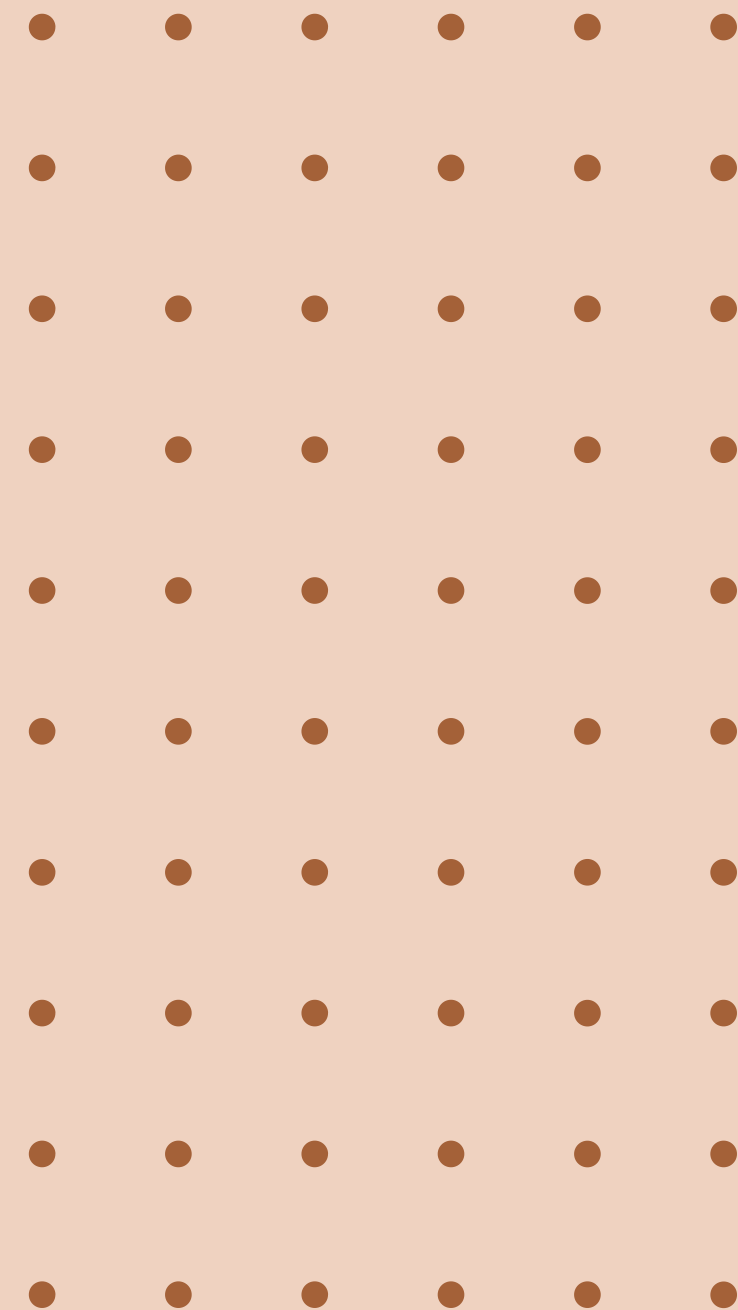


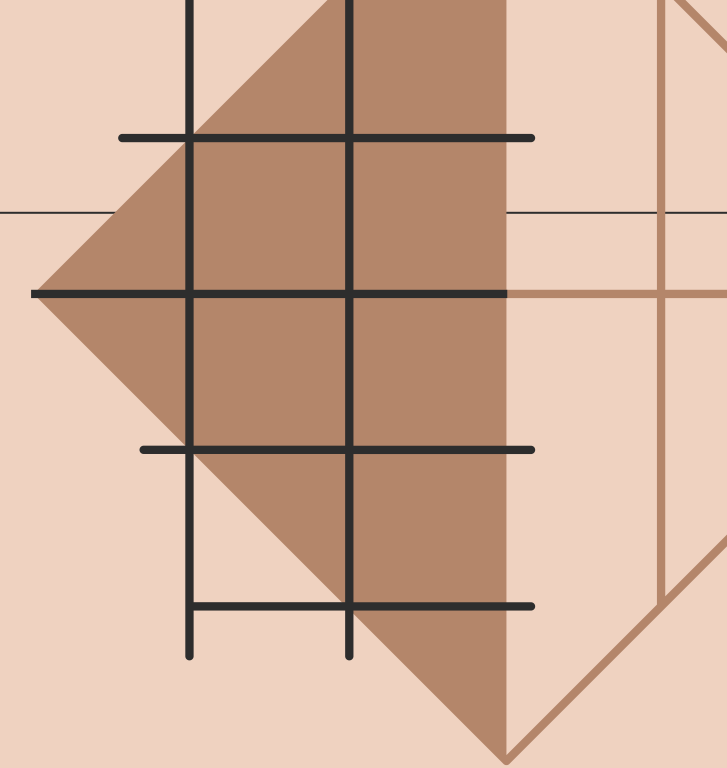
# Visualization Dashboard Superstore Using Tableau

Data Series 17.0 – Business Intelligence

Jihan Azzahra Syamsumar Putri

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# About Me

I am a data enthusiast who believes that data is the key to unlocking new opportunities. With experience in Independent Study, and online courses, I analyze data to solve business problems, using SQL, Python, and excel/spreadsheets to produce reports that support decision making. I clean data sets, analyze patterns, and create compelling visualizations. In simplifying complex data into easy-to-understand information, combined with analytical thinking and creativity, makes me a valuable asset to the company in creating innovative data-driven solutions.



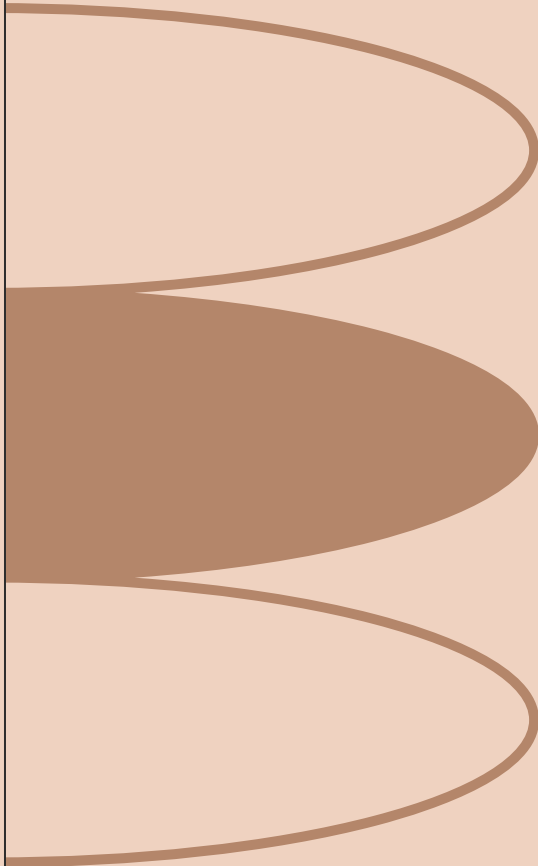
# What is a visualization?

According to (Card, Mackinlay Shneiderman, 1998) the definition of visualization is using computer technology as a support to perform interactive visual data depiction to strengthen observations.

Based on the above definition, visualization is a technique of using computers to find the best method of displaying data, which can make it easier for researchers to understand data that is difficult to analyze directly, thus enabling researchers to observe simulation and computation, enrich the process of scientific discovery, and develop deeper and unexpected understanding.



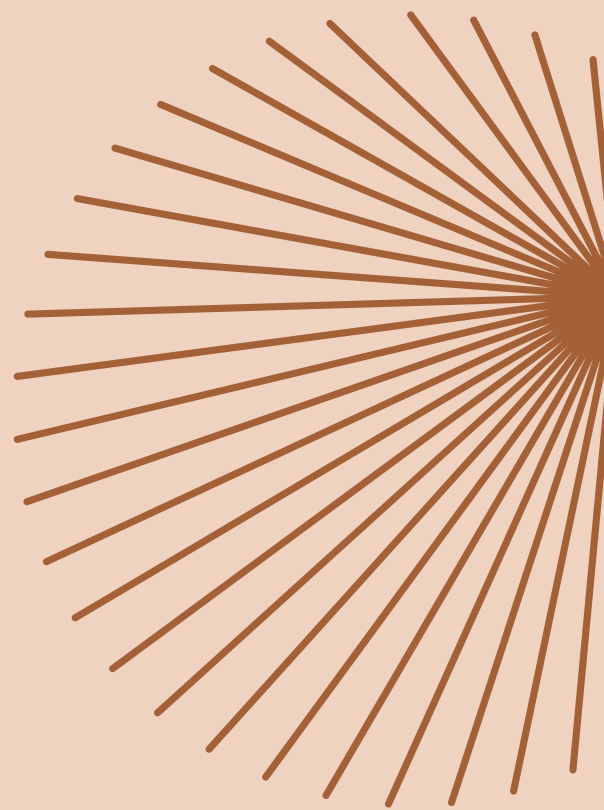
# Background Problem



Superstore is a business that offers a wide range of products in several regions mainly in the United States, with key categories such as furniture, technology, and office supplies. The key challenges faced by the business include identifying the best performing regions, profit analysis, and understanding sales patterns based on time of day and customer behavior. This is important to support more effective strategic decision-making. The data used in this analysis was obtained from Kaggle.com.

# Completion Method

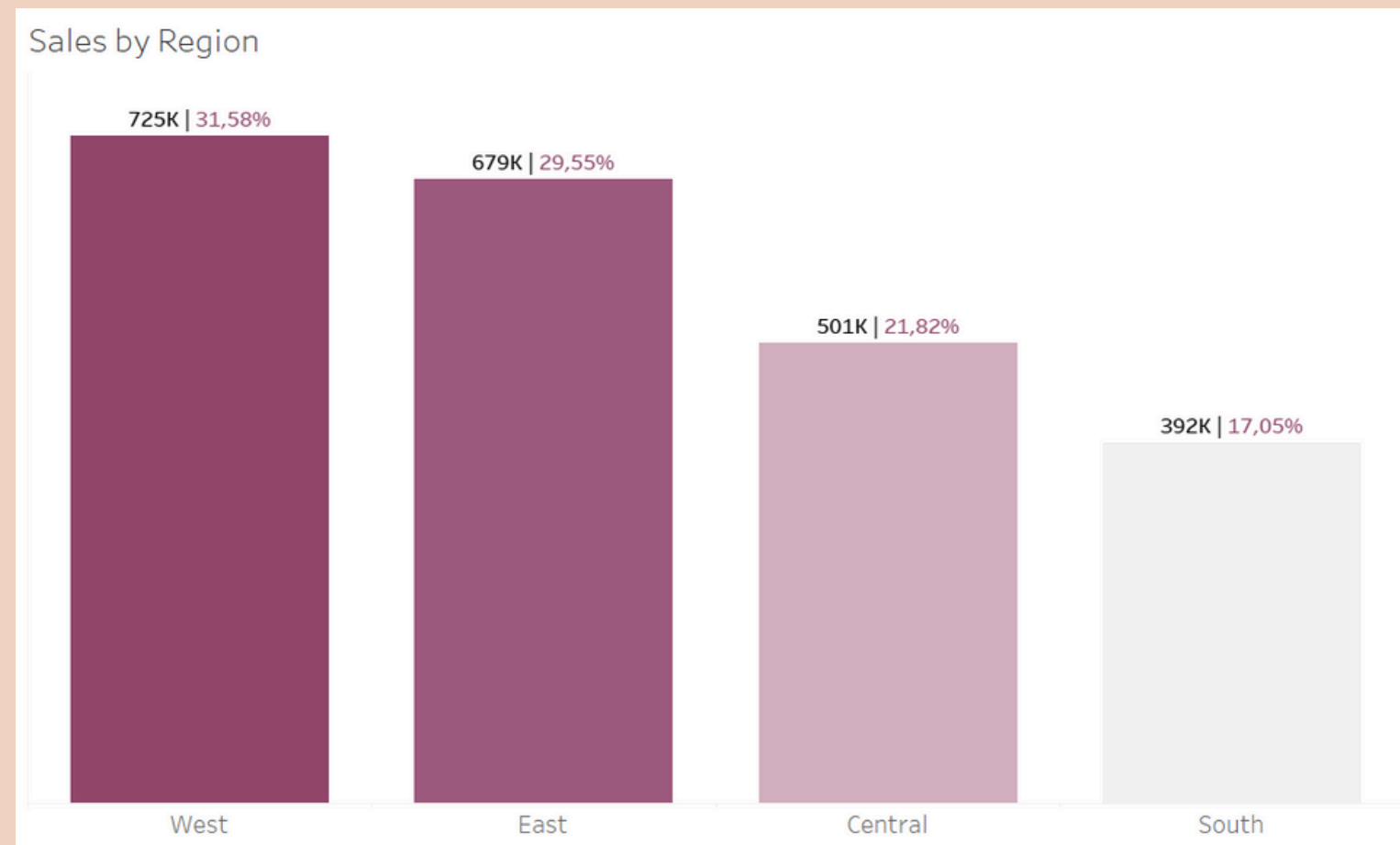
Superstore data was analyzed using the Tableau tool to create interactive dashboards. The analysis process involved several steps, including data cleansing, aggregation of sales and profit values, and visualization to help understand trends and patterns. The dashboard presents a summary of sales, profit, number of customers, sales distribution by region, as well as sales trends by quarter.



# Tools



# Points of analysis



Based on the sales chart per region created using the Sample-Superstore dataset, it can be seen that the West region recorded the highest total sales of 725K, which accounted for 31.58% of the overall sales. In the next position, the East region posted sales of 679K, or about 29.55% of the total sales. The Central region recorded sales of 501K, accounting for 21.82% of the total. The South region had the lowest sales figure of 392K, representing 17.05% of total sales.

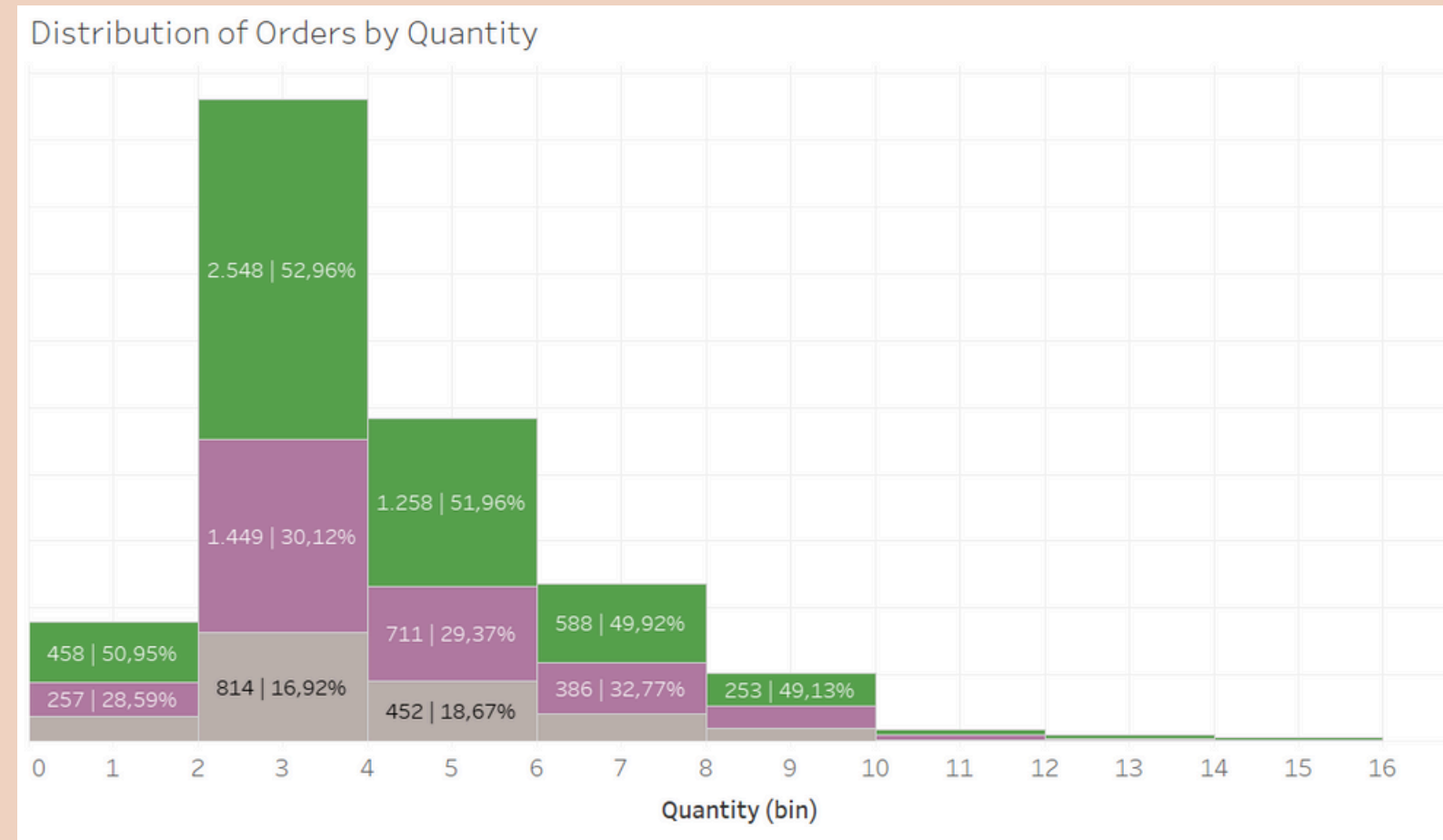


#### KPIs

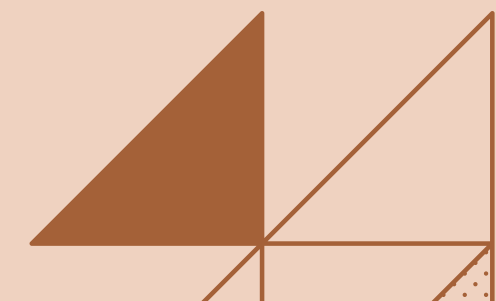
| Sales     | Profit  | #of Customers |
|-----------|---------|---------------|
| 2,297,201 | 286,397 | 793           |

This dashboard displays several Key Performance Indicators (KPIs) that provide an overview of business performance. The three main indicators highlighted include total sales, total profit, and number of customers. Total sales were recorded at 2,297,201, while total profit reached 286,397. Meanwhile, the number of customers recorded was 793. This KPI provides a quick summary of business performance, reflecting sales revenue, profit earned, and the number of unique customers who have transacted.

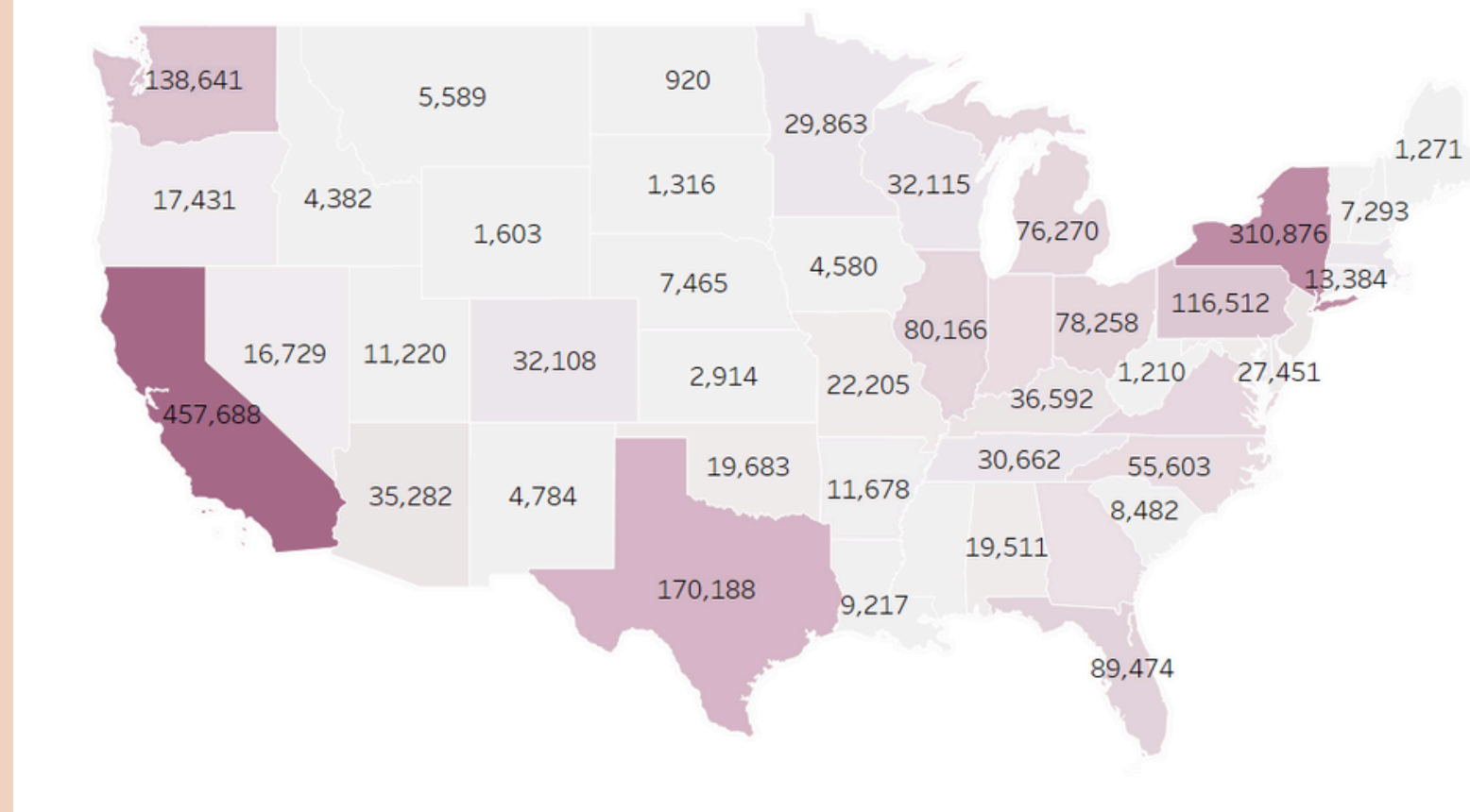




This chart illustrates the distribution of order quantities by quantity grouped in specific ranges (bins), with the data divided by customer segment. Most orders are concentrated on small quantities, especially in bins 1-2, which recorded 2,548 orders (52.96%). The consumer customer segment (green color) can be seen dominating almost every bin, especially at low quantities. Meanwhile, higher-quantity orders are increasingly rare. This data shows that small quantity orders dominate the purchasing pattern, which can serve as a reference for stock planning and marketing strategies.



Sales by States



This map displays a map illustrating total sales by state in the United States. The colors on the map are used to represent the level of sales, where darker colors indicate higher sales figures, while lighter colors indicate lower sales. Some of the states with the highest sales include California with 457,688, New York with 310,876, and Texas with 170,188. In contrast, states like North Dakota (920) and South Dakota (1,316) recorded relatively low sales figures. This data provides valuable insights into identifying regions with the best sales performance as well as those that still need to be improved, which can inform strategic decision-making regarding resource allocation and marketing strategy optimization.

# Result

## Superstore Dashboard

Sales  
2,297,201

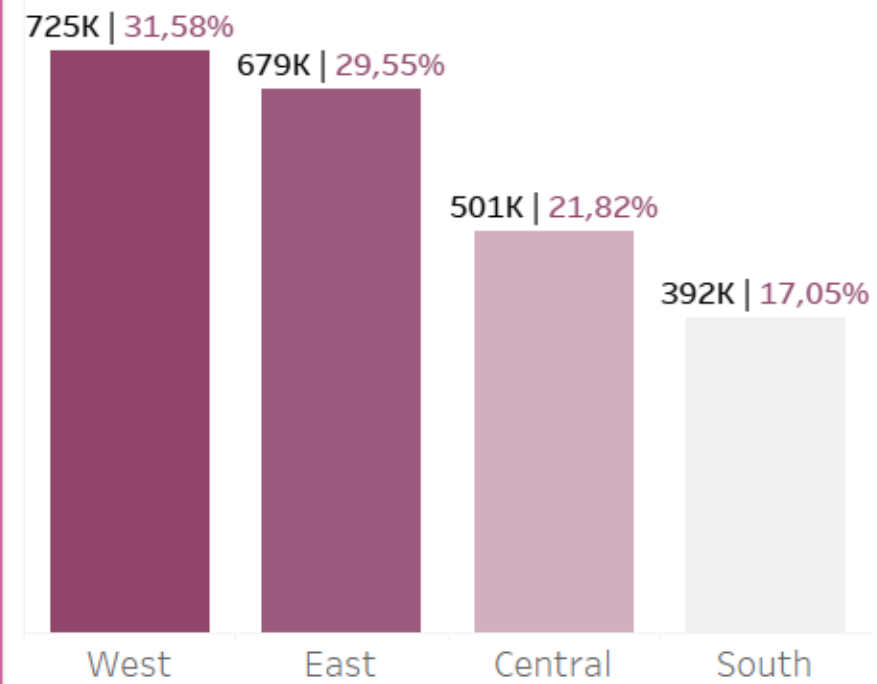
Profit  
286,397

#of Customers  
793

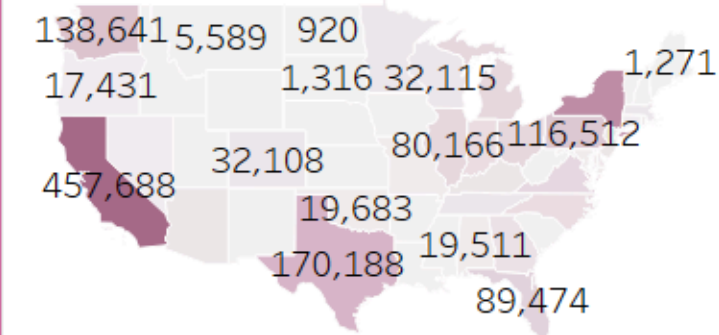
### Sales by Region

Ship Mode

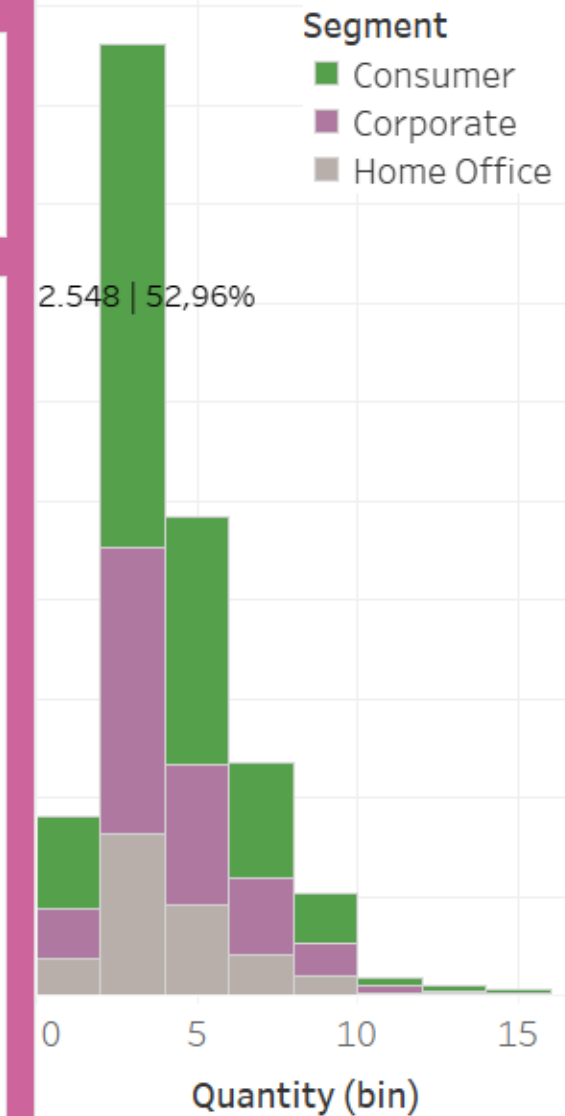
(All)



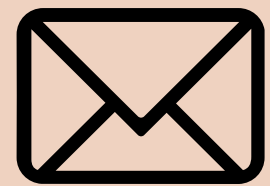
### Sales by States



### Distribution of Orders by Quantity

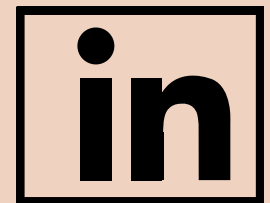


# Thank you



Email

[jihansyams@gmail.com](mailto:jihansyams@gmail.com)



LinkedIn

[www.linkedin.com/in/jihansyamsumar/](https://www.linkedin.com/in/jihansyamsumar/)



Github

<https://github.com/jihansyamsumar/dashboard-superstore-tableau>

