

## Project -1: Tableau

### Project Overview:

Create a dashboard for “Global Superstore” that spans across countries. The goal is to provide clear insights into sales performance, customer trends, product analysis, and operational efficiency.

Link for the dataset [https://github.com/Premalatha-success/Tableau\\_webinar/blob/main/Global%20Superstore.xlsx](https://github.com/Premalatha-success/Tableau_webinar/blob/main/Global%20Superstore.xlsx)

- **Order ID** - Unique ID for each order.
- **Order Date** - Date of the order.
- **Ship Date** - Date the order was shipped.
- **Ship Mode** - Mode of shipping (e.g., First Class, Second Class).
- **Customer ID** - Unique ID for each customer.
- **Customer Name** - Name of the customer.
- **Segment** - Segment to which the customer belongs (e.g., Consumer, Corporate).
- **Country** - Country where the order was placed.
- **City** - City where the order was placed.
- **State** - State where the order was placed.
- **Postal Code** - Postal code of the shipping address.
- **Region** - Geographic region.
- **Product ID** - Unique ID for each product.
- **Category** - Product category (e.g., Office Supplies, Furniture).
- **Sub-Category** - Sub-category within the product category.
- **Product Name** - Name of the product.
- **Sales** - Sales amount.
- **Quantity** - Quantity of items sold.
- **Discount** - Discount applied to the sale.
- **Profit** - Profit earned from the sale.

### Key Questions and Focus Areas:

#### 1. Sales and Revenue Analysis:

- What are the total sales, profit, and revenue by region, country, and city?
- How does the sales performance vary across different times of the year (quarterly, monthly)?
- Which countries or regions are the highest revenue contributors?

#### 2. Product Performance:

- Which product categories and subcategories are the top sellers?
- What is the profit margin per product category?
- How do product returns affect overall revenue?
- Are there seasonal trends in product sales?

### **3. Customer Insights:**

- Who are the top customers by sales volume?
- What are the demographics of our high-value customers?

### **4. Market Comparison and Trends:**

- How is each market performing in comparison to others?
- Are there emerging trends in certain regions or product lines that could be scaled?
- What factors correlate with high sales in particular markets?

### **5.Sales Forecasting:**

- What are the projected sales for the next quarter or year, based on historical data?
- What is the forecasted demand for each product category?