DATA VISUALIZATION AND STORYTELLING

USING TABLEAU / POWER BI

**Task 2:**

Create visualizations that convey a compelling story using the selected sales dataset.

**Dataset: amazon.csv** (from Kaggle)

**Dataset Overview**

The dataset contains detailed sales transaction records, including customer names, product lines, order dates, sales figures, order statuses, and territories.

**Steps followed:**

**1. Import the Dataset** The dataset was imported into Power BI from a CSV file format.

**2. Data Exploration & Cleaning**

* Checked for missing or null values.
* Converted date fields into proper datetime formats.
* Verified numeric fields like SALES were in the correct data type.

**3. Creating Visualizations**The following charts and graphs were created to analyze and present the data:

**Visualizations Created:**

**1. Sales by Product Line**

* Type: Bar Chart
* Insight: Classic Cars had the highest sales among all product lines, while Trains had the least.
* Business Value: Helps understand which products contribute most to revenue.

**2. Monthly Sales Trend**

* Type: Line Chart
* Insight: Sales fluctuate seasonally, with noticeable peaks during certain months.
* Business Value: Useful for demand forecasting and planning promotions.

**3. Sales by Territory**

* Type: Map Visualization or Bar Chart
* Insight: EMEA and NA (North America) had the highest total sales.
* Business Value: Supports regional strategy and resource allocation.

**4. Sales by Order Status**

* Type: Pie Chart or Donut Chart
* Insight: Majority of orders are marked “Shipped,” with some “On Hold” or “Cancelled.”
* Business Value: Reveals performance of supply chain and customer satisfaction.

**5. Top Customers by Sales**

* Type: Horizontal Bar Chart
* Insight: Customers like “Mini Gifts Distributors Ltd.” appear to be high-value buyers.
* Business Value: Enables targeted loyalty and relationship strategies.

**Dashboard Summary:**

All visuals were combined into a single Power BI dashboard for quick access to insights such as:

* Overall sales
* Top-performing regions
* Product-wise revenue breakdown
* Customer performance

**Key Takeaways:**

* Mastered the basics of visual storytelling using Power BI.
* Learned how to clean and visualize real-world sales data.
* Understood how to derive actionable business insights from data.
* Improved the ability to choose the right chart type based on the data.
* Gained experience in designing dashboards for business users.

**Conclusion:**

This task provided hands-on experience with Power BI and enhanced skills in data storytelling, making complex data more understandable and actionable for business decision-making.