

Sales Performance Dashboard

Project Overview

This project presents a dynamic Tableau dashboard built from the Global Superstore dataset, focusing on sales performance analysis across regions, categories, and time. The objective was to provide key stakeholders with actionable insights into revenue trends, top-performing segments, and underperforming areas. Using Tableau's interactive features, the dashboard enables real-time filtering and visual storytelling, supporting strategic decision-making in areas such as marketing, logistics, and customer targeting.

The dashboard includes:

- Regional and country-level sales comparison
- Profitability by product category and sub-category
- Time series analysis of monthly sales and profit
- Interactive filters for granular exploration

This project showcases the power of data visualisation in transforming raw data into clear, impactful insights.

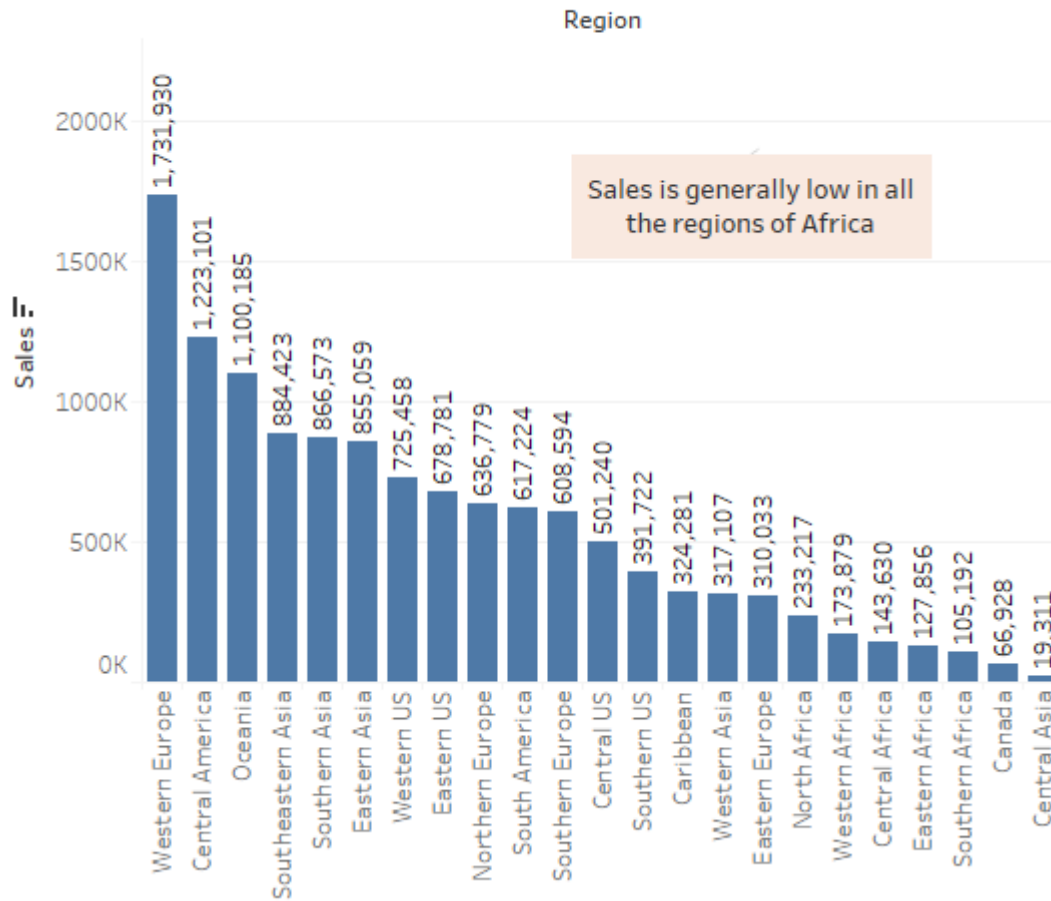
This project explores sales performance using Tableau, showcasing trends in monthly revenue, top-selling products, and regional performance variations.

Data Visualization

Visualization is a technique for presenting information in a visual form like charts and graphs using specialized tools like Tableau or Power Bi to ensure quick understanding of information. Below are demonstrations of data visualization using tableau for the global super store dataset.

Bar chart showing the sales performance for each of the regions.

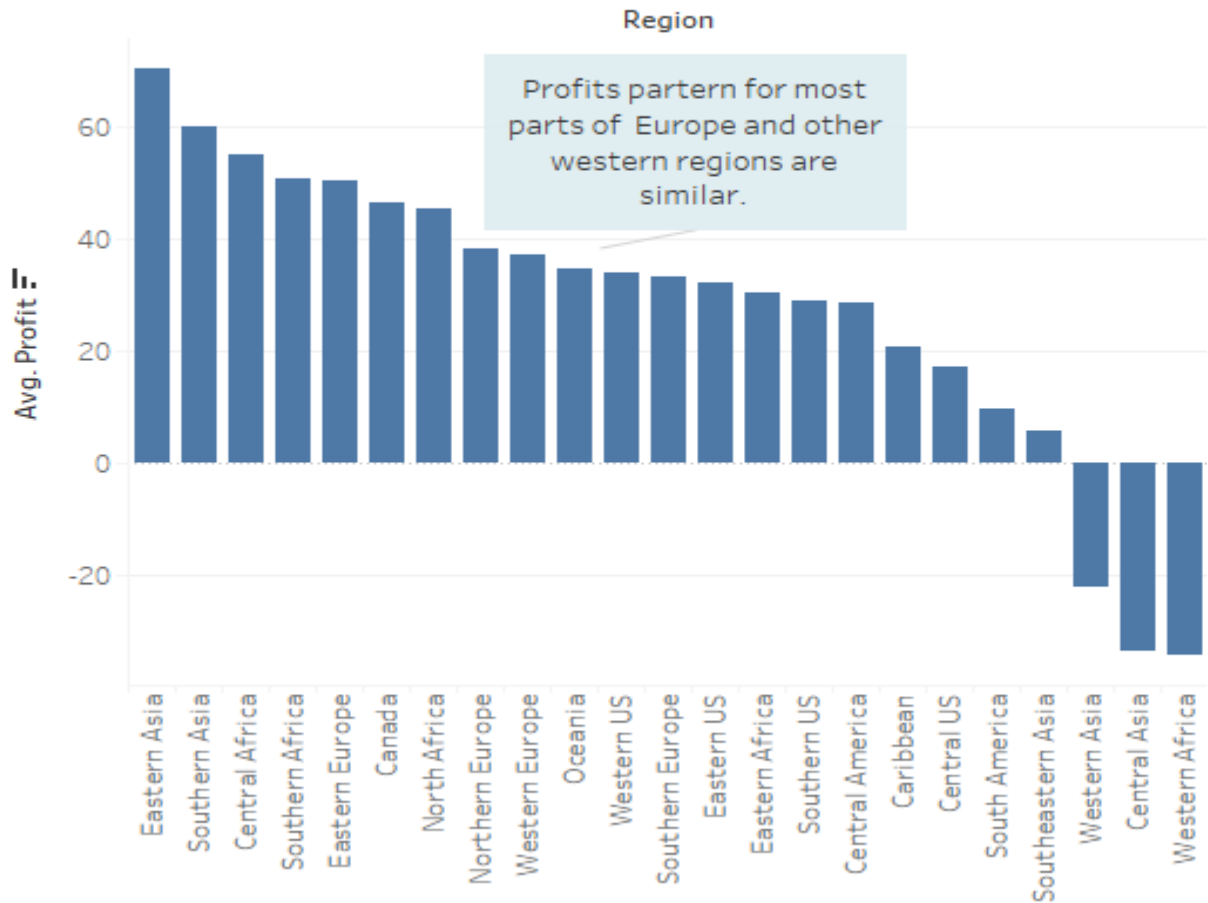
Sum of Sales for each Region.



The bar chart above revealed that Western Europe recorded the highest sales for the period followed by Central America and Oceania. Sales in all the regions of Africa were low, while Central Asia recorded the lowest sales figures.

Bar chart showing the average profit for each of the regions

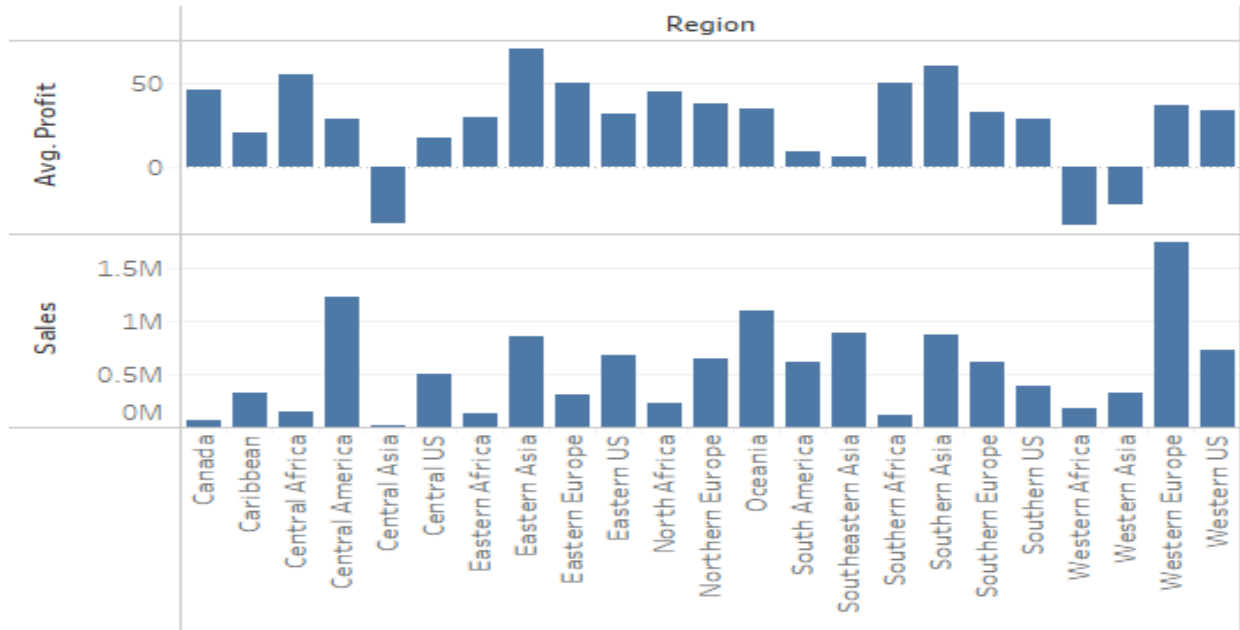
Average of Profit for each Region.



From the bar chart above, we can see that all the regions of Africa were profitable except for West Africa that made a loss. All regions in Europe and America are profitable. Profits in all of Europe followed a similar pattern. While Eastern Asia and Southern Asia were profitable, Western Asia and Central Asia recorded negative figures.

Bar charts showing the correlation between sales and average profit.

Corellation between Sum of Sales and Average Profit for each Region.

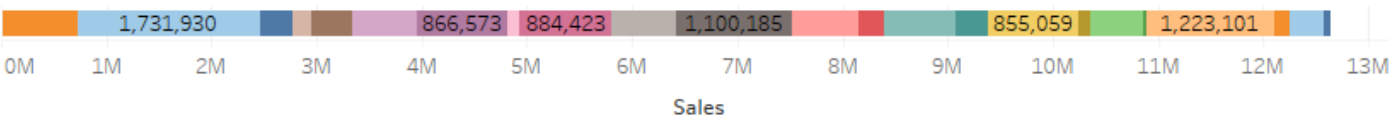


The Bar chart above shows a direct relationship between sales figures and profit levels. It can be seen from the chart that all the regions that recorded negative profit figures also recorded low sales levels. However, a remarkably high sales level does not guarantee a proportionately high profit level as was the case with Western Europe.

Stacked bar chart showing contributions of each region to the total sum of sales

Sum of Sales for each Region.

Colour shows details about Region.



- Region
- Canada
 - Caribbean
 - Central Africa
 - Central America
 - Central Asia
 - Central US
 - Eastern Africa
 - Eastern Asia
 - Eastern Europe
 - Eastern US
 - North Africa
 - Northern Europe
 - Oceania
 - South America
 - Southeastern Asia
 - Southern Africa
 - Southern Asia
 - Southern Europe
 - Southern US
 - Western Africa
 - Western Asia
 - Western Europe
 - Western US

The chart above provides a clear picture based on size and color for a quick glance to identify contributions to the total sales numbers. The sum of sales for each region stacked as a single horizontal bar with the regions identified by a color code and sales figures measured by their size in the bar.

A line graph with a trend line showing monthly sales pattern

The trend of monthly sum of Sales.



The graph shows an upward sloping trend for sales during the year. Sales are lowest in February and highest in November. Summer and Christmas seasons are the highest sales periods.

Line graph showing four years sum of sales trend for each market

The trend of sum of Sales per year broken down by Market.

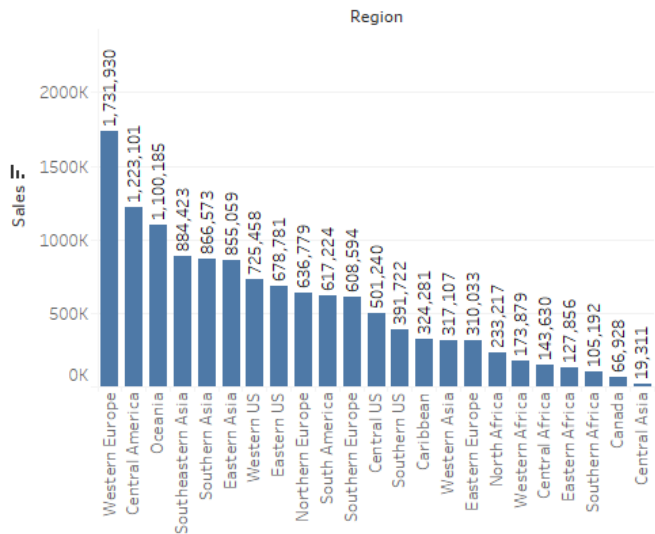


In the Line graph above sales in each region were analyzed separately. We can see that although all the markets experienced growth over the four years under review, growth for Africa was flat. LSTAM and USCA have moderate growth while Europe and Asia Pacific have a high growth rate.

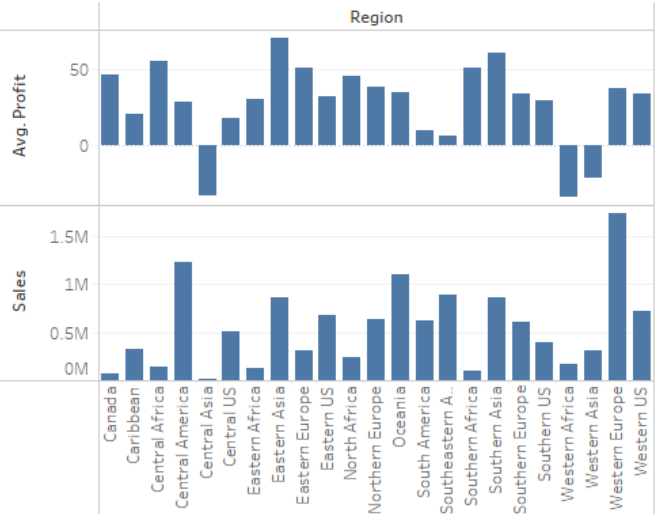
Figure 1.7 Dashboard presentation of charts

Dashboard of regional sales and profit for Global superstore

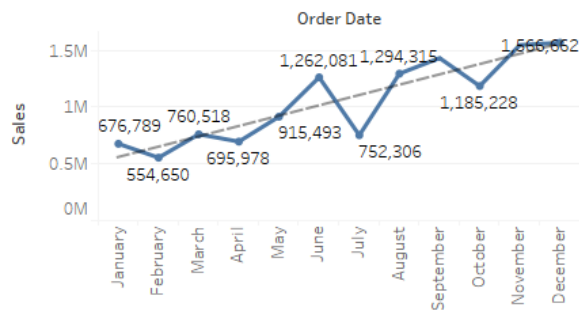
Sum of Sales for each Region.



Corellation between Sum of Sales and average Profit for each Region.



The trend of monthly sum of Sales.



The trend of sum of Sales per year broken down by Market.

