

# DATA VISUALIZATION AND STORYTELLING

We have worked on a dataset for which we need to perform tasks using Power BI, including creating a dashboard on the platform. Below, I have explained the process in detail.

## Regional Sales Performance

- **West Region** is the top performer with **highest sales volume**, followed closely by East.
- **South Region** shows the lowest sales, signaling a possible need for regional growth strategies.

## Category Analysis

- **Office Supplies** leads with **over \$640K in sales**, indicating strong market demand.
- **Furniture** is underperforming in both **sales and profit margin**, suggesting inefficiencies or pricing issues.

## Sales & Profit Trends

- **Steady growth from 2015 to 2017** in both sales and profit.
- **2017 marks the peak year**, with sales and profit at their highest in the 4-year span.

## Shipping Preferences

- **Standard Class** is the dominant shipping method, preferred by most customers.
- **Same Day** shipping is the least used, possibly due to cost or availability.

## Segment-Wise Sales

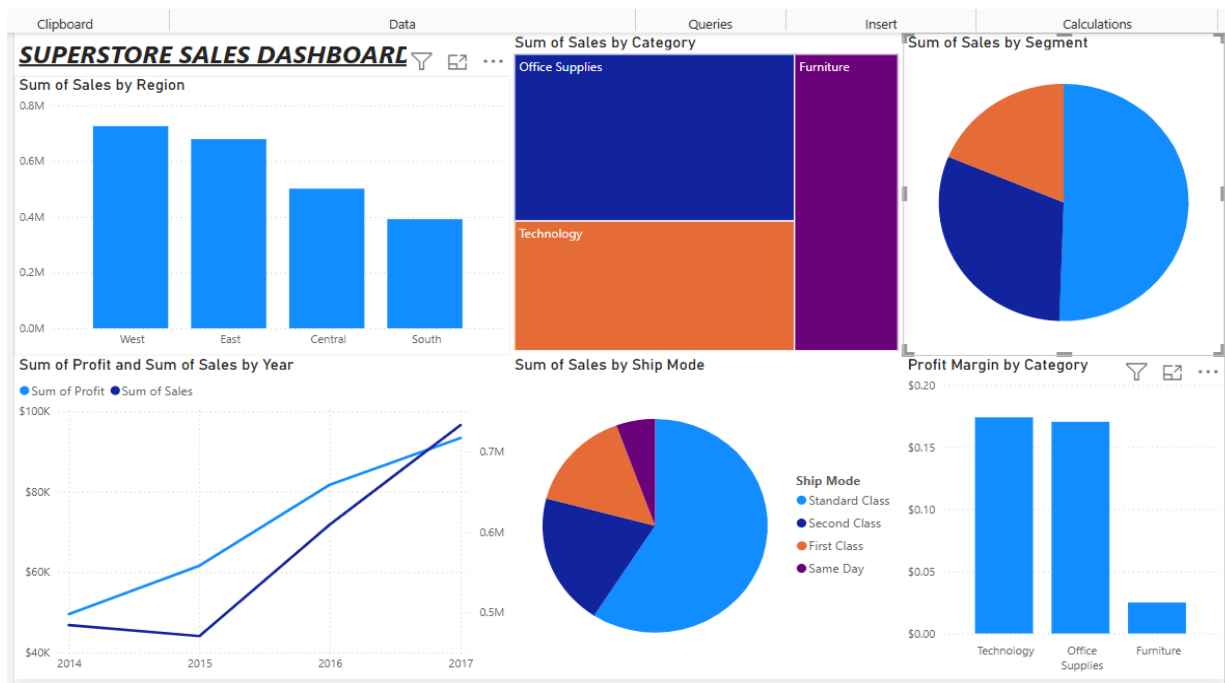
- The **Consumer segment contributes the largest share** of total sales.
- **Corporate and Home Office** segments present secondary opportunities for targeting.

## Profitability Breakdown

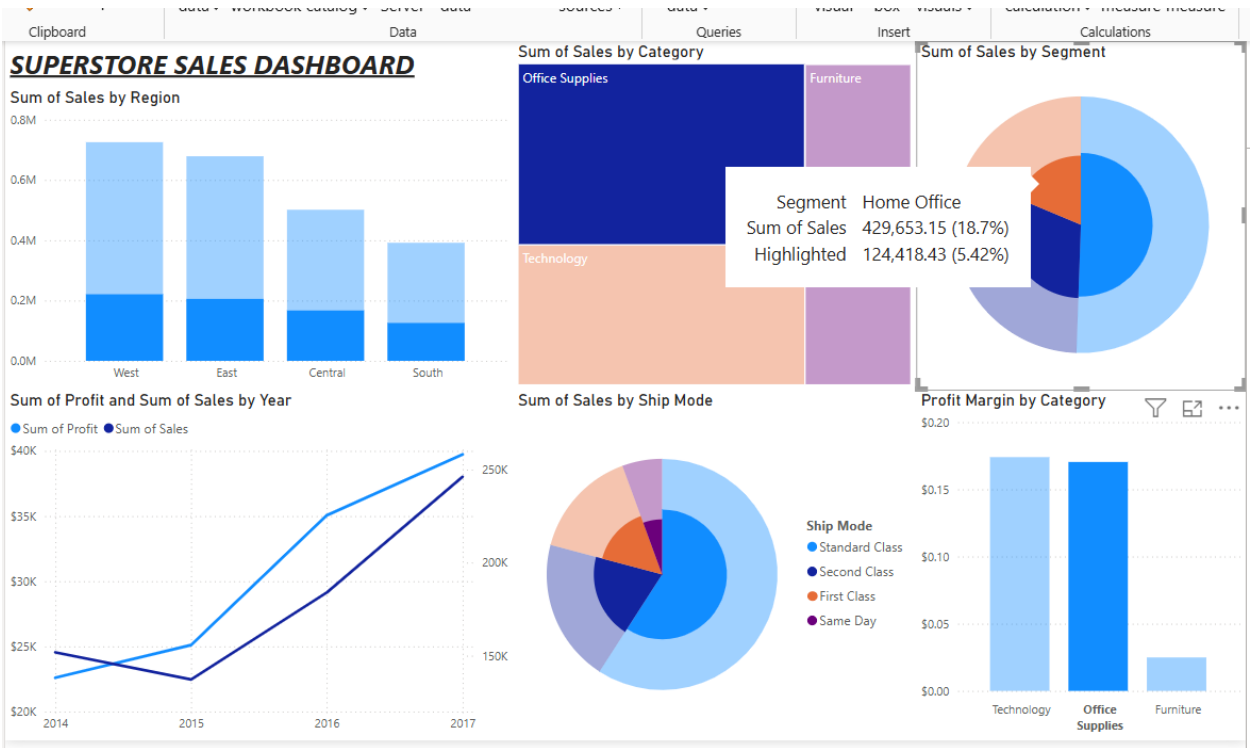
- **Office Supplies yields the highest profit margin**, followed by Technology.
- **Furniture shows a significantly lower margin**, highlighting a need for cost control or strategic repositioning.

## Summary:

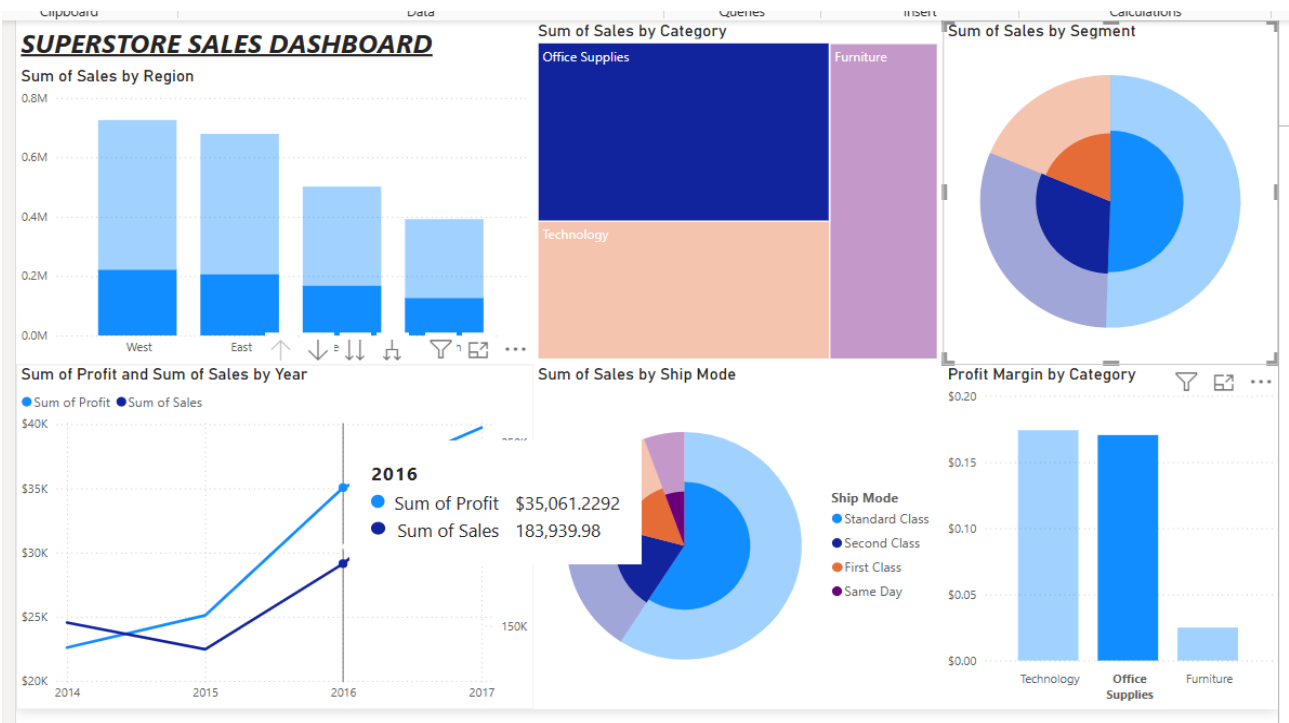
Sales are highest in the West region, but the South shows the fastest growth. Office Supplies has the lowest profit margin. Standard Class is the most common shipping method, but First Class yields higher margins.



The business is growing steadily, especially in the West region and Technology category, but **Furniture** has a notably low profit margin, which may need strategic review.



While overall growth is strong and certain segments/categories are performing well, **Furniture's** profitability and regional disparities should be addressed. Efficiency in shipping and segmentation-based campaigns could further boost results.



Focus on **boosting Furniture profitability, expanding in the South region, and leveraging the Consumer segment and Standard Class shipping** to maintain growth momentum.

