

Superstore Business Insights Dashboard

PROJECT OVERVIEW

This project analyzes sales data from a fictional Superstore to uncover key insights into sales performance, customer segments, and shipping profitability. Using SQL for data extraction and Tableau for visualization, we created an interactive dashboard to support data-driven business decisions.

KEY INSIGHTS

- **Sales Trends:** Sales have shown a steady increase, with peaks during Q4 each year, indicating seasonal demand.
- **Top Categories:** The Technology category generates the highest sales, while Office Supplies have the highest profit margin.
- **Customer Segments:** The Consumer segment contributes the most revenue, but Corporate clients drive significant profitability.
- **Shipping Mode:** Standard Class shipping is the most used but generates lower profit margins than Same Day and First Class shipping.
- **Geographic Insights:** The Top 5 cities by sales include New York, Los Angeles, and San Francisco, driving the majority of revenue.

RECOMMENDATIONS

1. Optimize Discounts:

- Analysis indicates that high discounts lead to lower profits.
- A strategic pricing approach should be used to maintain profitability.

2. Focus on Profitable Segments:

- Corporate and Home Office customers generate higher profits.

- Tailored marketing campaigns can expand these customer bases.

3. Enhance Logistics for High-Value Orders:

- Expedited shipping options (Same Day, First Class) show higher profitability.
- The company should offer premium shipping options for high-value orders.

TOOLS & TECHNIQUES USED

- **SQL:** Extracting, cleaning, and analyzing data from a relational database.
- **Tableau:** Creating interactive dashboards with bar charts, line graphs, and maps.
- **Data Visualization:** Highlighting key business insights with clear visual storytelling.
- **Business Intelligence:** Using data-driven decision-making to optimize operations.

FILES IN THIS REPOSITORY

File	Description
Superstore_Dashboard.twbx	Tableau Workbook File
dashboard_screenshot.png	Image of the Dashboard
superstore_analysis.sql	SQL Queries used for analysis
dashboard_report.pdf	PDF report summarizing key insights