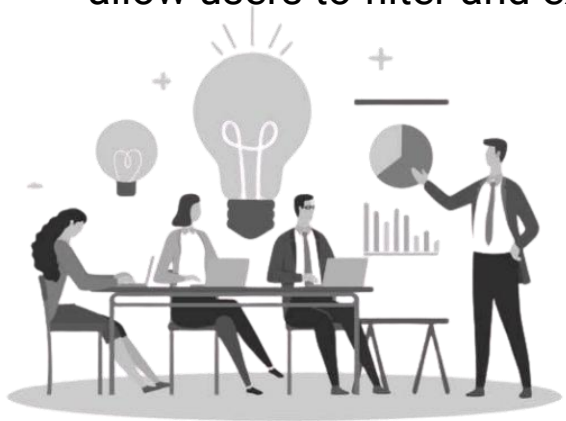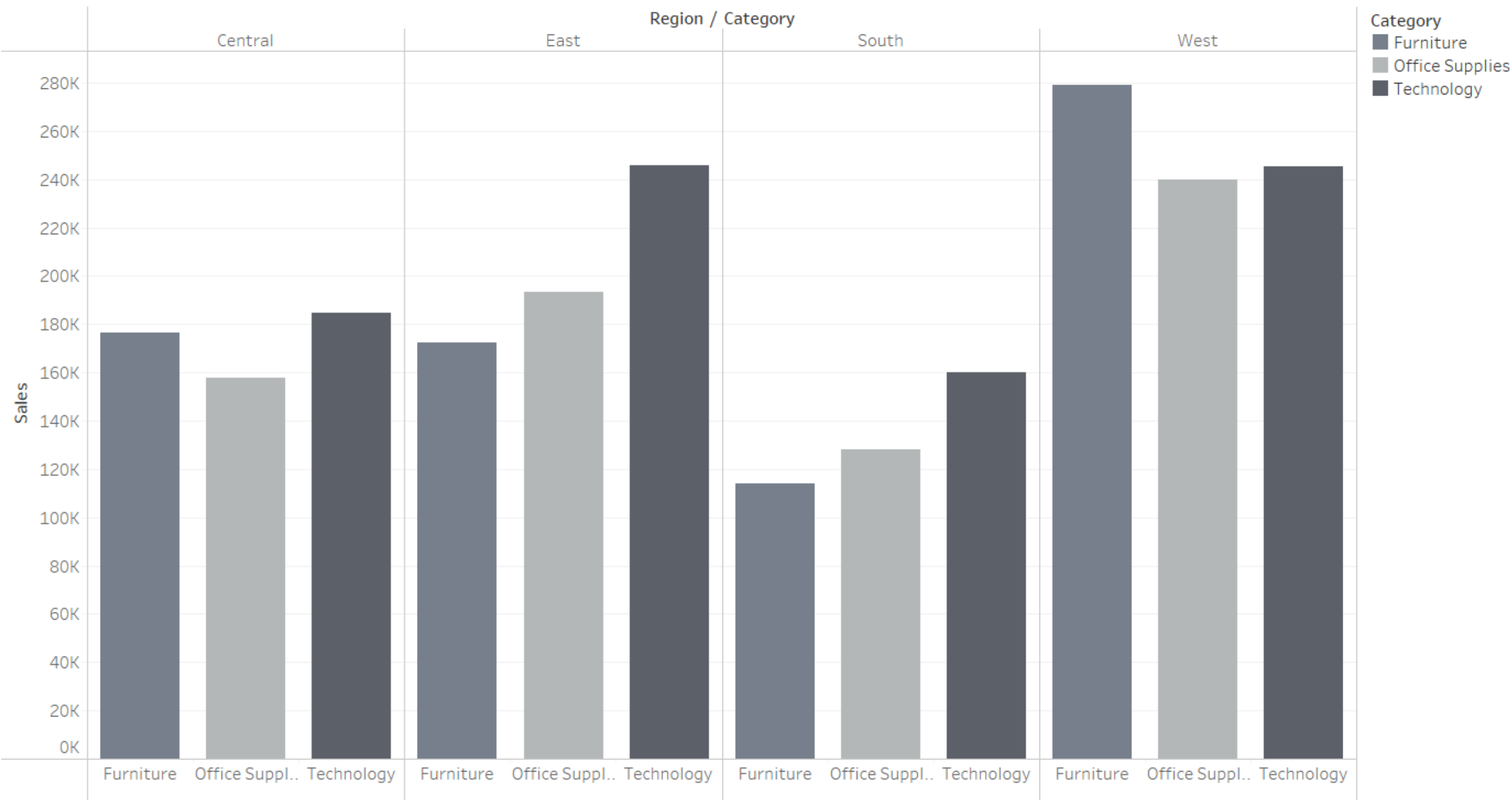# US Sale Data Tableau Project

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

Region / Category

| Central | East | South | West |

Category
- Furniture
- Office Supplies
- Technology

Sales axis: 0K, 20K, 40K, 60K, 80K, 100K, 120K, 140K, 160K, 180K, 200K, 220K, 240K, 260K, 280K

Central: Furniture, Office Suppl.., Technology
East: Furniture, Office Suppl.., Technology
South: Furniture, Office Suppl.., Technology
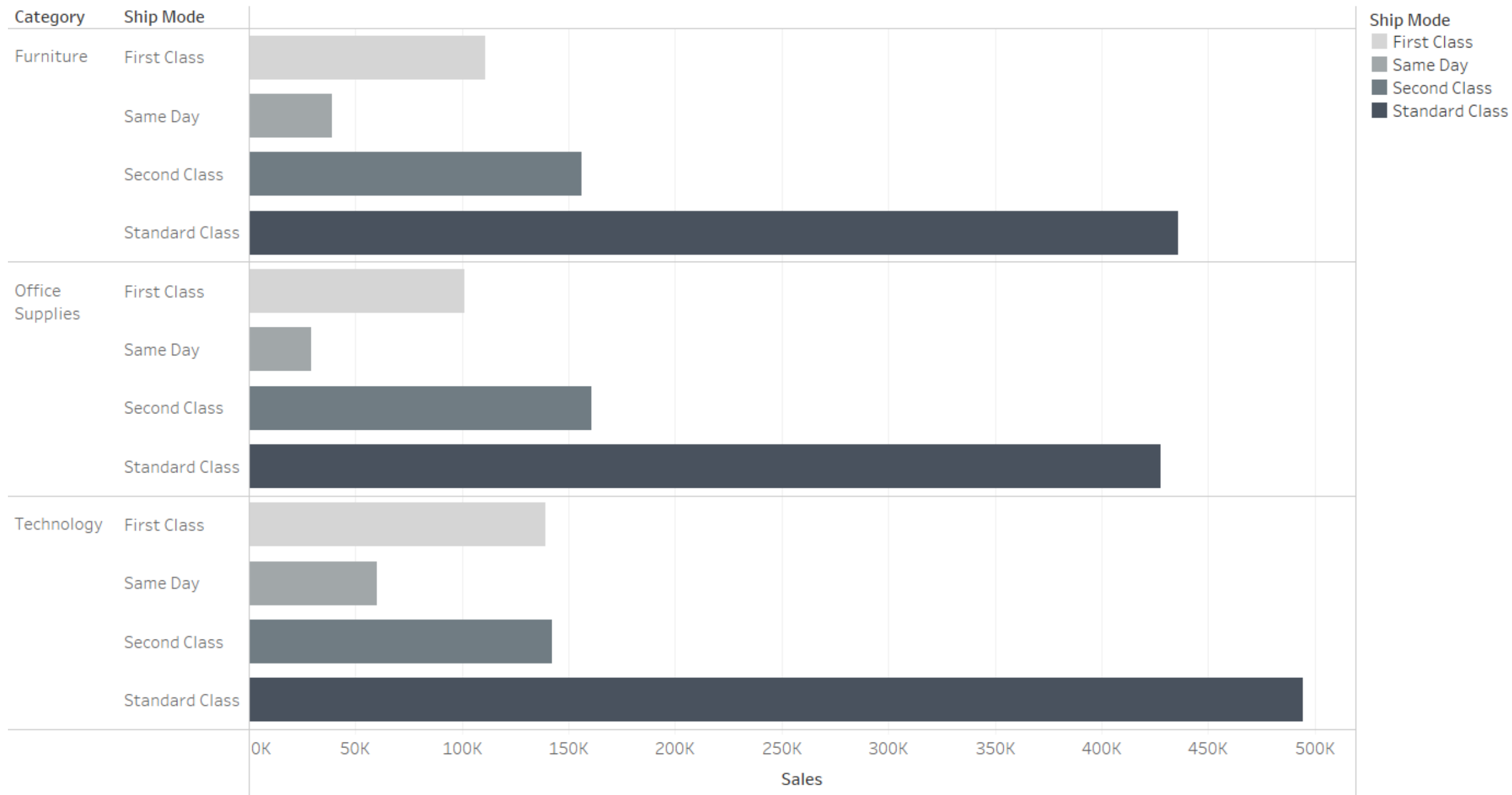West: Furniture, Office Suppl.., Technology

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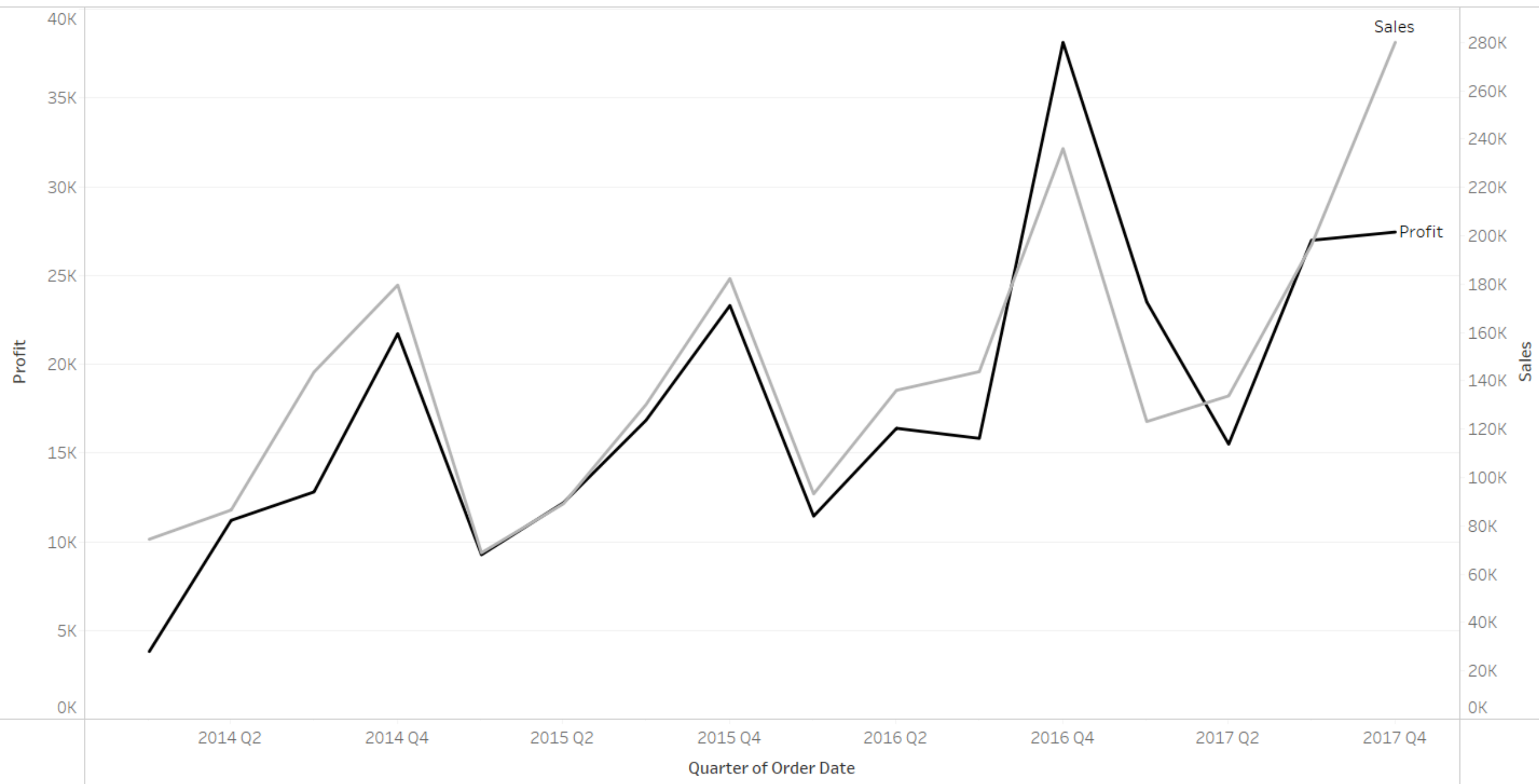
The trends of Profit and Sales for Order Date Quarter. The marks are labeled by Profit and Sales. The data is filtered on Action (State), which keeps 41 members.
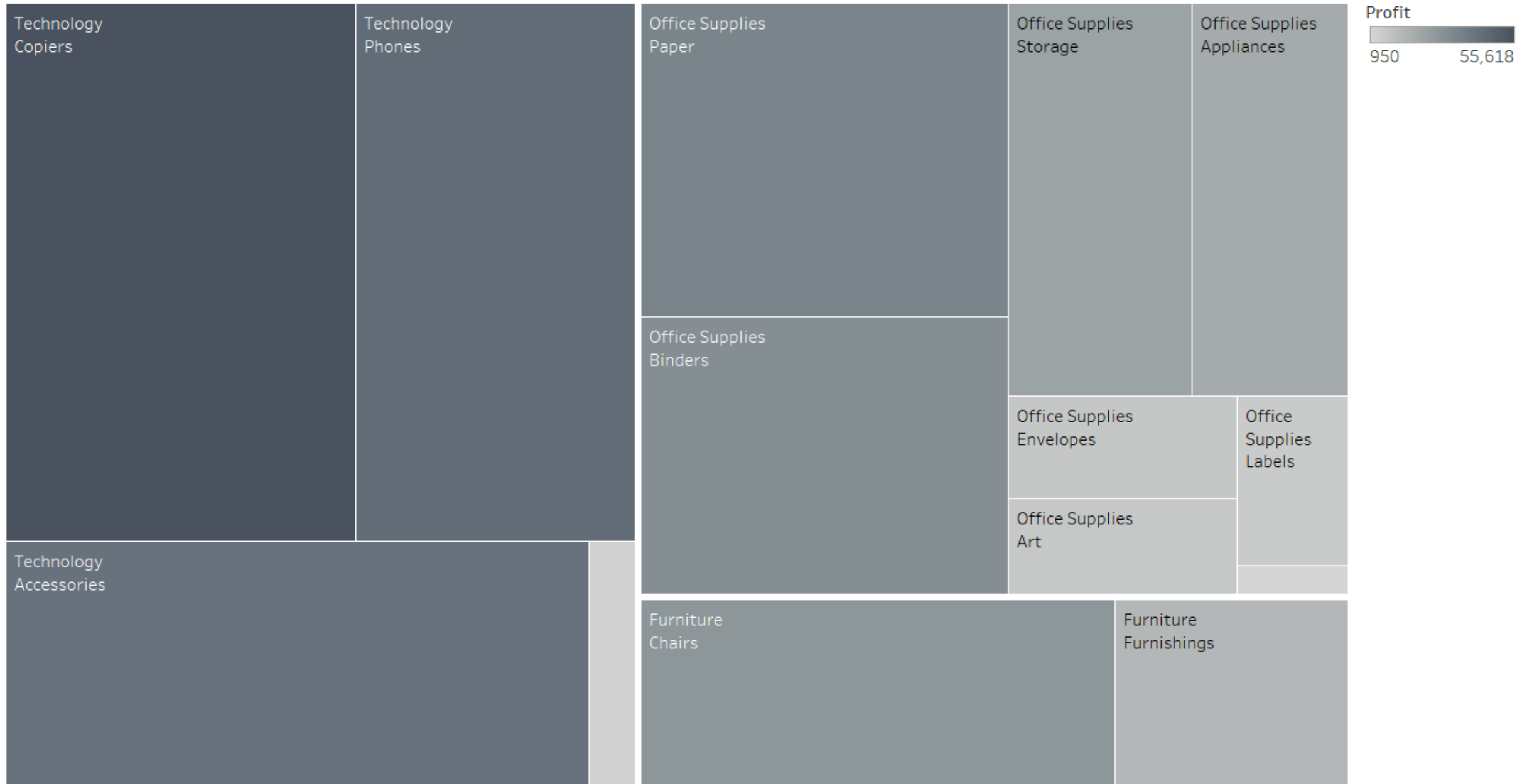
Total Sale by Ship-Mode

Category	Ship Mode	
Furniture	First Class	
	Same Day	
	Second Class	
	Standard Class	
Office Supplies	First Class	
	Same Day	
	Second Class	
	Standard Class	
Technology	First Class	
	Same Day	
	Second Class	
	Standard Class	

Ship Mode
- First Class
- Same Day
- Second Class
- Standard Class

Sales: 0K 50K 100K 150K 200K 250K 300K 350K 400K 450K 500K

Sum of Sales for each Ship Mode broken down by Category. Color shows details about Ship Mode.
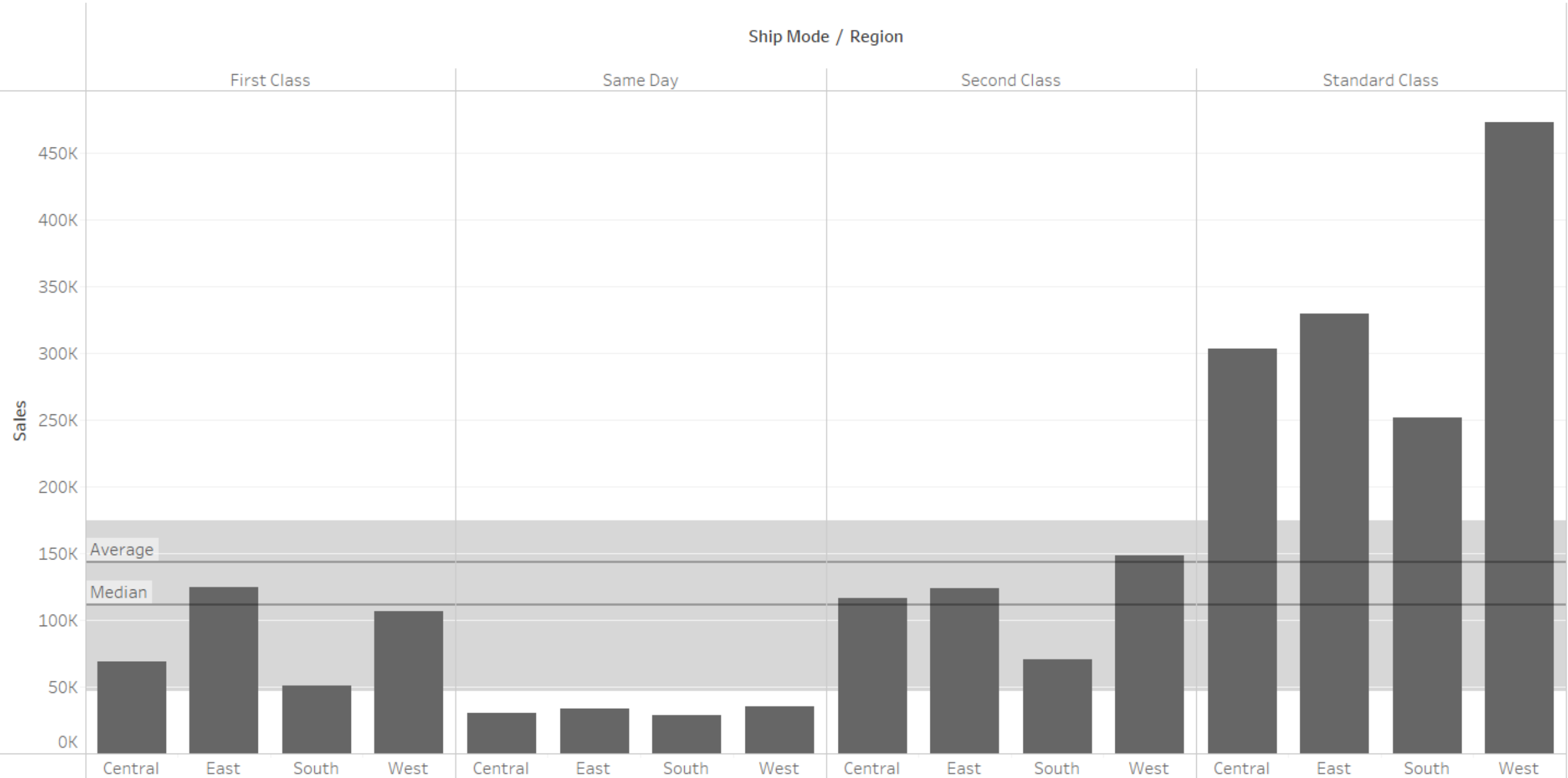
Top 10 Customer States
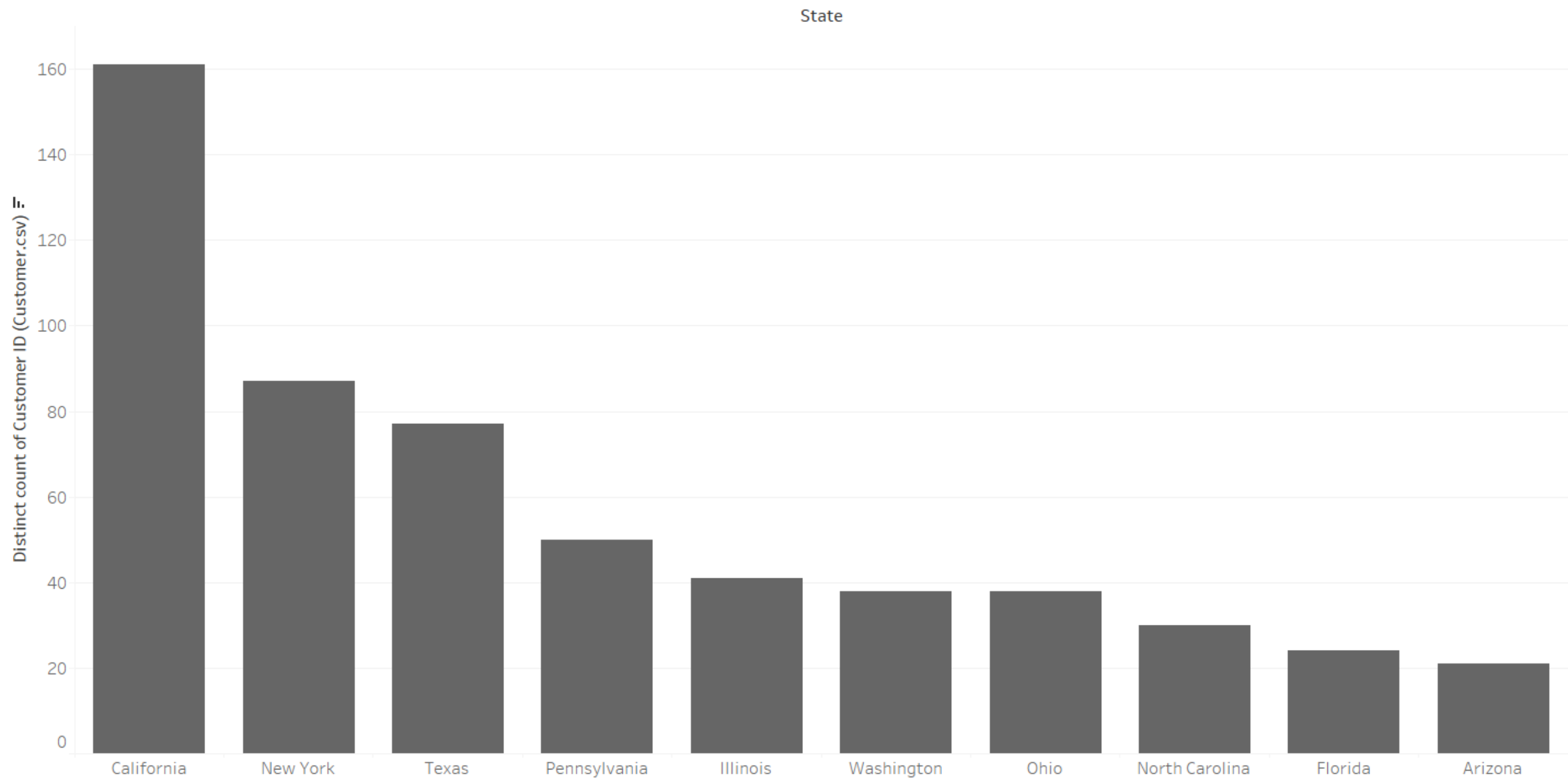
State

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

Profit
950   55,618

Technology Copiers	Technology Phones

Office Supplies Paper

Office Supplies Storage

Office Supplies Appliances

Office Supplies Binders

Office Supplies Envelopes

Office Supplies Labels

Office Supplies Art

Technology Accessories

Furniture Chairs

Furniture Furnishings

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.
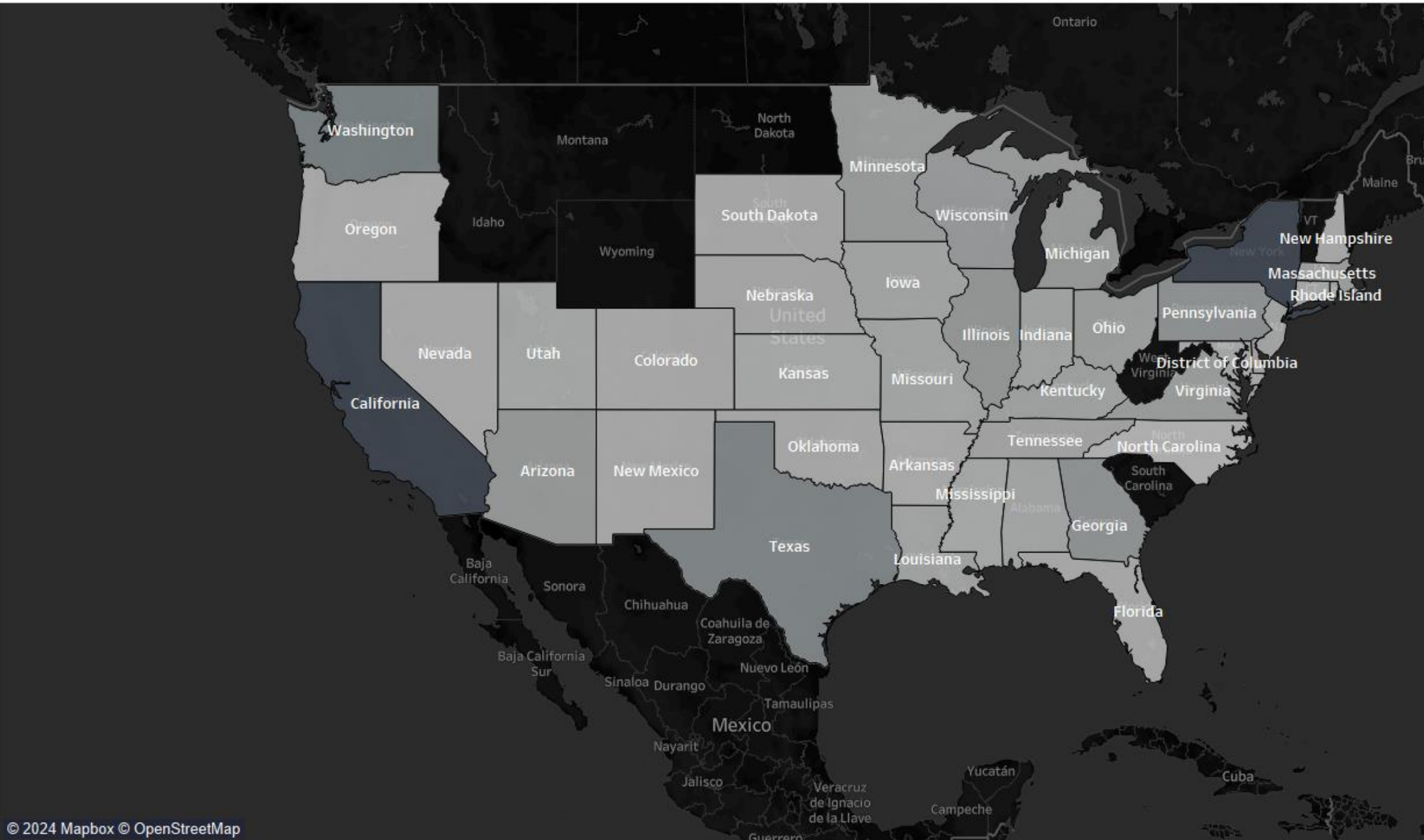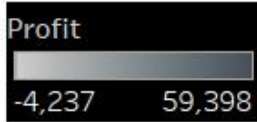
Total Sale by Ship Mode (Analytical Panel)

Ship Mode / Region

	First Class	Same Day	Second Class	Standard Class

Sales

450K

400K

350K

300K

250K

200K

Average

150K

Median

100K

50K

0K

| Central | East | South | West | Central | East | South | West | Central | East | South | West | Central | East | South | West |

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

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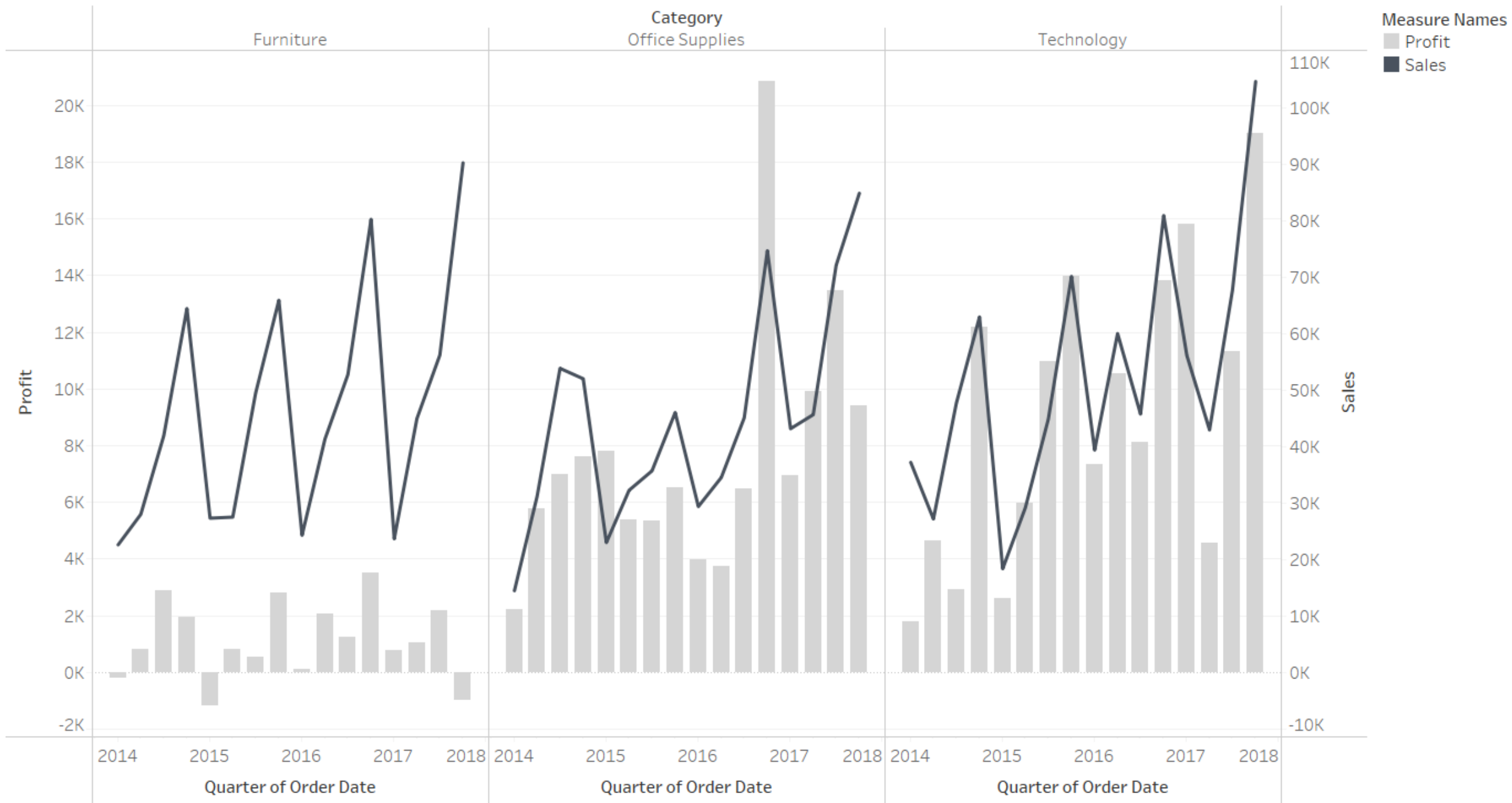
Ship Mode (group) / Category
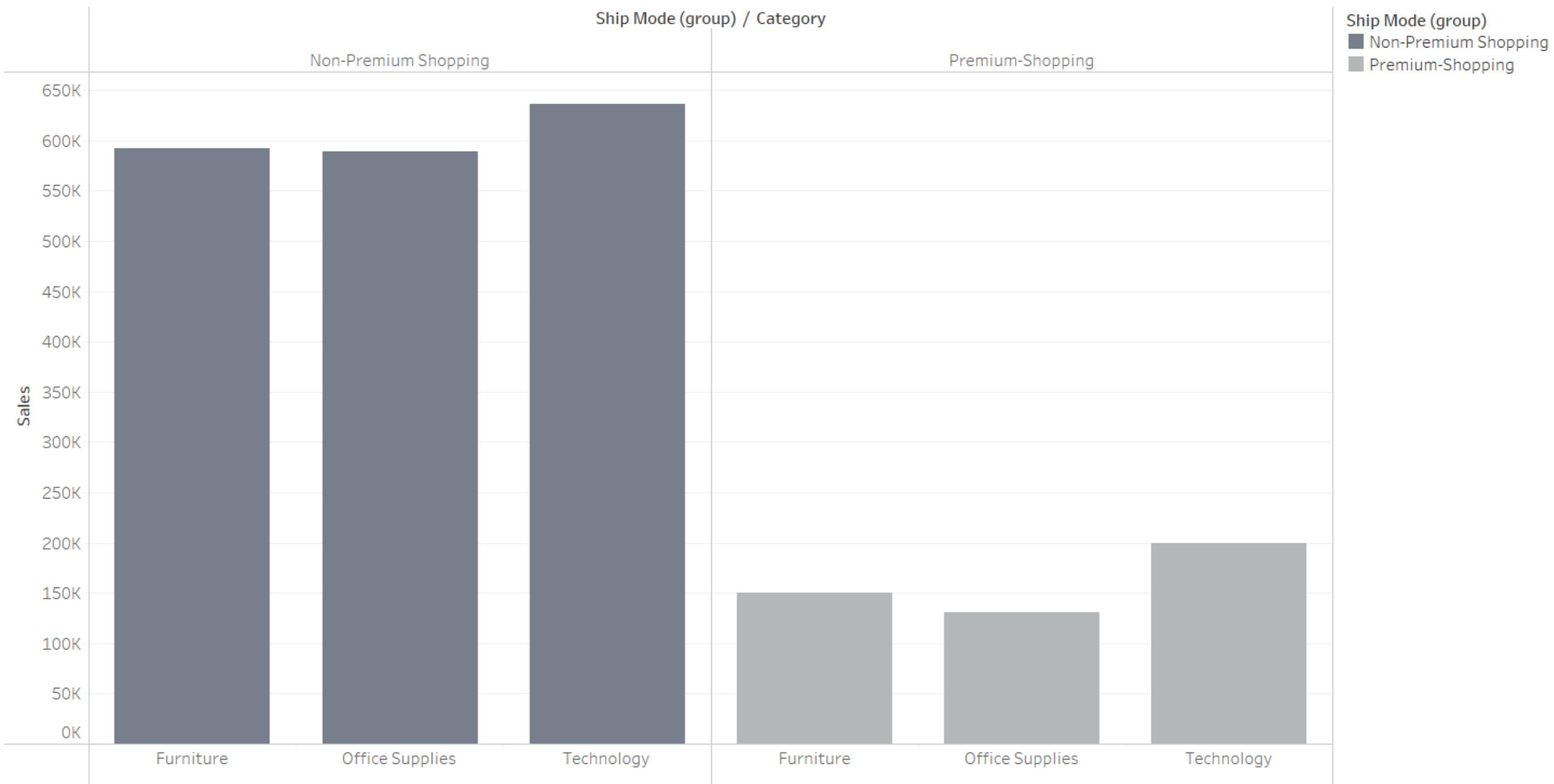
Sum of Sales for each Category broken down by Ship Mode (group). Color shows details about Ship Mode (group). The data is filtered on Action (State), which keeps 41 members.

State-wise Total Profit

Profit
-4,237   59,398

Washington
Montana
North Dakota
Minnesota
Ontario
Maine
Oregon
Idaho
South Dakota
Wisconsin
Michigan
New Hampshire
VT
Wyoming
Iowa
New York
Massachusetts
Rhode Island
Nevada
Utah
Colorado
Nebraska
United States
Illinois
Indiana
Ohio
Pennsylvania
California
Kansas
Missouri
West Virginia
District of Columbia
Virginia
Kentucky
Arizona
New Mexico
Oklahoma
Arkansas
Tennessee
North Carolina
Texas
Mississippi
Alabama
Georgia
South Carolina
Louisiana
Florida
Baja California
Sonora
Chihuahua
Coahuila de Zaragoza
Baja California Sur
Nuevo León
Sinaloa
Durango
Tamaulipas
Mexico
Nayarit
Jalisco
Veracruz de Ignacio de la Llave
Yucatán
Campeche
Cuba
Guerrero

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

Profit
- ·   -4,237
- ▫   20,000
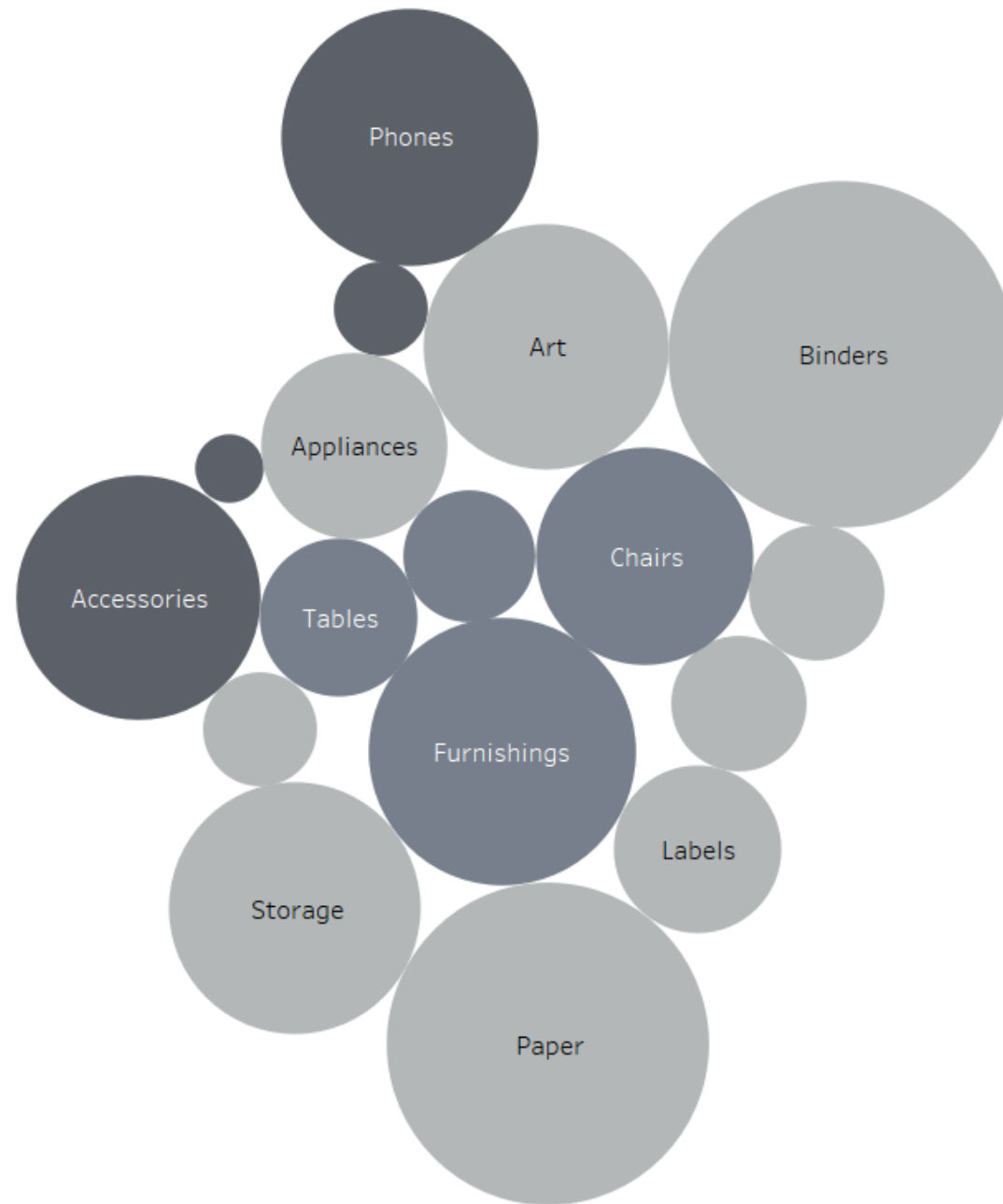- ▭   40,000
- ▭   59,398

© 2024 Mapbox © OpenStreetMap

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

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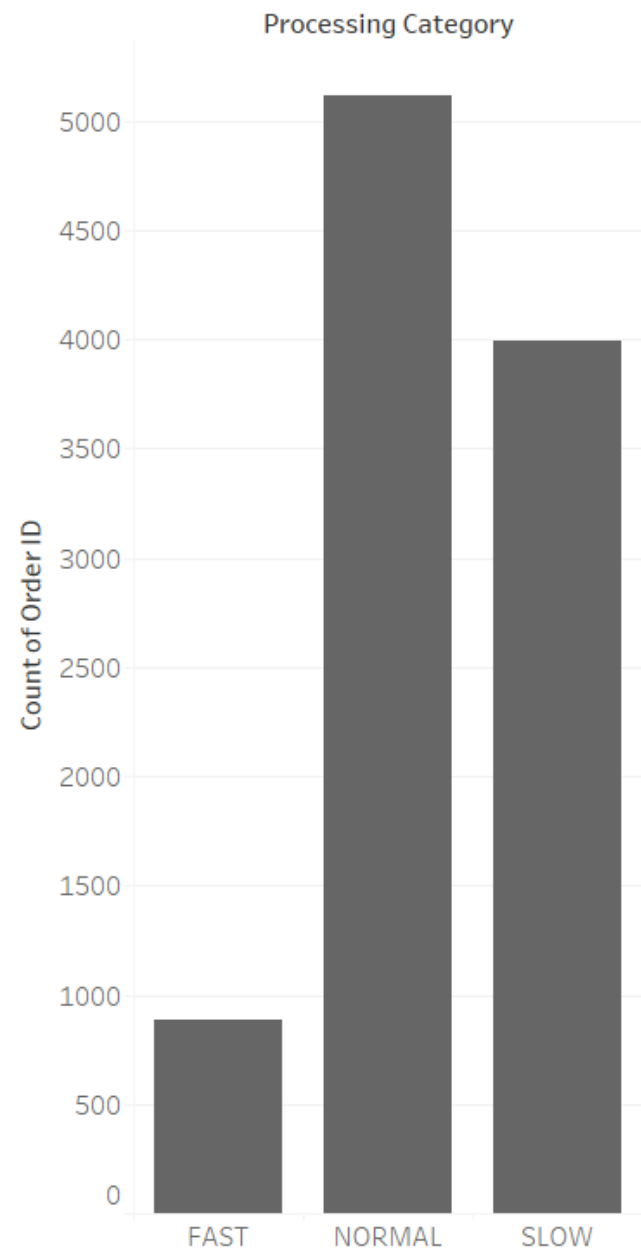
Count of Order ID for each Processing Category . The data is filtered on Action (State), which keeps 41 members.

Total Quantities by Sub-Category

Category
- Furniture
- Office Supplies
- Technology

Phones

Art

Binders

Appliances

Chairs

Accessories

Tables

Furnishings

Labels

Storage

Paper

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
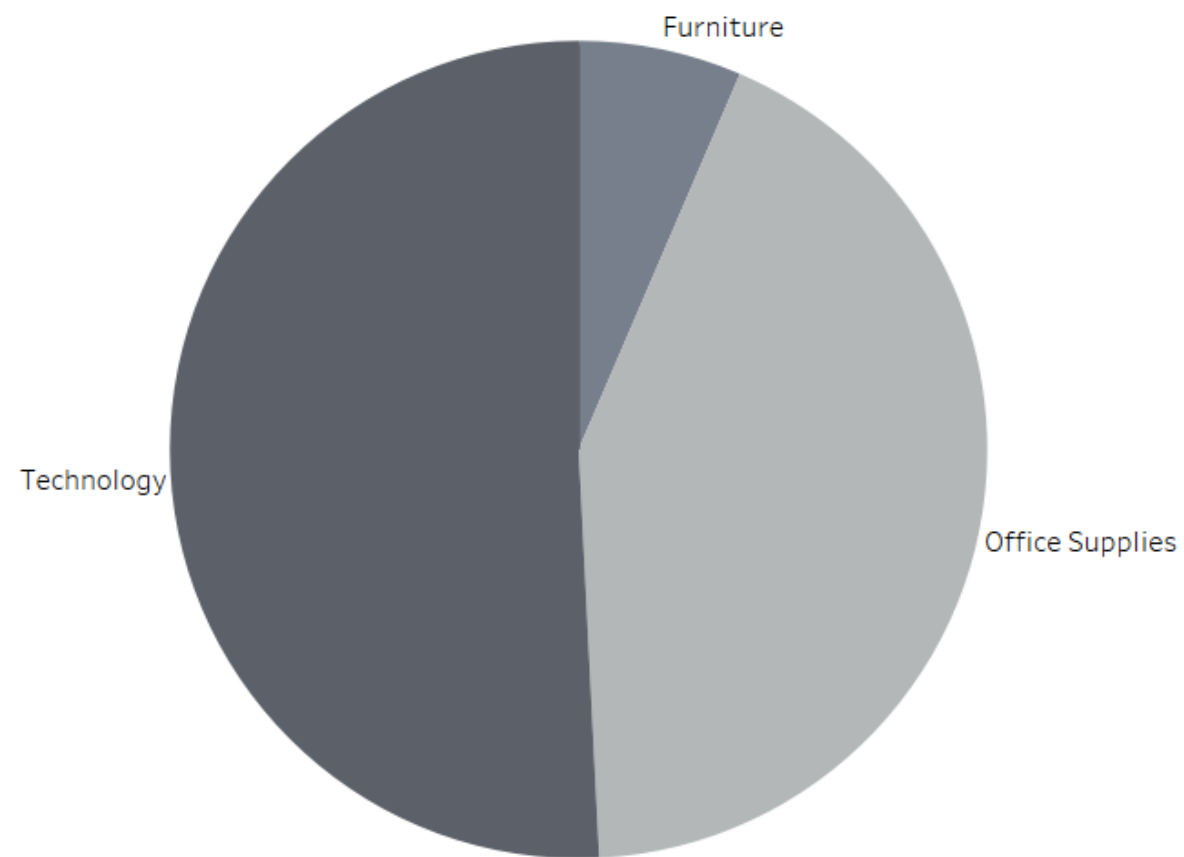
Furniture

Technology

Office Supplies

Category. Color shows details about Category. Size shows sum of Sales. The marks are labeled by Category.
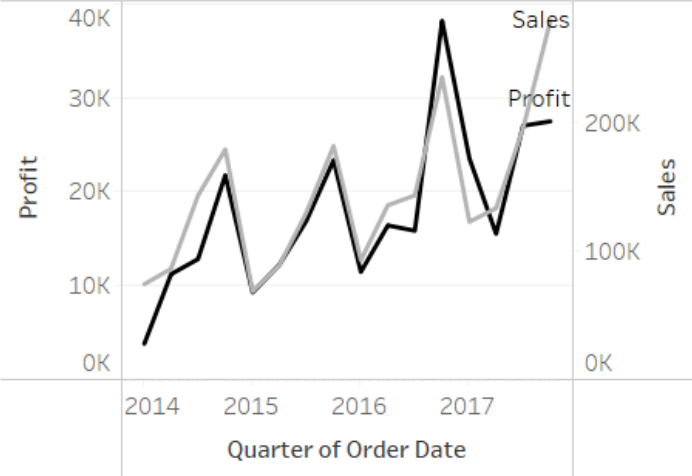
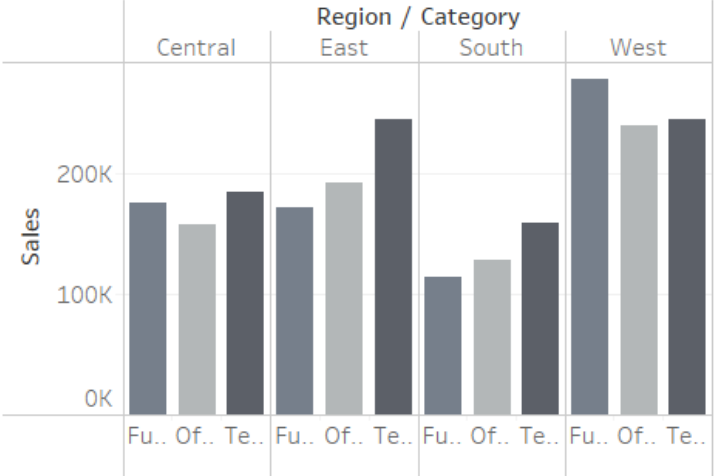# US Sale Data Dashboard

State-wise Total Profit
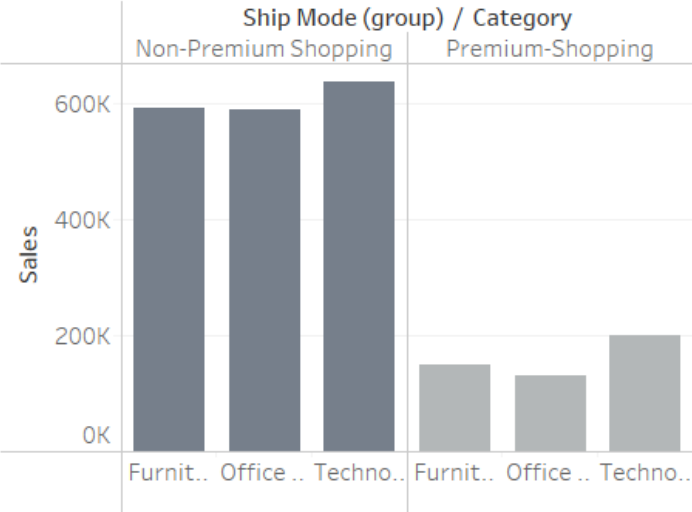
Sale-Profit trend over Quarter-Year
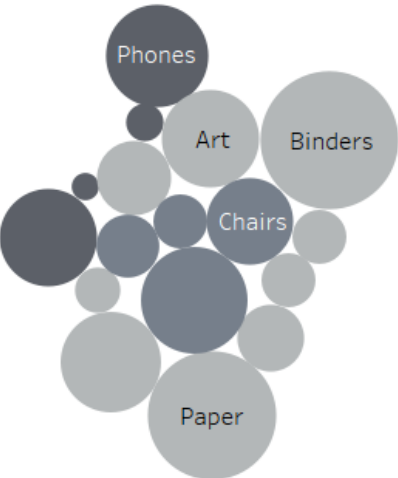
Region wise Total Sale

State-wise Total Profit

Total Sale by Ship-Mode(group)

Total Quantities by Sub-Category

Category wise Sale/Profit

Category
- Furniture
- Office Supplies
- Technology

Sales
2,297,201