Report on

Sales Analytics and Visualization for Sample US Superstore

Introduction:

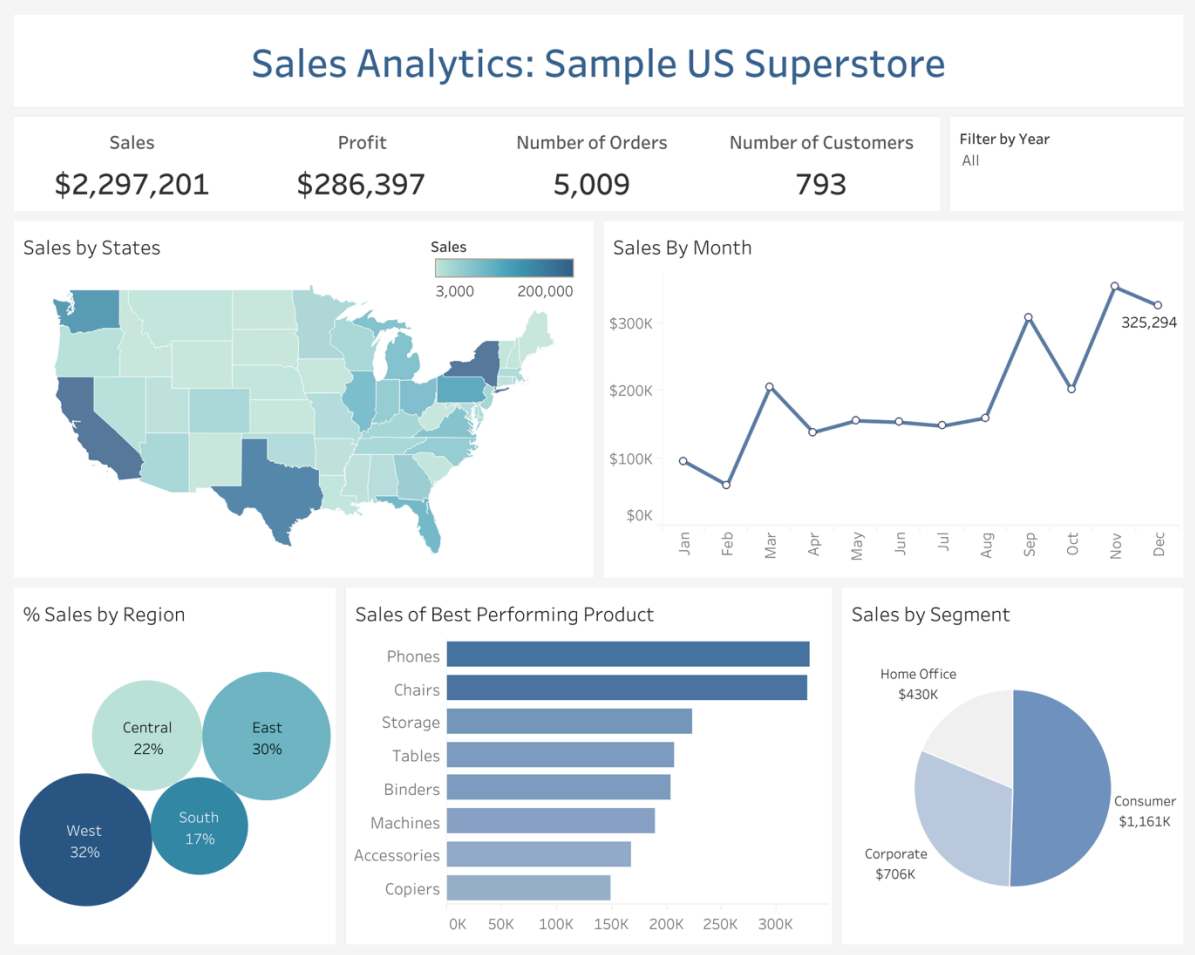
In this report, the process of creating a sales dashboard from the sample US Superstore dataset has been documented using Tableau. The key objective of this report is to effectively communicate the insights derived from key metrics.

Requirement Analysis:

The goal of this analysis was to analyze the sales performance of the Superstore comprehensively. This includes understanding regional sales variations by identifying top performing states, understanding which segment generated the most sales as well as analyzing sales trends across different categories of products.

Dashboard Design and Creation:

The dashboard is created and designed with a user-centric approach in mind. The chosen visualizations depict the most important information for the stakeholders in order to take crucial decisions. A filtering option is also included in order to view the sales information by year to measure the progress in sales. The chosen layout is very minimalistic to ensure clarity and facilitate seamless interpretation. A simple blue-teal color palette is chosen for a handful of reasons – it is a neutral and calming color palette that incites trust which also accommodates color blindness. A static image of the Dashboard is illustrated with the filter by year set to all.



Interpretation of Visualizations:

KPI:

- The Key Performance Indicators used here are total sales, total profit, number of orders and number of unique customers.

Sales by States:

- The map visualization highlights the regional distribution of sales.
- The state of California and New York are the states. with the highest sales.
- States such as Texas, Washington, Pennsylvania, Illinois, and Florida had good sales.

% Sales by Region

- This metric is visualized using bubble chart.
- This shows the East and West Region performing really well.
- On the other hand, the Central Region and the South is lacking sales in general.

Sales by Month

- This metric shows the seasonality of sales by month using a line chart.

- There seems to be a general spike in the month of March, and towards the end of the year in September, and then in November and December.

Sales of Best Performing Product

- This shows the spread of data for sale of the products with the highest sales represented by a horizontal bar chart.

Sales by Segment

- This visualization shows which segment saw the most sales in form of a Pie Chart.
- It illustrates that Consumer sales was roughly equal to both Home Office and Corporate sales combined.

Interactivity

The sales dashboard is fully interactive allowing users to hover over certain features to get more detailed information about it.

There is also a slider to see sales information filtered by year. The rest of the dashboard is also interactive, and users can click on points to use that as a filter to show information with that specific filter.

For example, it can be seen from the sales by month line chart that there is a peak in March. Clicking on this month uses it as a filter which changes the rest of the dashboard to show data filtered for the month of March.

Trends and Patterns

From the Sales by States, and % Sales by Region, it is clear that the east and west coast performs the best which the central states mostly do not have many sales. Most of the sales of the central parts come from Texas while most of the sales of the southern region comes from Florida.

It can be seen from Sales by Month that the worst performing month in terms of sales is February. There is a peak in sale in March and the later part of the year.

It can be seen from the sales of best performing products that phones and chairs are the bestsellers by over a $100,000 from the next best product category – storage.

It is apparent from Sales by Segment that Consumer sales was roughly equal to both Home Office and Corporate sales combined.

Using the different filters yields a vast array of different insights. For example, the spike in sales in the month of March shows that there is a general increase in sales of phones and machines

from the sales of product bar graph. This could be seen as a potential for launching promotional campaign on these products.

Conclusion

The sales dashboard for the sample US Superstore dataset aims to communicate key insights providing a comprehensive overview of the sales performance effectively but efficiently. These actionable insights are brought about by minimalistic visualizations that will aid in decision-making processes and can be used to identify areas to strategize to boost sales.