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**Class:** Data Visualization & Communication

**Title:** Sales Performance

**Introduction:**

Tableau is a software that helps businesses analyze and visualize their data. By using this software, businesses can gain valuable insights from their data and create interactive dashboards to share these insights. In this project, we will be analyzing the Superstore dataset to identify key factors that contribute to the success or failure of sales. Our goal is to provide recommendations to improve sales performance. We will also be exploring which country has the highest sales by looking at different dimensions such as product category, customer segmentation, and order details from 2011 to 2015.

**Body:**

The dataset provided includes three product categories, namely technology, furniture, and office supplies, with continuous sales from 2011 to 2015. A visualization was created to show the sales growth by product category, which revealed that office supplies had significantly higher sales of $5,597,076 compared to technology and furniture during the given time frame, regardless of the country.

Further, the visualization was used to compare sales by country, and the United States emerged as the top-performing country, with $2,642,686 in sales, followed by EMEA and Africa. The reason for their success was their strong performance in the office supplies category, along with the other two categories. This visualization was presented under the "Top 10 Countries" section.

To analyze the different sales segments, another visualization was created, categorized by Consumer, Corporate, and Home Office segments. The sales growth of each segment over time was shown in the "Time Series" visualization, which highlighted that the Office supplies segment had the highest sales of $2,260,647 across all countries, while the Furniture Office had the lowest sales.

To make the visualization more interactive and to provide a detailed overview of the sales data by country, the "Sales by Country" visualization was created. This visualization enables users to select a country and view all the relevant data related to that specific country.

Based on the visual analysis, it can be concluded that there is a high demand for office supplies, which translates into higher sales and revenue. Therefore, it is recommended to focus on the manufacturing process to reduce supply shortages. Additionally, it is essential to understand the reasons for lower sales in the other two categories and address them to improve overall sales performance.

**Conclusion:**

After examining the dashboard and analyzing all the dimensions, it was evident that the United States had the highest sales compared to all other countries. The majority of the sales were generated from the office supplies category, and the top sales growth was observed in the technology category. In contrast, Turkey had the lowest sales.

Based on the Superstore dataset, it is recommended that the Superstore retail chain should concentrate on enhancing sales performance in the home office segment. Additionally, the retail chain should promote the Furniture and Technology categories to improve sales performance and sustain business growth.