

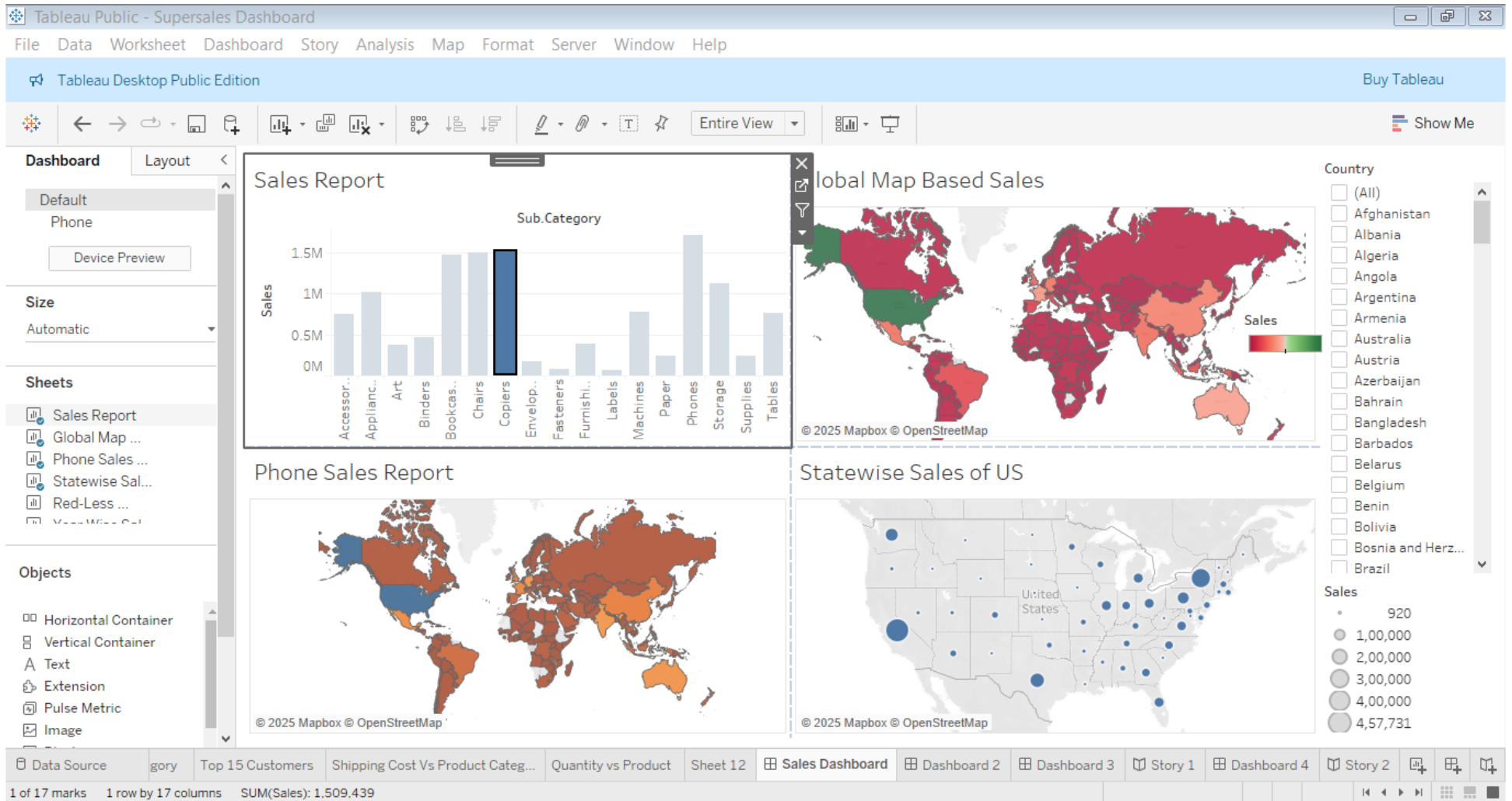
Sales Performance Insights

Uncovering Trends, Opportunities, and Business Insights through Data
Visualization

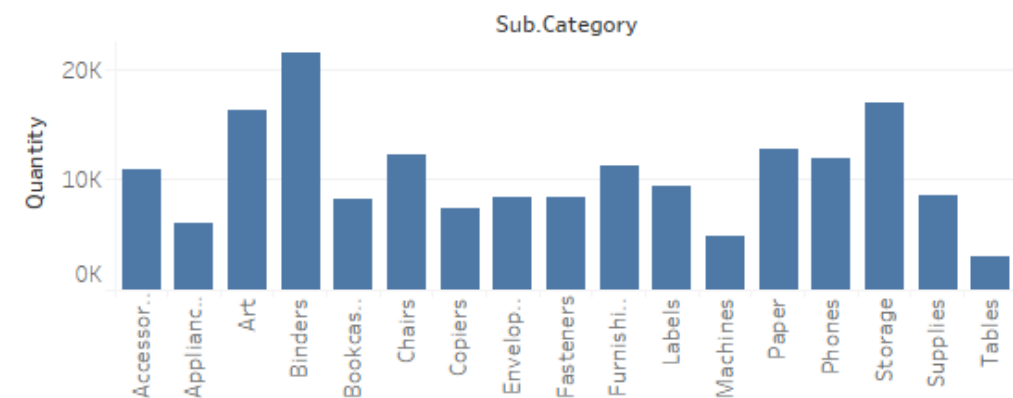
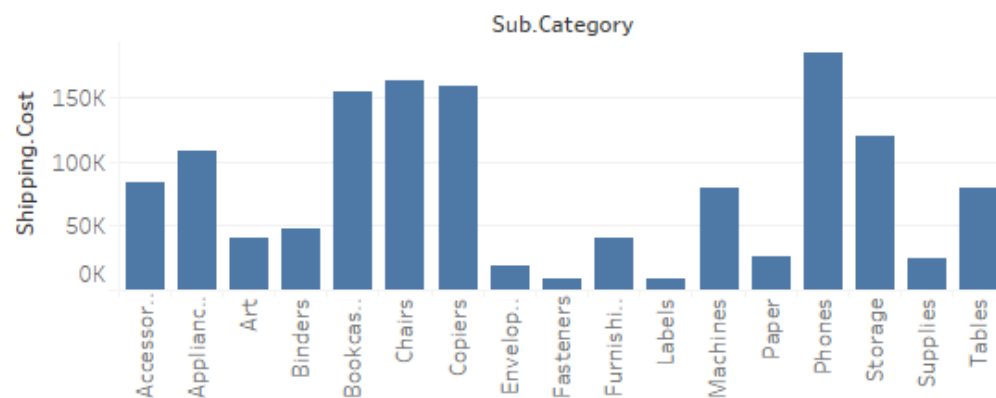
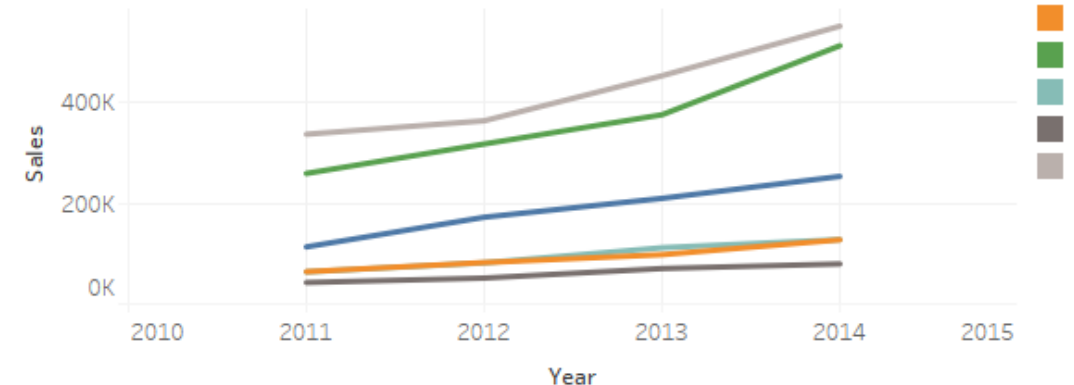
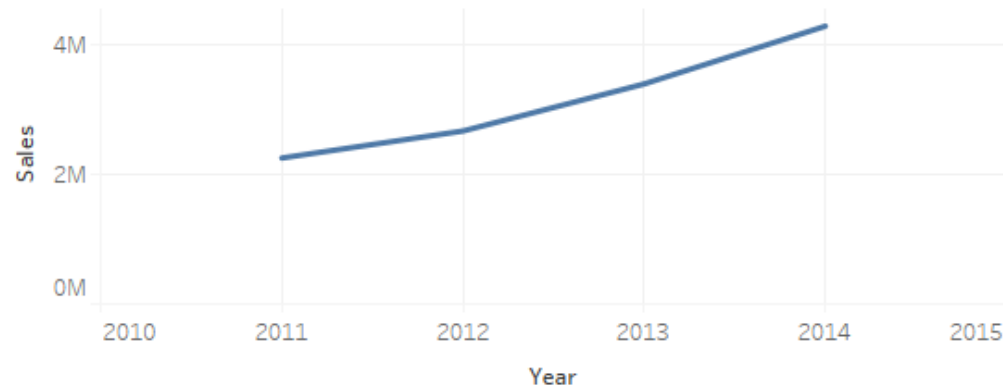
Introduction

- This project is part of my Data Analyst Internship under **Task 2: Data Visualization and Storytelling**. The objective was to analyze sales data and present it through effective and engaging visualizations that communicate key business insights.
- For this task, I used the **Superstore dataset**, which contains transactional sales data across various product categories, regions, and time periods. The goal was to identify performance patterns, uncover business trends, and highlight actionable takeaways using visual storytelling techniques.

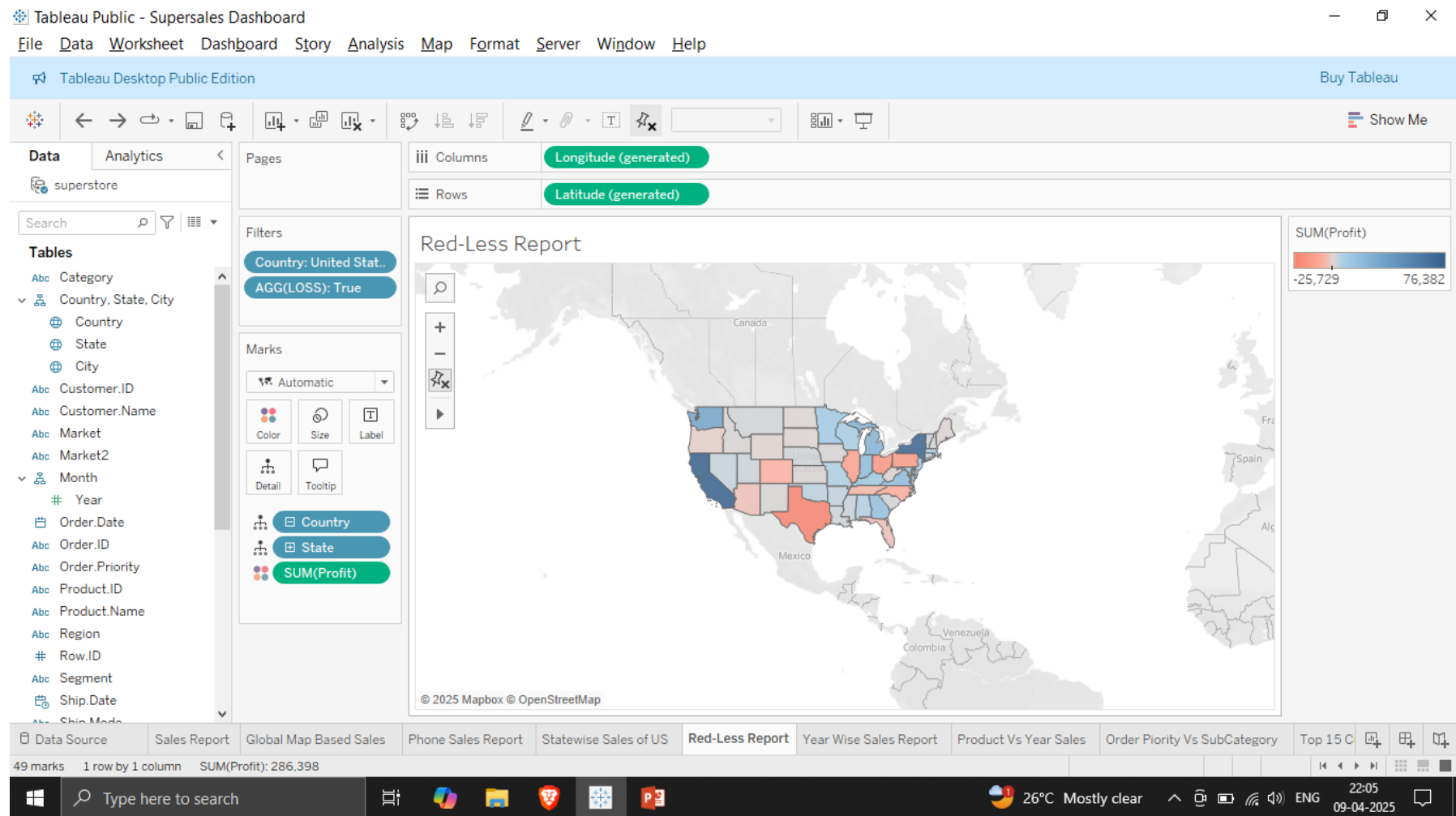
Key Performance Indicators



- The Organization's Business **mostly depend upon United States** and at the same time France, Germany, China, India, Brazil can not be neglected.
- Considering US, sales **Is highest in California** state.
- **Phones** are most selling item followed by copiers , chairs etc.
- Phone is highest sold in United States.



- From 2011 onwards sales is increasing in a upward trend line. Forecasting future sales ,it will be increasing.
- **Art and Paper** business are growing in a flatline manner.
- Focusing on Shipping Cost ,**Phones are levied by highest Shipping cost** followed by Chairs and bookcases.
- Sales of Phone might be the highest selling but **Binders** are the most in terms of quantity.



Those States are in red color,shows negative sales .
Texas is the highest loss making state.

Dashboard

Layout

Default

Phone

Device Preview

Automatic

Sets

Sales Report

Global Map ...

Phone Sales ...

Statewise Sal...

Red-Less ...

Vast West Cal

Sets

Horizontal Container

Vertical Container

Text

Extension

Pulse Metric

Image

a Source

Category

Top 15 Customers

Shipping Cost Vs Product Categ...

Quantity vs Product

Sheet 12

Sales Dashboard

Dashboard 2

Dashboard 3

Story 1

Dashboard 4

Story 2

17 rows by 4 columns SUM of CNT(superstore.csv): 51,290

Order Priority Vs SubCategory

Sub.Catego..	Order.Priority			
	Critical	High	Low	Medium
Accessories	236	976	136	1,727
Appliances	164	541	70	980
Art	363	1,469	233	2,818
Binders	466	1,833	300	3,553
Bookcases	199	714	131	1,367
Chairs	241	1,023	174	1,996
Copiers	169	673	113	1,268
Envelopes	199	733	110	1,393
Fasteners	182	724	131	1,383
Furnishings	217	957	133	1,863
Labels	202	799	126	1,479
Machines	106	433	68	879
Paper	292	1,111	141	1,994
Phones	253	1,022	143	1,939
Storage	397	1,533	251	2,878
Supplies	181	723	125	1,396
Tables	65	237	39	520

Top 15 Customers



Customer.Name

☒ (All)☒ Aaron Bergman☒ Aaron Hawkins☒ Aaron Smayling☒ Adam Bellavance☒ Adam Hart☒ Adam Shillingsb.☒ Adrian Barton☒ Adrian Hane

Limit

Top 15 by
COUNT([Category])

Customer.Name

☐ Art Ferguson☐ Bart Watters☐ Bill Eplett☐ Brosina Hoffman☐ Chloris Kastensmidt☐ Darrin Van Huff☐ Eric Murdock☐ Eugene Moren☐ Gary Hwang☐ Harry Greene☐ John Grady☐ Muhammed Yedwab

- Binders have high priority. Which shows the demand of binders in market.
- Bart Watters is the highest buyer from the Organization with net 32,000 worth orders.

Conclusion

- Company has to focus on reducing shipping cost.
- Sales will increase in future year.
- Products showing flatline growth should be more stressed.
- Binders are the top most priority product.
- Instead of focusing only in US, the business should be diverse.