Project Documentation: Superstore InsightDeck



Superstore InsightDeck

An analytical storytelling project answering key business questions and Key Metrics using Dashboard and Storyboards.

🧺 Dataset:

Sample Superstore Dataset

@ Objective:

To explore and visualize key business insights by answering **32 data-driven questions** using Tableau, structured into thematic story flows:

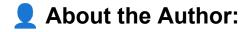
Sales, Profit, Customer Behavior, and Shipping.

Each story consists of a set of story points, each answering a business question using a unique visualization and insight caption.

The dashboard is designed with **Navigation + KPI Overview** and uses Tableau's **Story and Story Points** feature for structured storytelling.

Additional questions and visualizations may be added to enhance future analysis.

View Project on Tableau Public



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₩ GitHub

Key Features:

- One central dashboard with KPIs and navigation
- Tableau Story and Story Points to break down insights across categories
- Clear storytelling flow that follows business logic
- Interactive, accessible structure for stakeholders
- Intermediate-level Tableau techniques used

KPI Categories:

- Sales Performance
- Profitability
- Customer Behavior
- Shipping & Logistics

Navigation + KPI Overview

- All key metrics consolidated on a single dashboard
- Navigation buttons to move between story segments
- KPIs are introduced up front for quick stakeholder insight

Sales Story

This section explores sales performance across time, regions, product categories, and customer behavior.

Questions Answered:

- What is the Sales Trend Over the Years?
- We have the Average Order Quantity Changed Over the Years for Different Product Categories?
- Which Product Categories and Segments Have the Highest Total Sales?
- What Is the Percentage Contribution of Each Region to Overall Sales?
- The How Do Monthly Sales Amounts Change Throughout the Year?
- 17 How Do Sales Vary by Day of the Week and Product Categories?
- Can We Visualize the Sales Growth of Different Product Categories Over Time?
- Solution How Does the Sales Distribution Vary Across Different Regions?
- In How Does the Sales Performance of Different Regions Evolve Throughout the Quarters of a Year?

Profit Story

Visualizing profitability across years, product categories, and customer segments with an emphasis on margins and subcategory trends.

Questions Answered:

- What is the Profit Trend Over the Years?
- & What Were the Profit Margins for Various Years?
- If How Do the Profit Distributions Vary Across Different Product Categories?
- What is the Region-wise Profit Distribution?
- Monthly Profit Trends for Years
- Visualize the Composition of Profits Across Various Subcategories Within Different Customer Segments
- VS Can You Compare the Profit of Different Products for Different Subcategories?

Customer Behavior Story

Focuses on how different customer segments interact with discounts, returns, and purchasing trends.

Questions Answered:

- S How Does the Average Order Value (AOV) Differ Between Repeat Customers and New Customers?
- What is the Proportion of Orders Returned in Each Region Within the Superstore Dataset?
- Show Customer Name, Total Sales, Profit, Churned or Not for Customers
- Mynat is the Geographical Distribution of Returns and Its Impact on Overall Profitability?
- In How Do Different Customer Segments Perform in Terms of Sales and Discount Rates?
- What is the Distribution of Order Quantities for Products in the Dataset?

- What is the Relationship Between Discounts and Sales?
- Can We Visualize the Correlation Between Discount Rates and Order Quantities for Different Customer Segments?

Shipping Story

Addresses shipping trends, delivery times, order priorities, and logistics performance across regions.

Questions Answered:

- Marcon Control Codes Cities
- Which Shipping Mode is the Most Commonly Used in the Sample Superstore Dataset?
- Z = Comparing Shipping Time Distributions for Different Shipping Modes
- What is the Distribution of Order Priorities Across Different Product Categories?
- What is the Delivery Delay Percentage Across Different Shipment Modes in Different Regions?
- 📦 💰 Profit Margins by Shipping Modes and Customer Segments
- Monthly Trend in the Number of Orders Shipped
- ① What is the Average Delivery Duration for Different Regions and Ship Modes?

📚 Key Learnings:

- Answering business questions through data visualizations
- Exploring intermediate Tableau features: charts, dashboards, stories, and story points

- Creating structured narrative flows using interactive visualizations
- Data-driven decision-making using KPIs and deep-dives

🏁 Status:

Project Complete

✓ Successfully uploaded to Tableau Public

Open to adding new questions/insights in future iterations