

Tablue Analysis Dashboard Report

Objective -

This dashboard provides insights into the sales performance of our products across various regions. The following Dashboard contains are :

- I. Top 10 Sub-category
- II. Sales by Region
- III. Sales by Category
- IV. Sales and Profit by Category
- V. Sales-wise profit
- VI. State-wise sales and profit

Identification-

This Report is designed for the executive management team to understanding the sales and profit of the superstore in the united state and also for taking right decision for increasing sales and profit in the lowest sales area and also maintain the sales and profit in the highest sales area.

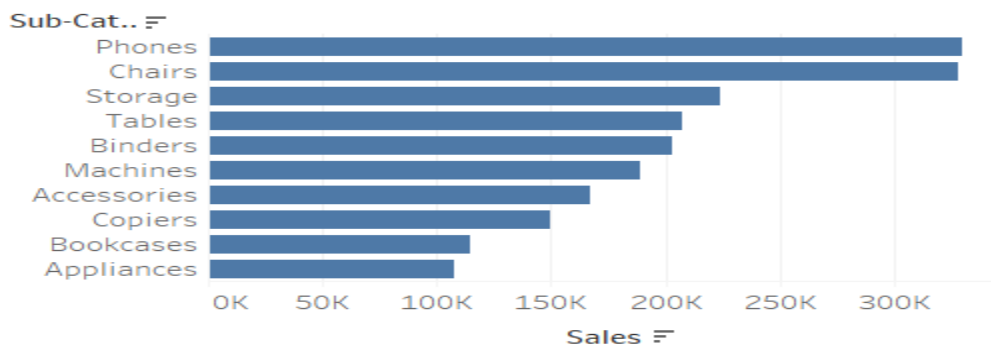
Overview of the data -

The dashboard is use to show the superstore sales and profit region wise in the united state it also tells us that which sub category is having high/ low sales and its sales profit taken from the superstore dataset.

Key Metrics:

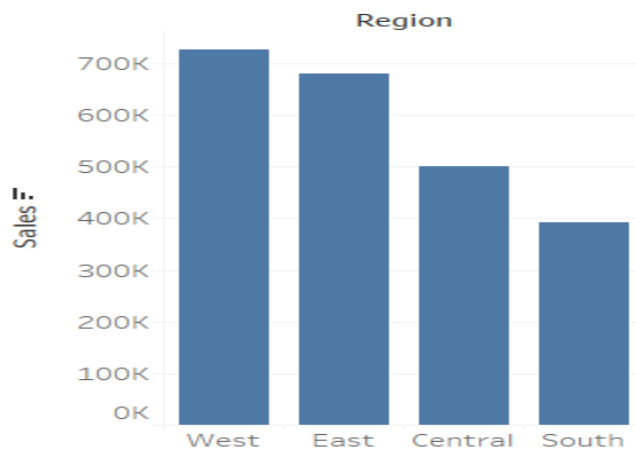
Key metrics including total sales, total profit, regional performance, and sub category sales and its profit.

Top 10 Sub-category

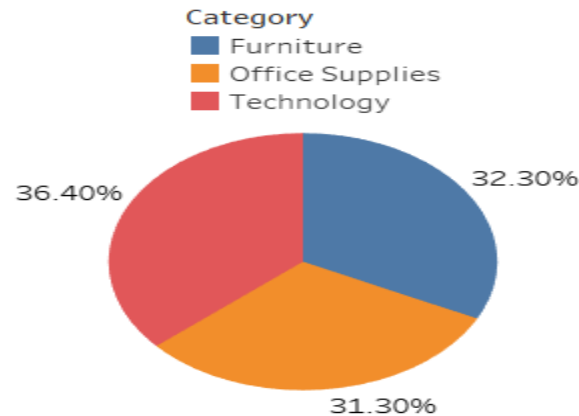


In this following above categorical graph, we get to know about top 10 sub categories which are having highest sales with profit from all the total 17 categories United State is having one of the largest phone market in the world which is all most to reach \$110 billion sales in 2024 , & also having many reasons such as Branding, updating New technology and also go through Demand of older consumers. Although furniture (chairs) sales is also high because Companies are implementing corporate wellness programs and occupational health and safety regulations.

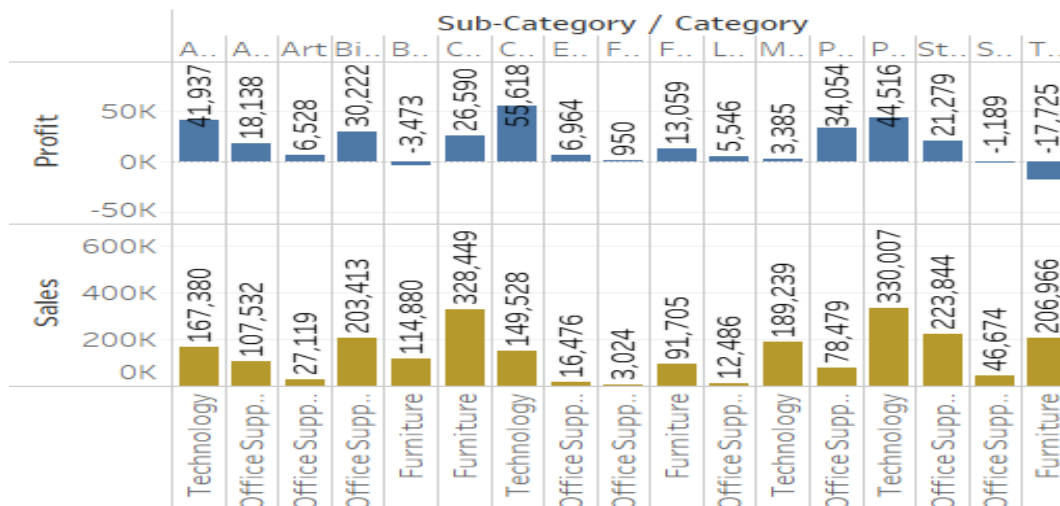
Sales By Region



In this above graph tells us that, In which region the highest & lowest sales is been performed in the United State. Center region:- 501,240 sale. South region:- 391,722 sales. West region:- 725,458 sales. East region:- 678,781 sales. As we see that in United State the West region is having large number sales because of the number of populations are more than compare to all three others. But at southern region the United State having

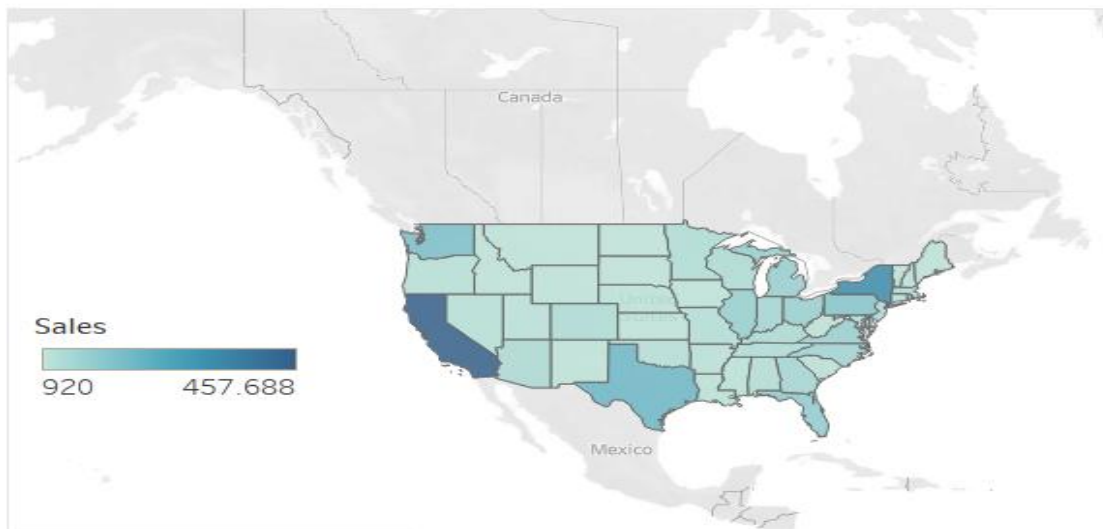


Sales and Profit by Categories

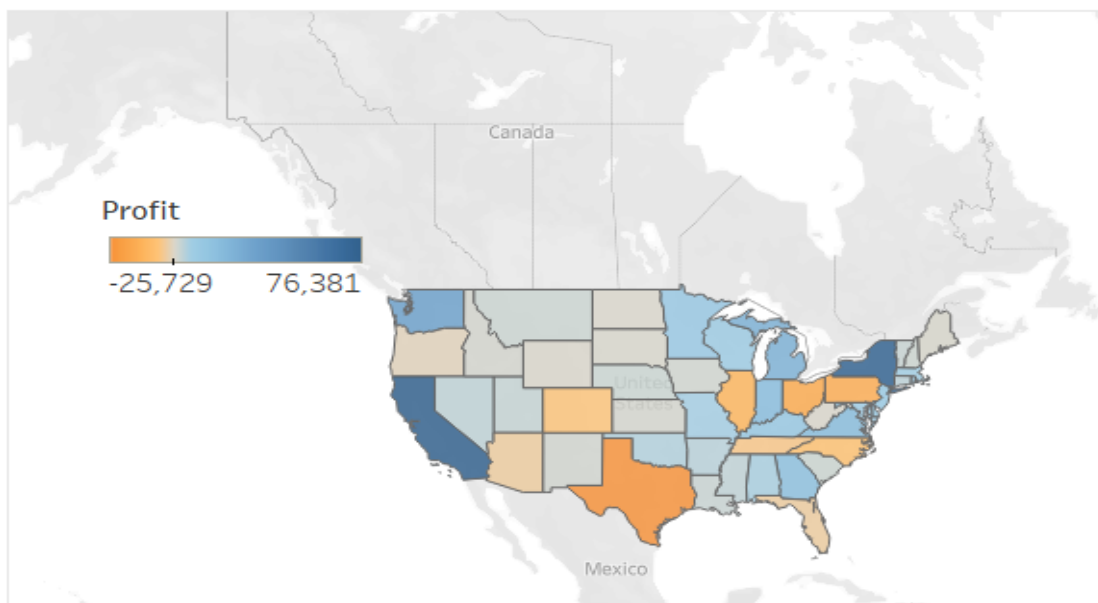


In the above categorical graph, we get to know about sales & profit of different 17 sub categories As we see Us is containing largest phone market in world so these category is having large sale and also have large profit and also same for the chairs because Companies are implementing corporate wellness programs and occupational health and safety regulations. There is one category which is having less sales and having large profit that is copiers because of high initial costs & Cost of Sales and Marketing.

Sales -Wise Profit



State -Wise Profit



In both graph we see the highest profit & sales states are California and Massachusetts because of large no. of population and highly developed also having wealthiest compare to others. In this following graph, we get to know that Texas is having lowest profit because Texas offers many business opportunities and benefits, factors such as competitive markets, lower cost of living, regulatory environment, and economic diversity can contribute to lower profit margins in certain sectors compared to other states with different economic conditions. In this folowing another graph, we get to know that Wyoming is having less no. of sales because of its having very less no. of population compare to all other states.

Summary-

As per above, those Dashboards clarify us which is analyzing the Sales of Profit and loss in United Sates. As we seen that this all dashboard is telling us that how the sales & profit is been performed in United States & also get to know that what is the main reason for having highest &lowest sales / profit in states of United states of America.