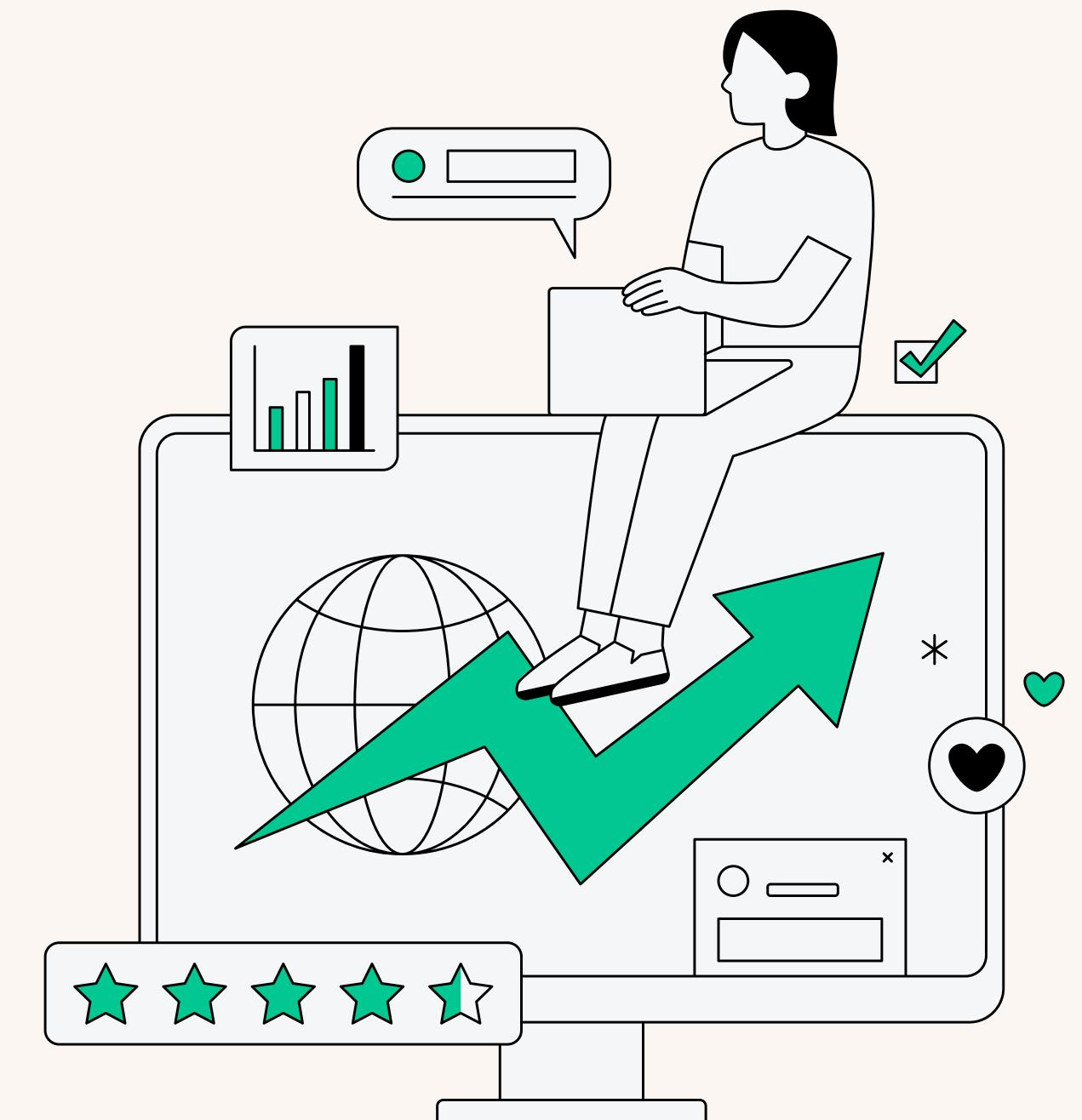


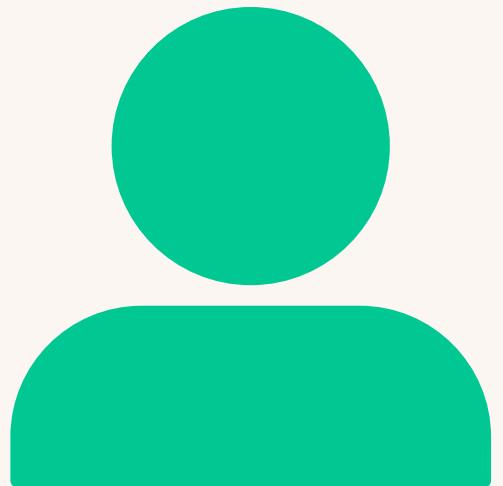
SUPERSTORE Performance Dashboard

Using Tableau

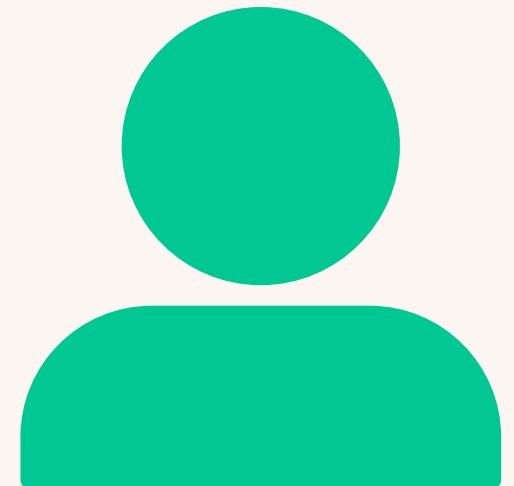


Group 7

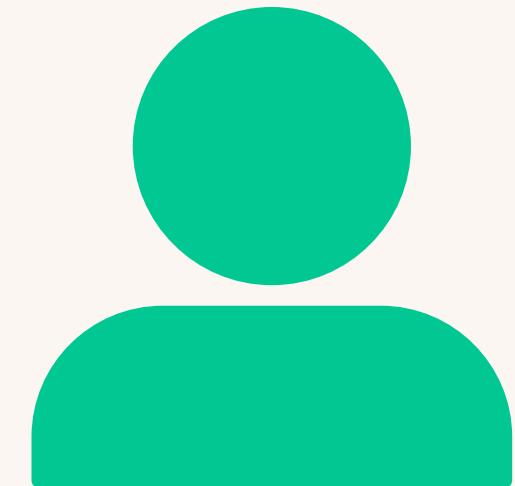
Presented by



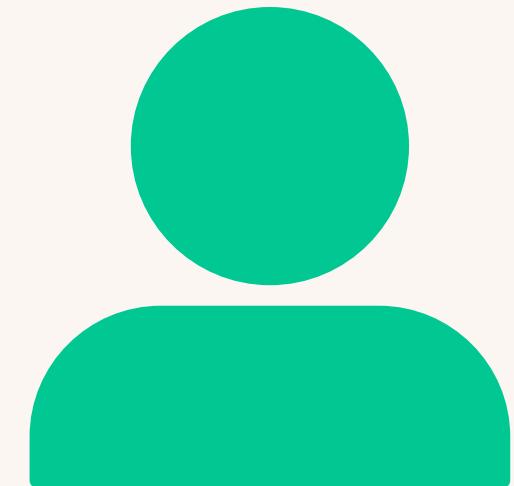
Yara
Alzahrani



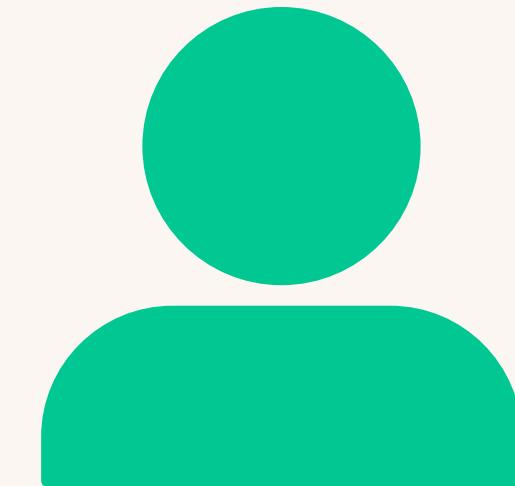
Rozana
Alqurashi



Rahaf
Alkhaldi



Nawaf
Alwadei



Ismail
Aldaqani

Introduction

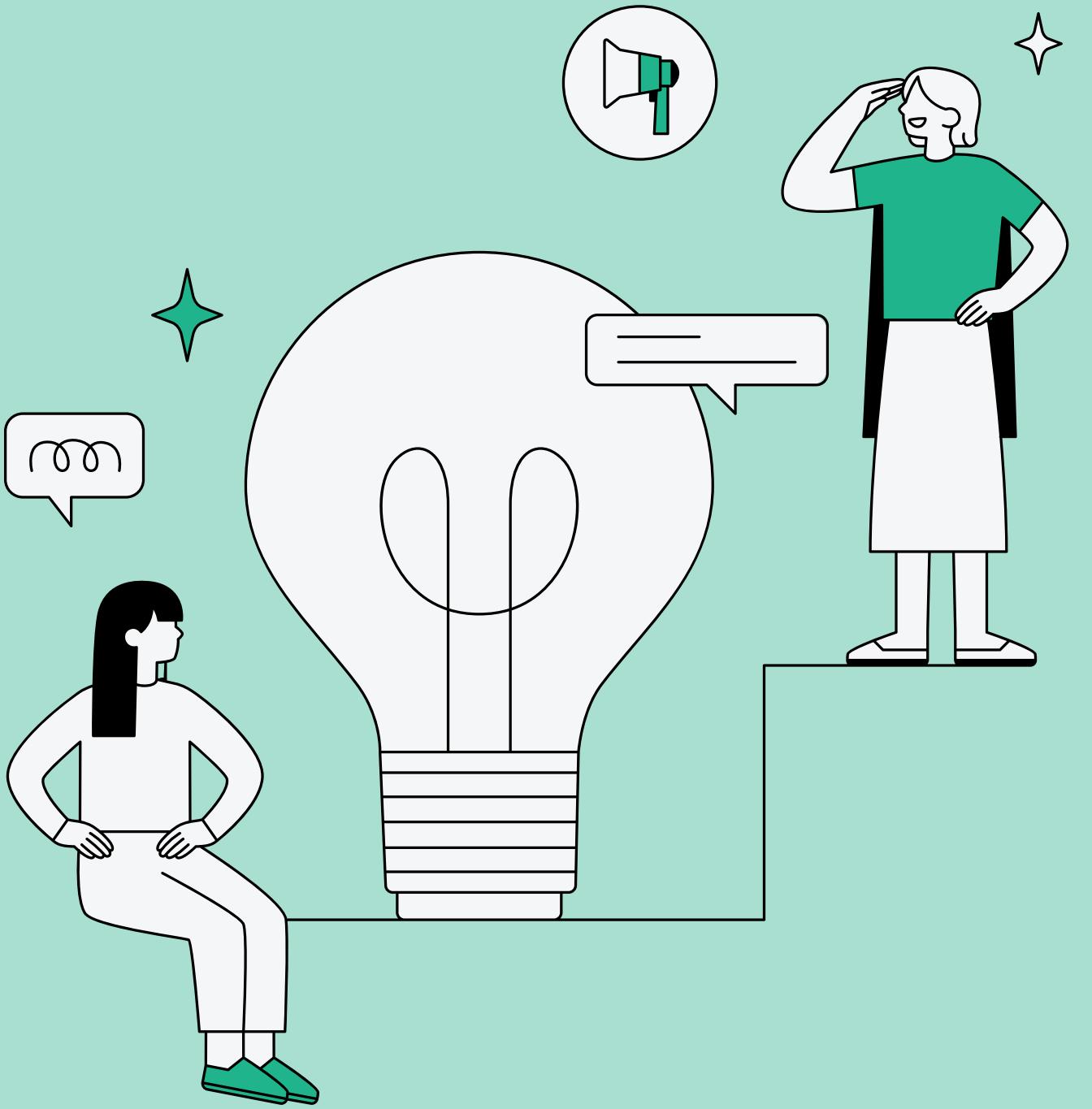
Today, we'll explore key insights from our sales data, providing a comprehensive view of our business performance.

To focus our analysis, we identified several key business questions:

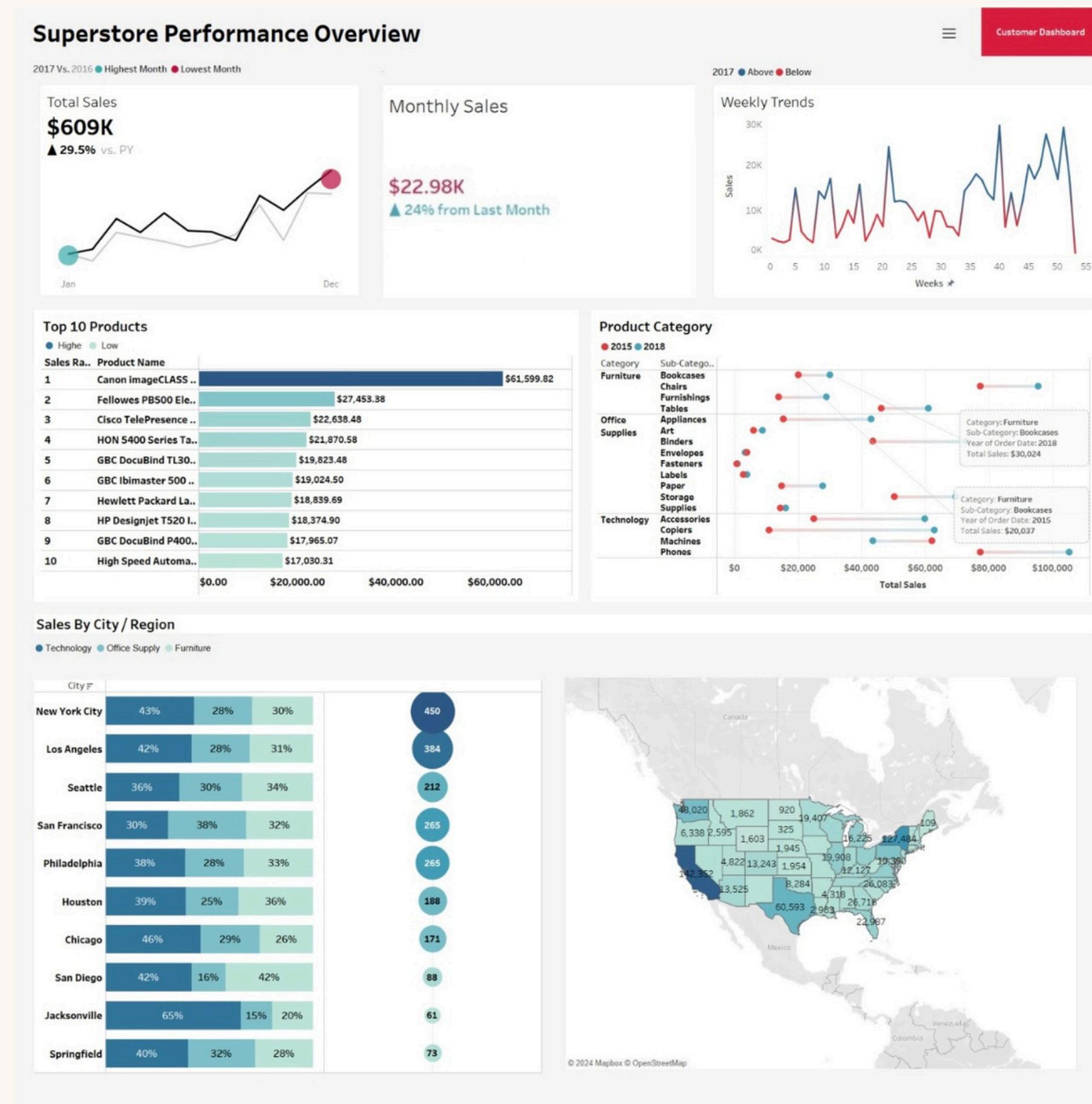
- 1. How have monthly sales evolved, and what is the percentage change from the previous month?
- 2. Which products are the top performers in terms of sales?
- 3. Who are the top customers, and how do they rank by total sales or average transaction size per order?
- 4. Which cities generate the highest sales, and what is the distribution of sales categories and order counts within these cities?
- 5. How do weekly sales trends look for the first eight months of 2018?
- 6. What is the sales performance by category and sub-category, an

These questions helped shape the design of our dashboard, which we'll explore in detail.

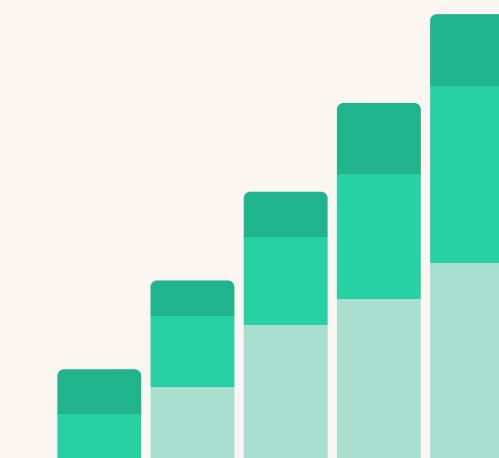
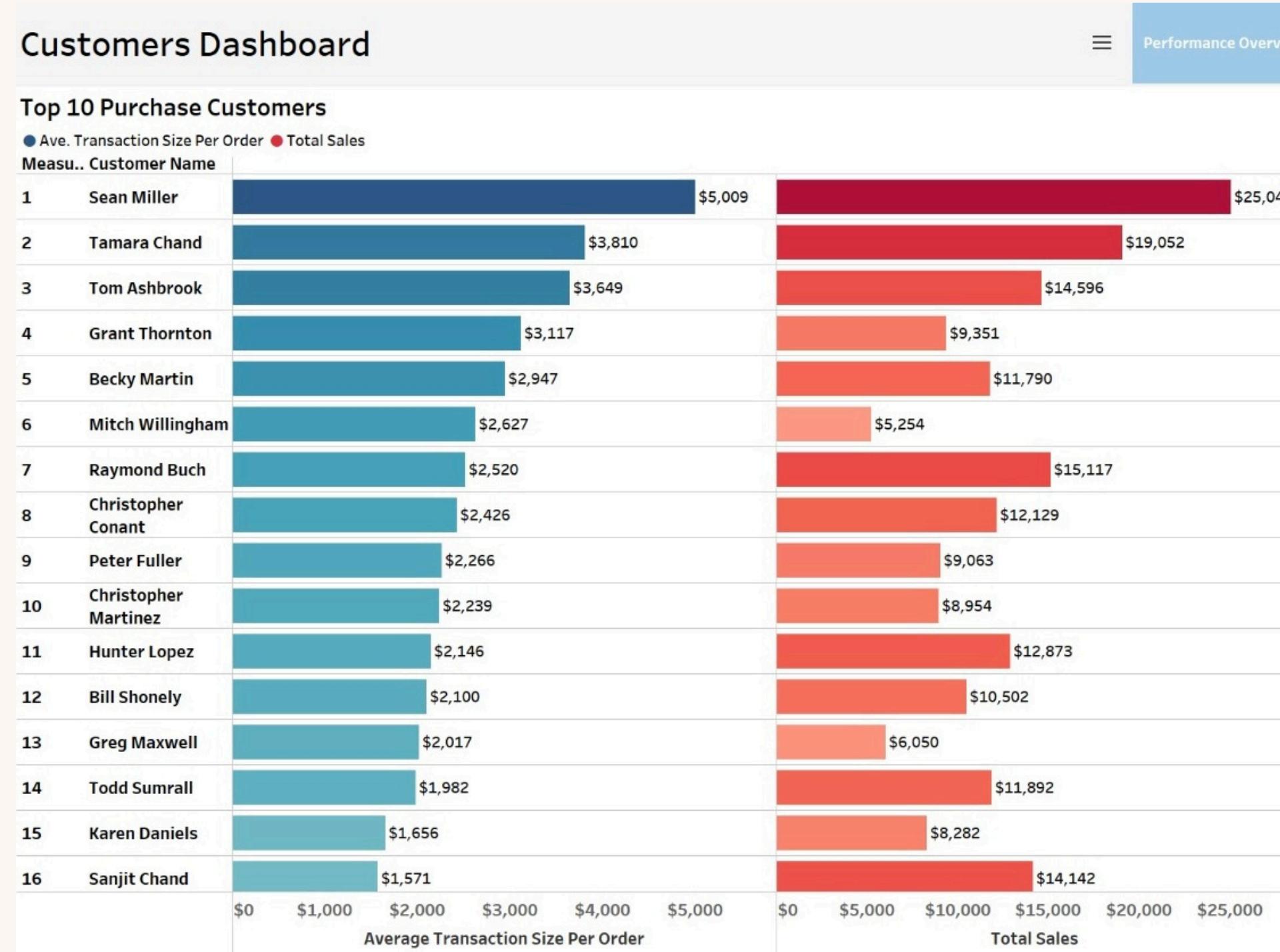
Let's dive into it .



Main Dashboard Overview



Customers Dashboard Overview



Recommendations

01

Increase Marketing for
Top Products

02

Expand Efforts in Top
Regions

03

Customer Loyalty
Programs

Thank
you very
much!

