**Sales Analysis Report – Task 2**

**Data Visualization and Storytelling using Tableau**

**🎯 Objective**

To examine Superstore sales data with Tableau and display meaningful business information in an understandable and interactive dashboard.

**🧰 Tools & Dataset**

* **Tool Used:** Tableau Desktop Public Edition
* **Dataset:** Superstore.csv (sample retail sales data)
* **Techniques Applied:**
  + Dashboard design with multiple sheets and visual containers
  + Trend analysis using line charts
  + Product analysis using horizontal bar charts
  + Region and category comparison with bar and tree map charts
  + Scatter plot for discount vs profit insight

**📊 Visuals & Analysis Overview**

**📍1. Sales by Region (Bar Chart)**

* West and East regions lead in total sales.
* Central and South regions contribute the least.
* Indicates potential for strategic growth in low-performing regions.

**🕒 2. Monthly Sales Trend (Line Chart)**

* Shows strong seasonality with peaks during **November and December** each year.
* Sales grow steadily over time, with spikes around Q4 (holiday season).
* Helps in **sales planning and promotional scheduling**.

**🏆 3. Top 10 Products by Sale (Bar Chart)**

* Highlights top-selling products
* Helps identify which products drive revenue the most.
* Useful for inventory and marketing focus.

**🧱 4. Sales by Category and Sub-category (Tree map)**

* **Technology (Phones, Accessories, Machines)** dominates in both size and colour (higher values).
* **Furniture (Tables, Chairs)** is also significant but with inconsistent profits.
* Tree map enables quick comparison across product hierarchies.

**📉 5. Profit vs Sales (Scatter Plot)**

* Visualizes the relationship between **Sales** and **Profit** by category.
* Many points lie near zero or in loss zone—especially in **Furniture**.
* Indicates the need to **review discount policies** and cost management.

**🔍 Key Insights**

* **West region** leads sales but Central & South have growth potential.
* **Technology products** are both high-selling and profitable.
* **High sales do not guarantee profit** — scatter plot shows losses in several cases.
* **Top 10 products** can be the focus for future upselling.
* Seasonal peaks in Q4 can be leveraged for campaigns.

**✅ Conclusion**

This Tableau dashboard helped uncover actionable business insights through visual storytelling. By combining regional, product, and temporal analyses, the dashboard supports:

* Strategic decision-making for underperforming regions
* Focusing on profitable product categories
* Reviewing discount strategies to avoid profit erosion
* Aligning promotions with seasonal demand trends