This static dashboard utilized fake "Superstore" data to give an overview of variables which have a relationship to profit.
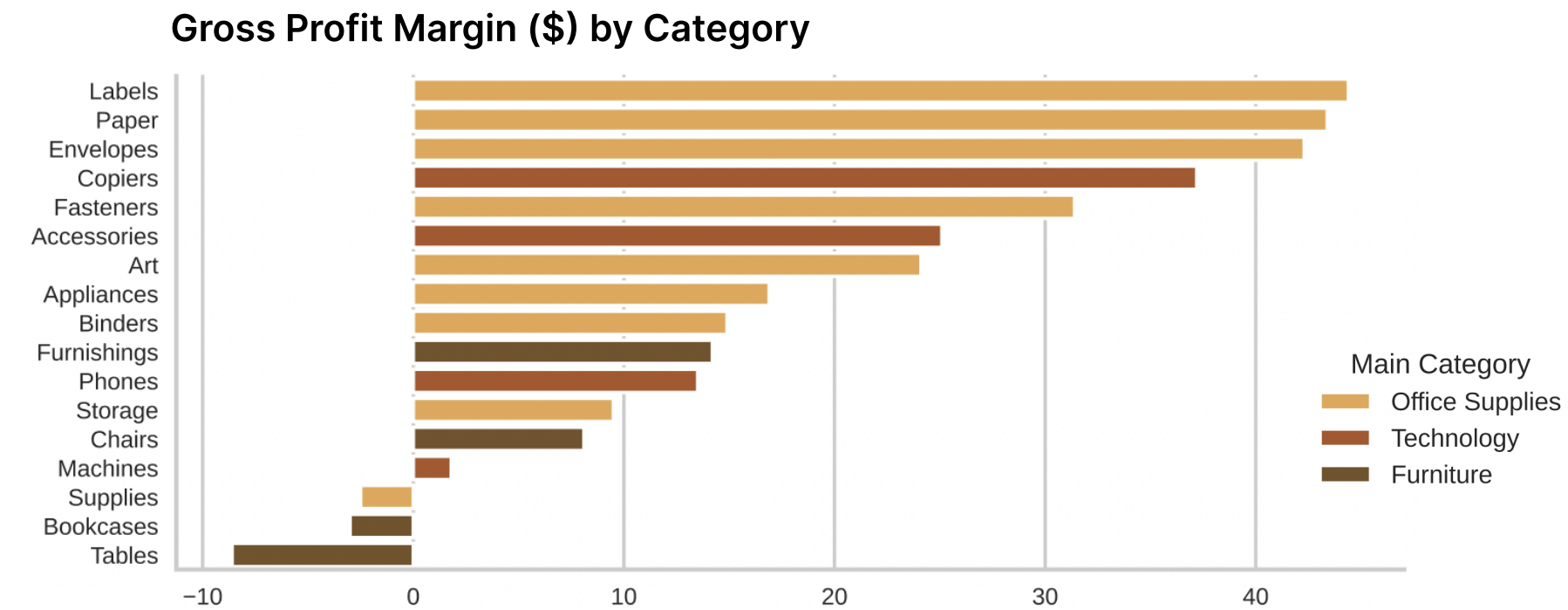
Visualization done in Python using matplotlib and seaborn, as well as Tableau for the map element. Analysis with SQL and Python.
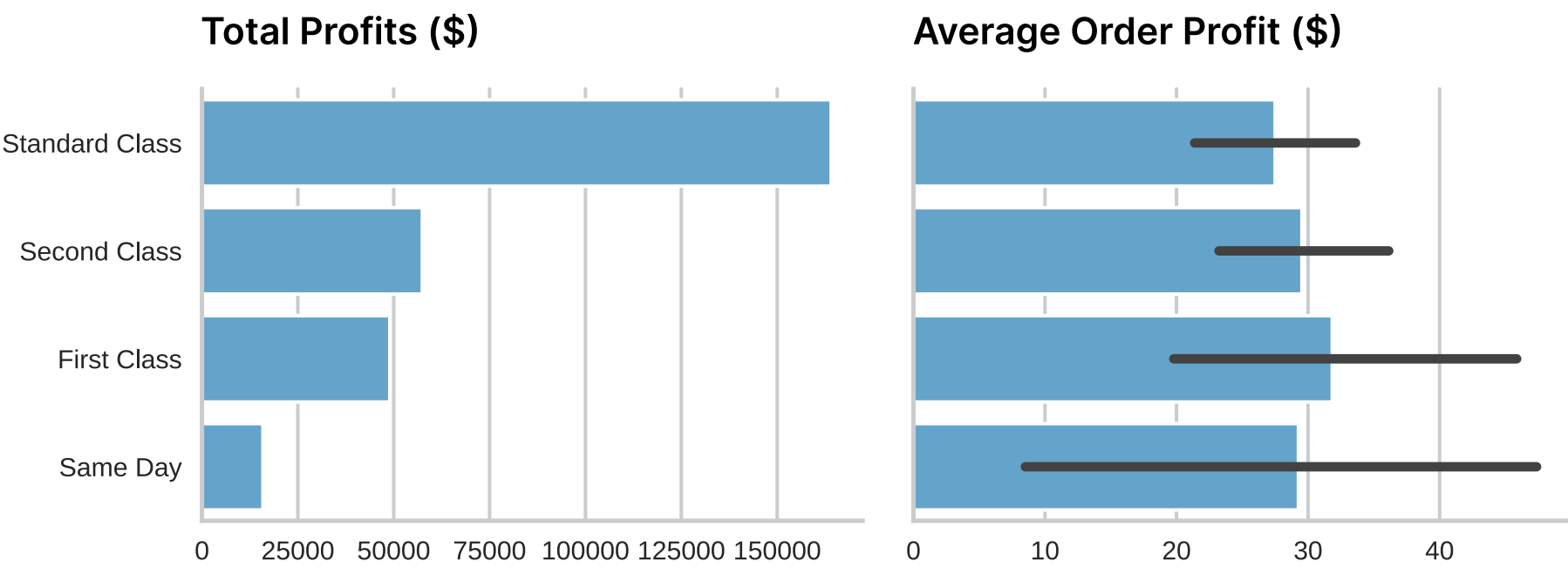
The dashboard layout was created using Figma.
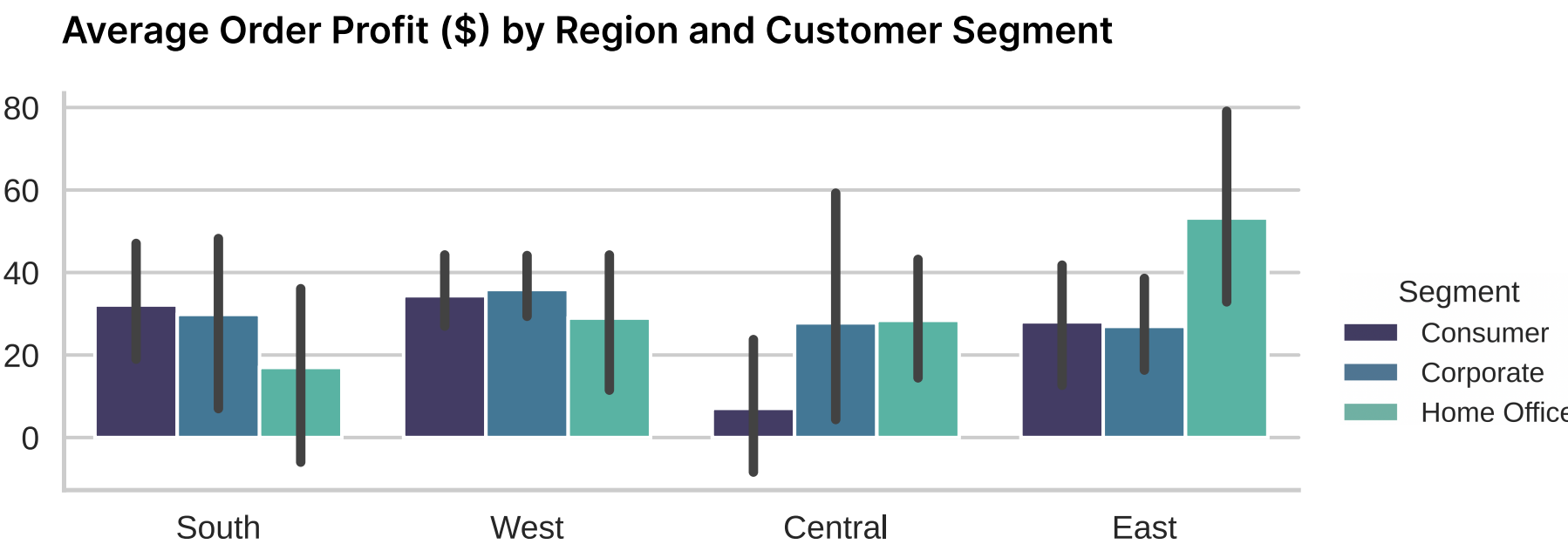
Understanding Profit Attributes

SUPERSTORE

Revenue $2.23 mil	**Gross Profit Margin** 12.47%
Net Profit $286.4K	**Sold Quantity** 37,873

Item Category

Gross Profit Margin ($) by Category

Categories (top to bottom): Labels, Paper, Envelopes, Copiers, Fasteners, Accessories, Art, Appliances, Binders, Furnishings, Phones, Storage, Chairs, Machines, Supplies, Bookcases, Tables

Main Category:
- Office Supplies
- Technology
- Furniture

Shipping Modes

Total Profits ($)

Standard Class, Second Class, First Class, Same Day

Average Order Profit ($)

Standard Class, Second Class, First Class, Same Day

Customer Segments

Average Order Profit ($) by Region and Customer Segment

Regions: South, West, Central, East

Segment:
- Consumer
- Corporate
- Home Office

Location

City | Gross Profit Margin (%)

City	GPM (%)	City	GPM (%)
Atlantic City, NJ	50.0	Abilene, TX	-270.0
Grand Island, NE	50.0	Mesquite, TX	-168.02
New Brunswick, NJ	48.45	Oswego, IL	-166.51
Summerville, SC	48.39	Romeoville, IL	-165.0
Holland, MI	48.35	Deer Park, TX	-150.0
Antioch, CA	48.0	Missouri City, TX	-150.0
Davis, CA	48.0	Littleton, CO	-136.67
Lindenhurst, NY	48.0	Tyler, TX	-127.79
Royal Oak, MI	48.0	Champaign, IL	-120.0
Bozeman, MT	47.67	Waco, TX	-85.81

State | Gross Profit Margin (%)

State	GPM (%)
District of Columbia	36.98
Delaware	36.35
Minnesota	36.24
Maine	35.77
Arkansas	34.33
Texas	-15.12
Illinois	-15.73
Tennessee	-17.42
Colorado	-20.33
Ohio	-21.69

Total Sales ($) by Region

Regions: Central, East, South, West

Sales Breakdown:
- profit
- revenue
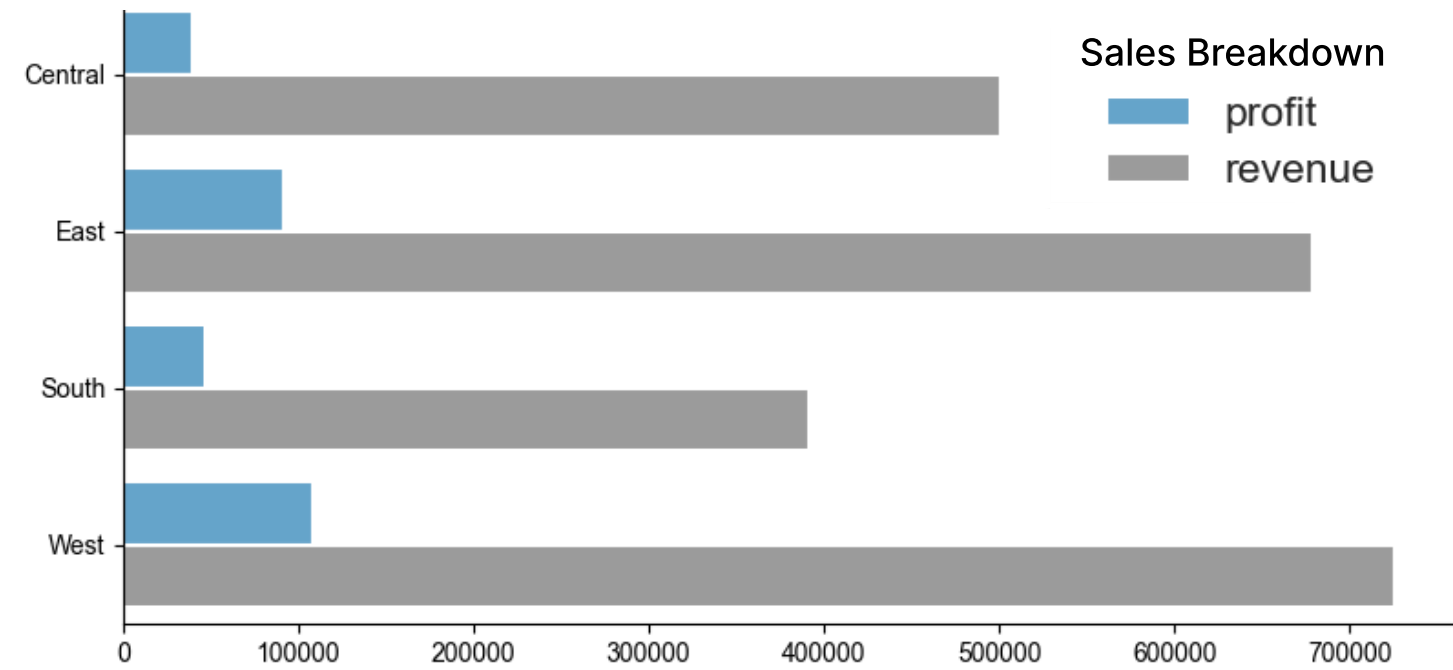
Gross Profit Margin (%) by Region

Region	GPM (%)
Central	7.9%
East	13.5%
South	11.9%
West	14.9%

Map labels: West, Central, South, East

Total Profits ($): -25,729 to 76,381