

IN TABLEAU

SUPERSTORE SALES DASHBOARD

Project Overview

- Objective: Analyze sales performance
- Tool: Tableau Public
- Dataset: Superstore Excel file (Orders, Returns, People)
- Output: KPI Metrics, Sales Trends, Profit Insights

Key Performance Indicators (KPIs)

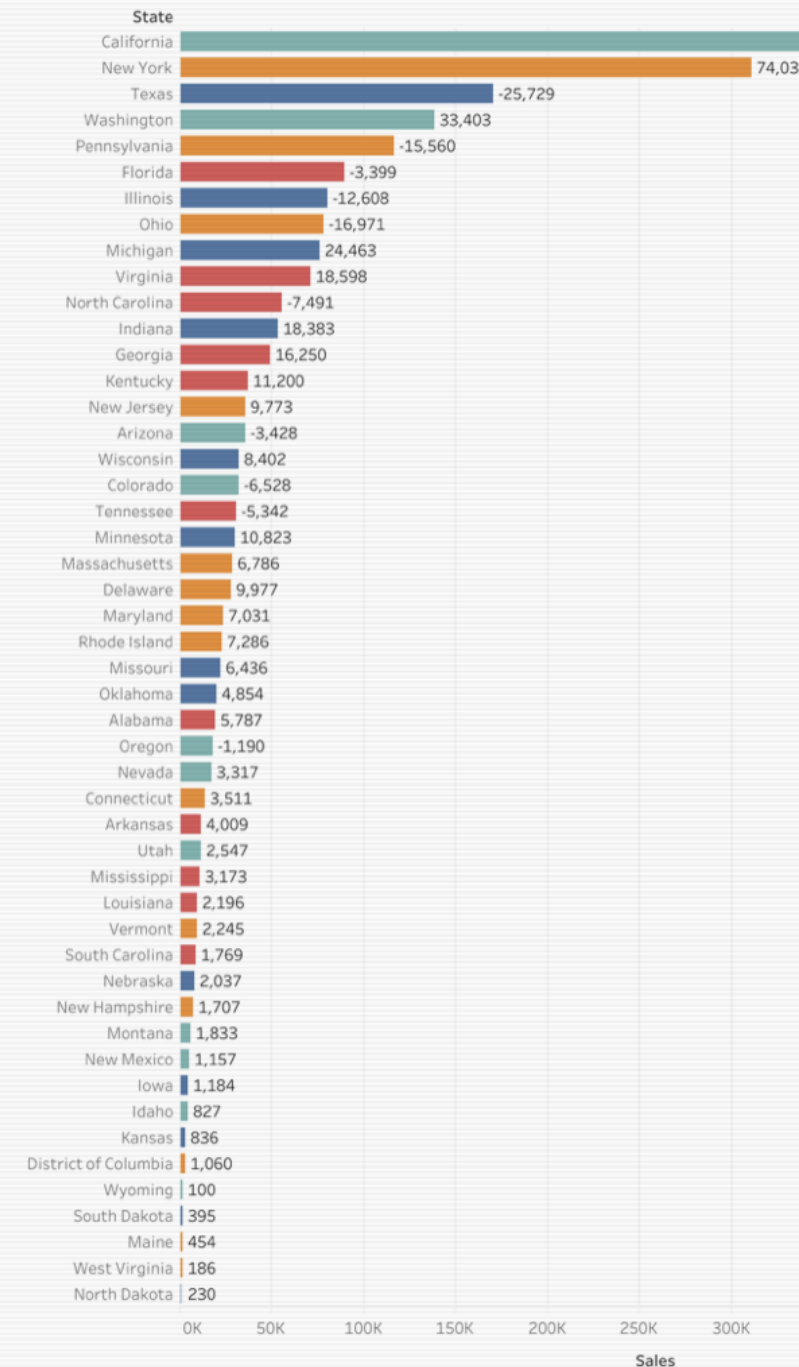
- Total Sales
- Total Profit
- Total Quantity Sold
- Total Orders

Each KPI is displayed on a separate card in the dashboard.

Sales by State (Bar Chart)

- Visualization: Horizontal bar chart
- Insight: Identify top-performing states by sales
- Note: Used Region to color bars

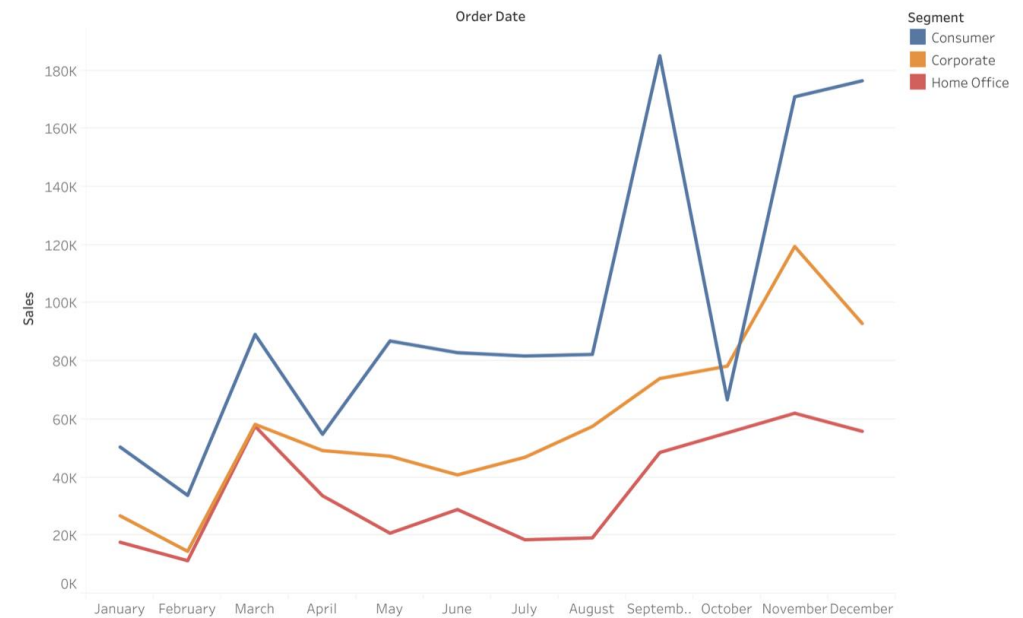
Sales by States



Monthly Sales Trend (Line Chart)

- Visualization: Line chart
- Insight: Shows how sales change over time
- X-Axis: Order Date (Month)
- Y-Axis: Sum of Sales

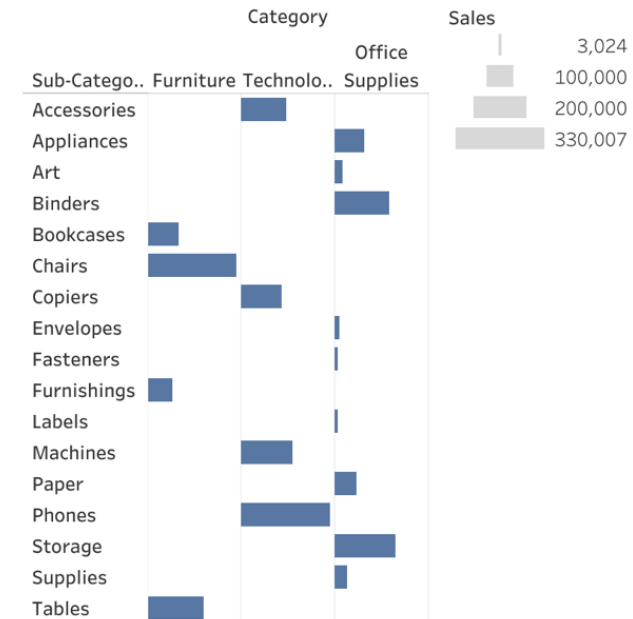
Monthly Sales Trend



Category and Sub-Category Sales

- Visualization: Bar chart
- Insight: Compare performance between categories and sub-categories
- Layout: Category on X-axis, Sub-Category on Y-axis

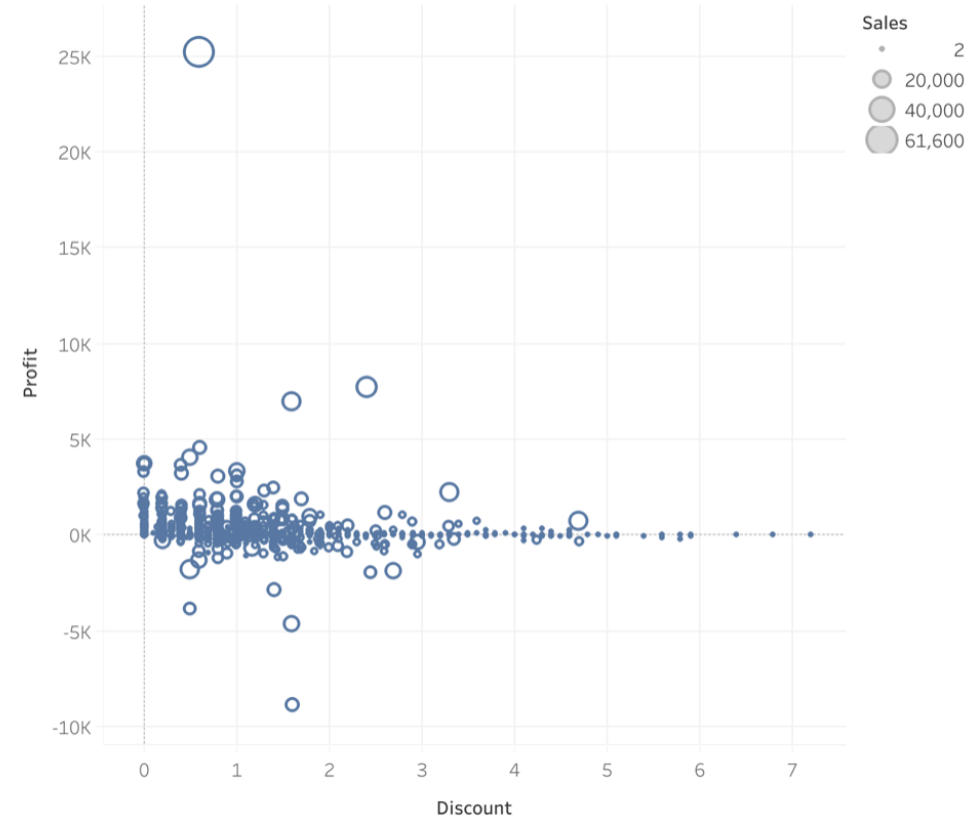
Category vs Sub Category



Profit vs Discount Analysis

- Visualization: Scatter Plot
- Insight: Detect correlation between discount offered and profit
- Size: Sales, Color: Category

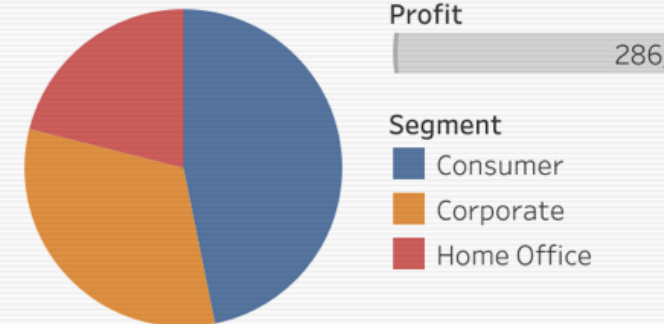
Profit vs Discount



Segment-wise Profitability (Pie Chart)

- Visualization: Pie chart
- Insight: Profit distribution among Consumer, Corporate, Home Office segments

Segment wise profitability



Final Dashboard Layout

- Combines all visualizations

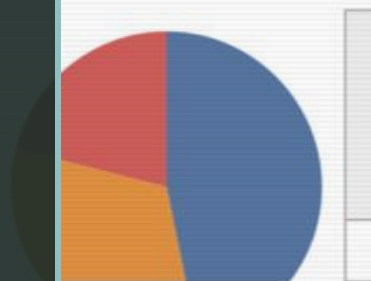
- Filters added: Year, Region

- Interactive and clean design for user analysis

Monthly Sales Trend



Segment wise profitability





Conclusion and Learnings

- Built a multi-chart dashboard in Tableau Public
- Understood KPI tracking, state-wise performance
- Learned to resolve data extract and publishing issues

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THANK YOU 