Task 2: Data Visualization & Storytelling

Dataset: Synthesized Superstore-style sales data (2020-2022)

Deliverable: Visual report with charts and key business insights

Author: Generated by ChatGPT
Date: 2025-11-04

Notes:
- Synthetic dataset created for demonstration.
- Charts focus on business insights and storytelling.
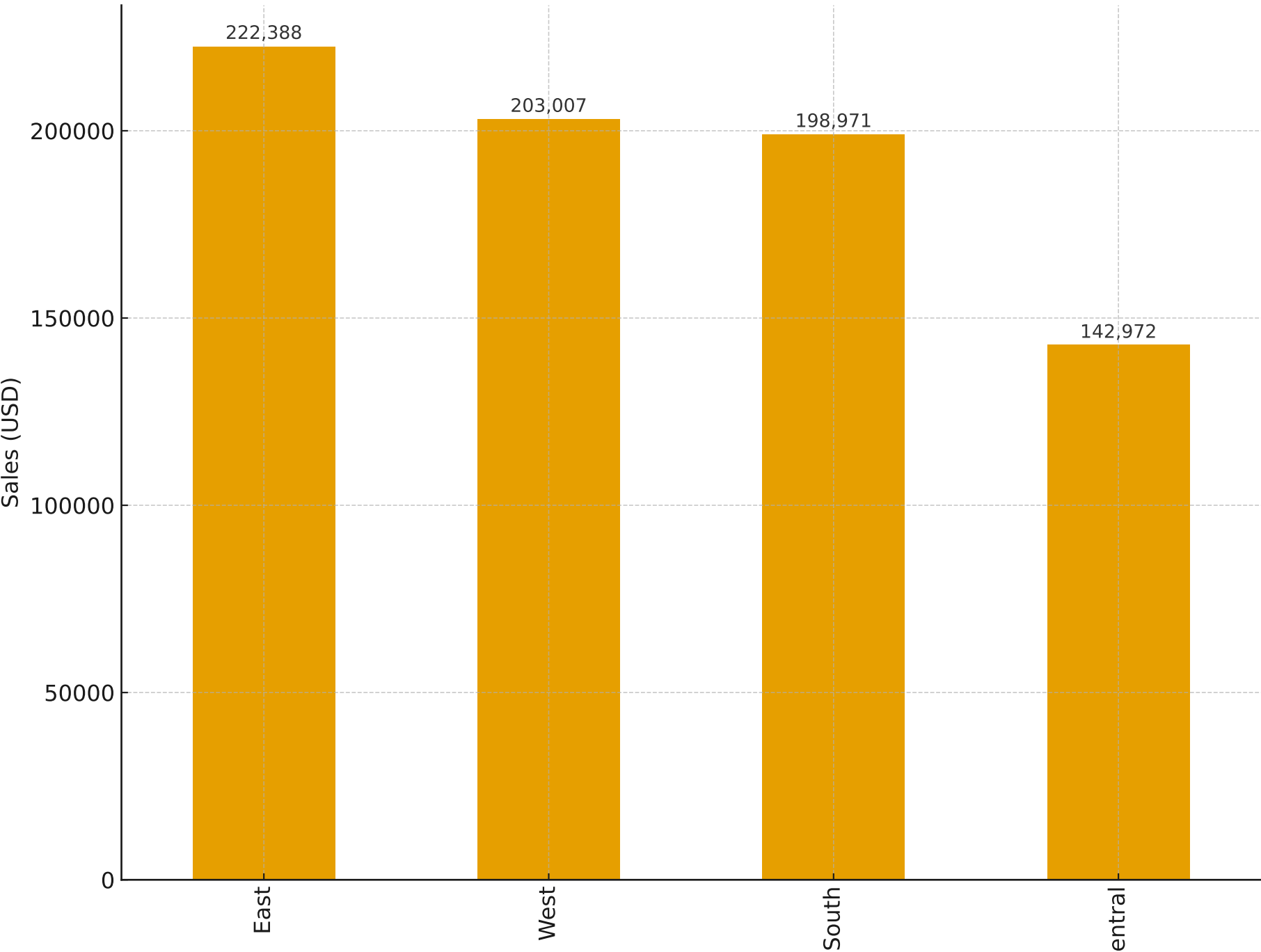
Key Performance Indicators (KPIs)

Total Orders: 800
Total Sales: 767,337.83
Total Profit: 111,205.82
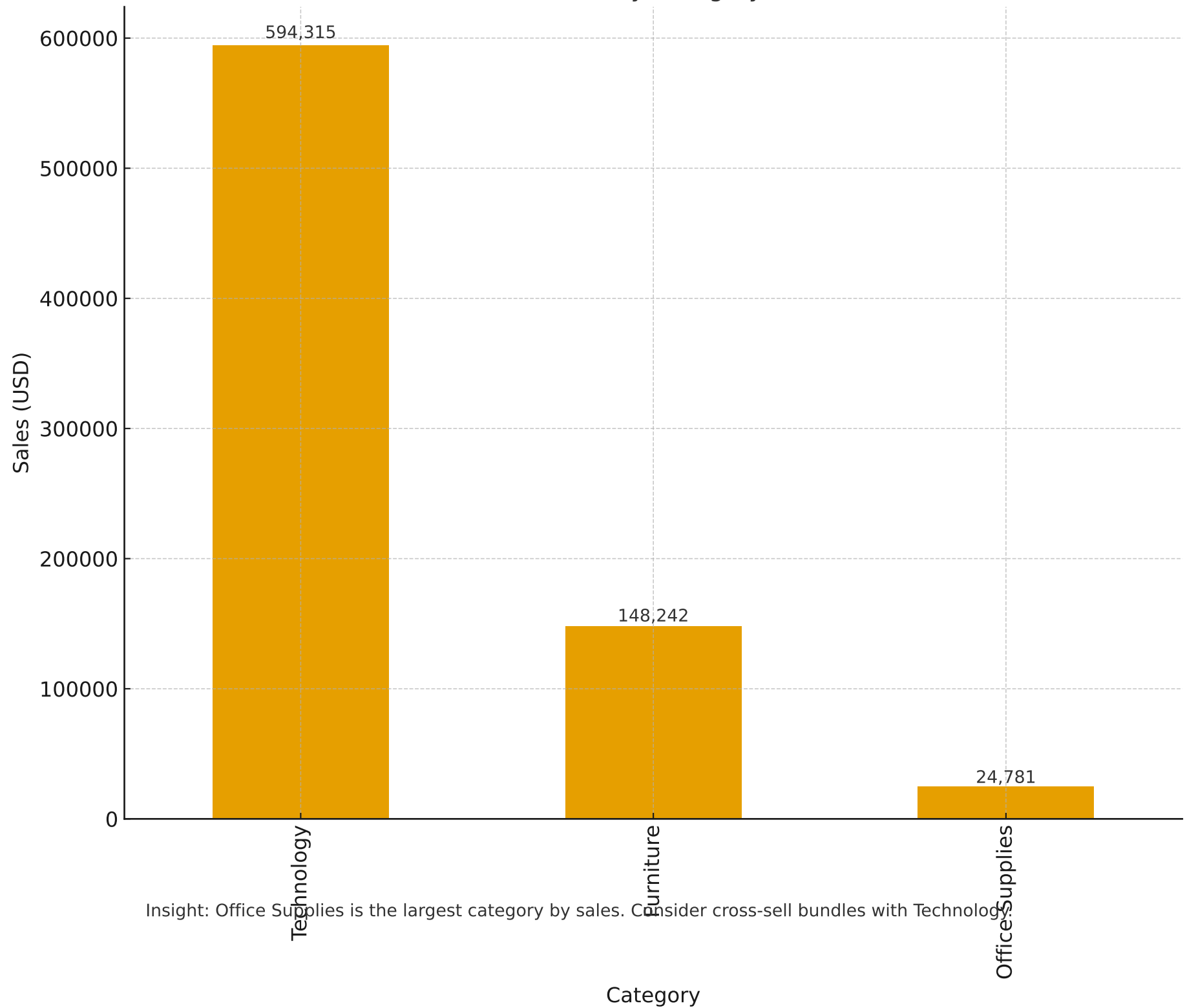Avg Order Value: 959.17

Top insight:
- Sales concentrated in Office Supplies and Technology. Monitor Furniture margins for improvement.
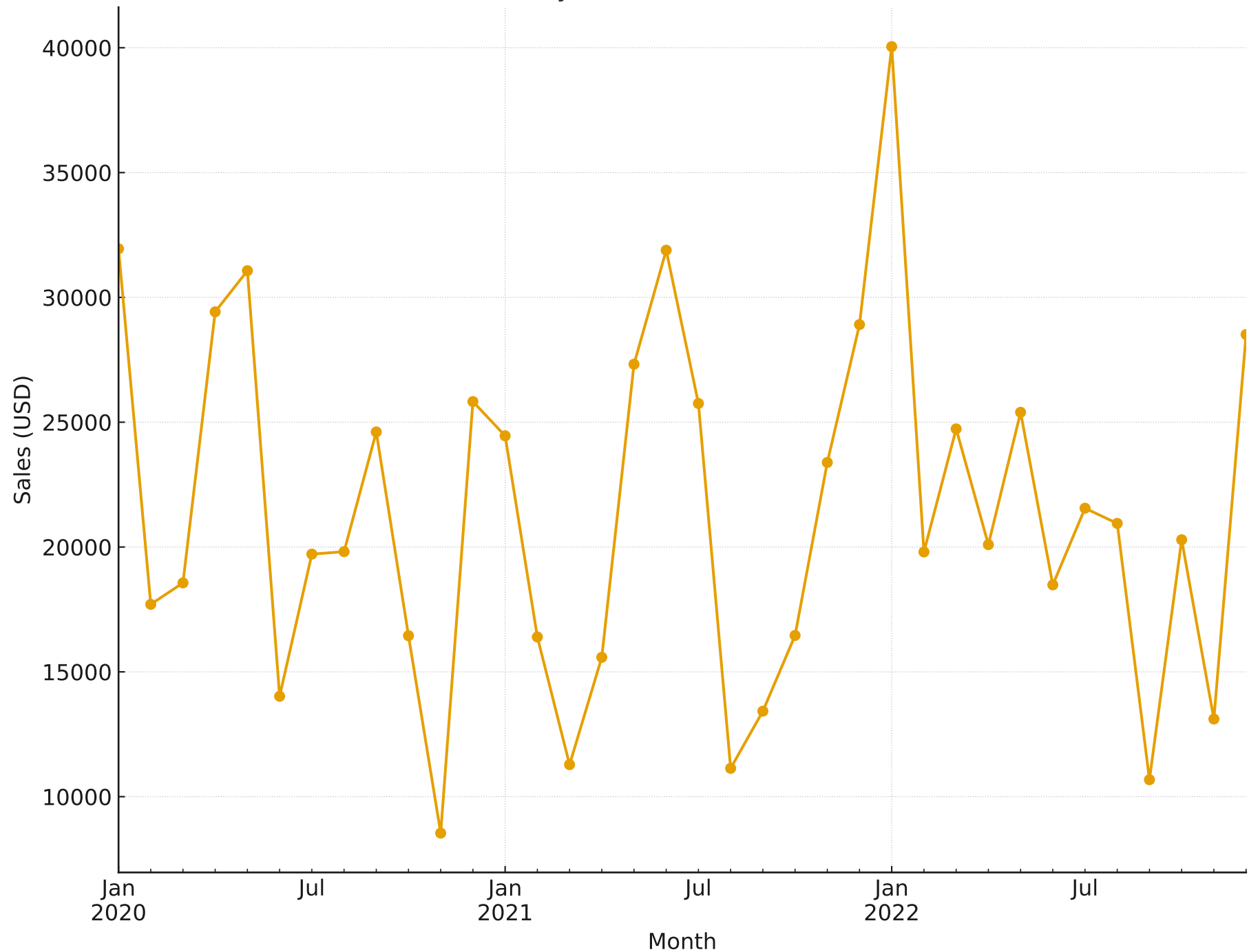
Total Sales by Region (2020-2022)

Insight: West and East regions drive the majority of sales; explore targeted promotions in lower-performing regions.

Sales by Category

Technology: 594,315
Furniture: 148,242
Office Supplies: 24,781

Insight: Office Supplies is the largest category by sales. Consider cross-sell bundles with Technology.
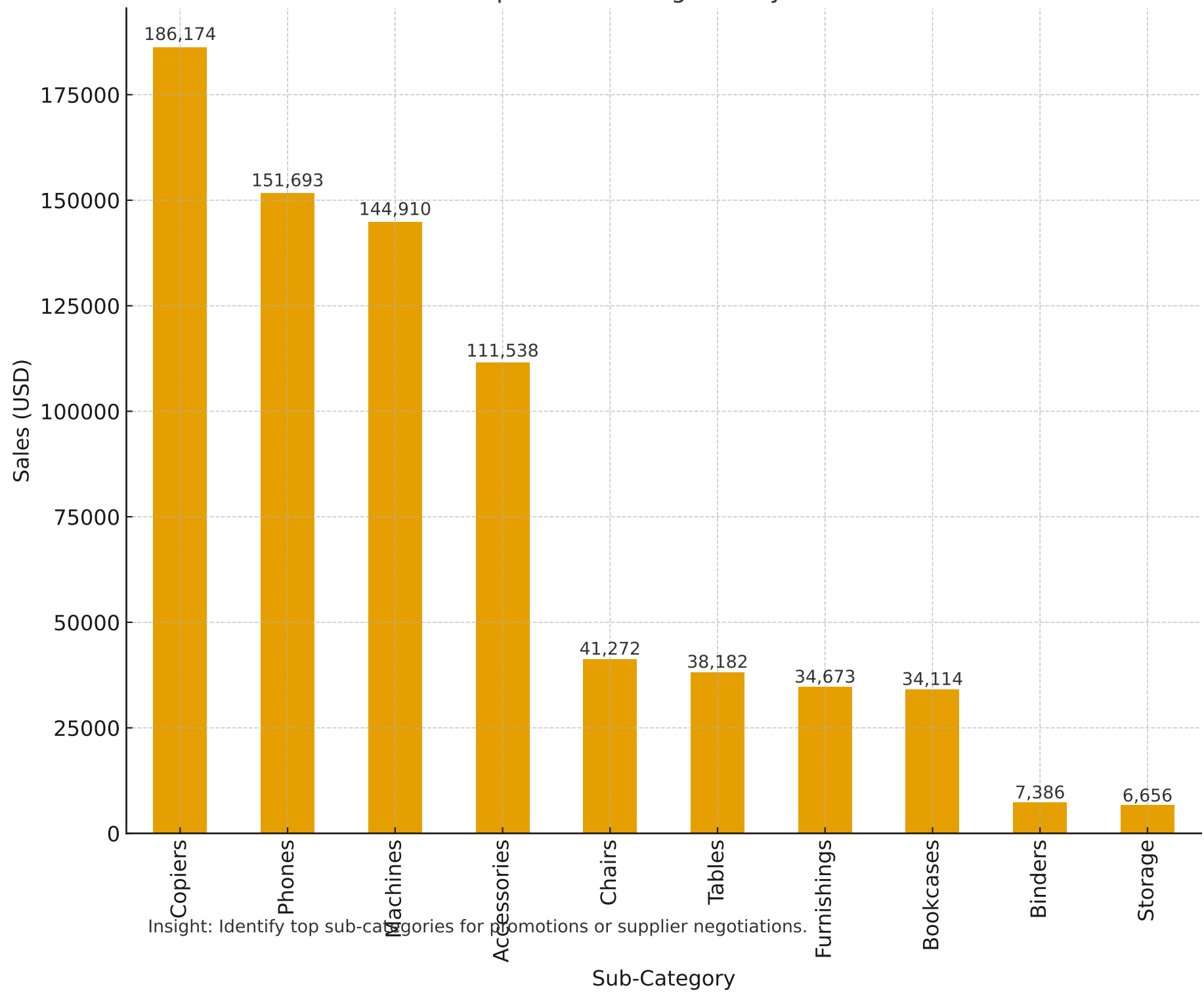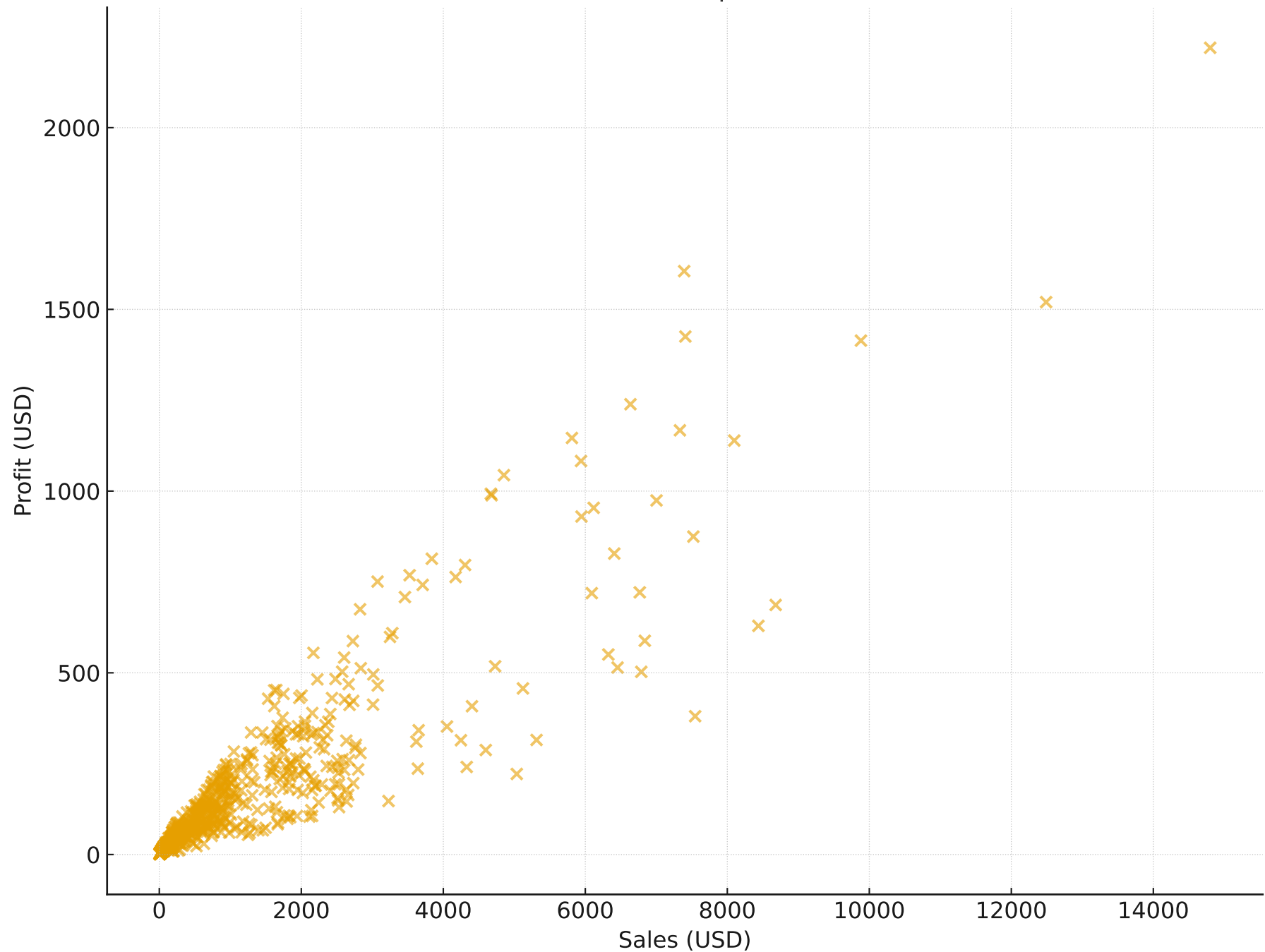
Monthly Sales Trend (2020-2022)

Insight: Seasonal peaks visible—evaluate inventory and marketing around high months.

Top 10 Sub-Categories by Sales

Insight: Identify top sub-categories for promotions or supplier negotiations.

Sub-Category	Sales (USD)
Copiers	186,174
Phones	151,693
Machines	144,910
Accessories	111,538
Chairs	41,272
Tables	38,182
Furnishings	34,673
Bookcases	34,114
Binders	7,386
Storage	6,656

Profit vs Sales per Order

Insight: Some high-sales orders have low or negative profit — review pricing or discounts on those orders.

Recommendations & Storyboard

1. Focus on West & East regions for scaling revenue; run targeted campaigns in Central & South.
2. Office Supplies shows strong volume — bundle with Technology to increase AOV (Average Order Value).
3. Audit low-profit high-sales orders to fix discounting or supplier issues.
4. Monitor seasonal peaks seen in monthly trend; align inventory and promotions accordingly.
5. Build an operational dashboard with these KPIs for ongoing monitoring.

Storyboard summary:
- Start with KPIs -> Region/Category breakdown -> Trend -> Top products -> Root-cause (profit orders) -> Actions.