



Sales Data Analytics & Insights

Tableau-Based Analysis and Trends

Driving Data Insights for Smarter Decisions

About Me

- Proficient in **Python, SQL, Tableau, and Power BI**
- Pursuing a **Diploma in Data Analysis** from **Hyper Island**(2023-2025)
- Experienced in teaching statistics
- Skilled in **data visualization** and **predictive modeling**
- Passionate about leveraging data-driven insights to make informed decisions and tackle complex business challenges.

Contact Information:

- LinkedIn





Project Objective

- **Analyze Sales & Profit** across regions to identify high/low-performing areas.
- **Compare Customer Metrics** like sales and profit per customer.
- **Identify Trends** in monthly sales and product categories.
- **Create Interactive Dashboards** for insights by region and category.
- **Provide Strategic Recommendations** for regional growth .



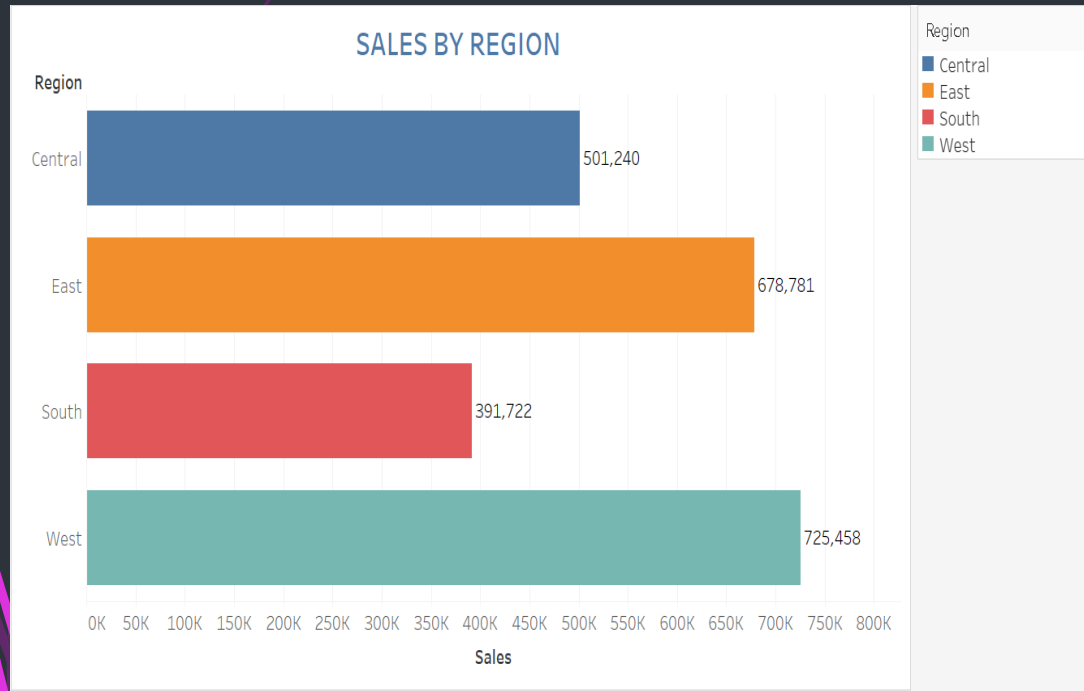
Database Overview

- **Data Source:** Superstore dataset containing sales and customer records.
- **Total Records:** 21 fields and 9,994 rows.
- **Key Fields:** Includes Region, Sales, Profit, Category, Order Date

Key Metrics

- **Total Sales:** Overall revenue generated.
- **Total Profit:** Total net profit across all sales.
- **Sales per Customer:** Average revenue per customer.
- **Profit per Customer:** Average profit per customer.
- **Order Quantity:** Total number of items sold.
- **Customer Count:** Number of unique customers.

Sales by Regions



- **West** and **East** regions rank first and second in sales, indicating strong performance.
- In contrast, **South** region has the lowest sales, suggesting the need for further analysis.

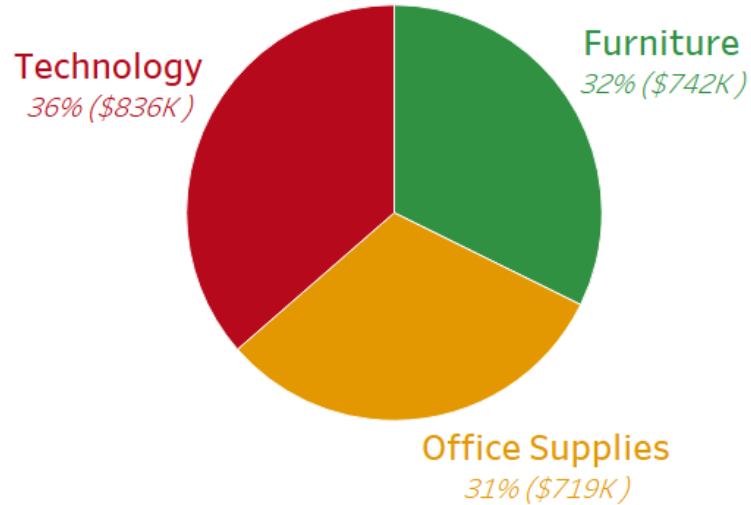
Monthly Average Sales Trend



- **2014** shows the most fluctuation, with both the highest and lowest average sales points.
- Despite many ups and downs, a second peak is observed in **March 2016**.
- The rapid changes might be due to **seasonal variations** or **festivals**.

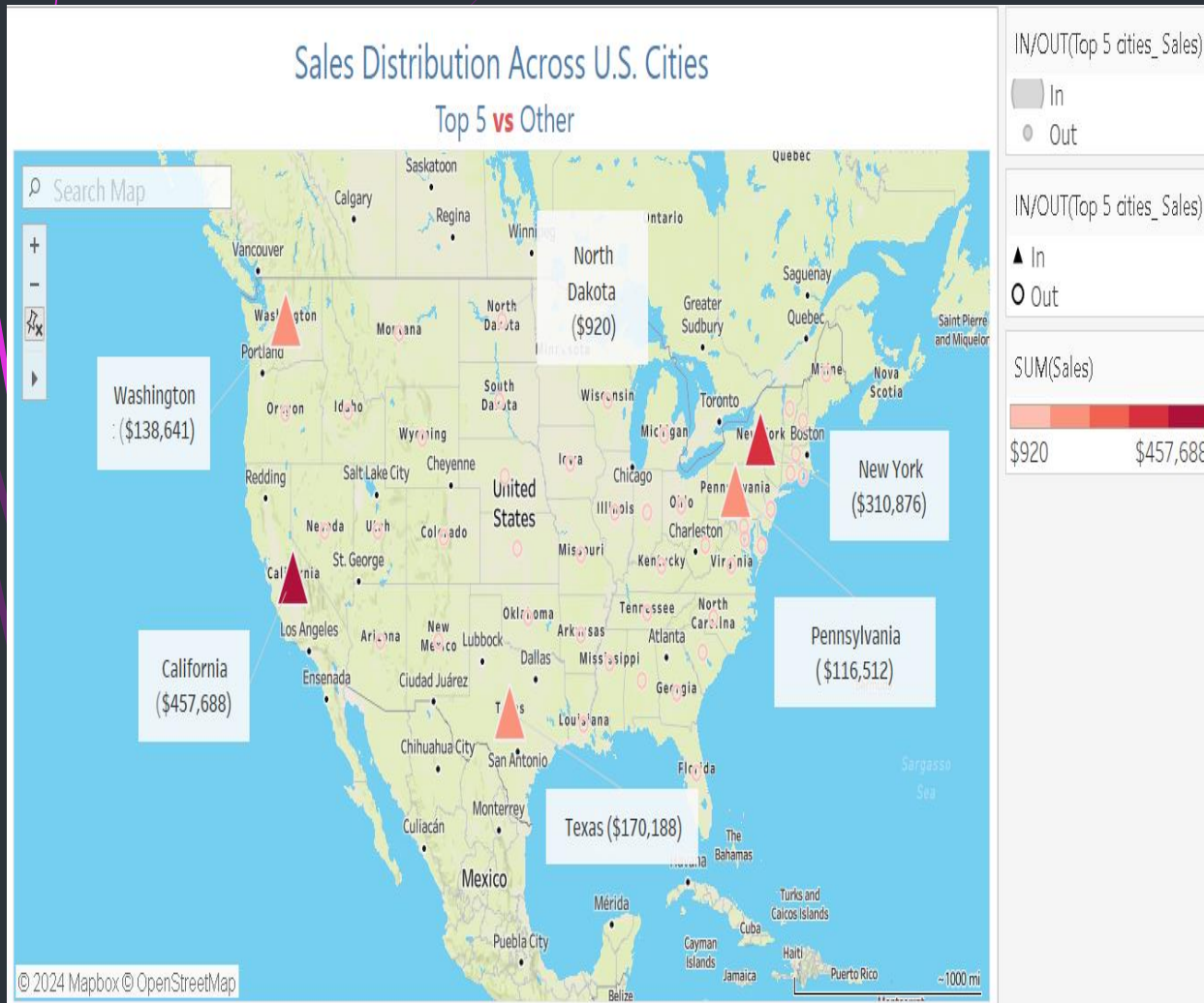
Sales Distribution by Product Category

Sales Distribution by Product Category



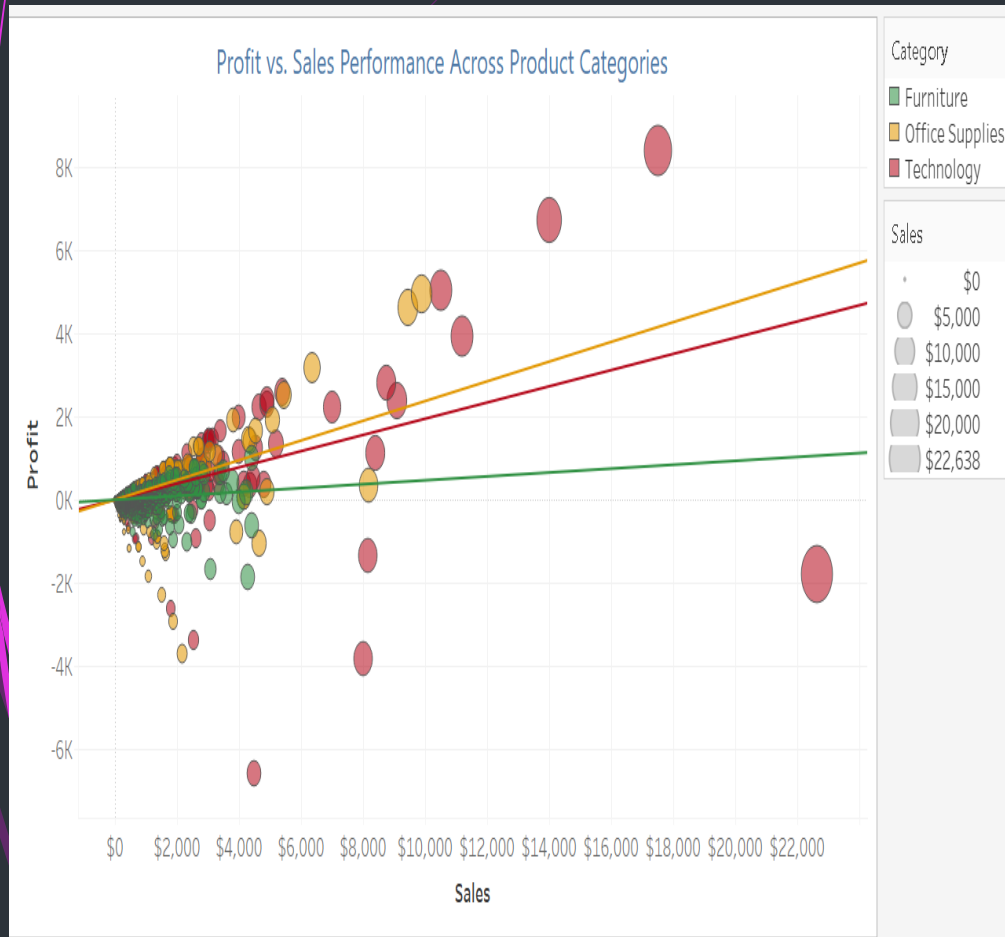
- Although all product categories have a relatively similar share, Technology leads slightly with 36% of total sales.
- There is minimal difference between Furniture and Office Supplies, with Furniture holding 32% and Office Supplies at 31%.
- This chart indicates a fairly equal popularity across the three product categories.

Sales Distribution Across U.S. Cities



- **California** stands out as the highest-performing state with **\$457,688**, indicating a strong market presence and high consumer demand.
- **New York, Texas, Washington, and Pennsylvania** rank second to fifth, respectively. Their high sales figures could be attributed to their large populations and proximity to the coast, which likely boosts economic activity and consumer traffic.
- **North Dakota** records the lowest sales, with **\$920**, likely due to its lower population density and geographical location, which may limit market opportunities.

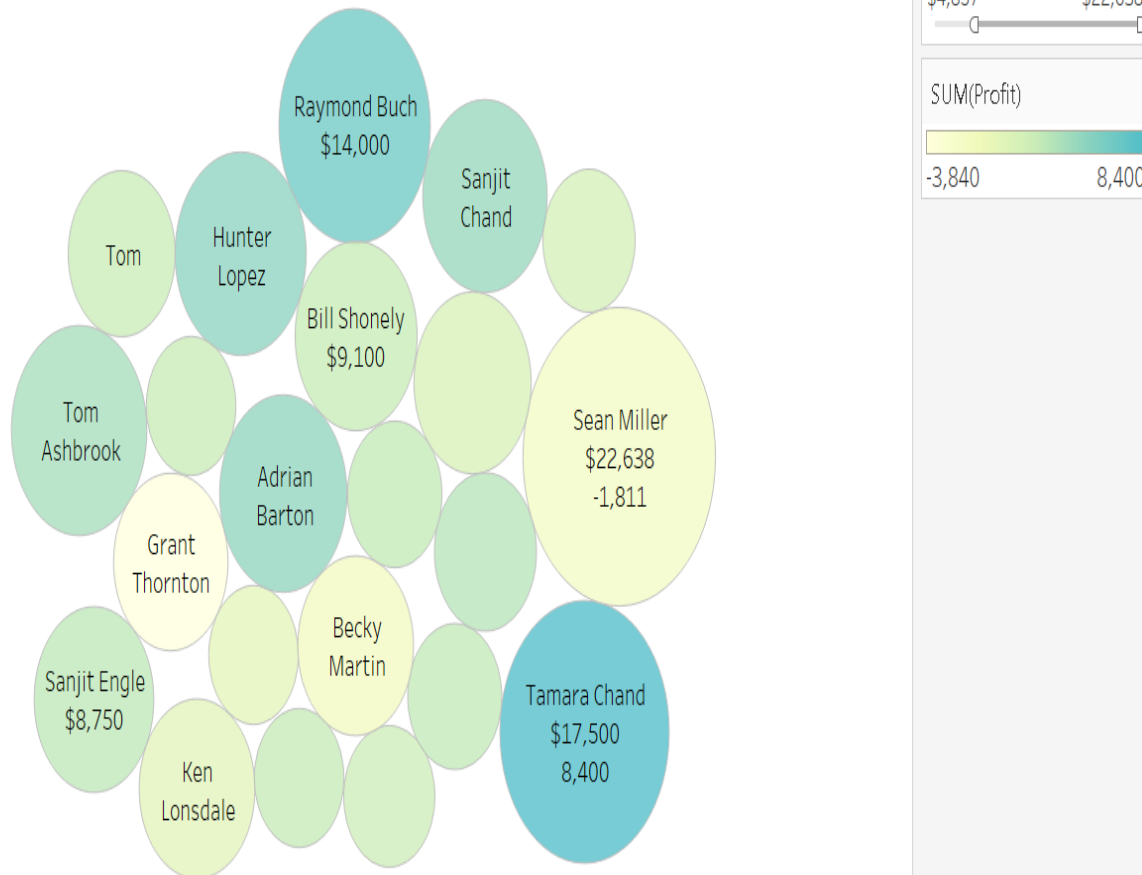
Analyzing Profit vs. Sales Performance by Product Category



- Technology demonstrates the highest profit margin with a noticeable positive slope.
- Office supplies shows a moderate positive relationship between sales and profit.
- Furniture shows inconsistent profit performance, suggesting a need for strategic changes to make this category more profitable.

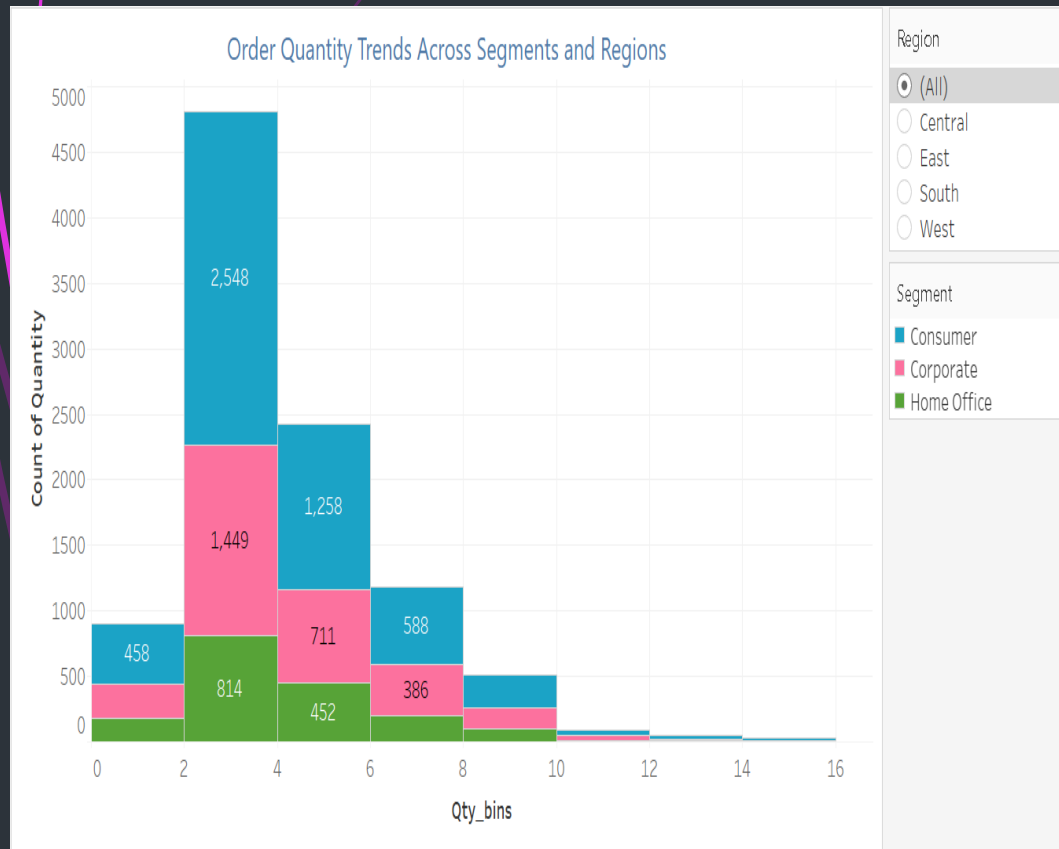
Customer Profitability and Sales Performance

Customer Profitability and Sales Volume Analysis



- Tamara Chand and Raymond Buch are among the top customers in terms of profitability. Consider offering exclusive discounts as a reward for their loyalty and profitability.
- Despite Sean Miller having the highest sales, there is a financial loss of -\$1,811. A different sales strategy might be required for this customer.
- Grant Thornton also shows minimal profitability, indicating a need to review the pricing or discount strategies applied

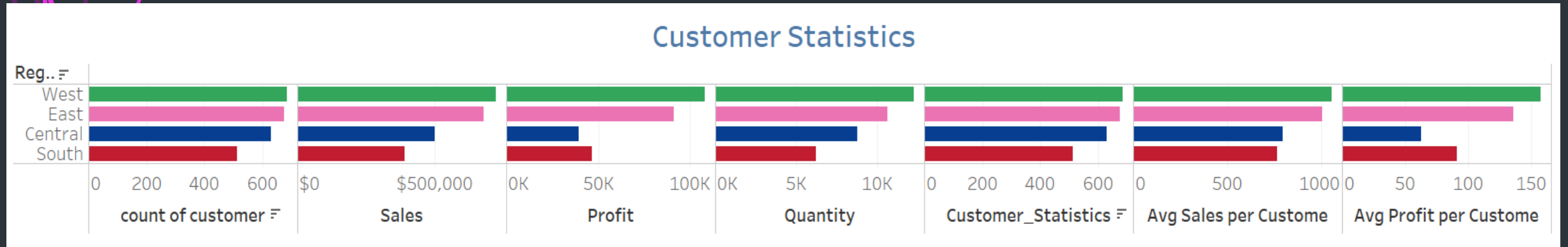
Maximizing Sales Through Order Quantity Insights



- Consumers dominate in ordering products across all regions and quantity ranges.
- Most orders are for 2-3 or 4-5 products, indicating a preference for smaller quantities.
- Offering discounts or incentives can encourage orders of more than 6 products.
- Corporate and Home Office segments show potential for growth with bulk order strategies

Customer Statistics by Region

- The **West region** outperforms all others, leading in customer count, sales, profit, and quantity.
- The **Central region** achieves the highest **average sales** and **profit per customer**, reflecting high efficiency.
- The **East region** demonstrates balanced performance across all metrics.
- The **South region** underperforms in customer count, sales, and profit, presenting growth opportunities.
- Strategic focus on improving the South while maintaining strengths in the West and replicating Central's efficiency is key.



Sales Dashboard

Total Profit

286,397

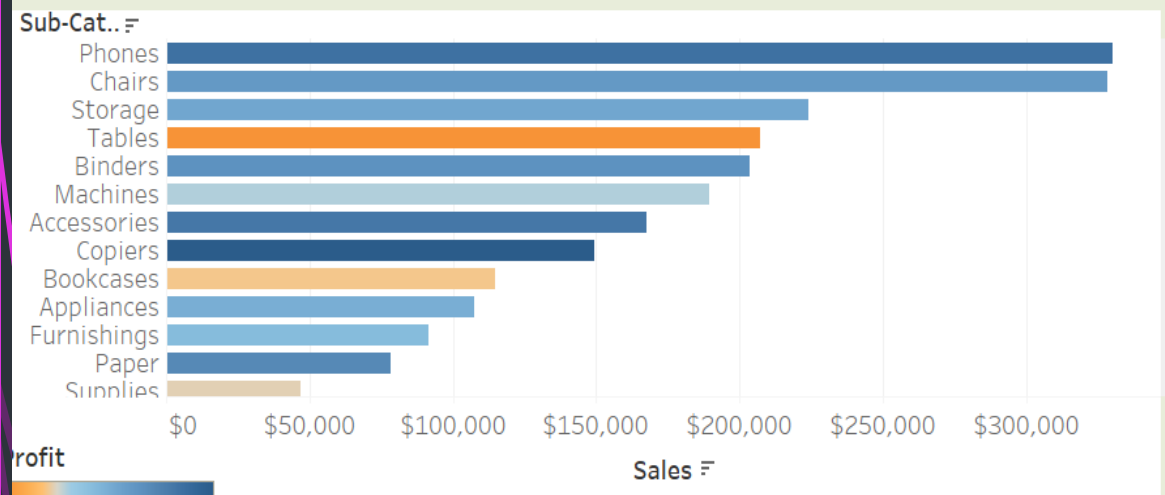
AVG order value

458.6

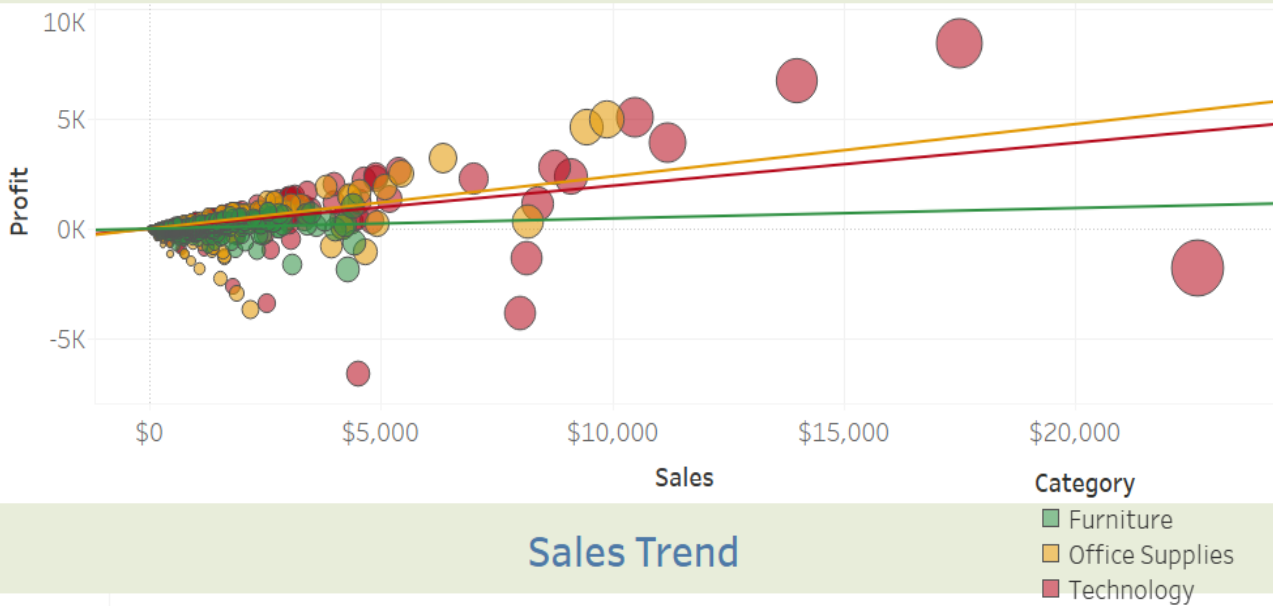
Total Sales

\$2,297,201

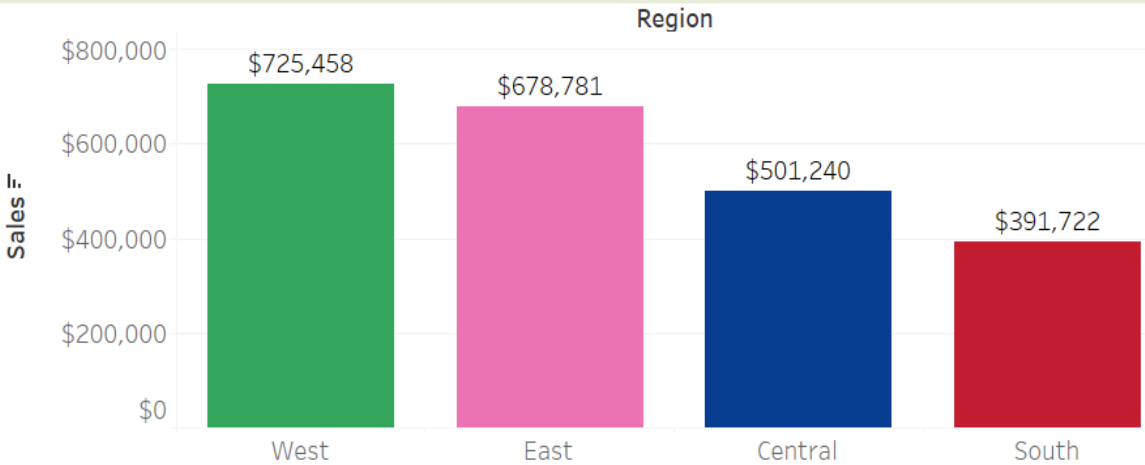
Sales & Profit by product



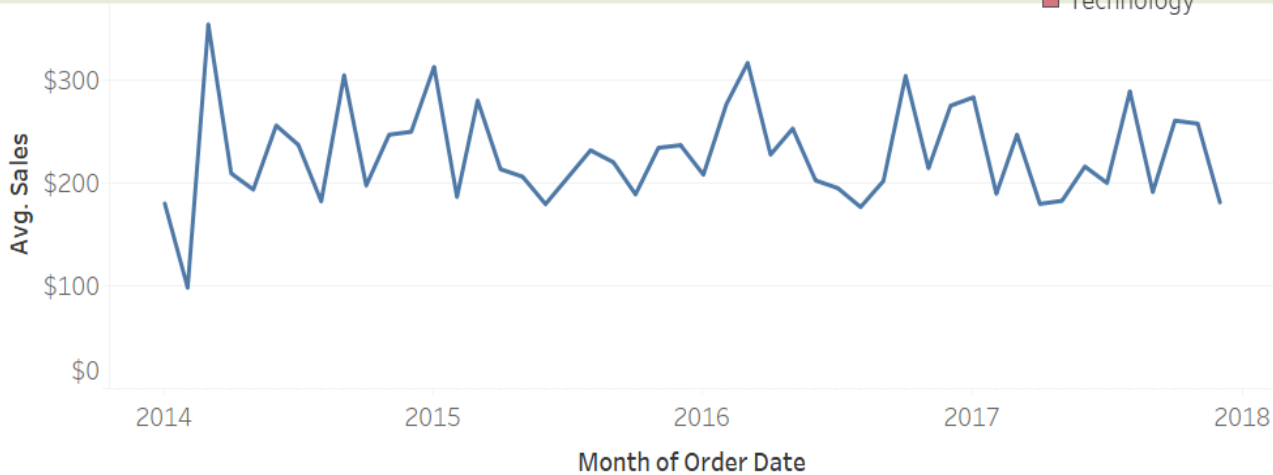
Profit vs. Sales Performance Across Product Categories



SALES BY REGION



Sales Trend



Dashboard Insights

- **West region** leads in sales (\$725K), while **South** has the lowest (\$392K).
- **Technology** drives the highest profit and sales.
- Sales show seasonal fluctuations, peaking in 2016.
- Average order value is **\$458.6**, boosted by products like Phones and Chairs.



Recommendations

- Boost sales in the South region.
- Focus on Technology for higher profits.
- Improve Furniture profit strategy.
- Reward loyal, high-profit customers.
- Encourage bulk orders in Corporate/Home Office.
- Target promotions during seasonal peaks.
- Use the dashboard for data-driven decisions



THANK YOU