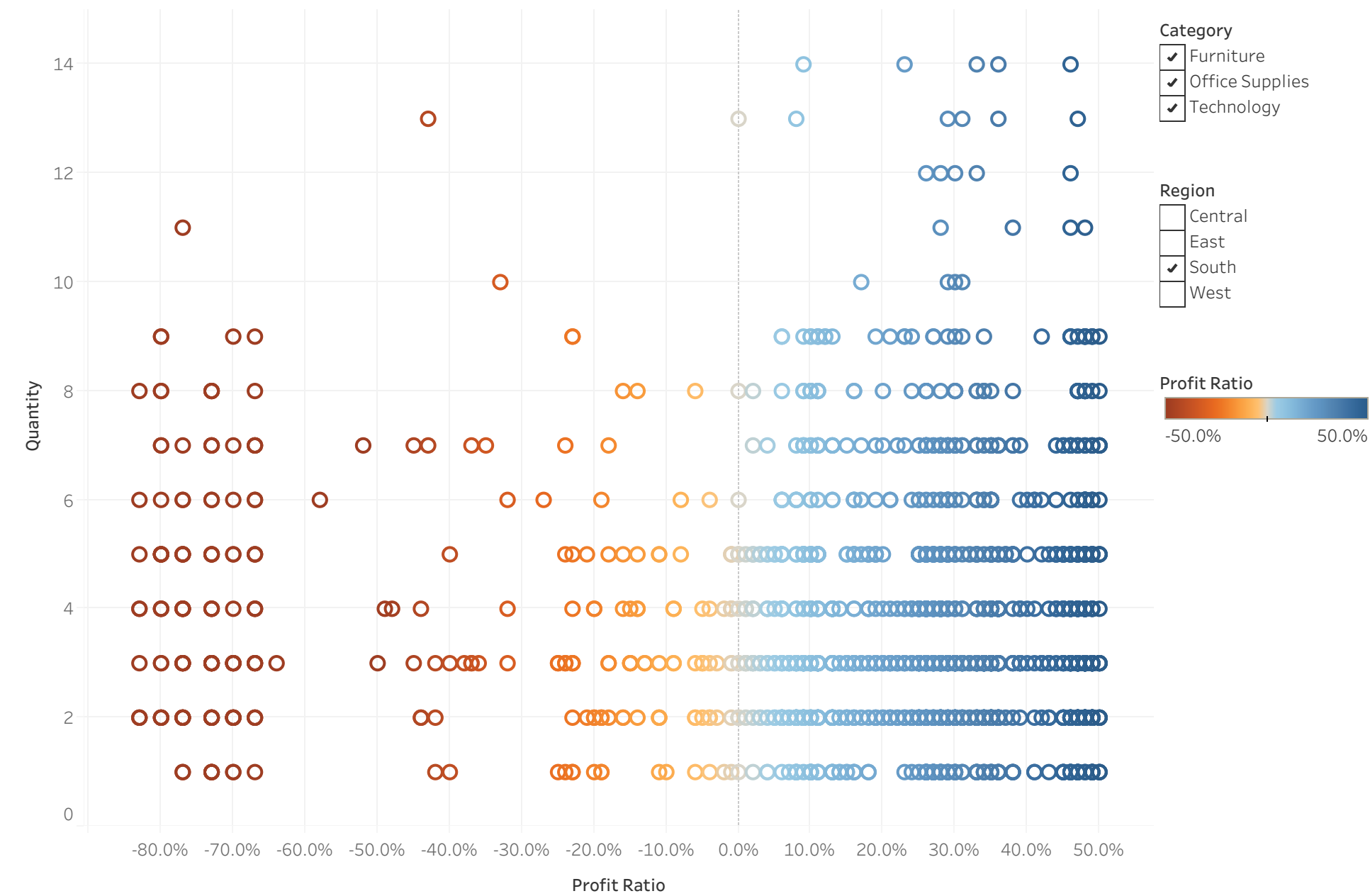
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