SAMPLE-SUPERSTORE DATA ANALYSIS

OBJECTIVE:

Create a dashboard to visualize and compare sales data between two selected regions.

Assist the organization in understanding performance and suggesting improvements.

Dataset:

Sample Superstore

Steps to Perform:

- **Select Data**
  Use the Sample Superstore dataset.
- **Organize Data**
  Group data by Customer Name and Order ID for thorough organization.
- **Create Hierarchy**
  Establish a hierarchy called "Location" for the variable "Country."
- **Create Parameters**
  Define two parameters: Primary Region and Secondary Region, listing all regions.
- **Create Calculated Fields**
  Generate calculated fields for both Primary Region and Secondary Region.

*Determine First Order Date

Create a calculated field named "First Order Date."

*Build Dashboard

1.Align all sheets in the dashboard.

2.Partition the dashboard to display the following details for both Primary and Secondary Regions:

3.First Order Date

4.Total Sales

5.Average Sales per Order

6.Number of Customers

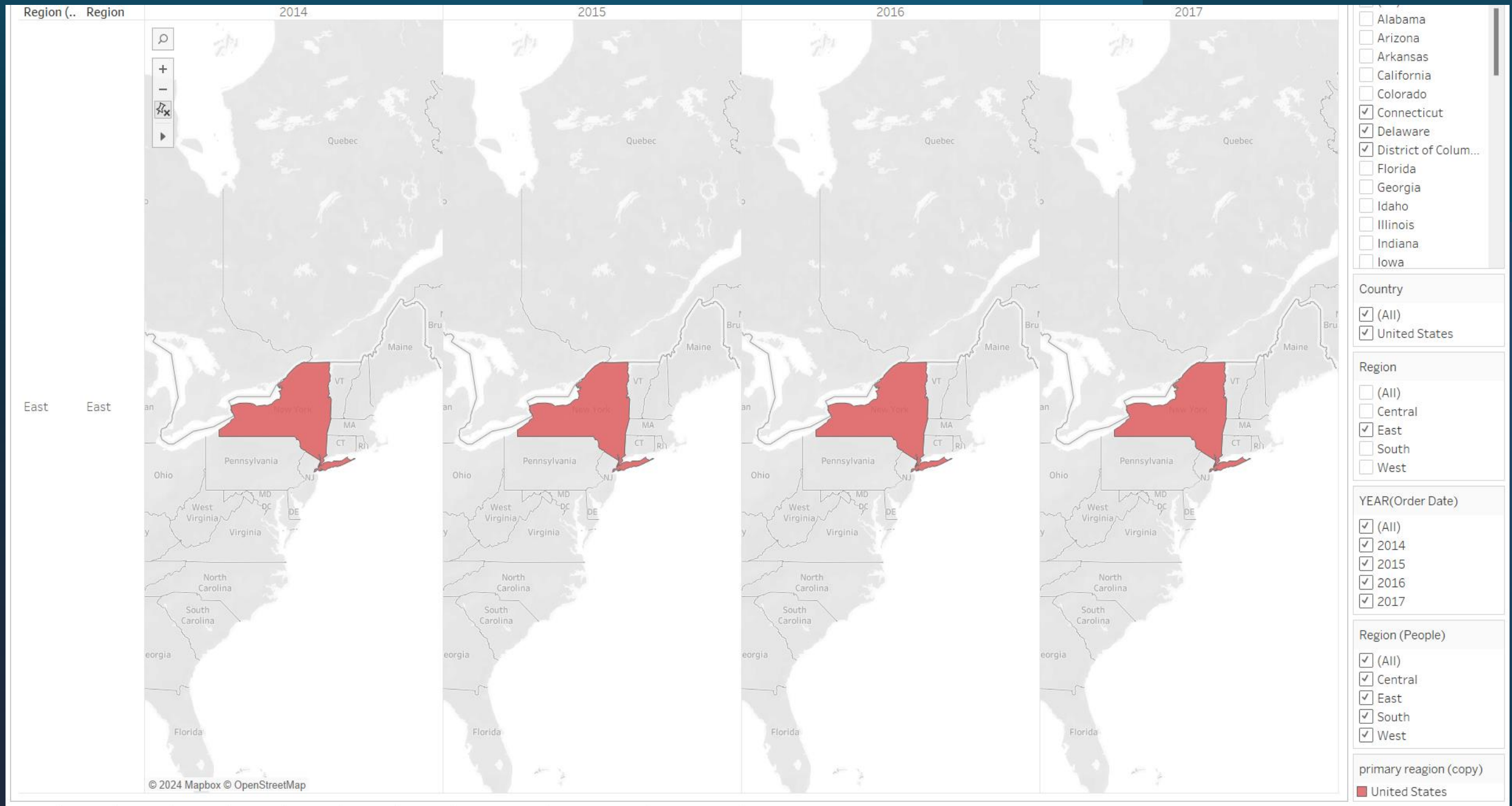
7.Number of Orders

8.Number of Products in Sale

*Summary

1.The dashboard will enable upper management to visualize and compare sales data between two regions.

2.It will provide insights for performance evaluation and improvement suggestions.



Alabama
Arizona
Arkansas
California
Colorado
☑ Connecticut
☑ Delaware
☑ District of Colum...
Florida
Georgia
Idaho
Illinois
Indiana
Iowa

Country
☑ (All)
☑ United States

Region
(All)
Central
☑ East
South
West

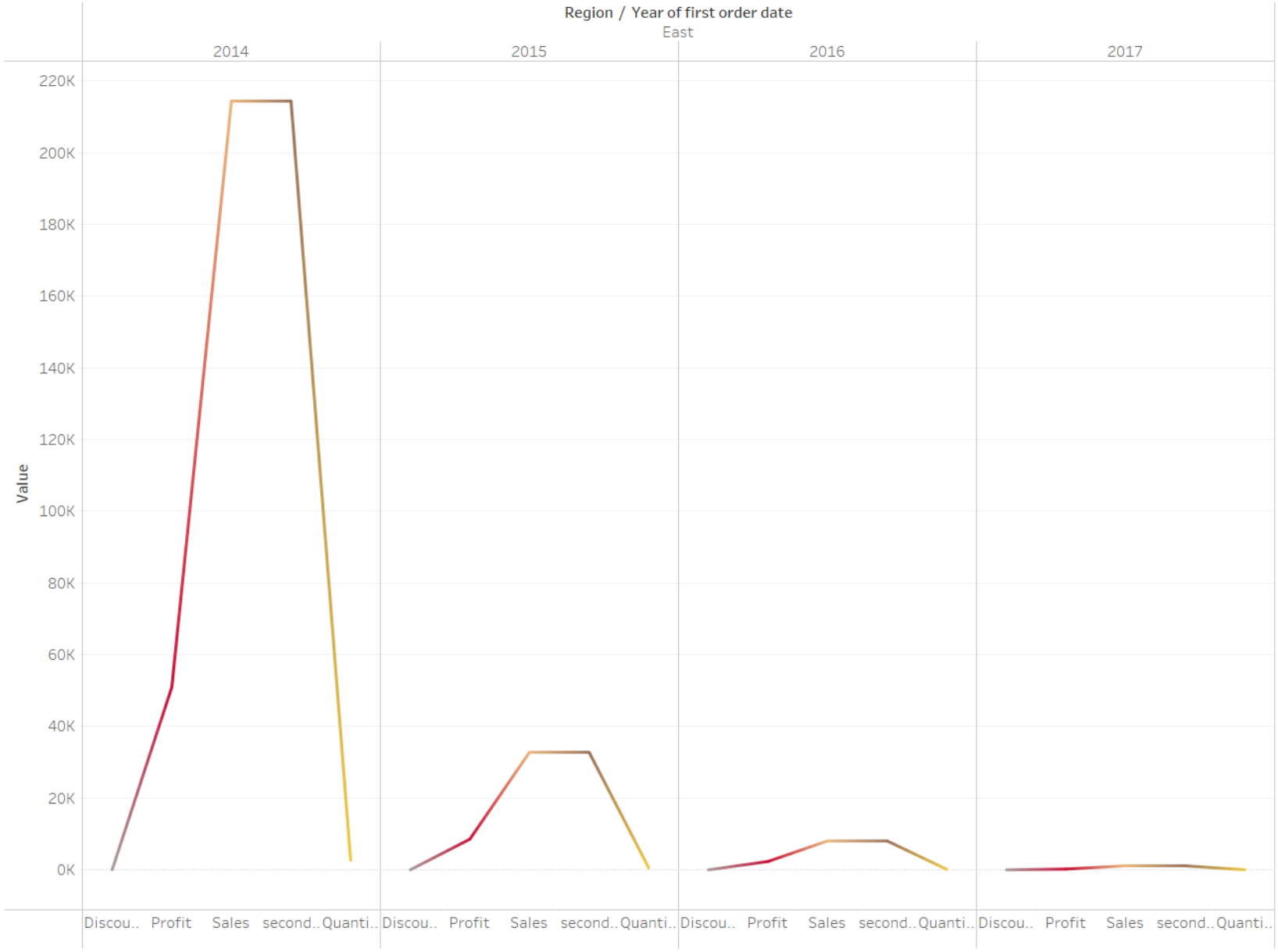
YEAR(Order Date)
☑ (All)
☑ 2014
☑ 2015
☑ 2016
☑ 2017

Region (People)
☑ (All)
☑ Central
☑ East
☑ South
☑ West

primary reagion (copy)
United States

Sheet 1 | Sheet 2 | Sheet 3 | Sheet 4 | Sheet 5 | Sheet 6 | Sheet 7 | Sheet 8 | Dashboard 1 | Dashboard 2 | Dashboard 3

ANALYSIS OF DISCOUNT,PROFIT,QUQNTITY,SALES &SECONDARY REGION SALES



primary reagion

New York

Measure Names

- Discount
- Profit
- Sales
- secondary region sales
- Quantity

Sheet 1 | Sheet 2 | **Sheet 3** | Sheet 4 | Sheet 5 | Sheet 6 | Sheet 7 | Sheet 8 | Dashboard 1 | Dashboard 2 | Dashboard 3

PIECHART OF SUB-CATEGORY

TEXT TABLE OF SECONDARY REGION

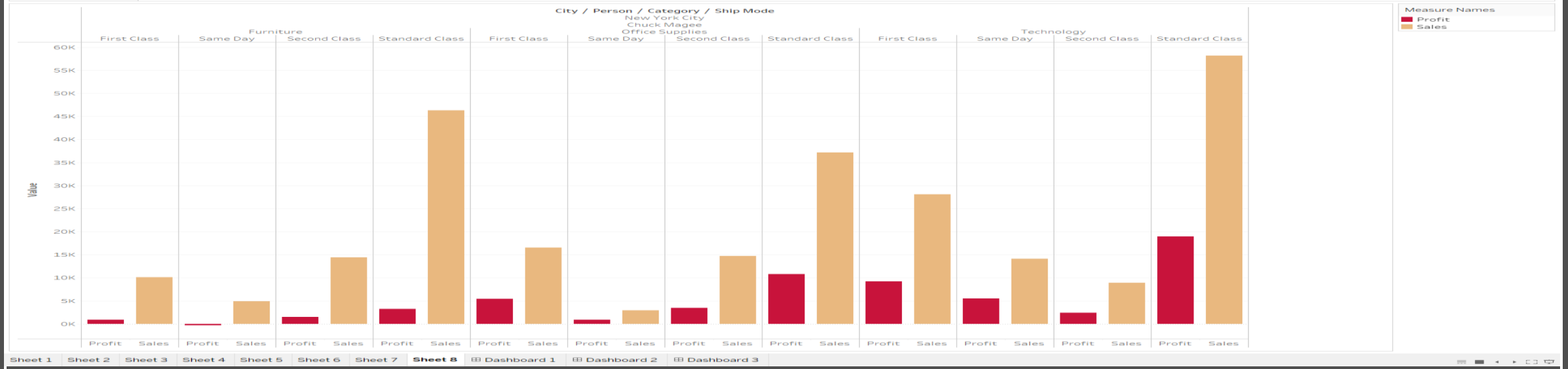
City	Country	Person	Region	State	
New York City	United States	Chuck Magee	East	New York	256,368

primary reagion (copy)
United States
SUM(secondary region ...
256,368

SAMPLE-SUPERSTORE ANALYSIS

Distinct count of sec..	793
Profit	62,037
Discount	51
Quantity	3,417
Sales	256,368
Count of Returns	11
Count of People	1
Count of Orders	915

Title NEWYORK CITY PROFIT &SALES GRAPH



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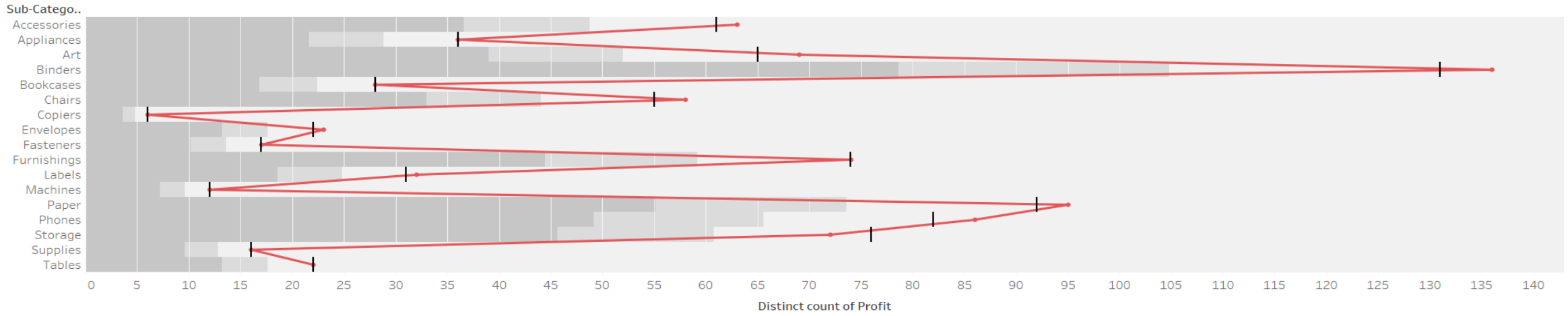
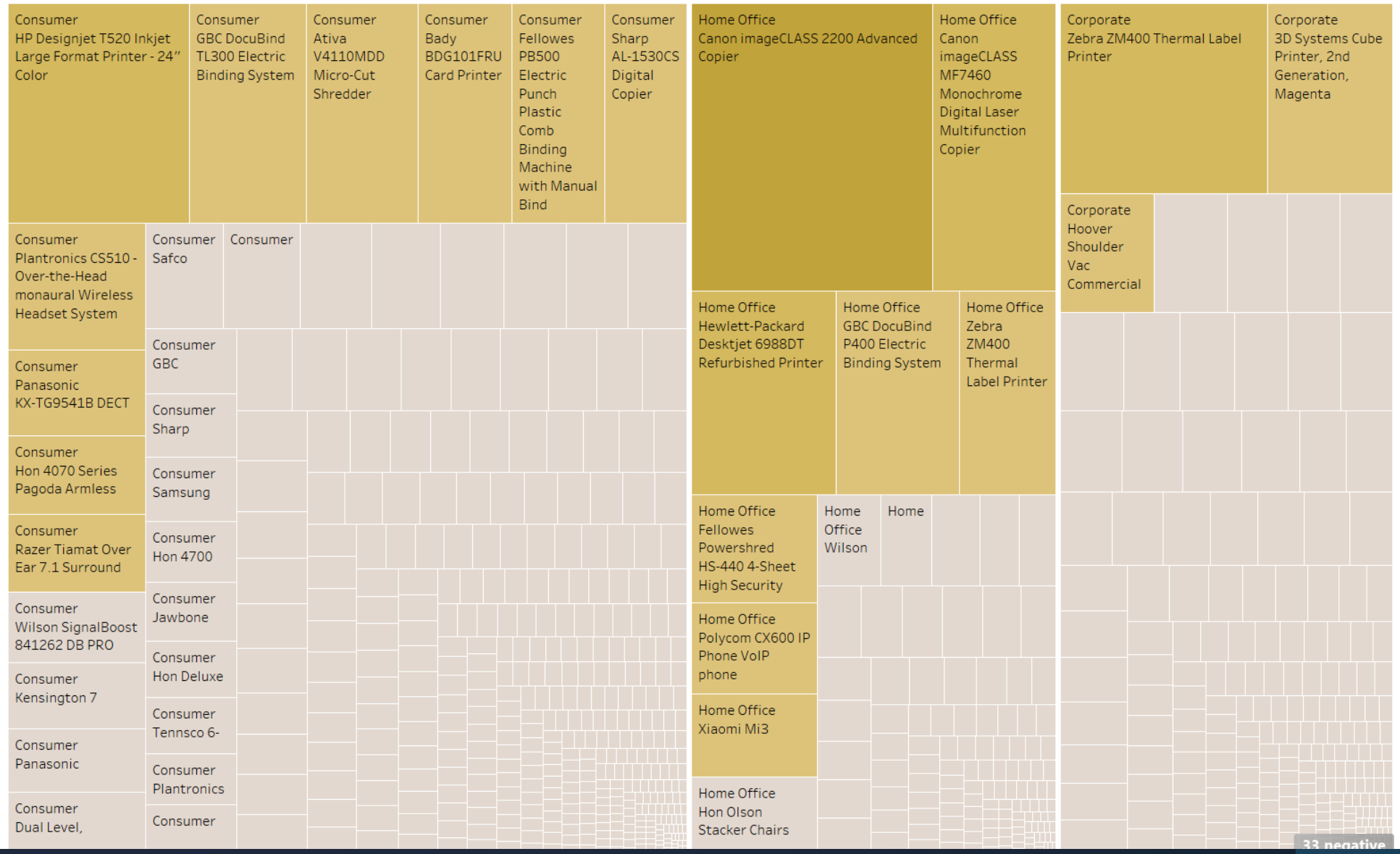
PROFIT



TREEMAPS OF SAMPLE-SUPERSTORE ANALYSIS



SUM(Profit)

-554 7,197

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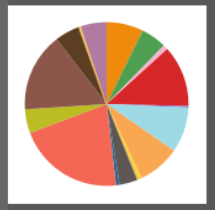
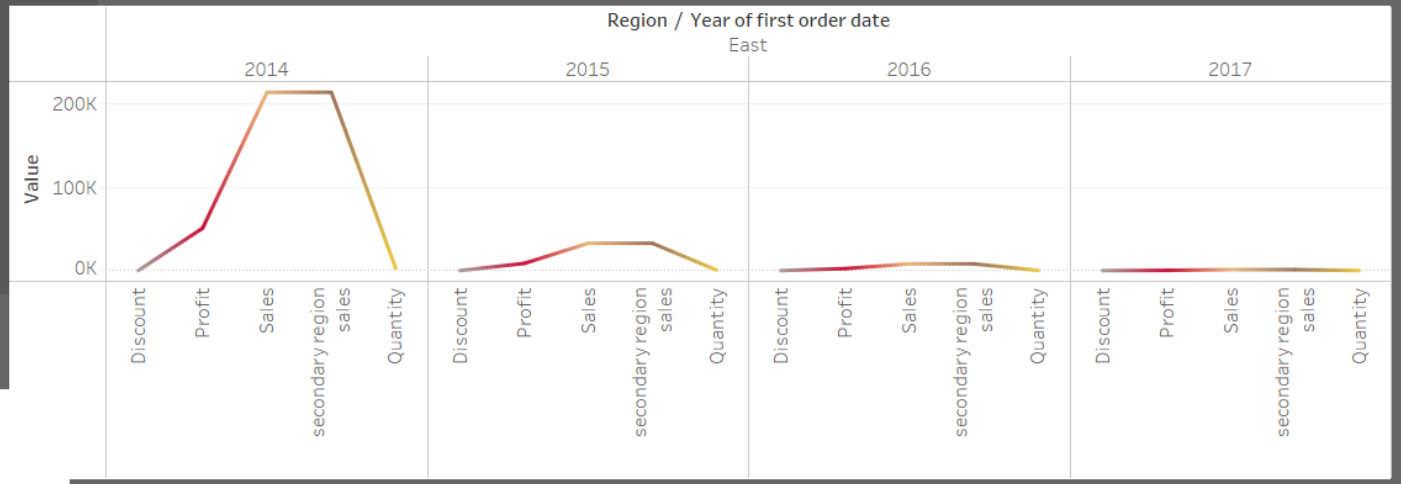


Profit 62,037

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

ANALYSIS OF DISCOUNT,PROFIT,QUQNTITY,SALES &SECONDARY REGION SALES



TEXT TABLE OF SECONDARY REGION

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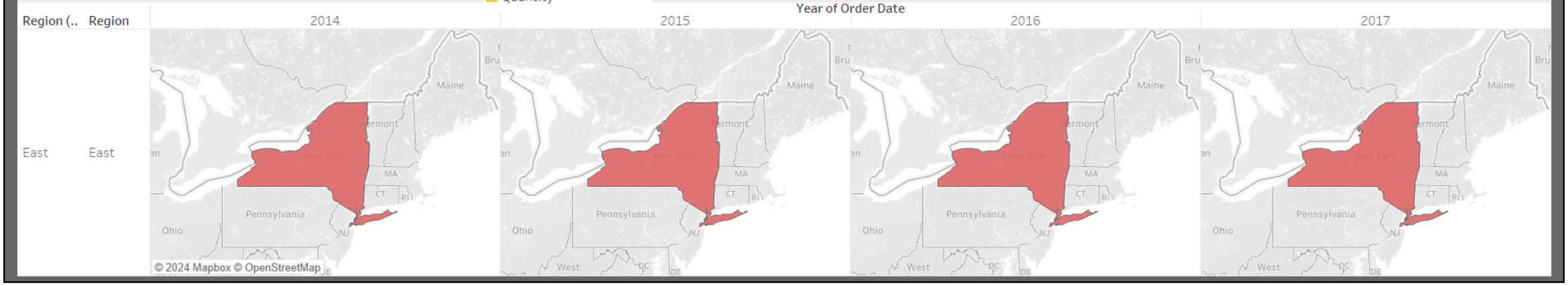
New York City	United States	Chuck Magee	East	New York	256,368

Measure Names
- Discount
- Profit
- Sales
- secondary region sales
- Quantity

MAPS OF STATE,COUNTRY,REGION AND YEARS



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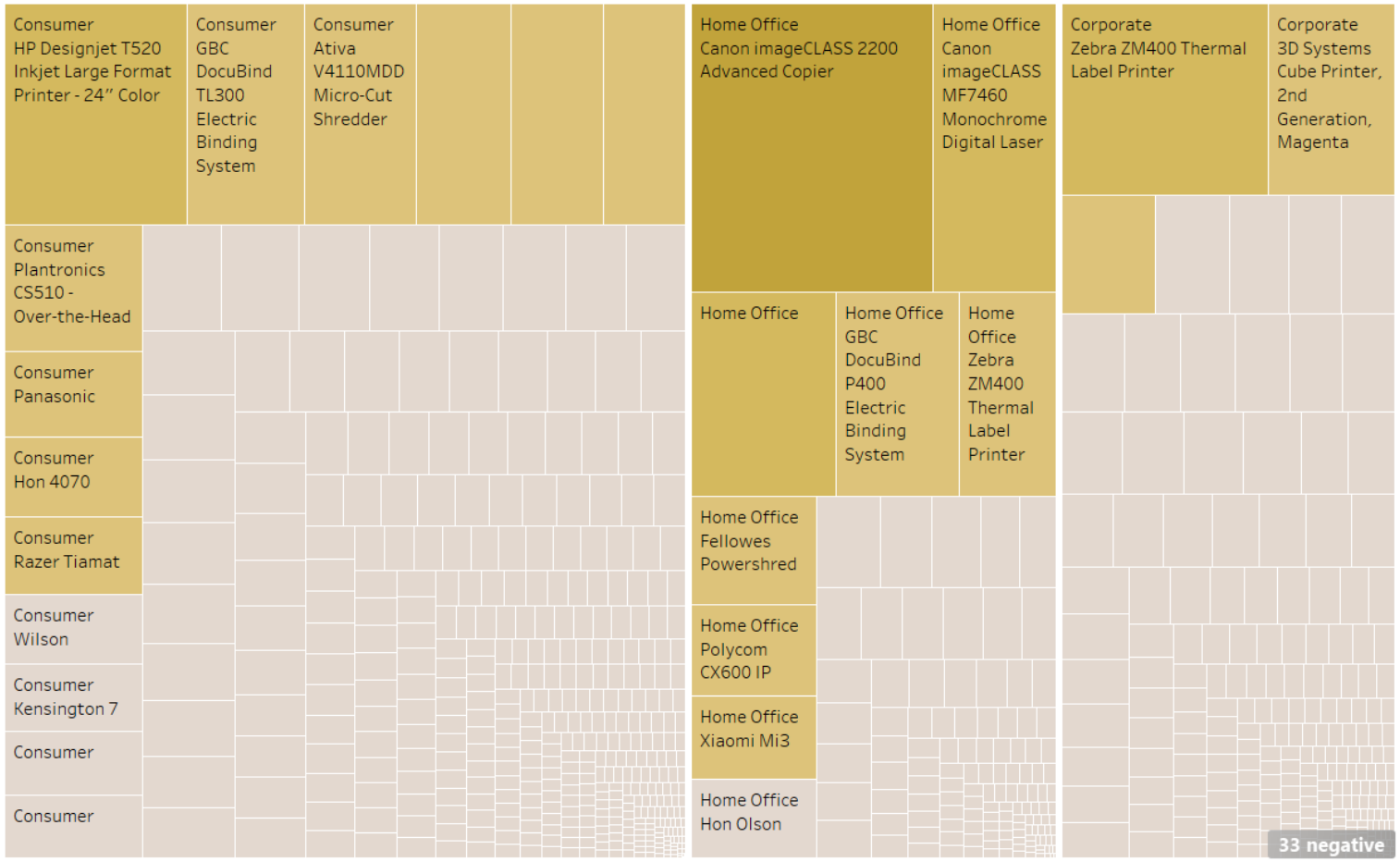
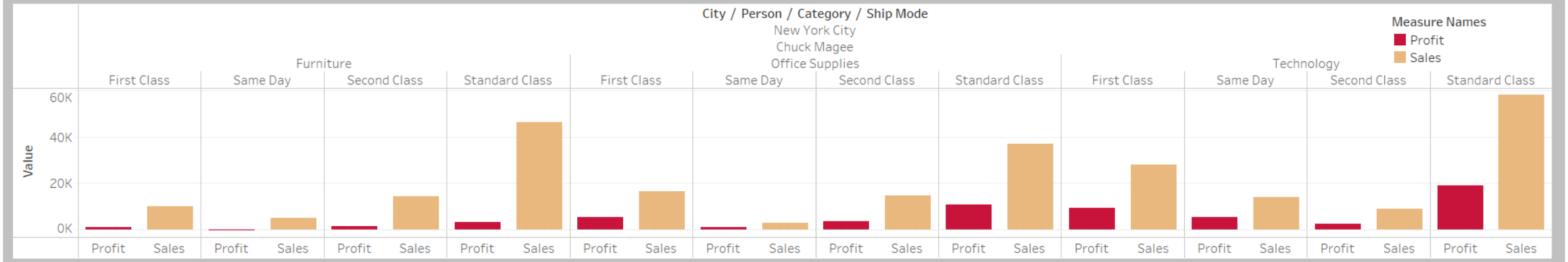


PROFIT

NEWYORK CITY PROFIT &SALES GRAPH



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