

ANALYSIS OF SUPERSTORE PERFORMANCE IN UNITED STATES (US)

© 2021 YUI CHEE XUAN

Tableau Story

Superstore Performance in United States (US)

<

Overview of Profitability in US

Analysis of the most losses state in US (Texas)

Customer Segment Analysis

Product Category Analysis

Analysis of the most losses in sub-category by state

>

Dashboard 1

Sum of Sales

2,297,201

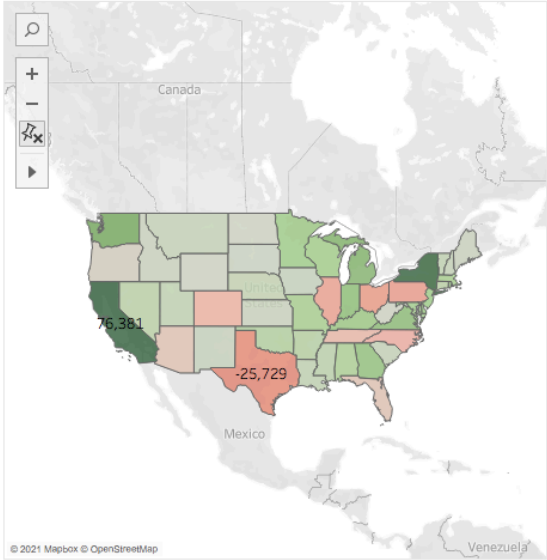
Sum of Profit

286,397

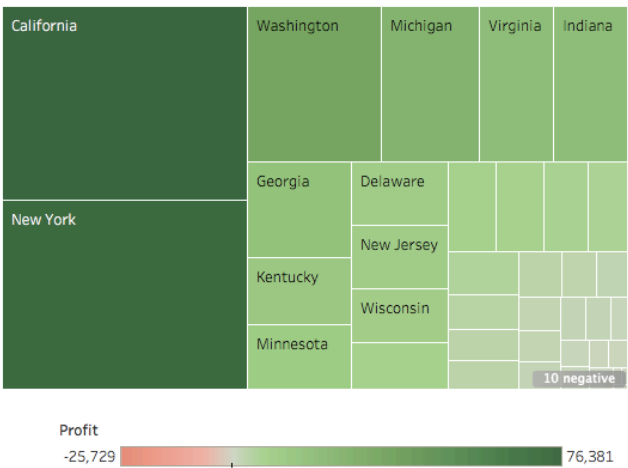
Average of Discount

0.1562

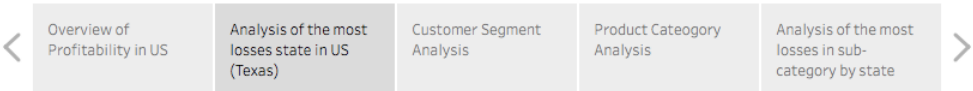
Profit in US by State



Profit Proportion of Top Leading Profitable States in US

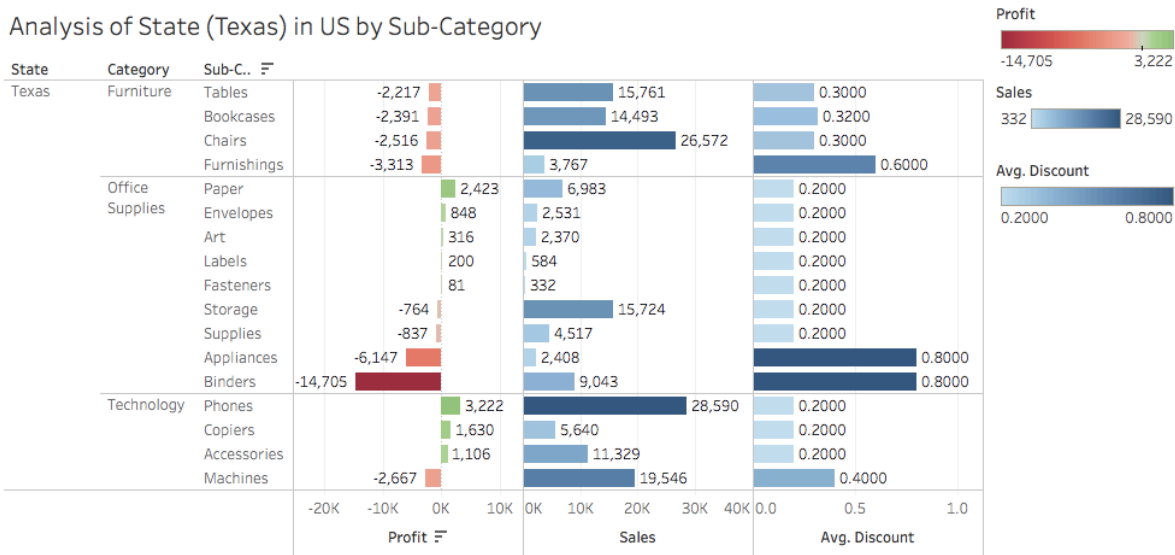


Superstore Performance in United States (US)



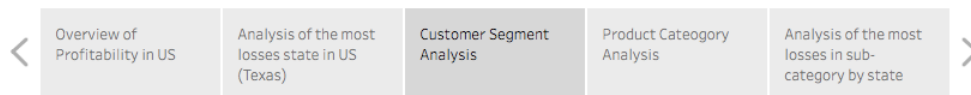
Dashboard 2

Analysis of State (Texas) in US by Sub-Category



The data is filtered on Country, which keeps United States. The view is filtered on State, which keeps Texas. For pane Average of Discount: Color shows average of Discount. For pane Sum of Profit: Color shows sum of Profit. For pane Sum of Sales: Color shows sum of Sales.

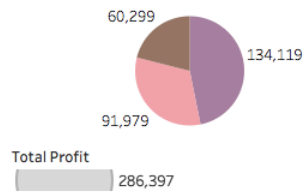
Superstore Performance in United States (US)



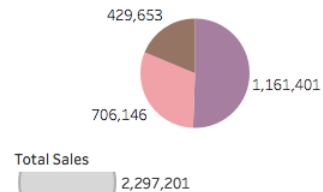
Dashboard 3

Segment
Consumer
Corporate
Home Office

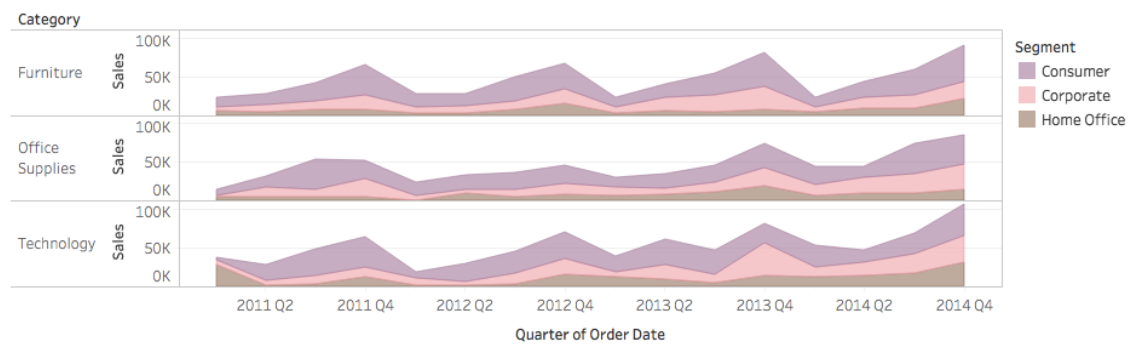
Overall Profit in US by Segment



Overall Sales in US by Segment

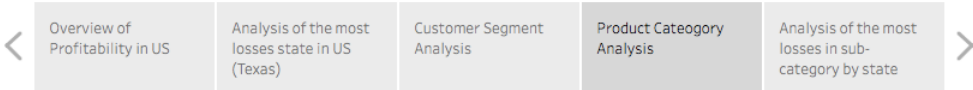


Purchase Seasons for Category by Customer Segment



The plot of sum of Sales for Order Date Quarter broken down by Category. Color shows details about Segment. The data is filtered on Country, which keeps United States.

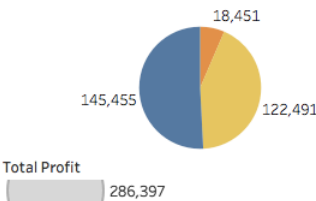
Superstore Performance in United States (US)



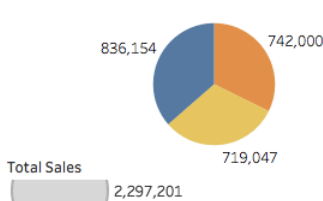
Dashboard 4

Category
Furniture
Office Supplies
Technology

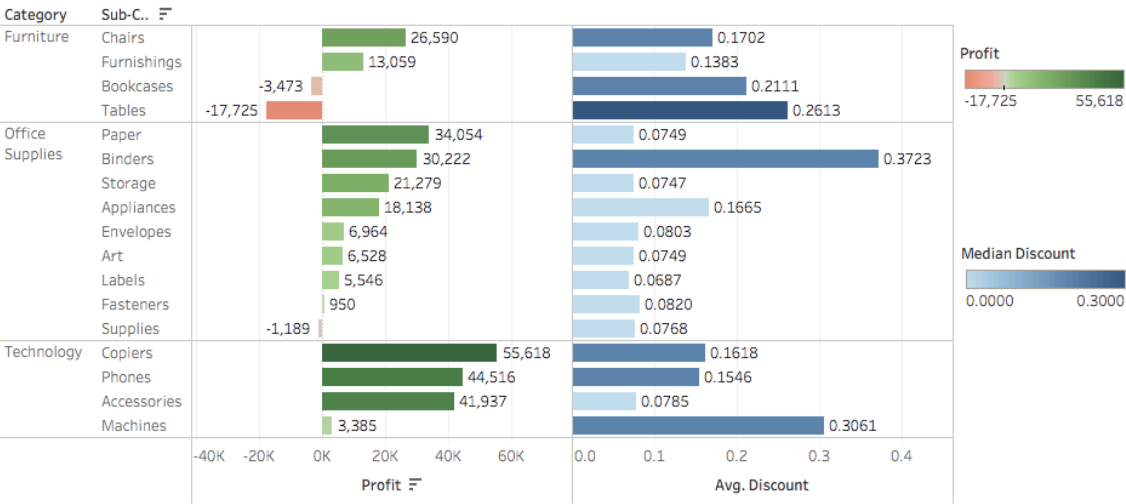
Overall Profit in US by Category



Overall Sales in US by Category



Sub-Category Analysis in US



The data is filtered on Country, which keeps United States. For pane Sum of Profit: Color shows sum of Profit. For pane Average of Discount: Color shows median of Discount.

Superstore Performance in United States (US)

<

Overview of Profitability in US

Analysis of the most losses state in US (Texas)

Customer Segment Analysis

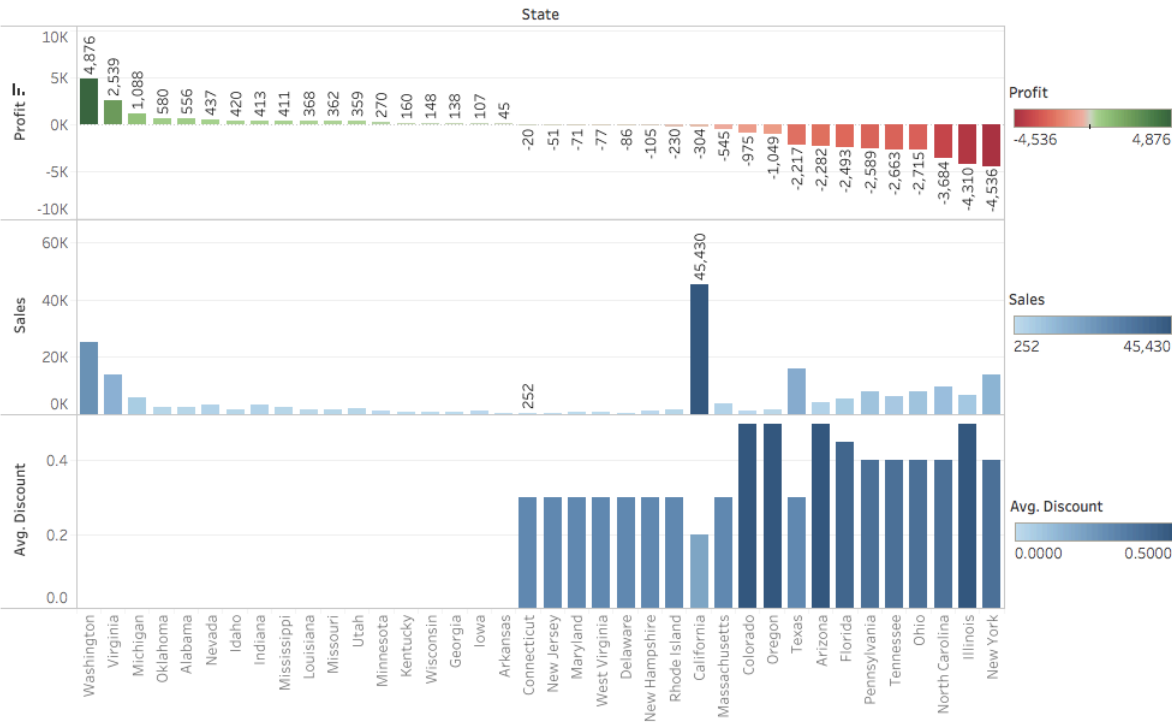
Product Category Analysis

Analysis of the most losses in sub-category by state

>

Dashboard 5

Analysis of Sub-Category (Tables) by State in US



The data is filtered on Country and Sub-Category. The Country filter keeps United States. The Sub-Category filter keeps Tables.