

Project Presentation

Superstore Sales Performance Using Tableau

Presented by Bhushan Narule



Overview

This project will provide detailed insights into overall sales, category-wise performance, regional performance, sales trends, customer and other key performance indicators (KPIs). The findings will be visualized using interactive Tableau dashboards, enabling stakeholders to make data-driven decisions to enhance sales performance.



Tools & Technology

**Microsoft
Excel,
Tableau**



Project Opjectives



- Analyzed top 10 state revenue by sales.
- To identify sales trends and correction between sales.
- Develop visualizations such as bar chart, line chart trend, pie chart and Bubbles chart.

Methodology:

1.Data Collection:

- **Extract sales data from Superstore's databases.**

2.Data Preparation:

- **Clean and preprocess the data for analysis.**
- **Import the data into Tableau for visualization.**

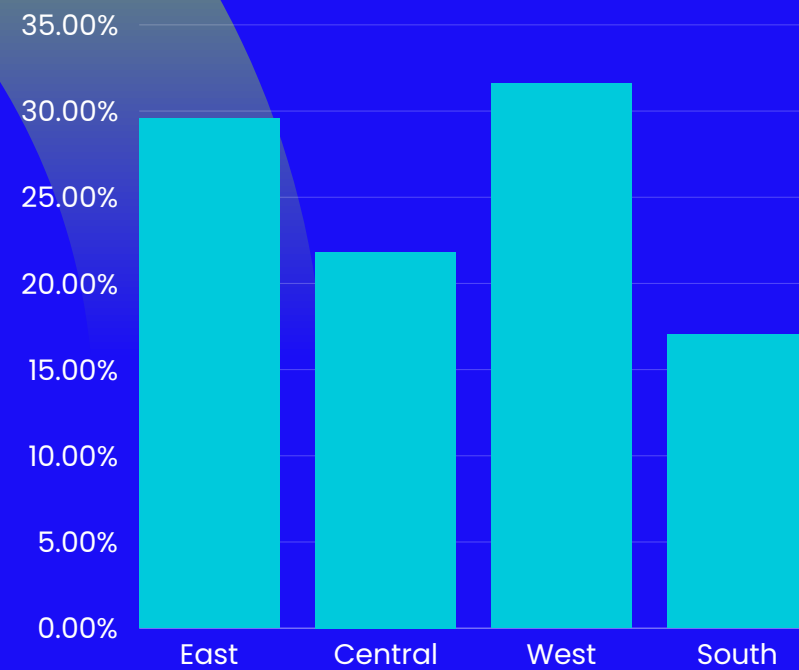
3.Data Analysis and Visualization:

- **Use Tableau to create visualizations for total sales, Total Profits, and Total Volume.**
- **Create a Bar chart, line chart, pie chart & Bubble chart.**
- **Then Develop dashboard.**

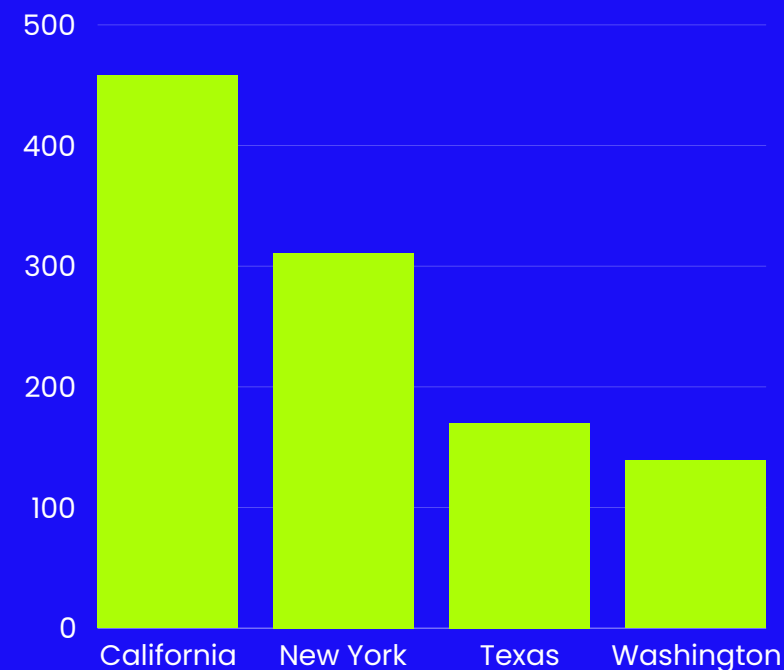


Summary of Sales Performance

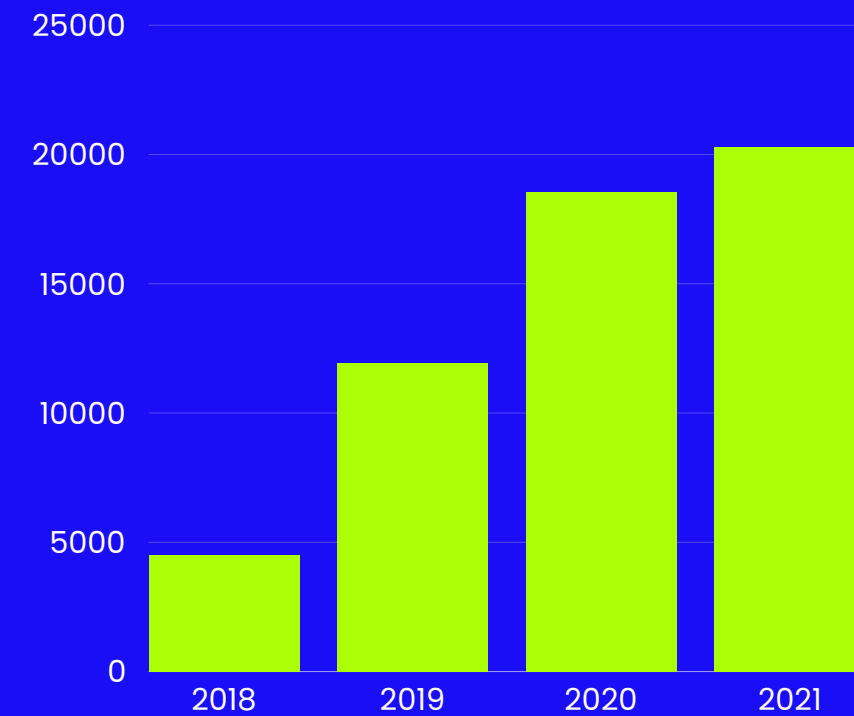
2018-2021



Region Sales



Top 4 States by Sales



Revenue by years

Summary *of*

Total Sales & Total Profits



Total Sales
2,297.20K

Total Profits
286.40K

Save and Publish:

- **Click the Save button.**
- **Tableau will upload your workbook to Tableau Public.**



Thank *you*

Bhushan Narule

Project Link:

https://public.tableau.com/app/profile/bhushan.narule/viz/SuperstoreSalesPerformanceDashboard_17155892814330/Dashboard1?publish=yes

