

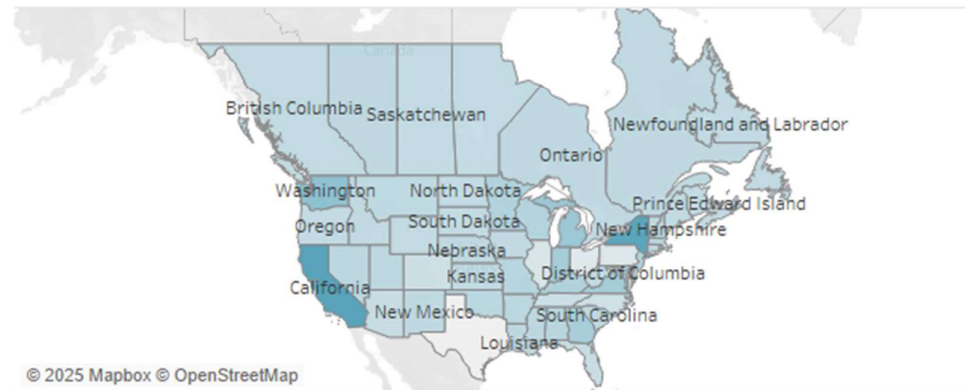
Tableau Sample Superstore Sales Analysis



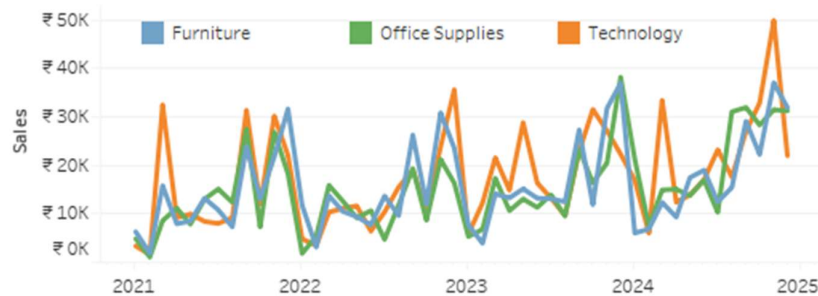
Subcategory wise Sales Distribution



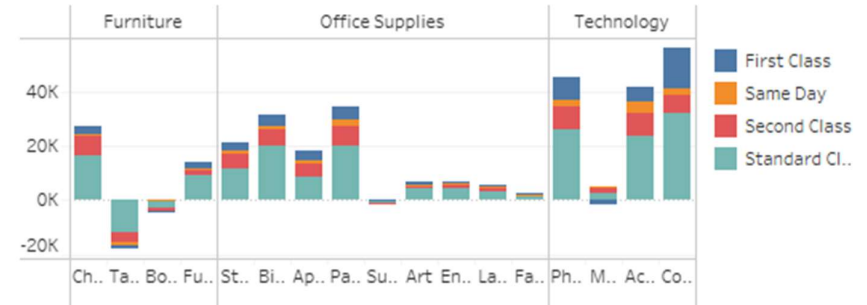
Region-wise Sales



Month-wise Category Sales



Shipmode-wise Profits



Objective:

The aim of this project is to analyze and visualize a dataset to uncover actionable insights and patterns using Tableau. The dashboard is designed to present data in an intuitive and interactive format, making it easier for stakeholders to interpret results and make informed decisions

Tools Used:

Tableau for data processing, transformation and visualization

Data Source:

The "Sample - Superstore" dataset is included in Tableau's training resources and comes pre-loaded with Tableau Desktop as a sample data source

Metrics for Analysis:

- Average Deal Size
- Region-Wise Performance
- Top 5 Products by Sales
- Yearly Sales Growth
- Average Profit Margin

Insights:

1. Average Deal Size: ₹228.23

- **Insight:** On average, each individual transaction or product sold contributes ₹228.23 to the total sales. This provides a more granular view of sales performance per product line.

2. Region-Wise Performance:

- **West** leads in sales with ₹739,813.61 and the highest profit of ₹110,798.82 and **South** has the lowest sales (₹391,721.90) but maintains a healthy profit (₹46,749.43).

3. Top 5 Products by Sales:

- Canon imageCLASS 2200 Advanced Copier: ₹61,599.82
- Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind: ₹27,453.38
- Cisco TelePresence System EX90 Videoconferencing Unit: ₹22,638.48
- HON 5400 Series Task Chairs for Big and Tall: ₹21,870.58
- GBC DocuBind TL300 Electric Binding System: ₹19,823.48

4. Yearly Sales Growth:

- **2021:** 0.0%
 - **2022:** -4.26%
 - **2023:** +29.80%
 - **2024:** +21.44%
- **Insight:** After a decline in 2022, sales rebounded strongly in the subsequent years, indicating effective recovery and growth strategies.

5. Average Profit Margin:12.56%

- **Insight:** Maintains a moderate profitability level, which is essential for sustainable business operations. This metric can guide future pricing and discount strategies to enhance profitability.

Strategies:

1. **Optimize Sales Strategies:**

Focus on increasing the number of high-value transactions to elevate the **Average Deal Size**.

2. **Region-Specific Strategies:**

- **West** region shows strong performance; consider expanding marketing efforts here.
- Investigate strategies to boost sales in the **South** and **Central** regions while maintaining their profitability.

3. **Product Portfolio Management:**

Prioritize inventory and marketing for the **Top 5 Products** to maximize sales and profitability.

4. **Monitor Sales Growth Trends:**

Continue to analyse factors contributing to the strong growth in 2023 and 2024 to sustain and enhance this trajectory.

5. **Enhance Profit Margins:**

Evaluate product pricing, cost of goods sold, and discount strategies to improve the **Average Profit Margin**.