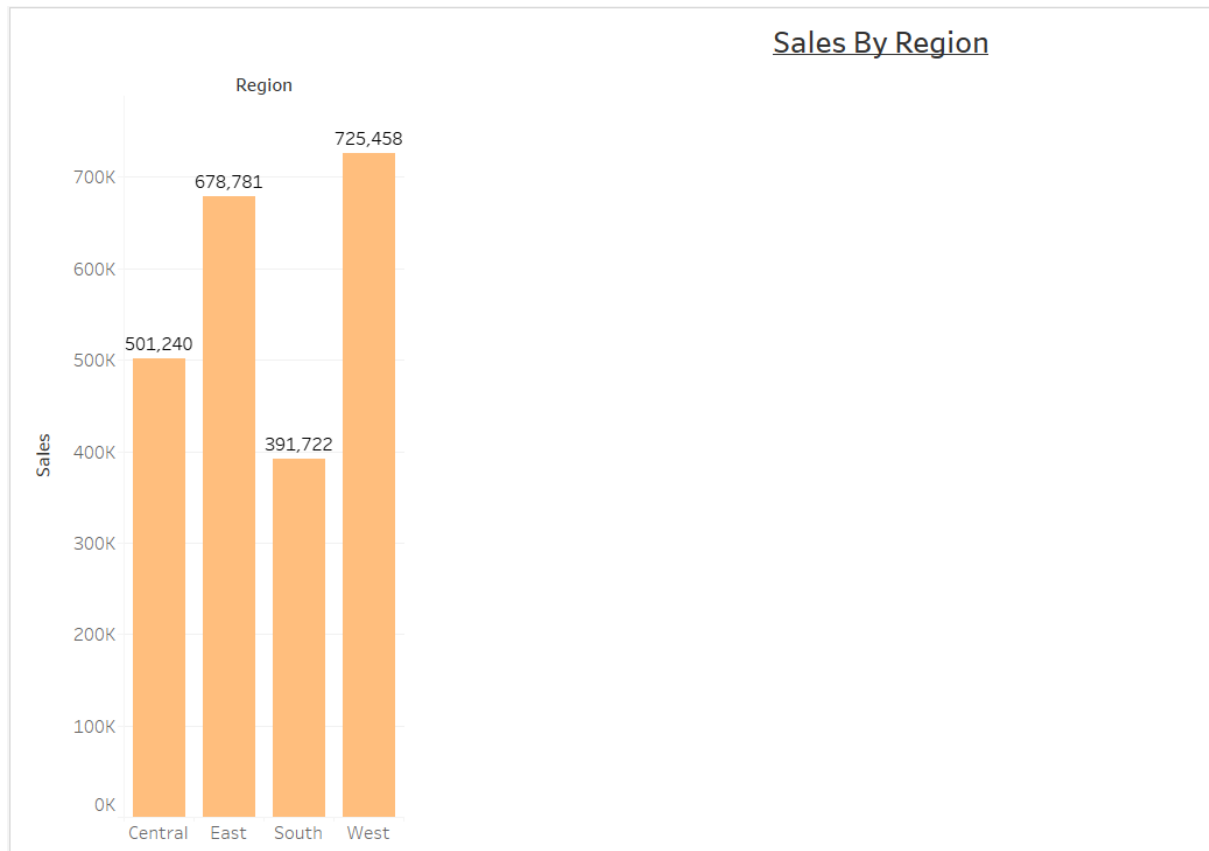# Sales & Profit Analysis of Superstore Dataset

This project aims to analyze and visualize sales and profit data from the Superstore dataset using Tableau.
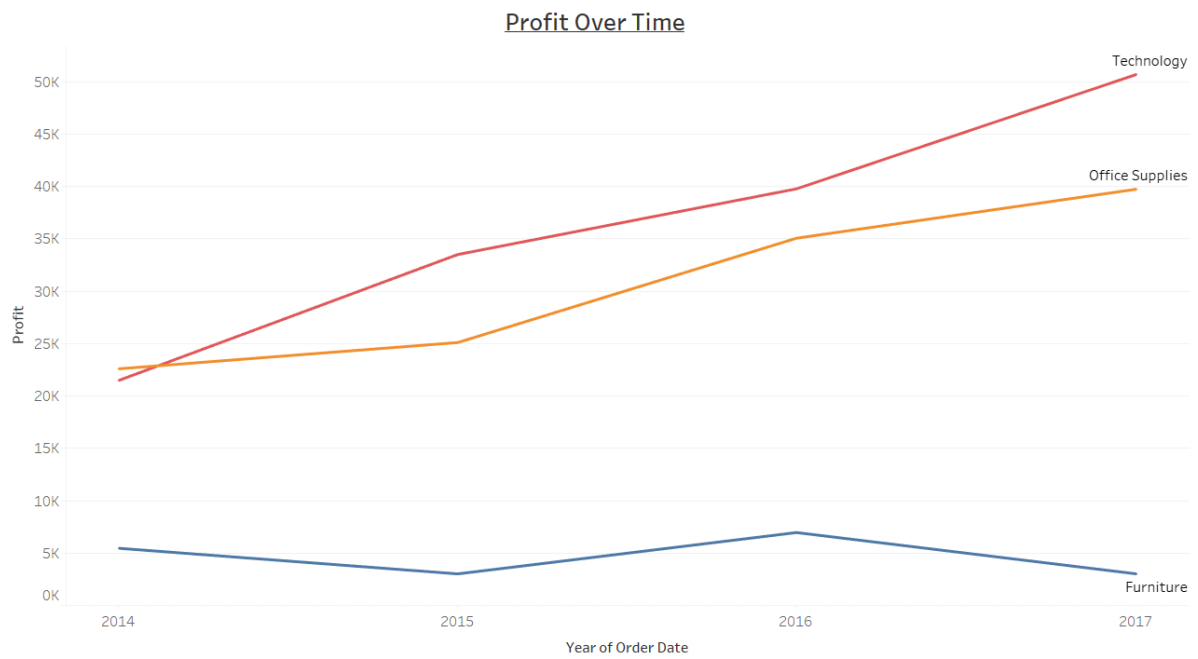
Sales by Region

This chart displays the total sales generated in each of the four regions: West, East, Central, and South.

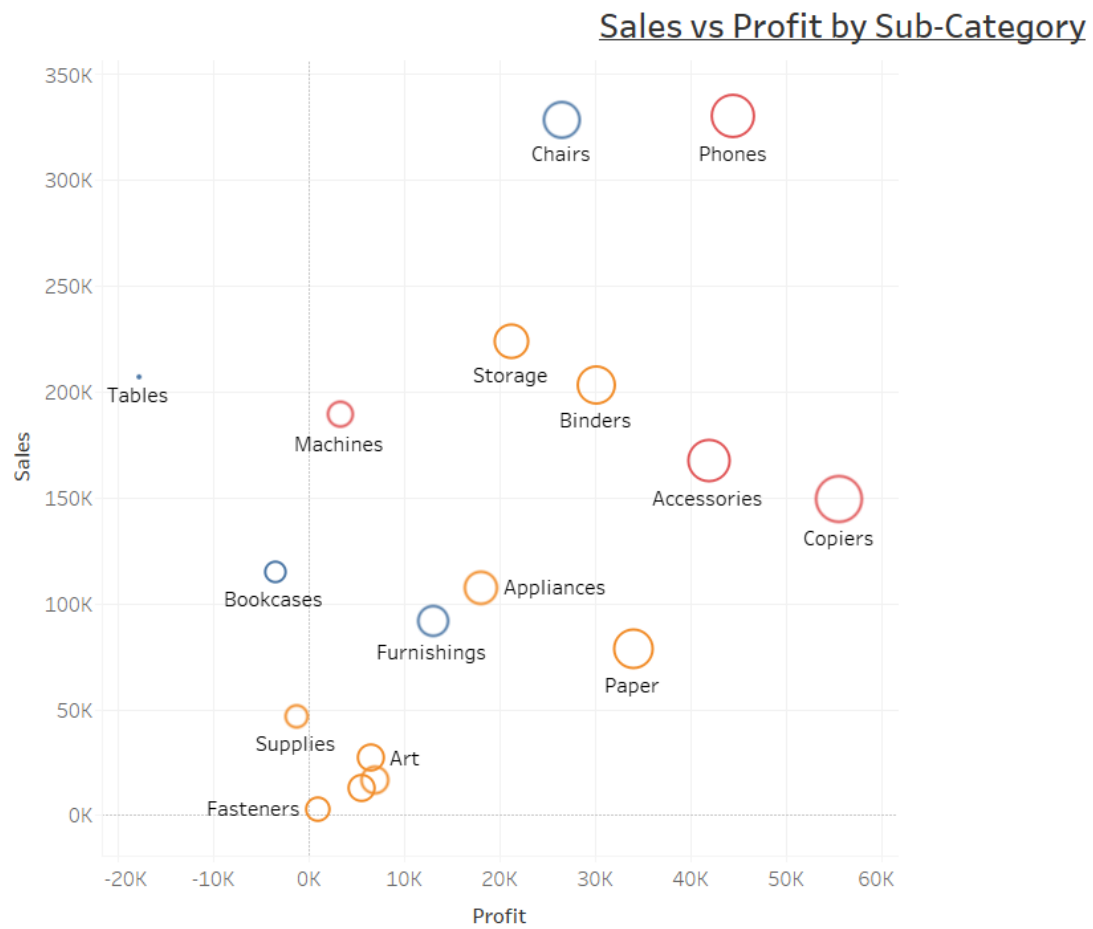The West region is the top performer in terms of sales.

The South lags behind, indicating an opportunity for market development or review of strategy.
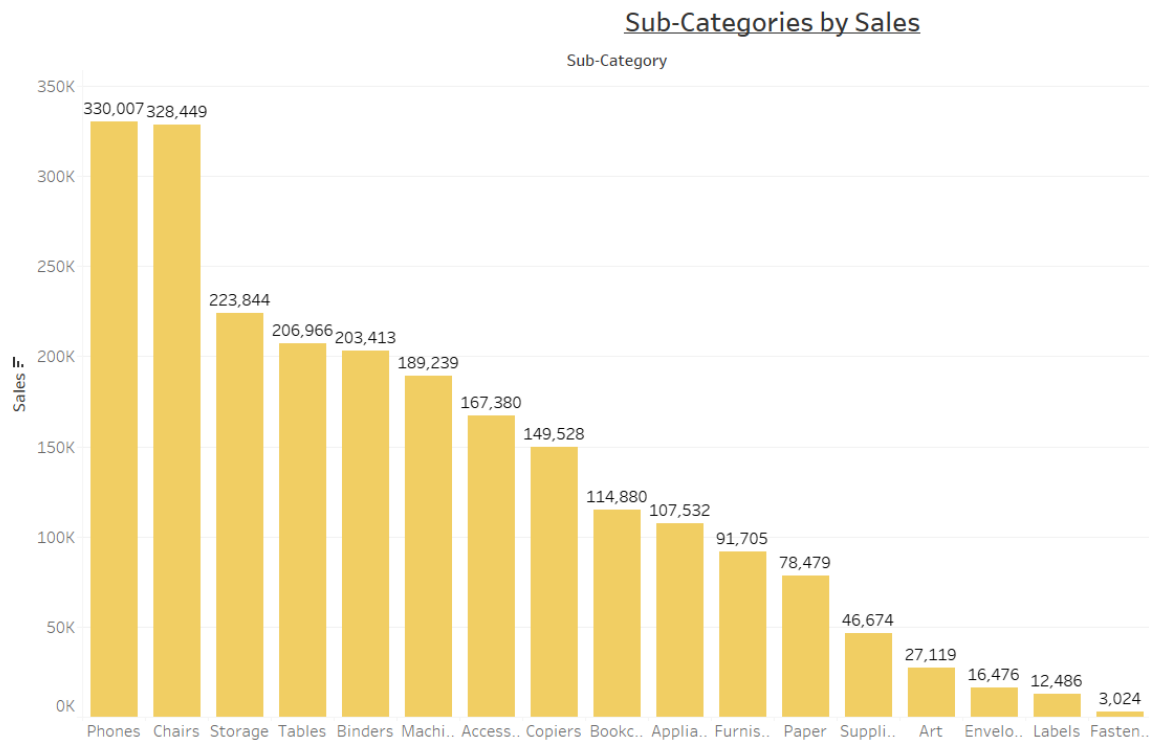
Profit Over Time

This line chart shows how profit fluctuated month by month over the years.

Sales vs Profit by Each Category

This chart compares total sales and profit across sub-categories.
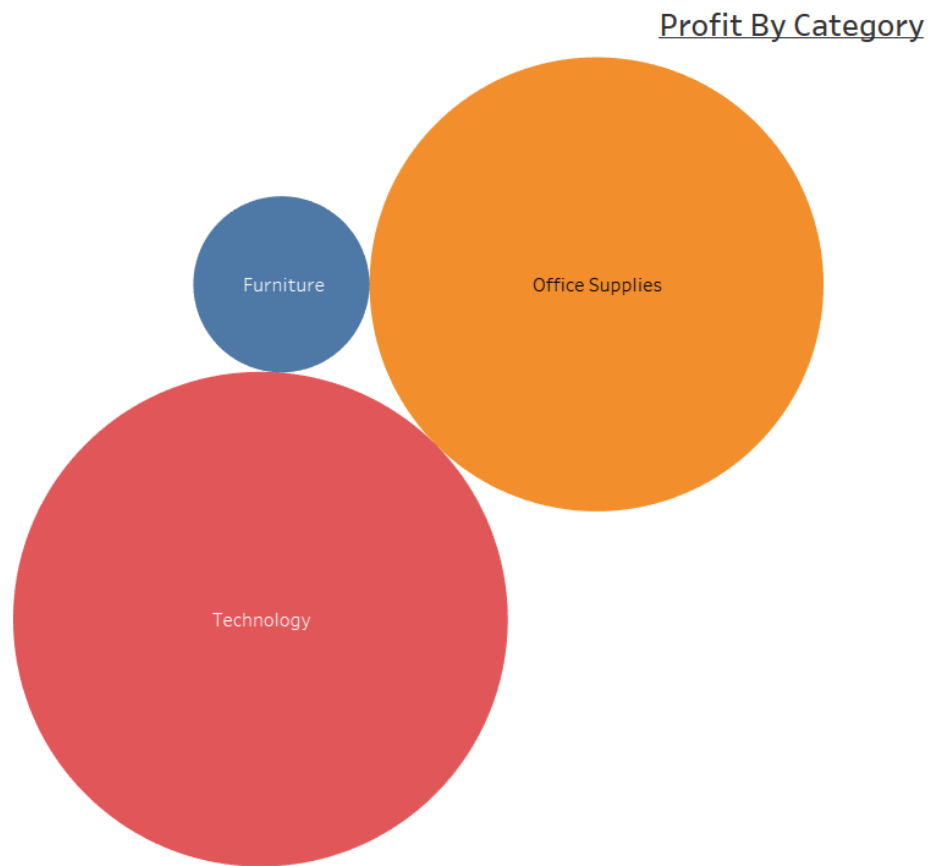
Sub-Categories by Sales

Sub-Category

This bar chart highlights which sub-categories brought in the most revenue.

Phones, Chairs, and Storage are the top-selling sub-categories.

These products are key revenue drivers and should remain a focus in marketing and inventory management.
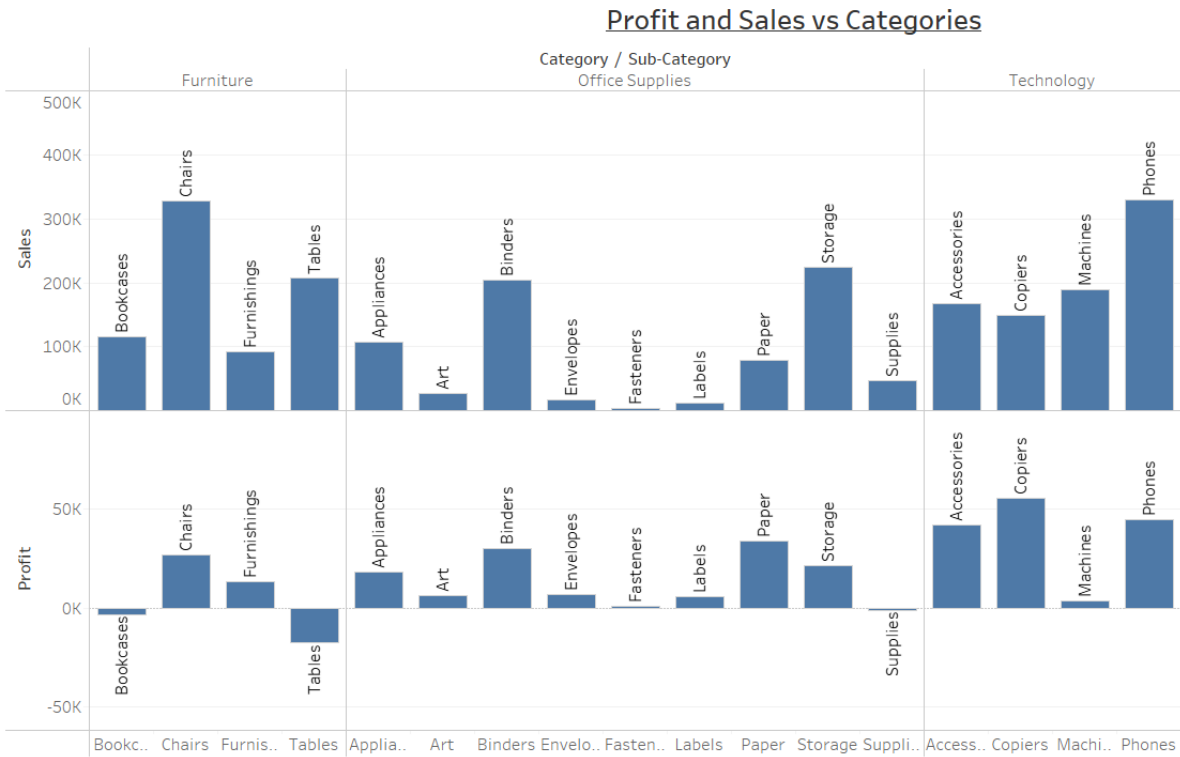
Profit by Category

Profit By Category

This chart shows how profit is distributed across the main product categories.

Technology contributes the highest profit, followed by Office Supplies.

Furniture lags, indicating possible inefficiencies or pricing issues.

Profit and Sales vs Category

A combined view that compares both sales and profit side-by-side for each category.

Some categories like Furniture may have high sales but don't translate into proportional profits. This contrast helps identify where profitability improvements are needed.

Dashboard
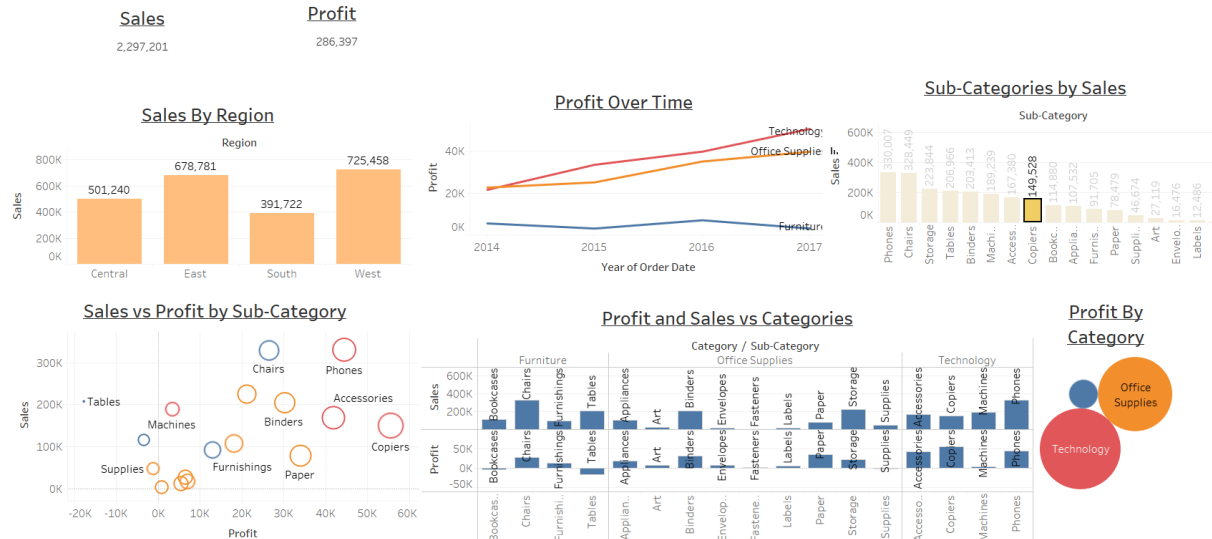
Business Insights Summary

- Technology is the most profitable and strategically valuable category.

- Furniture needs cost or pricing analysis due to low profit margins.

- West region performs best; South region may need a localized strategy.

- Certain sub-categories like Tables are unprofitable despite high sales.

Conclusion & Recommendations

- Focus more on high-margin categories like Copiers and Paper.

- Investigate unprofitable but high-sales items like Tables.

- Improve pricing or cost efficiency in the Furniture category.

- Consider regional promotions or strategy changes in the South.