

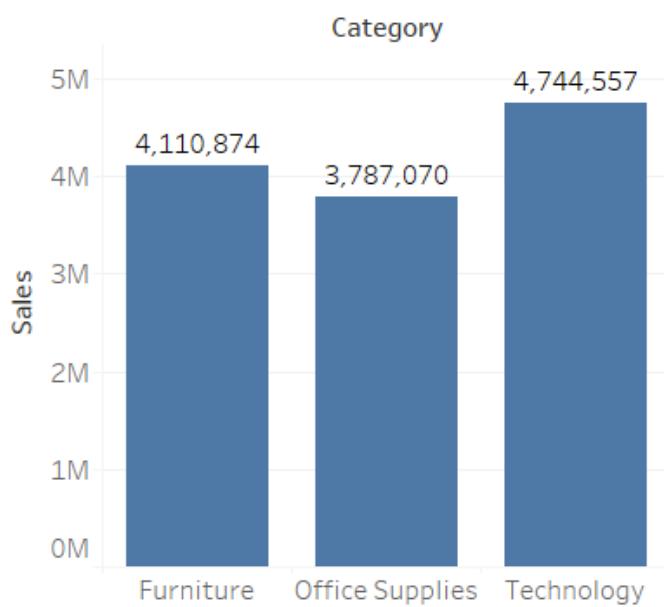
Data Analyst Internship

Task 2: Data Visualization and Storytelling:-

Global Superstore :-

Chart 1: Total Sales by Category :-

Total Sales by Category



Insight:

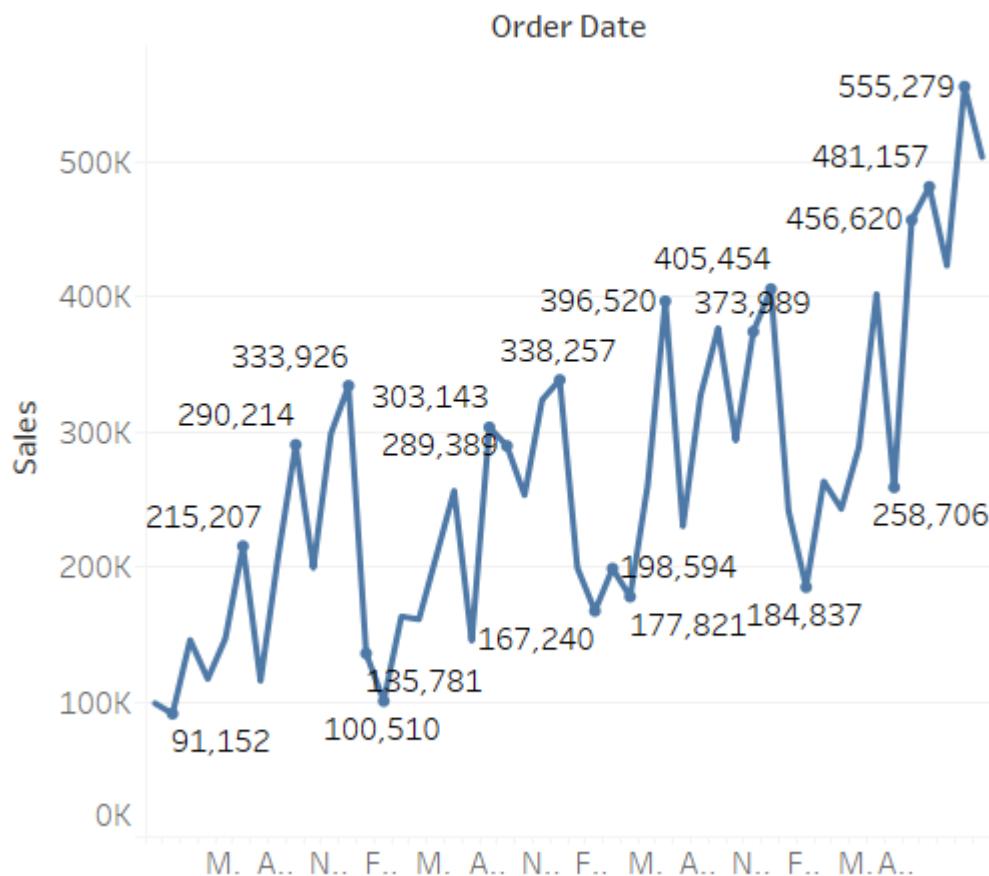
Technology leads all categories in total sales, generating significantly higher revenue compared to Furniture and Office Supplies.

Business Impact:

Focus marketing efforts on high-performing categories and assess if underperforming ones (like Furniture) need pricing, promotion, or bundling strategies.

Chart 2: Monthly Sales Trend :-

Monthly Sales Trend



Insight:

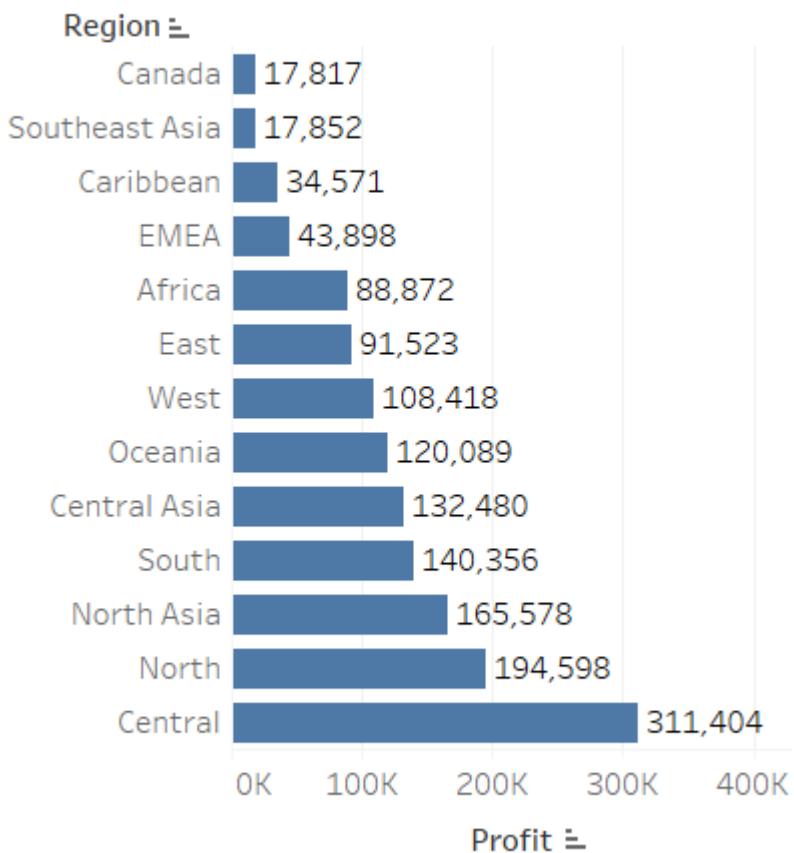
Sales show a consistent seasonal spike toward the end of each year, especially in November and December.

Business Impact:

Plan inventory and marketing pushes in Q4 to capitalize on seasonal demand. Preemptively address stockouts and logistics delays in peak months.

Chart 3: Total Profit by Region :-

Total Profit by Region



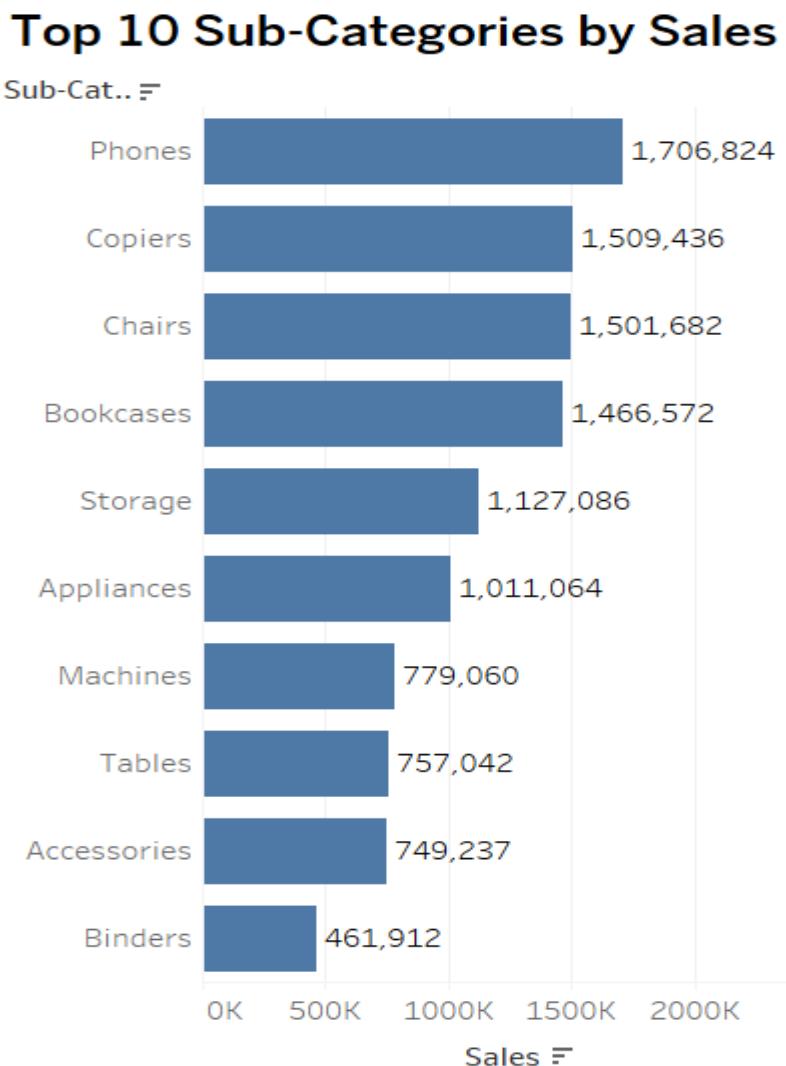
Insight:

The **West region** outperforms others in profitability, while the **South** shows lower profit margins.

Business Impact:

Investigate why West excels — better customer base? logistics? — and apply those strategies in other regions. Consider cost-saving measures in the South.

Chart 4: Top 10 Sub-Categories by Sales :-



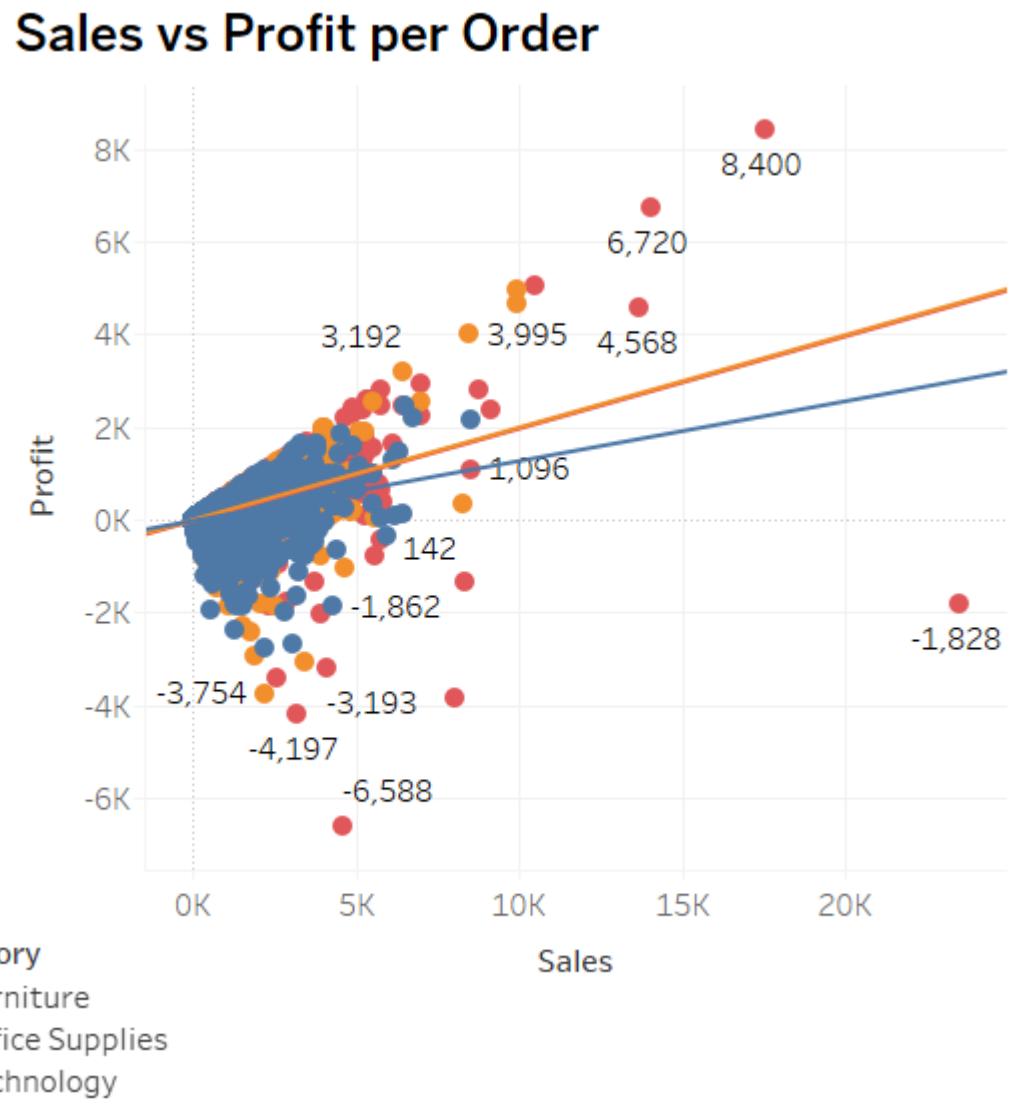
Insight:

Phones, Chairs, Copiers, and Binders are top-selling sub-categories.

Business Impact:

Double down on these sub-categories for bundling, upselling, or promotional campaigns. Ensure consistent stock availability and pricing competitiveness.

Chart 5: Sales vs Profit per Order (Scatter Plot) :-



Insight:

There is a **positive relationship** between Sales and Profit, but some orders show **high sales with losses**, indicating possible discounting or cost overruns.

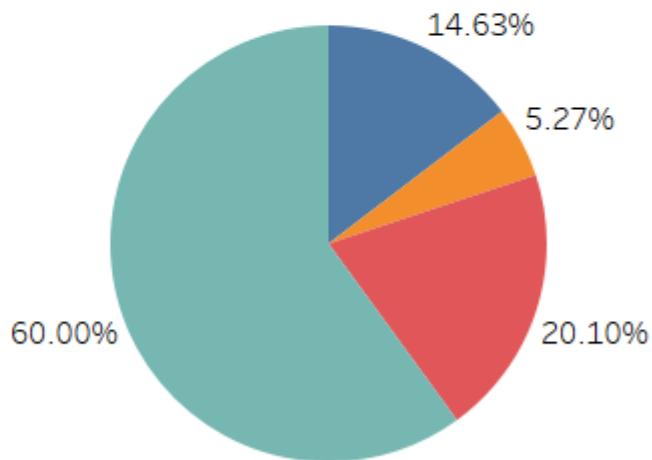
Business Impact:

Revisit pricing strategies and order-level profitability. Identify loss-making outliers and adjust discount or shipping policies accordingly.

Chart 6: Order Distribution by Ship Mode (Pie Chart) :-

Order Distribution by Ship Mode

Ship Mode
■ First Class
■ Same Day
■ Second Class
■ Standard Class



Insight:

Standard Class is the dominant shipping mode, used in over 60% of orders.

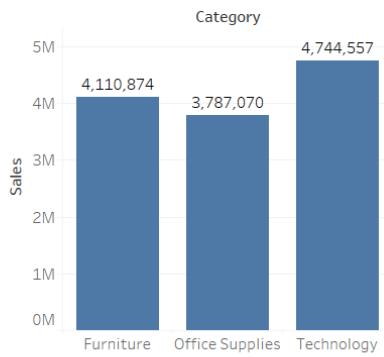
Business Impact:

Review Standard Class delivery costs and timelines — are they optimized? Consider promoting faster modes for premium customers or urgent shipments.

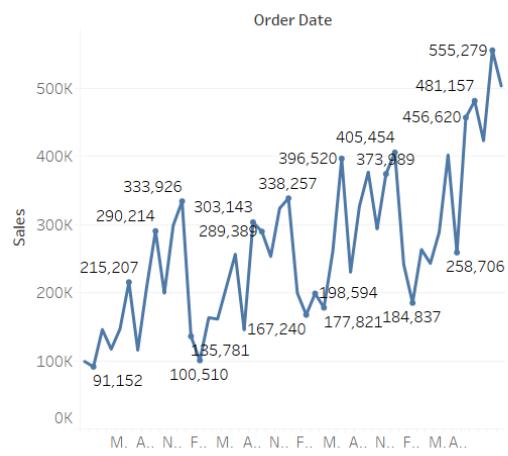
Dashboard:-

Global Superstore: Sales & Profit Overview

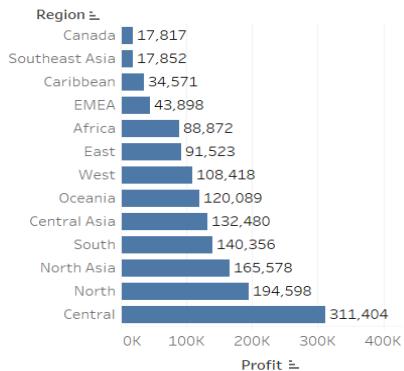
Total Sales by Category



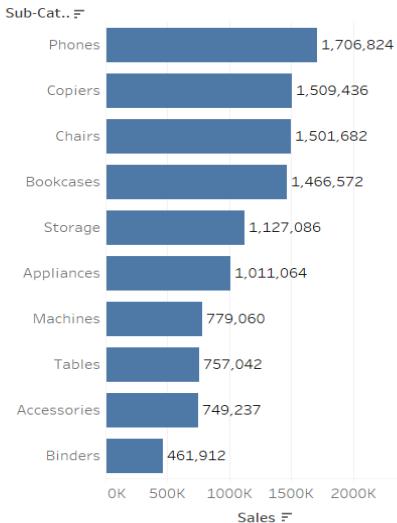
Monthly Sales Trend



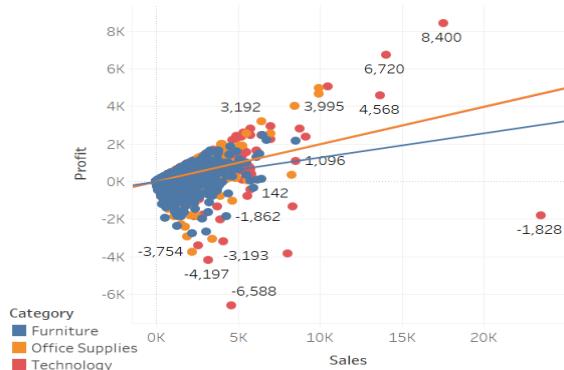
Total Profit by Region



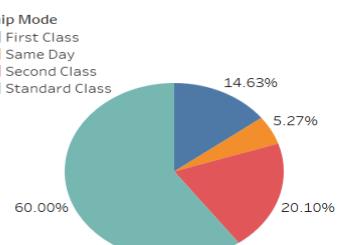
Top 10 Sub-Categories by Sales



Sales vs Profit per Order



Order Distribution by Ship Mode



Storytelling Text:-

Dashboard Summary: Global Superstore Storytelling

This dashboard explores **sales and profit patterns** across categories, regions, and time using data from Global Superstore. Each chart has been carefully selected to support a business narrative and provide decision-makers with actionable insights.



Key Insights:

- **Technology** leads in total sales, followed by Office Supplies and Furniture.
- **Sales trend peaks** near year-end (especially December), indicating seasonal buying behavior.
- The **West region** drives the highest overall profit.
- Top-selling **sub-categories** include Phones, Chairs, and Copiers.
- A **positive correlation** exists between Sales and Profit, though some orders result in losses.
- **Standard Class shipping** is used for nearly 60% of all orders — operationally significant.



Business Impact:

These insights can help management:

- Focus marketing spend on peak months

- Prioritize profitable product categories
- Evaluate regional performance
- Optimize shipping and logistics strategies