



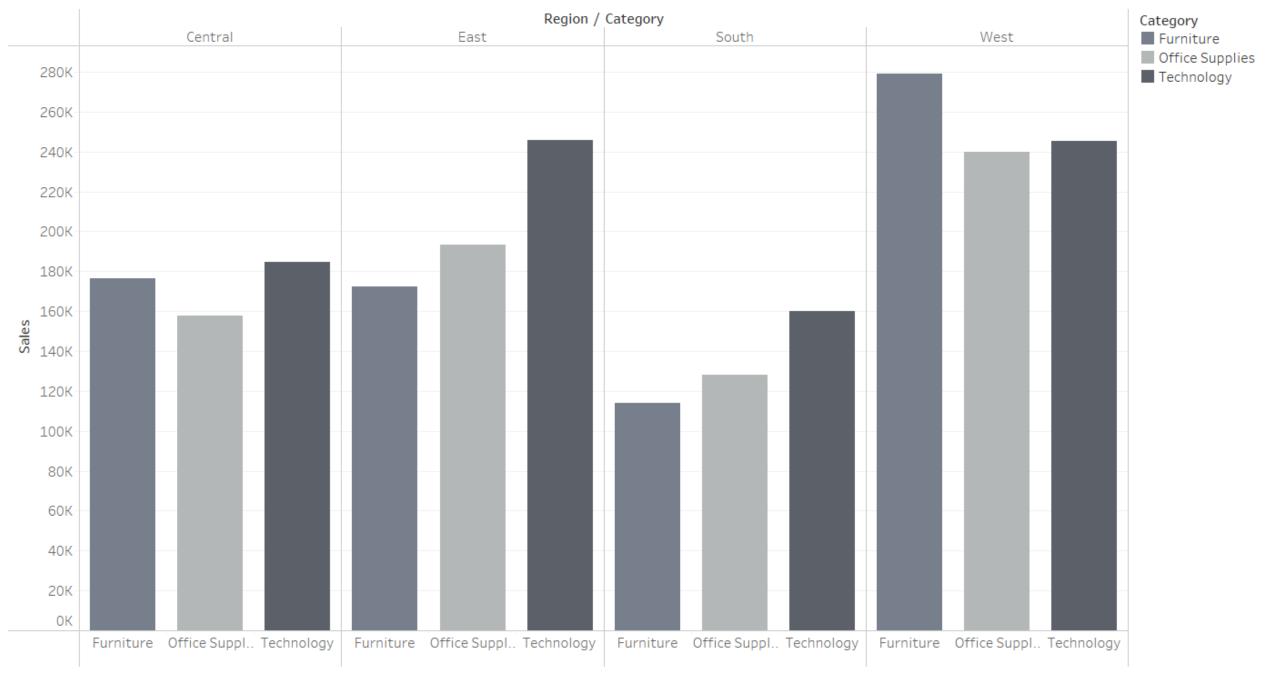
# US Sale Data Tableau Project Project Description

This project is a Tableau dashboard designed to analyze sales performance for the US market. It combines data from three key sources: Sale Data, Customer Data, and Product Data. The dashboard provides insights into total sales, profit trends, and customer demographics across various regions and product categories. Key visualizations include regional sales breakdowns, sales and profit trends over time, and performance analysis by product category and sub-category. The interactive dashboards allow users to filter and explore sales data by region, customer segment, and product to uncover valuable business insights.



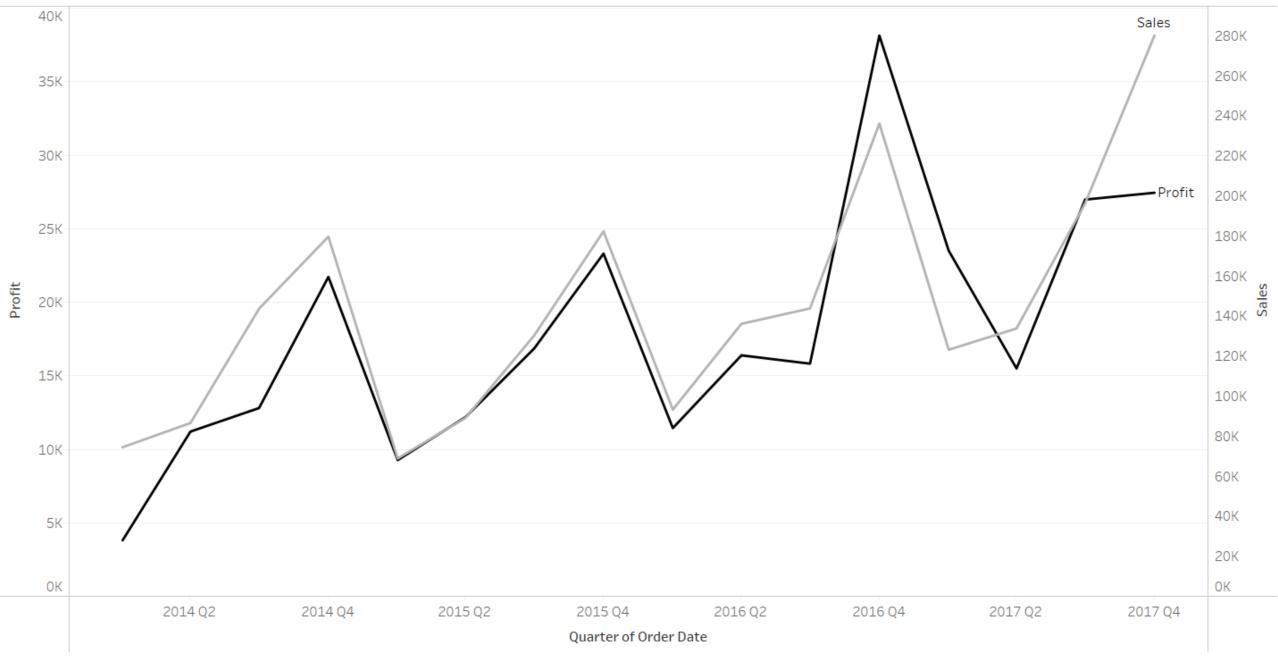


#### Region wise Total Sale



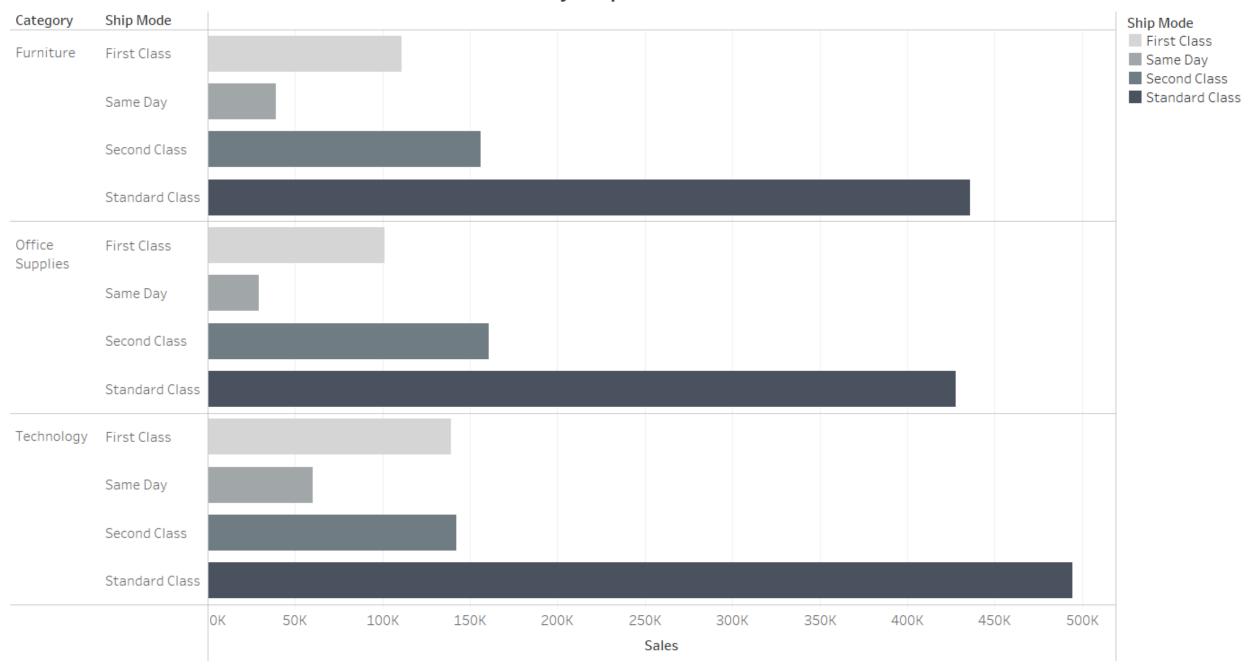
Sum of Sales for each Category broken down by Region. Color shows details about Category. The data is filtered on Action (State), which keeps 41 members.

Sale-Profit trend over Quarter-Year



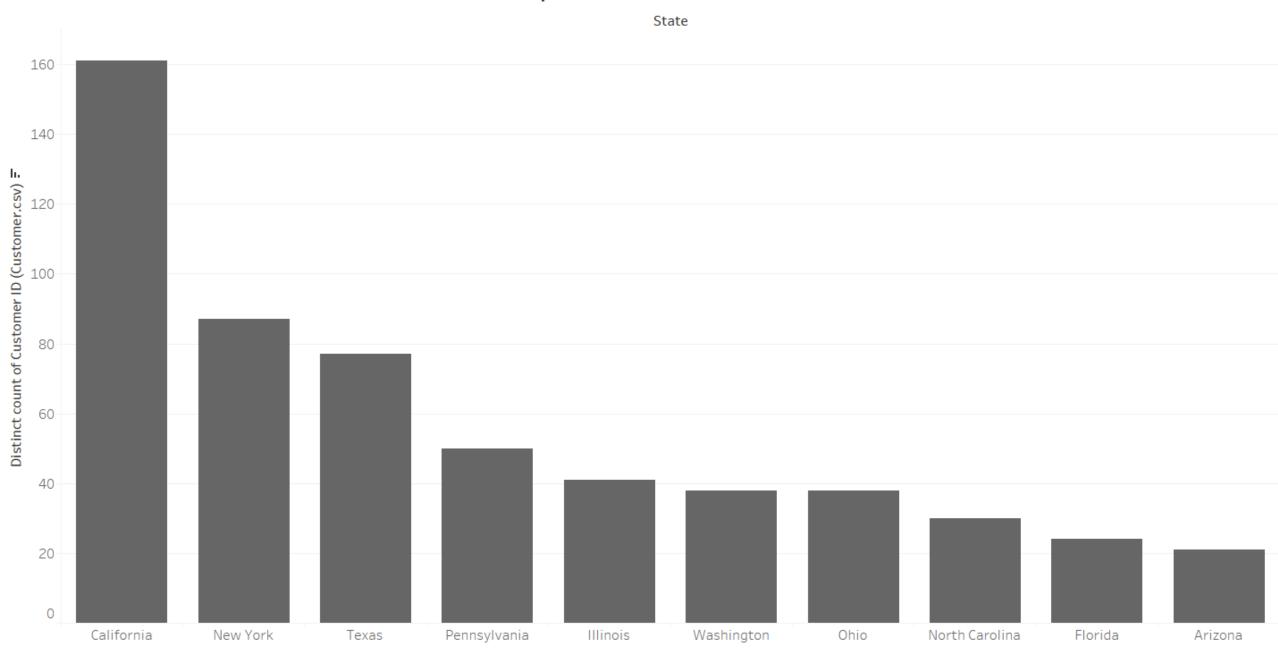
The trends of Profit and Sales for Order Date Quarter. The marks are labeled by Profit and Sales. The data is filtered on Action (State), which keeps 41 members.

### Total Sale by Ship-Mode



Sum of Sales for each Ship Mode broken down by Category. Color shows details about Ship Mode.

Top 10 Customer States



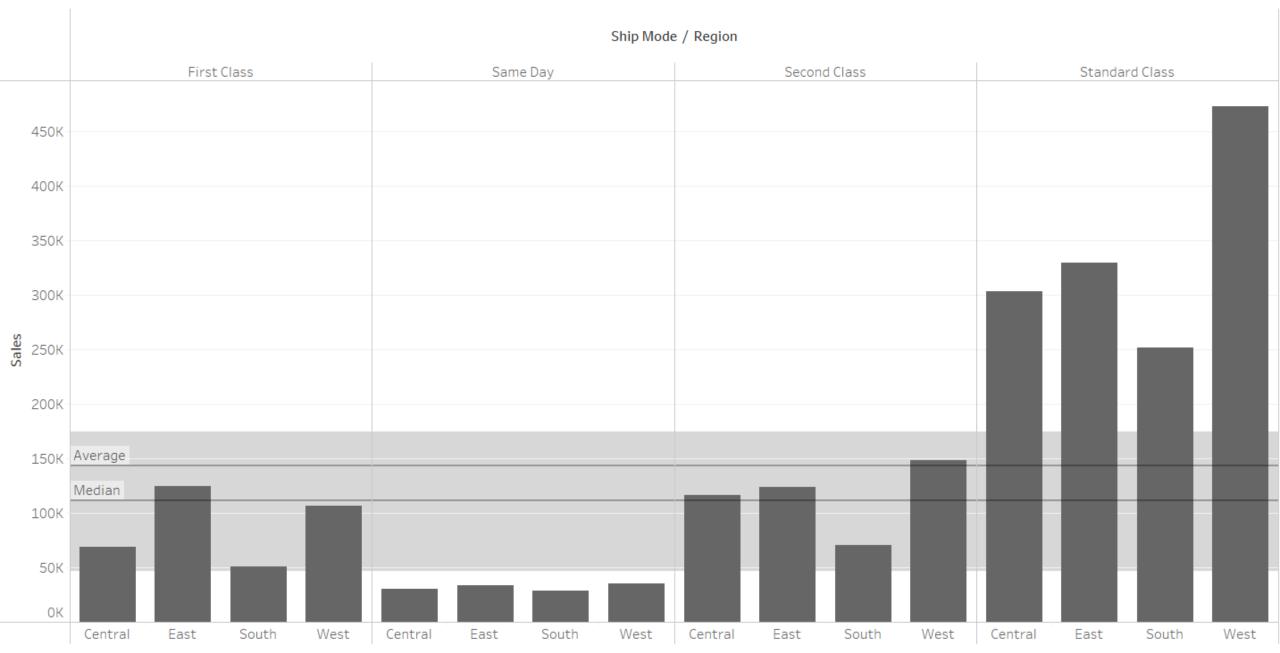
Distinct count of Customer ID (Customer.csv) for each State. The view is filtered on State, which keeps 10 members.

# Total Profit by Category/Sub-Category

Technology Copiers	Technology Phones	Office Supplies Paper  Office Supplies Binders	Office Supplies Storage	Office Supplies Appliances	Profit 950	55,618
			Office Supplies Envelopes  Office Supplies Art	Office Supplies Labels		
Technology Accessories		Furniture Chairs Furnish				

Category and Sub-Category. Color shows sum of Profit. Size shows sum of Profit. The marks are labeled by Category and Sub-Category. The view is filtered on sum of Profit, which includes greater than and or equal to 0 and keeps Null values.

# Total Sale by Ship Mode (Analytical Panel)



Sum of Sales for each Region broken down by Ship Mode.

Total Sale by Ship-Mode(group) Ship Mode (group) / Category Ship Mode (group) Non-Premium Shopping Non-Premium Shopping Premium-Shopping Premium-Shopping 650K 600K-550K-500K 450K-400K 350K 300K 250K-200K-150K-100K-

Furniture

Office Supplies

Technology

Sum of Sales for each Category broken down by Ship Mode (group). Color shows details about Ship Mode (group). The data is filtered on Action (State), which keeps 41 members.

Technology

50K

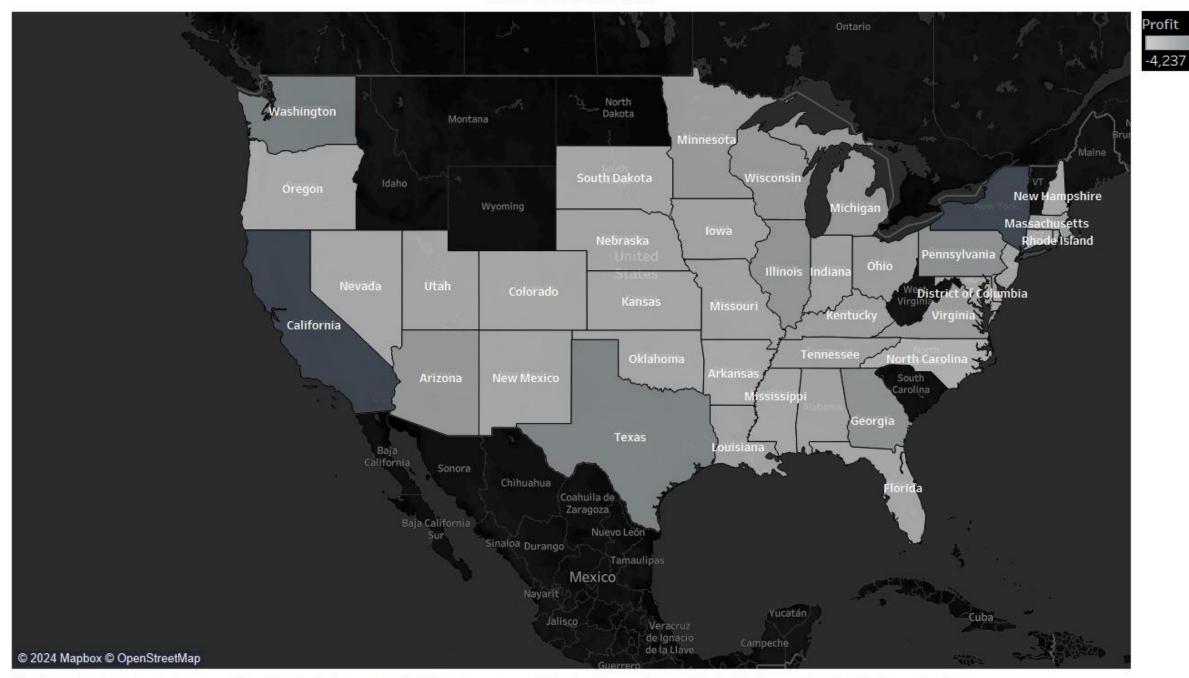
0K

Furniture

Office Supplies

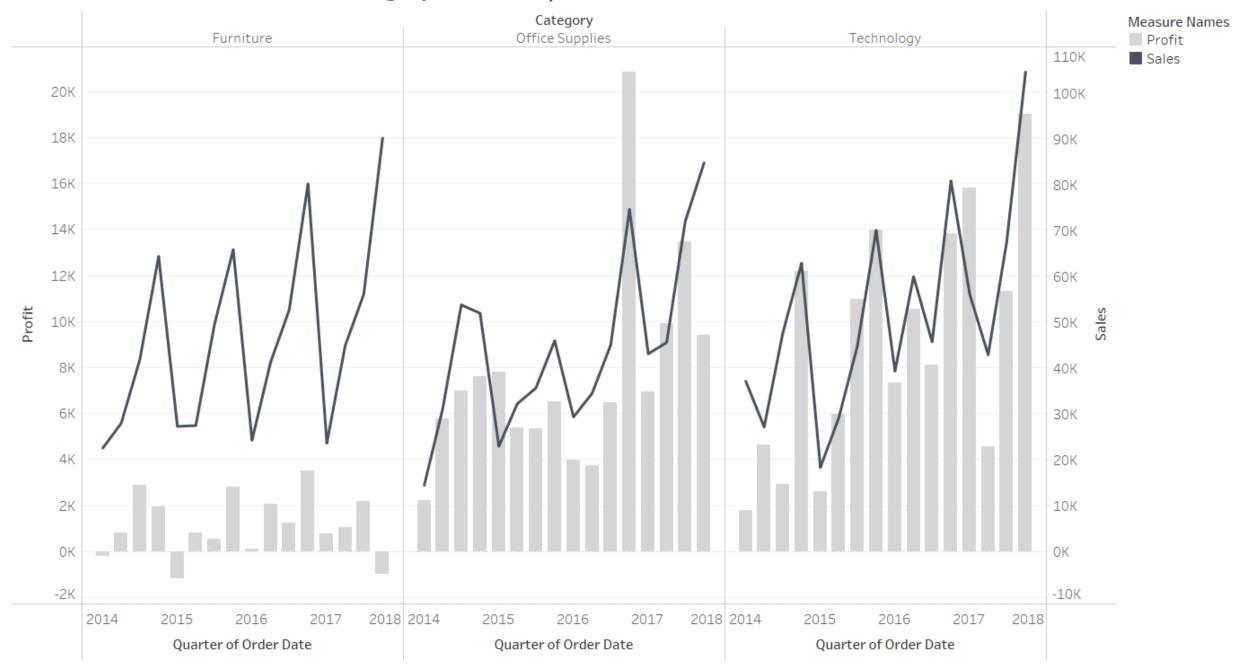
#### State-wise Total Profit

59,398



Map based on Longitude (generated) and Latitude (generated). Color shows sum of Profit. The marks are labeled by State. Details are shown for State.

## Category-wise Sales/Profit trend over Date



The trends of Profit and Sales for Order Date Quarter broken down by Category. Color shows details about Profit and Sales.

#### State-wise Total Profit

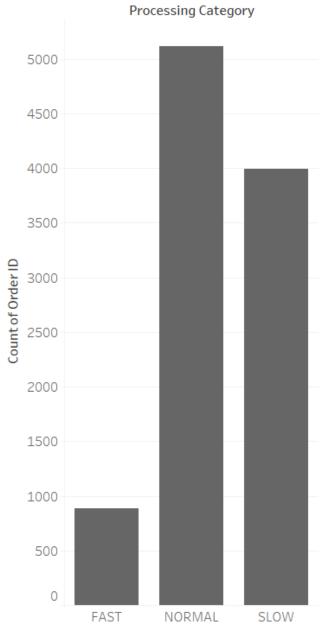
-4,237 20,000 40,000

59,398

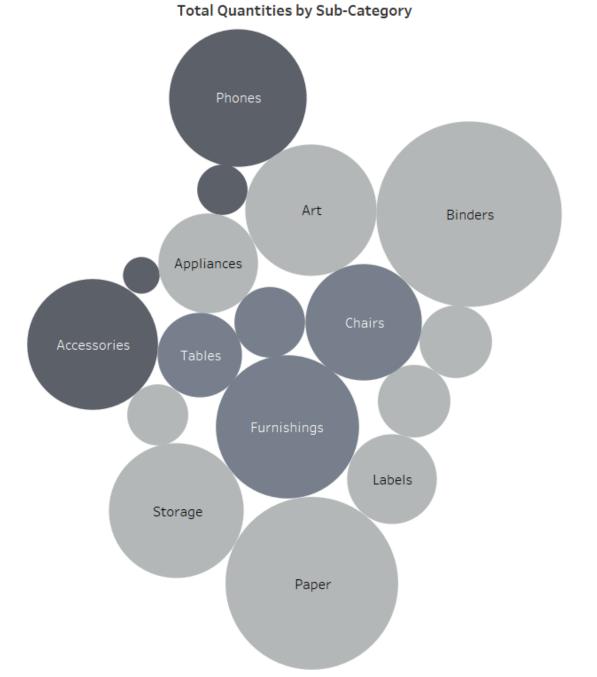


Map based on Longitude (generated) and Latitude (generated). Size shows sum of Profit. Details are shown for Country and State. The data is filtered on Action (State), which keeps 41 members.

#### Count of Orders by Ship-processing Category



Count of Order ID for each Processing Category . The data is filtered on Action (State), which keeps 41 members.



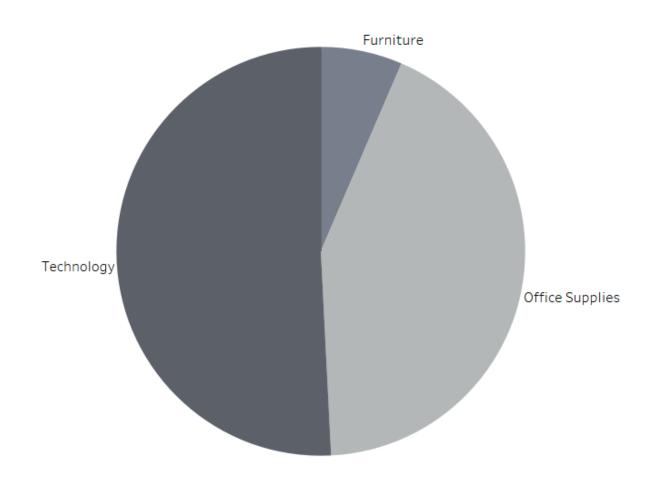
Category

■ Furniture

■ Office Supplies
■ Technology

Sub-Category. Color shows details about Category. Size shows sum of Quantity. The marks are labeled by Sub-Category. The data is filtered on Action (State), which keeps 41 members.

#### Category wise Sale/Profit



2,297,201

#### Category

- Furniture
- Office Supplies
- Technology

Ship-mode Sub-Category **Analytical Panel** Region / Category Category Central East South West Furniture Office Supplies 280K Technology 260K 240K 220K 200K 180K 160K Sales 140K 120K 100K 80K 60K 40K 20K 0K Furniture Office Supplies Technology Furniture Office Supplies Technology Furniture Office Supplies Technology Furniture Office Supplies Technology

Total Sale by

Total Profit by

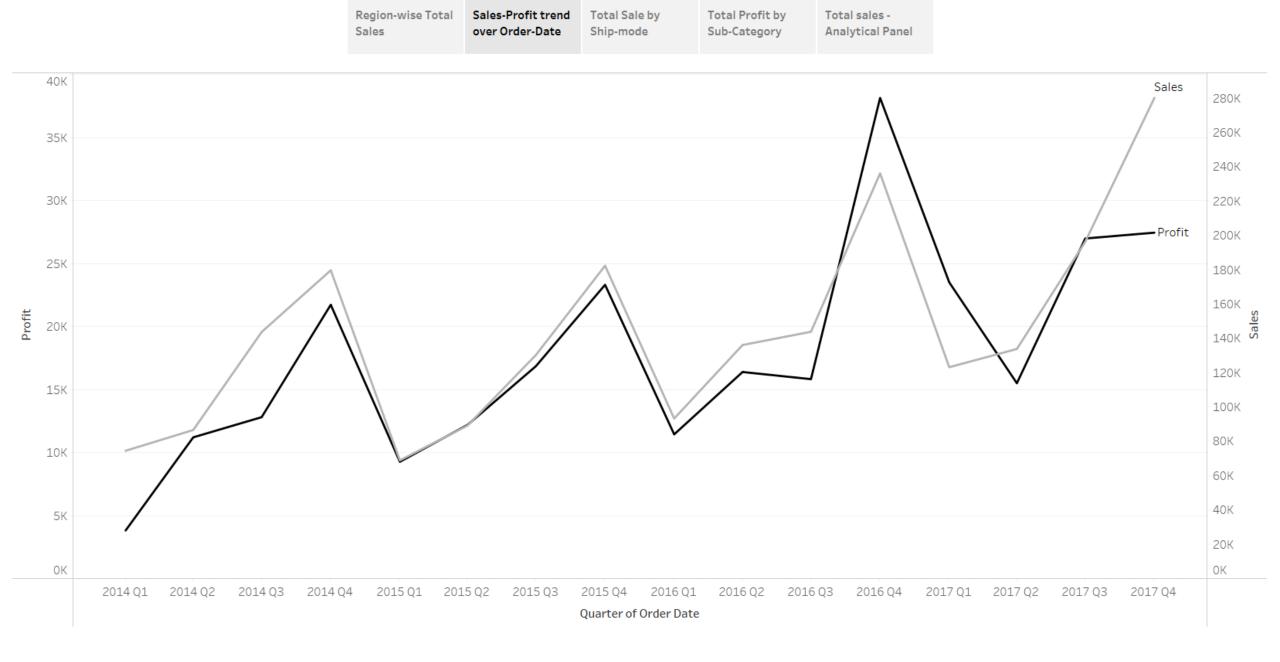
Total sales -

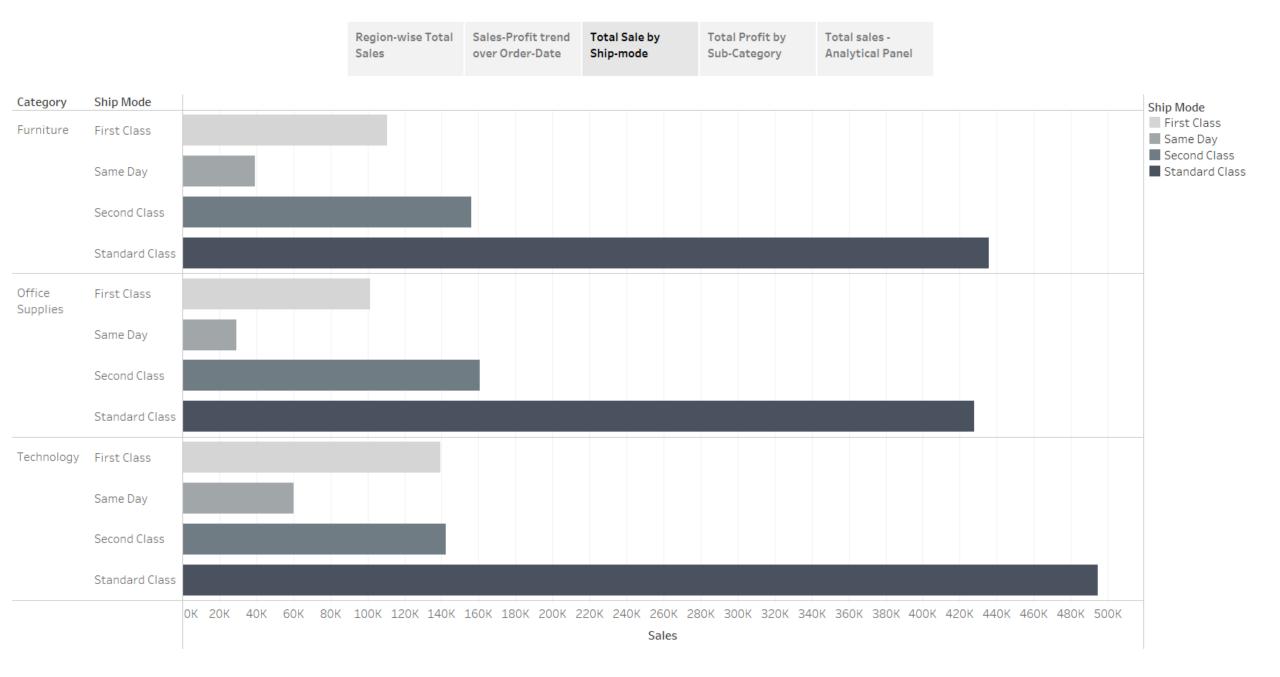
Region-wise Total

Sales

Sales-Profit trend

over Order-Date





Region-wise Total	Sales-Profit trend	Total Sale by	Total Profit by	Total sales -	
Sales	over Order-Date	Ship-mode	Sub-Category	Analytical Panel	

	Technology Copiers	Technology Phones	Office Supplies Paper  Office Sup Binders		upplies		Furniture Chairs	Profit 950	55,618
			Office Supplies Storage		Office Supplies Envelopes	Office Supplies Art			
Technology Accessories			Office Supplies Appliances		Office Suppl	es	Furniture Furnishings		
					Labels				

Region-wise Total Sales-Profit trend Total sales -Total Sale by Total Profit by Sales over Order-Date Ship-mode Sub-Category **Analytical Panel** Ship Mode / Region First Class Same Day Second Class Standard Class 450K 400K 350K 300K Sales 250K 200K 150K Average Median 100K 50K 0K East South West East South West East South West Central East South West Central Central Central

#### US Sale Data Dashboard

# Category Furniture Office Supplies Technology

Sales

2,297,201

#### State-wise Total Profit





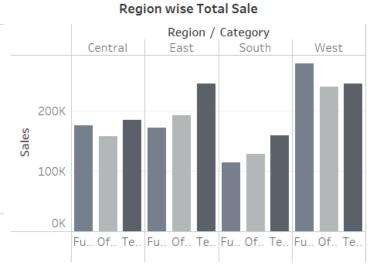
2016

Quarter of Order Date

2017

2014

2015



#### State-wise Total Profit

