Name: Suriya Narayanan S	Reg.no: 20MID0059
Topic: Global – superstore sales analysis	Applied for: Data Analyst Intern

1. Overall View of Dashboard created:

Global-Su[p

Category

- [ ] Furniture
- [ ] Office Supplies
- [ ] Technology

Year

2011 ▾

Country

- [ ] Afghanistan
- [ ] Albania
- [ ] Algeria

City

- [ ] Zhenjiang
- [ ] Zhumadian
- [ ] Ziguinchor
- [ ] Zihuatanejo

Market

- [ ] Africa
- [ ] APAC
- [ ] Canada

Total Sales	Total Quantity	Total profit
2.26M	**31K**	**248.94K**
Sum of Sales	Sum of Quantity	Sum of Profit

Sum of Sales by City

Sum of Sales by Month

Key Metrics:
- Total Sales Revenue
- Sales by Product Category
- Top Selling Products
- Sales Trend Over Time
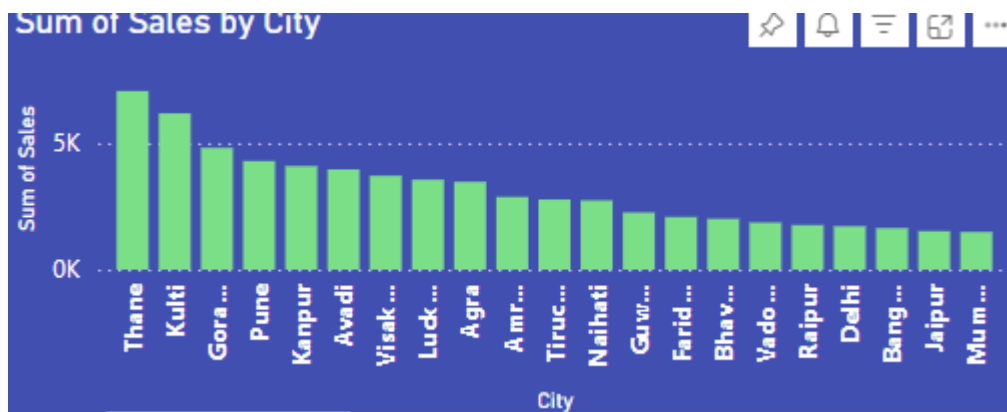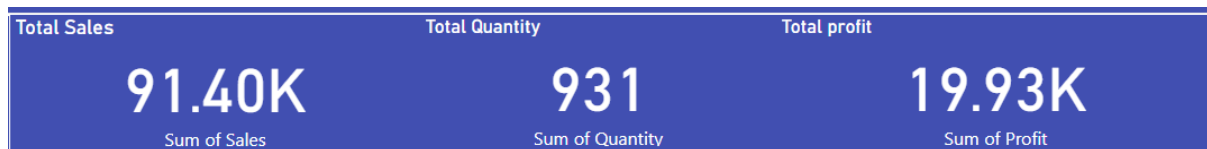- Monthly Sales Comparison

Total Sales Revenue:

Bar chart visualization of Total Revenue for the country's cities:
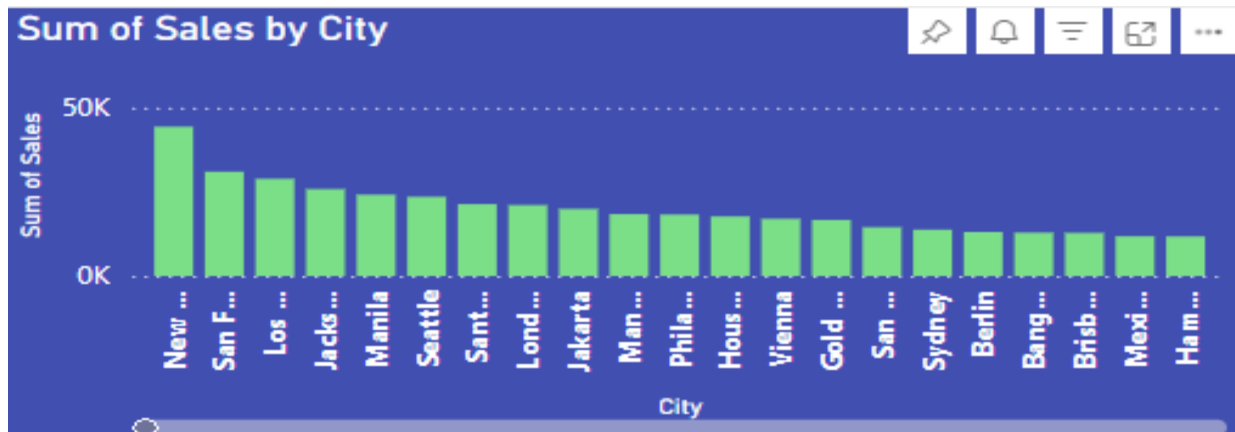

Using filters:

For country India

Bar Chart: A bar chart provides a clear and straightforward way to display the total sales revenue. It allows for easy comparison between different time periods or categories, highlighting the overall financial performance at a glance.

The distinct height of bars helps in quickly assessing the magnitude of total sales revenue, making it intuitive for users to interpret the data.

By summarizing total sales revenue, the bar chart effectively communicates the overall business performance without overwhelming the viewer with too many details.

Sales by Product Category

Bar chart would be efficient to know which category has more sales
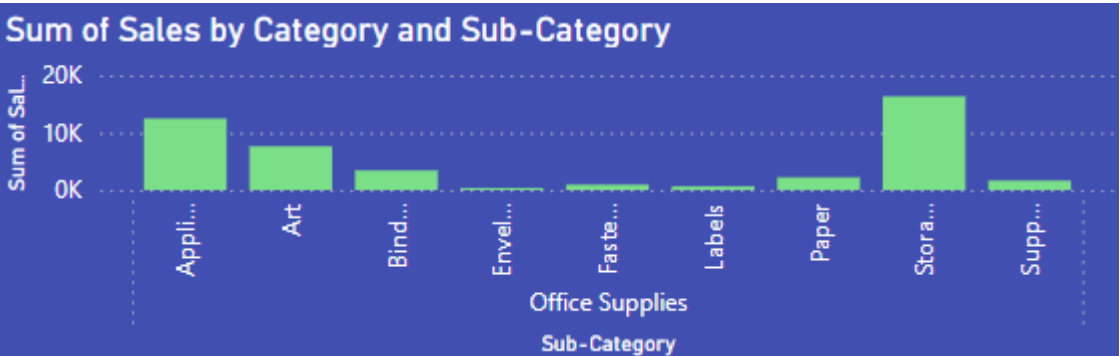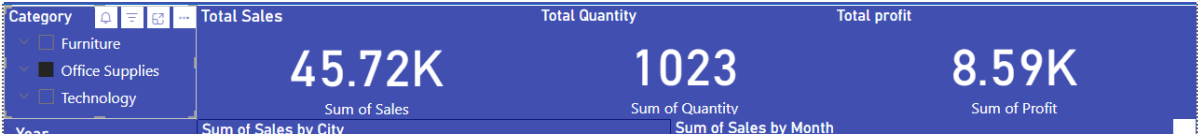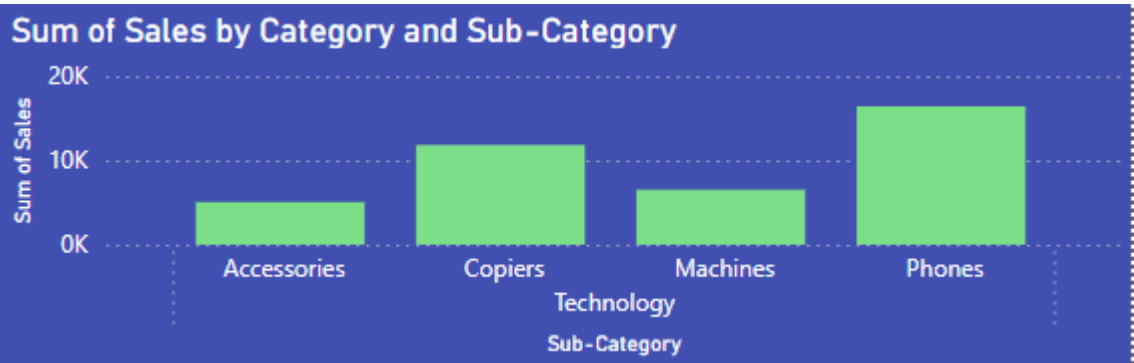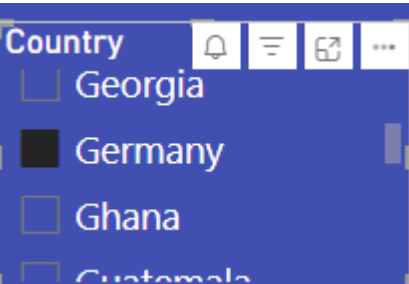

Bar Chart: These visualizations are ideal for showing the proportional distribution of sales across different product categories. They help in understanding which categories contribute most or least to total sales.

Charts visually represent the share of each category in total sales, making it easy to compare different categories and identify key revenue drivers.

These charts emphasize the composition of sales, helping stakeholders identify which categories are performing well and which may need attention.

Top Selling Products

Bar chart would be efficient to know which product has more sales

Sum of Sales and Quantity by Product Name

● Sum of Sales ● Sum of Quantity

Country

- [ ] Georgia
- [x] Germany
- [ ] Ghana
- [ ] Guatemala

Total Sales	Total Quantity	Total profit
17.56K	**482**	**4.45K**
Sum of Sales	Sum of Quantity	Sum of Profit

Sum of Sales and Quantity by Product Name

● Sum of Sales ● Sum of Quantity

Bar Chart: A bar chart ranks products based on sales, making it easy to identify the top performers. The use of bars clearly shows the relative sales amounts of each product.

The chart format quickly highlights the most popular products, allowing for easy identification of key items driving revenue.

The visual ranking of products enables a straightforward comparison, helping stakeholders understand the relative success of different products.

Sales Trend Over Time

**Line chart would be efficient for trend analysis**
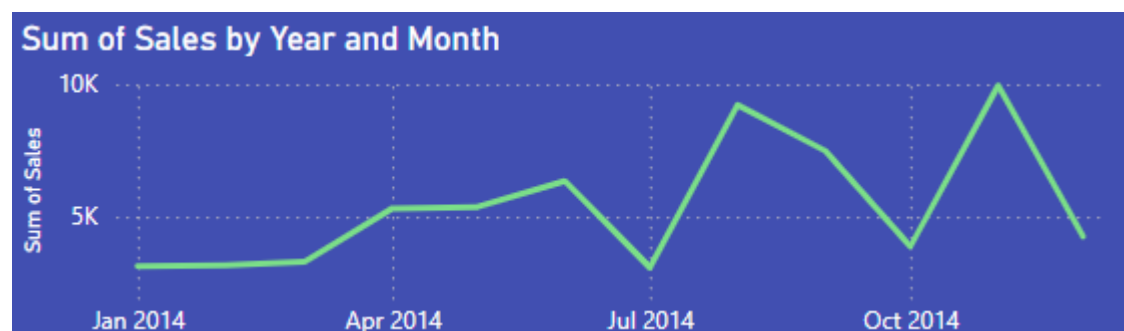
Line Chart: A line chart is effective for displaying trends over time, showing how sales have changed across different time periods. It provides a clear view of growth, seasonality, and fluctuations.

The continuous line makes it easy to observe trends and patterns, such as increases or decreases in sales, over specific time frames.

The line chart emphasizes changes in sales over time, which is crucial for understanding the impact of events, promotions, or external factors on sales.

- **Monthly Sales Comparison**

Bar chart would be efficient to know which month has more sales
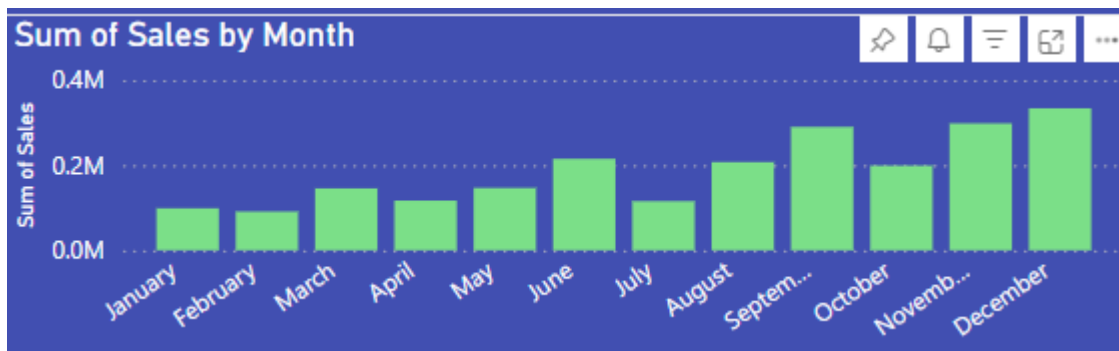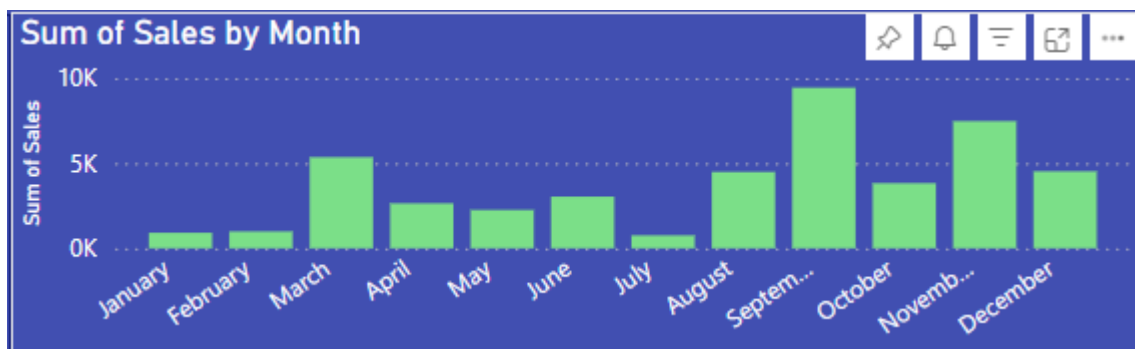
Bar Chart: A bar chart is well-suited for comparing discrete quantities, such as monthly sales figures. It provides a clear and straightforward visual representation of sales for each month.

The distinct length of bars allows for easy comparison of sales between months. It makes it simple to identify which months had higher or lower sales, facilitating a quick assessment of seasonal trends or anomalies.

The bar chart emphasizes differences in sales figures across months, making it easier to see month-to-month variations. This is particularly useful for identifying peak sales periods and assessing the impact of seasonal factors.