Data Visualization & Storytelling Report
(Tableau - Task 2)

Overview

This report presents a visual analysis of the Superstore dataset using Tableau Public. The objective is to demonstrate data storytelling through dashboards and insights that support business decisions.

Dataset Description

The analysis uses the Sample Superstore dataset, containing information about orders, customers, sales, profit, product categories, regions, and shipping details.

Visualizations Created

- Sales by Category (Bar Chart)
- Profit by Sub-Category (Bar Chart)
- Monthly Sales Trend (Line Chart)
- Region-wise Sales (Map/Bar Chart)
- Sales vs Profit Relationship (Scatter Plot)
- Final Dashboard with Filters (Category, Region, Year)

Key Insights

1. Technology category generates the highest sales.
2. Furniture—especially Tables and Bookcases—shows negative or low profits.
3. Sales peak during Q3 and Q4, indicating seasonal patterns.
4. The West region leads in overall revenue.
5. Some high-sales products still yield low or negative profit, indicating pricing or discount issues.

Dashboard Summary

The final Tableau dashboard integrates KPIs and multiple charts into an interactive layout. Users can filter by Category, Region, and Year to explore data across dimensions. The design follows best practices to maintain clarity, simplicity, and actionable insights.

Conclusion

This project demonstrates proficiency in Tableau, dashboard creation, and visual storytelling. The findings highlight actionable business insights and showcase strong data presentation skills.