

Pages

Region

SUM(Sales)

Filters

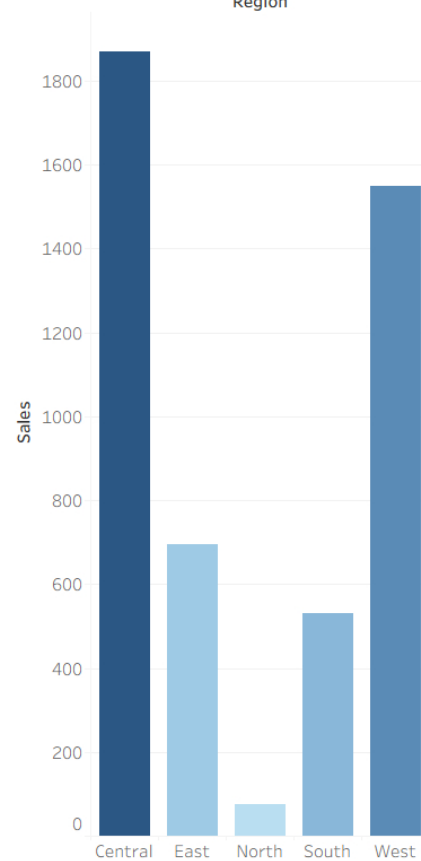

ABC	Category
📅	Date
#	Order ID
ABC	Placeholder
ABC	Region
ABC	Sub-Category
ABC	Summary Placeholder
ABC	<i>Measure Names</i>
#	Profit
#	Sales
#	<i>salesdata.csv (Count)</i>
#	<i>Measure Values</i>

Filters

Automatic


Size

Tooltip



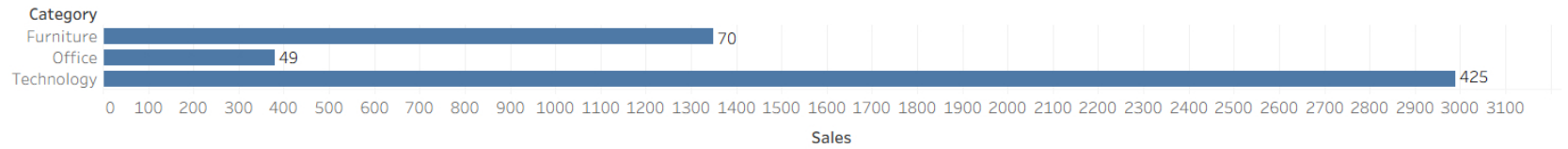
Category	Number of people (millions)
Used the Internet for the first time in the last 12 months	265

☰ Rows Category

Filters

Abc	Category
📅	Date
#	Order ID
*Abc	Placeholder
Abc	Region
Abc	Sub-Category
*Abc	Summary Placeholder
Abc	<i>Measure Names</i>
#	Profit
#	Sales
#	<i>salesdata.csv (Count)</i>
#	<i>Measure Values</i>

T SUM(Profit)



## Profit Over Time

Pages

## Filters

### Sales Pie Chart

Product Category	Count
Technology	2,990
Furniture	1,350
Office	380

Technology 2,990

Technology 2,990

Technology 2,990

Technology 2,990

Technology 2,990

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Technology 2,990

🕒 Pie ▼

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Color Size Label

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 Category

△ SUM(Sales) △

**T** Category

**T** SUM(Sales)

- Furniture
- Office
- Technology

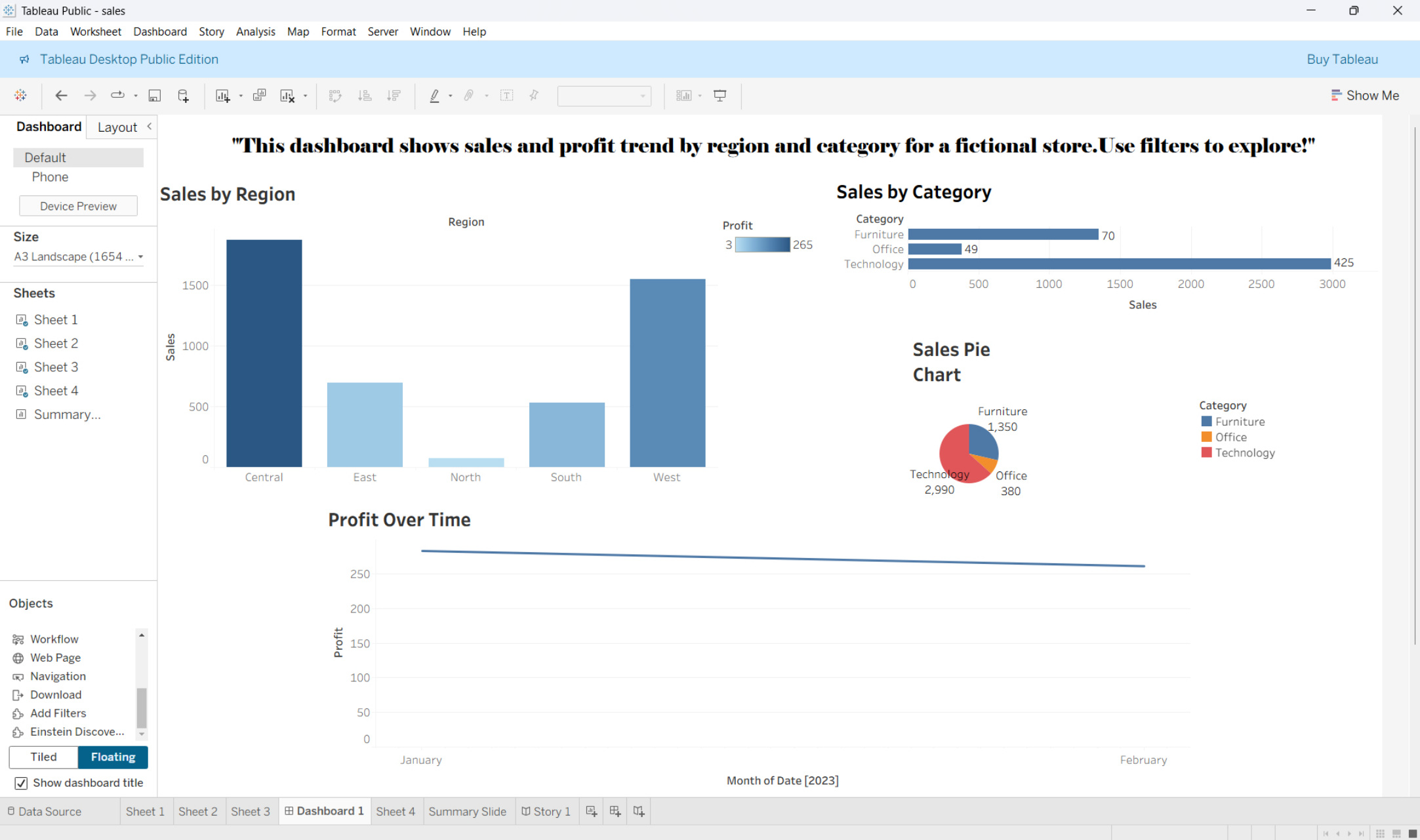


Tableau Public - sales

FileDataWorksheetDashboardStoryAnalysisFormatServerWindowHelp

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StoryLayout

New story point

BlankDupli...

Sheet 1Sheet 2Sheet 3Dashboard...Sheet 4Summary...

A Drag to add text

Show title

Size

Story (1016 x 964)

Executive Summary: Sales & Profit Analysis

Sales and Profit Performance Dashboard

Executive Summary: Sales & Profit Performance

Key Findings:

Technology leads with ~60% of profit — a key driver.

Furniture shows losses (e.g., Tables), despite strong sales.

East and Central regions outperform in revenue and margin.

Risks:

Heavy dependence on Technology.

Losses in Furniture — pricing or cost issues likely.

Recommendations:

Expand high-performing Technology segment.

Investigate Furniture cost/margin structure.

Focus growth efforts on West and South regions.

Conclusion:

Profitability can be improved by reducing category-level losses and building on core strengths.

Data SourceSheet 1Sheet 2Sheet 3Dashboard 1Sheet 4Summary SlideStory 1