

# Superstore Sales Performance Dashboard (2019–2025)

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A Tableau-Based Analysis of Sales, Profit & Customer Insights

Created by - PIYUSH BIDWAIKAR

# Project Overview

- End-to-end analysis of Superstore sales data from **2019–2025**
- Dashboard created using **Tableau Public**
- Focus on key metrics: **Sales, Profit, Quantity, Profit Margin %**
- Includes insights on **categories, sub-categories, cities, and payment modes**
- Objective: Identify performance patterns to assist business decision-making
- Final deliverables: **Interactive Tableau Dashboard + PPT Summary**

# Dataset Summary

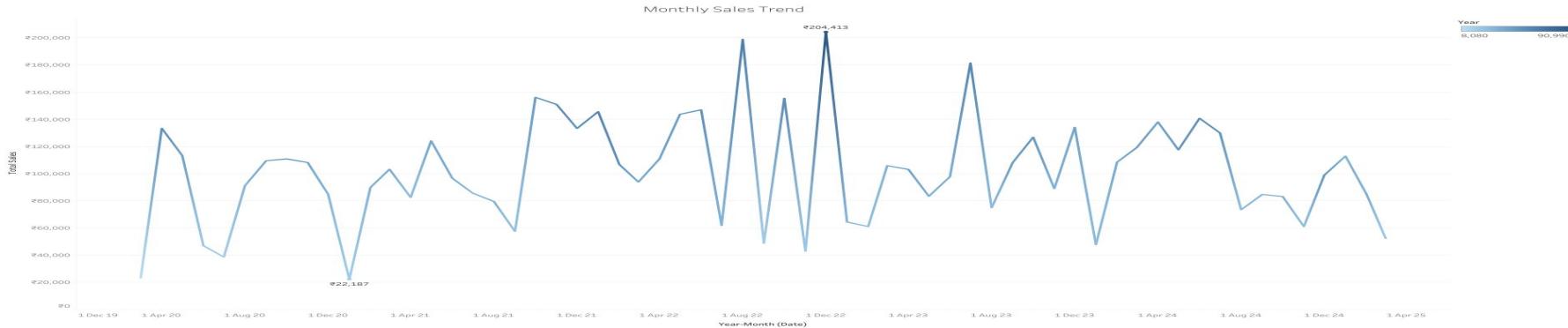
- Dataset: **Superstore Sales Dataset (2019–2025)**
- Total records analyzed: **200 rows**
- Key fields include:
  - **Order Date, Category, Sub-Category, City, State**
  - **Sales, Profit, Quantity, Payment Mode**
- Data cleaned and prepared using **Excel**
- Visual analysis created in **Tableau Public**
- Final metrics calculated using Tableau aggregations

# Key Performance Indicators (KPIs)

- **Total Sales:** ₹6,182,639
- **Total Profit:** ₹1,610,697
- **Total Quantity Sold:** 12,745
- **Overall Profit Margin:** 26.05%
- KPIs calculated using Tableau aggregation functions
- Values updated dynamically based on dataset
- These KPIs provide a quick overview of overall business performance

# Monthly Sales Trend (2019–2025)

- Shows how sales fluctuate month-over-month
- Peak sales observed during **year-end months** (Nov–Dec)
- Occasional dips around mid-year due to seasonal demand changes
- Helps identify buying trends and forecast future sales
- Useful for planning inventory, marketing, and budgeting activities



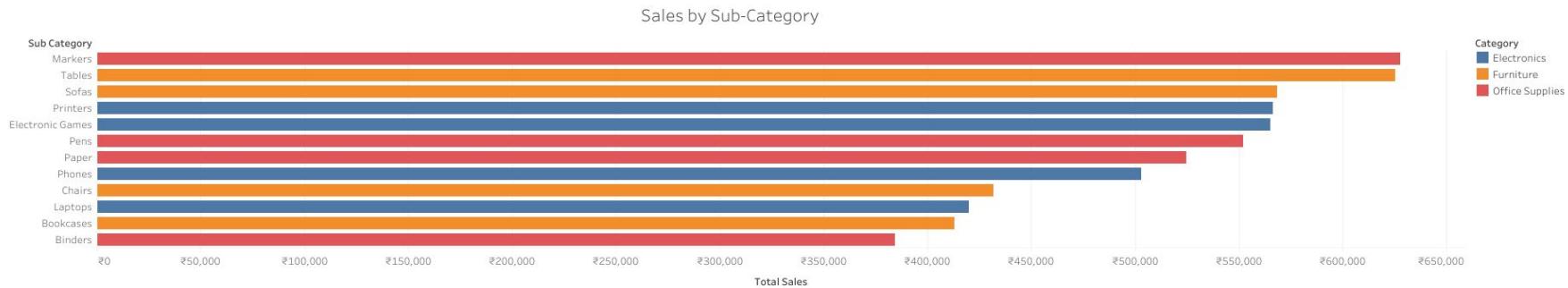
# Sales by Category

- Electronics has the **highest sales contribution** among all categories
- Furniture and Office Supplies also show **strong but slightly lower performance**
- Category-wise analysis helps identify where the business earns the most revenue
- Supports decision-making for **inventory planning and promotional strategies**
- Highlights which product categories drive overall sales growth



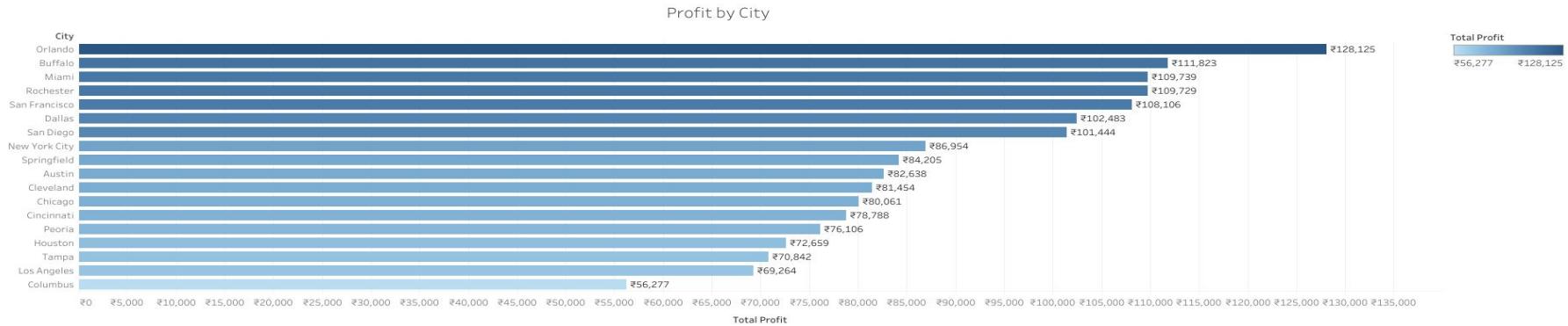
# Sales by Sub-Category

- Phones, Chairs, and Storage are the **top revenue-generating sub-categories**
- Sub-categories like Binders and Labels show **comparatively lower sales**
- Helps identify which product lines contribute most to business revenue
- Useful for optimizing **product mix, inventory stocking, and promotions**
- Highlights areas where the business can **increase focus for higher ROI**



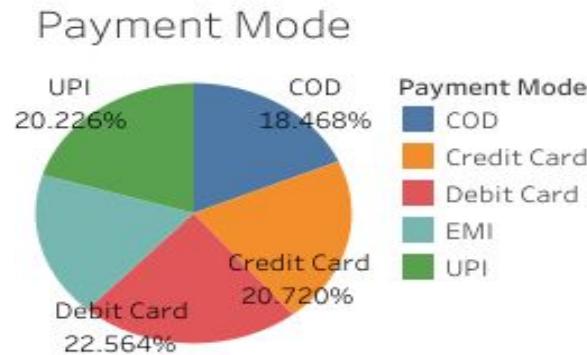
# Profit by City

- San Francisco generates the **highest profit**, making it a key performance city
- Other top performers include **New York, Seattle, and Los Angeles**
- Several cities such as **Dallas, Philadelphia, and San Diego** show **moderate profit levels**
- City-wise analysis helps identify **high-value markets and low-performing regions**
- Useful for planning **regional sales strategy, targeted marketing, and inventory allocation**



# Payment Mode Analysis

- Credit Card and Debit Card together contribute a **large share of total transactions**
- UPI shows **steady adoption**, indicating customer preference for digital payments
- COD accounts for a **smaller portion**, suggesting reliance on prepaid methods
- Helps understand **customer payment behavior and transaction patterns**
- Useful for planning **payment offers, cashback campaigns, and checkout optimizations**



# Key Insights & Recommendations

## Key Insights:

- Sales have shown consistent monthly fluctuations with spikes during **year-end seasons**
- Electronics** leads in revenue, followed by Furniture and Office Supplies
- Sub-categories like **Phones, Chairs, and Storage** contribute the most to sales
- Cities like **San Francisco, New York, and Seattle** generate the highest profits
- Credit & Debit card payments** dominate customer transactions

## Recommendations:

- Increase promotions and stock levels for **high-performing categories and sub-categories**
- Improve marketing and discounts in **low-performing sub-categories** like Binders and Labels
- Focus expansion efforts on **high-profit cities** and strengthen presence in moderate regions
- Introduce **digital payment offers** to further boost online transaction adoption
- Optimize inventory planning based on city trends and seasonal demand

# Conclusion

- The dashboard provides a clear overview of Superstore's sales, profit, and customer behavior from **2019–2025**
- Category and sub-category insights reveal opportunities for improving **product mix and marketing strategy**
- City-wise analysis highlights **key high-profit markets** for expansion
- Payment mode distribution shows a strong shift toward **digital transactions**
- The findings support **data-driven decisions** for sales planning, inventory management, and business growth

“Data-Driven Insights for Smarter Decisions”

# Thank You!

**For reviewing the Superstore Sales Performance Dashboard & Insights**

- *Feel free to explore the Tableau dashboard:*

<https://public.tableau.com/app/profile/piyush.bidwaikar/viz/SuperstoreSalesPerformanceDashboard20192025/Dashboard1#1>

**Contact:**

**Piyush Bidwaikar**

Aspiring Data Analyst | Tableau • SQL • Excel

Email: [piyushbidwaikar123@gmail.com](mailto:piyushbidwaikar123@gmail.com)

LinkedIn: [linkedin.com/in/piyush-bidwaikar](https://linkedin.com/in/piyush-bidwaikar)