**Data Visualization Using Tableau**

**A screenshot of a computer

AI-generated content may be incorrect.**

**Top KPIs (Key Performance Indicators)**

These are summary numbers at the top:

* **Total Sales**: 2,261,537 → Total revenue generated.
* **Customer**: 793 → Total number of unique customers.
* **Total Products**: 1,861 → Total number of different products sold.
* **Orders**: 4,922 → Total number of orders placed.

**🔷 Bar Charts**

**✅ Sale By Category**

* Shows sales by product categories:
  + **Technology**: 827,456
  + **Furniture**: 728,659
  + **Office Supplies**: 705,422  
    ➤ *Technology is the highest-selling category.*

**✅ Sales By Location**

* Shows sales by region:
  + **West**: 710,220
  + **East**: 669,519
  + **Central**: 492,647
  + **South**: 389,151  
    ➤ *West region has the highest revenue.*

**✅ Sales By Ship Mode**

* Sales grouped by shipping method:
  + **Standard Class** is most used: 1,340,831
  + Others: Second Class, First Class, Same Day  
    ➤ *Standard shipping is the most preferred method.*

**🔷 Line Chart: Sales By Years**

Shows how sales changed over time:

* 2015: 479,866
* 2016: 459,436
* 2017: 600,193
* 2018: 712,052  
  ➤ *Sales dropped slightly in 2016 but grew steadily afterward.*

**🔷 Map Visualization**

* A **geographical map** of the USA shows **sales amounts by state**.
* Darker shades mean **higher sales**.  
  ➤ Useful to visually spot high-revenue states (like California and New York).

**✅ Overall Purpose**

This dashboard provides a **comprehensive view of business performance** across:

* Product categories
* Locations
* Time periods
* Shipping methods

It helps decision-makers:

* Track trends
* Identify best-performing regions/products
* Plan logistics and marketing strategies