

Task 3

Dashboard Design

**Interactive Business Insights Dashboard
for Superstore Performance**

Used Tableau for dashboard creation.

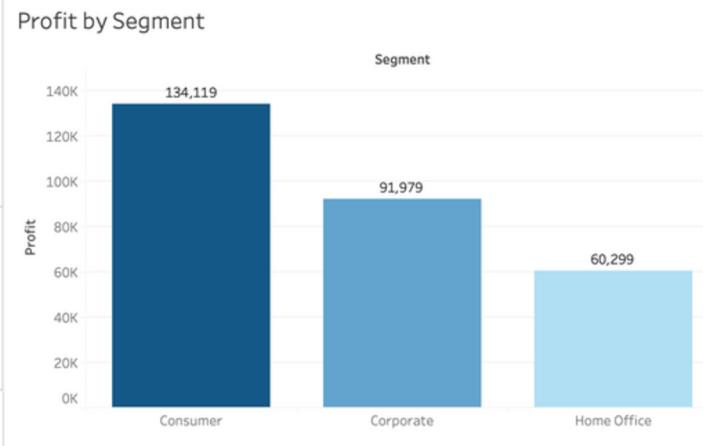
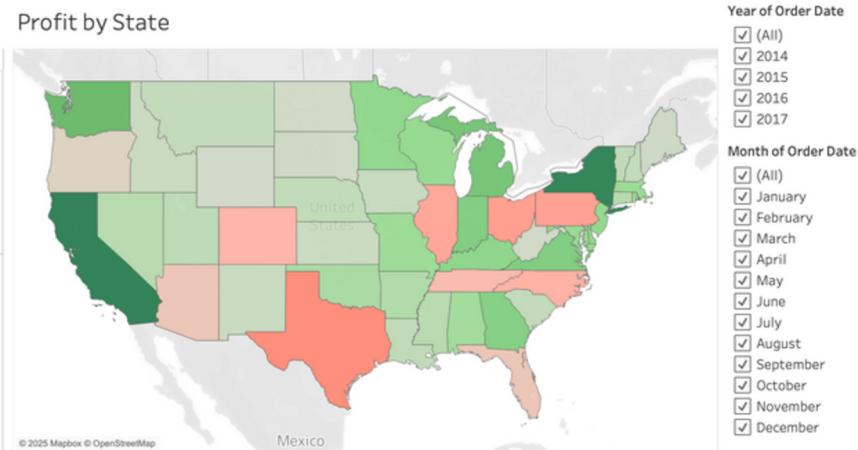
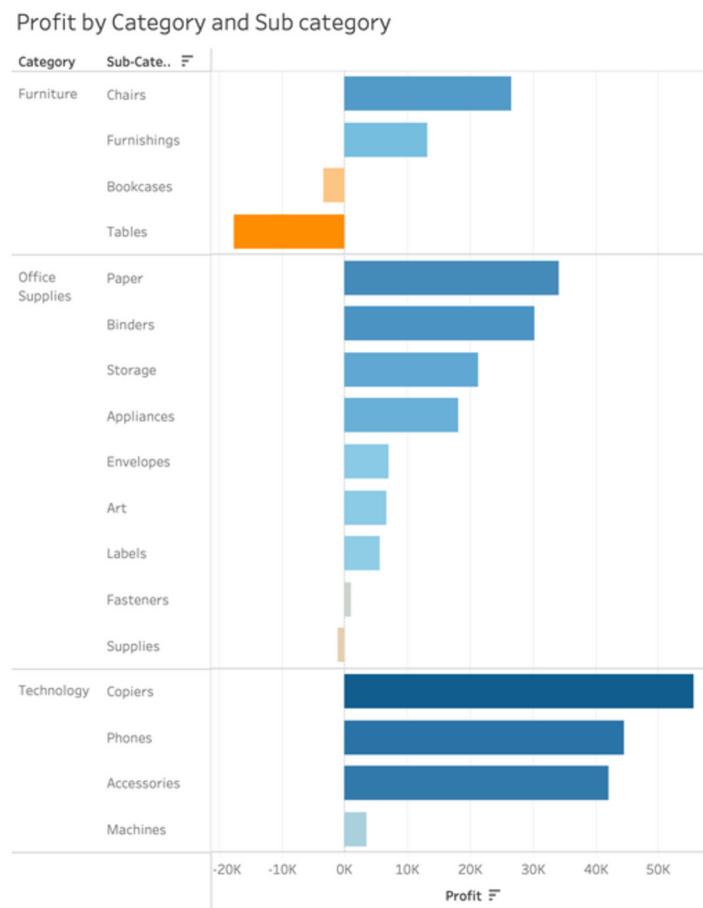


Presented by
Karthik Doguparthi

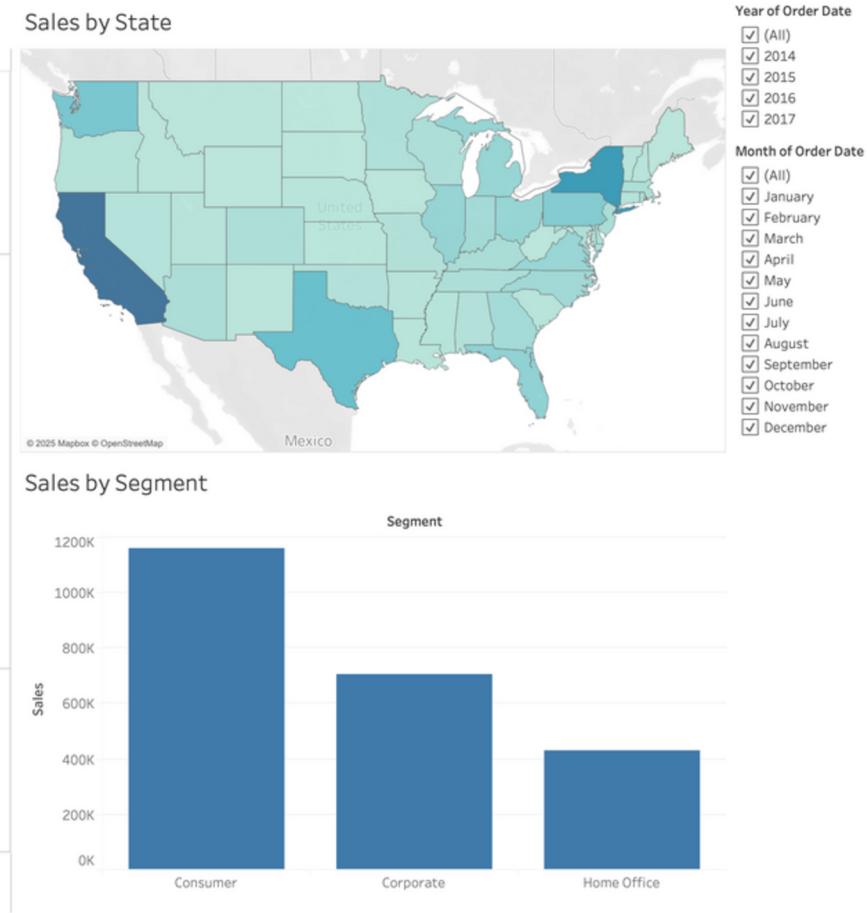
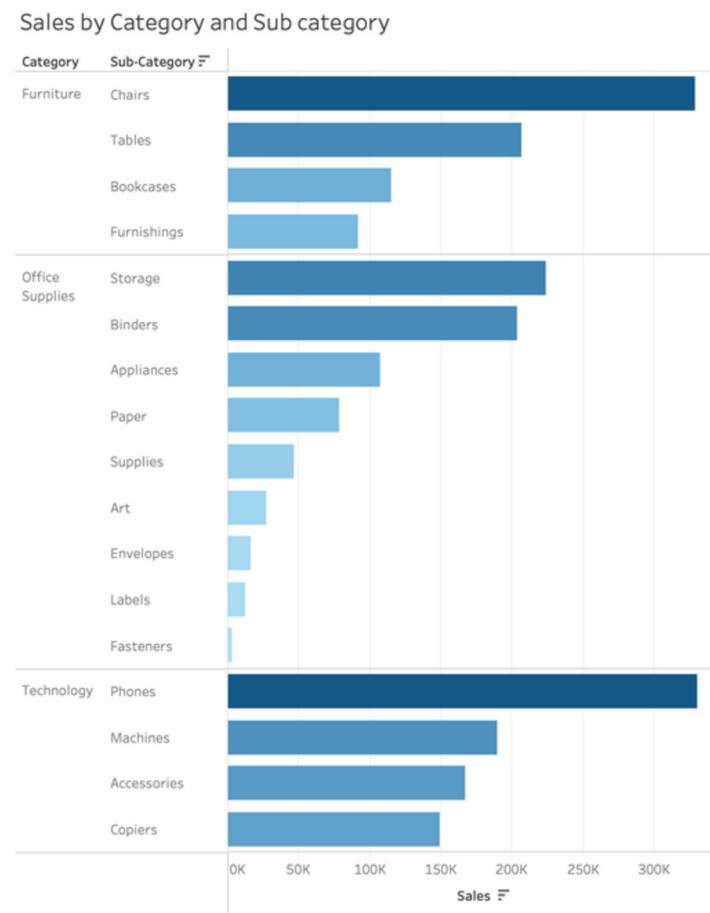
- The West region has the highest number of customers with 3,203, followed by the East region.
- The South region has the fewest customers, with only 1,620, representing less than half the number of customers in the West region.



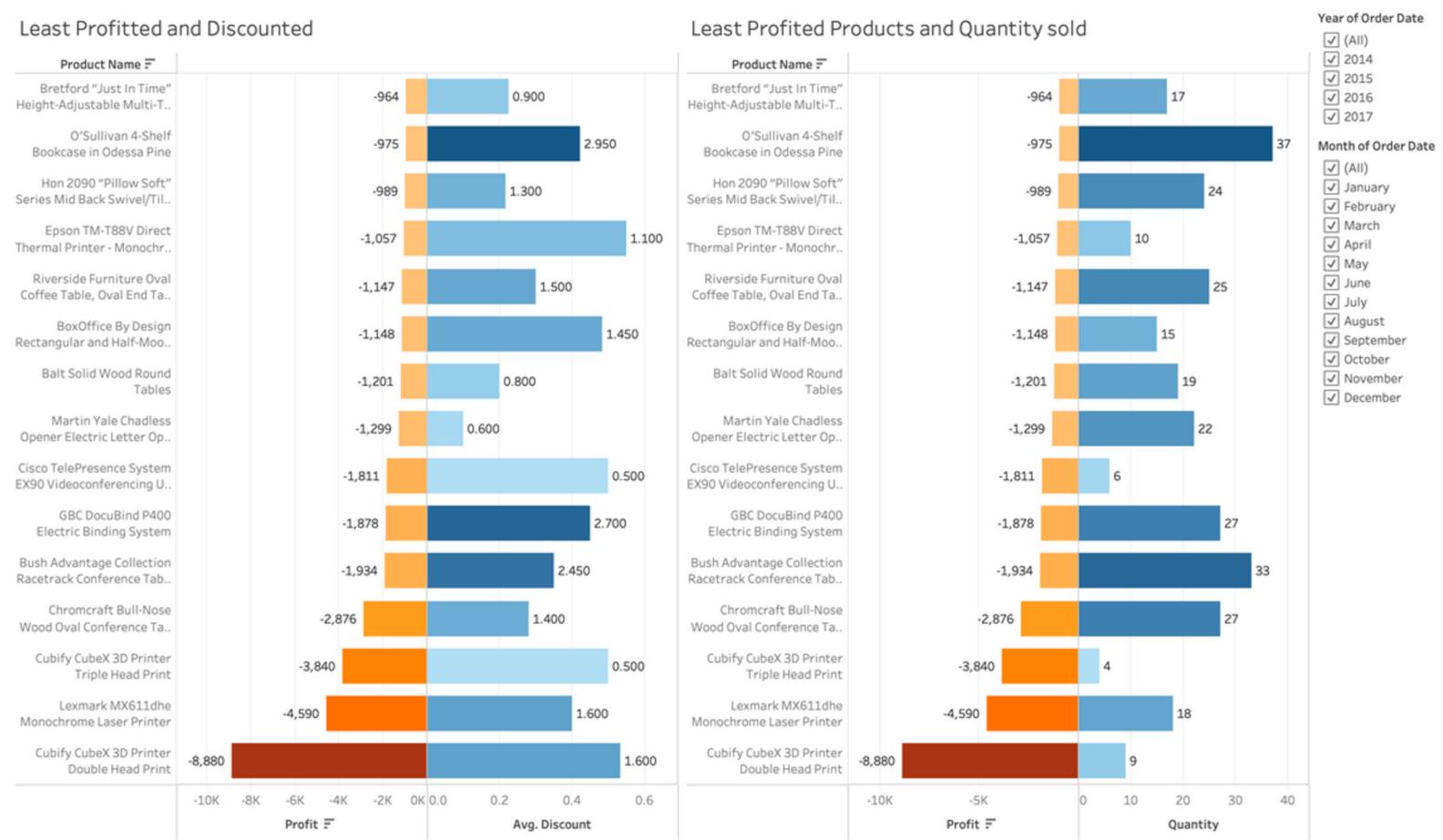
- Furniture has a high sales volume. Tables and Bookcases sub-categories are unprofitable.**
- The Copiers sub-category within Technology is the most profitable sub-category.**



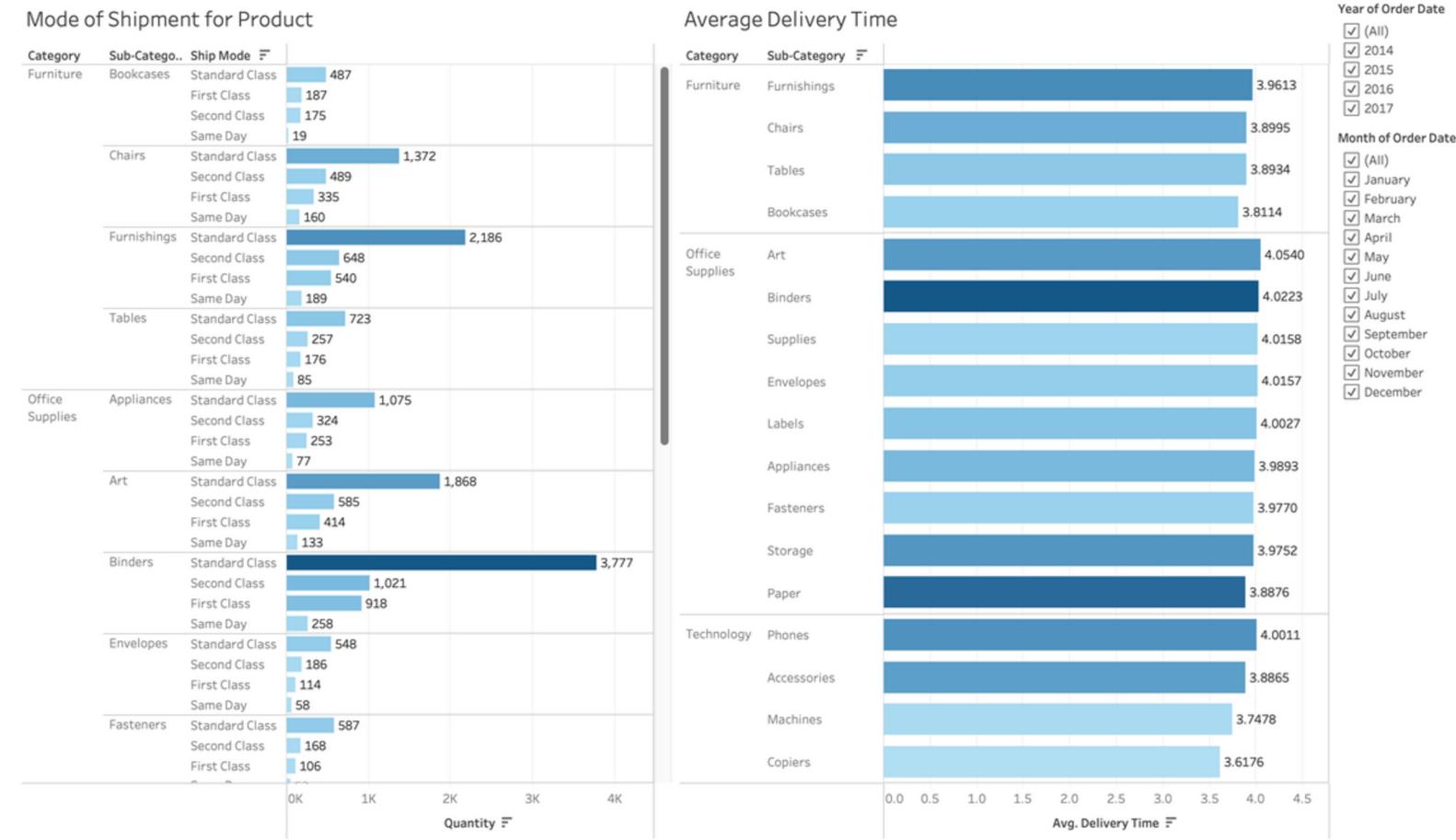
- The Technology category and the Phones sub-category within it generate the highest sales.
- The Consumer segment is the largest sales segment, with sales of more than \$1.1 million.



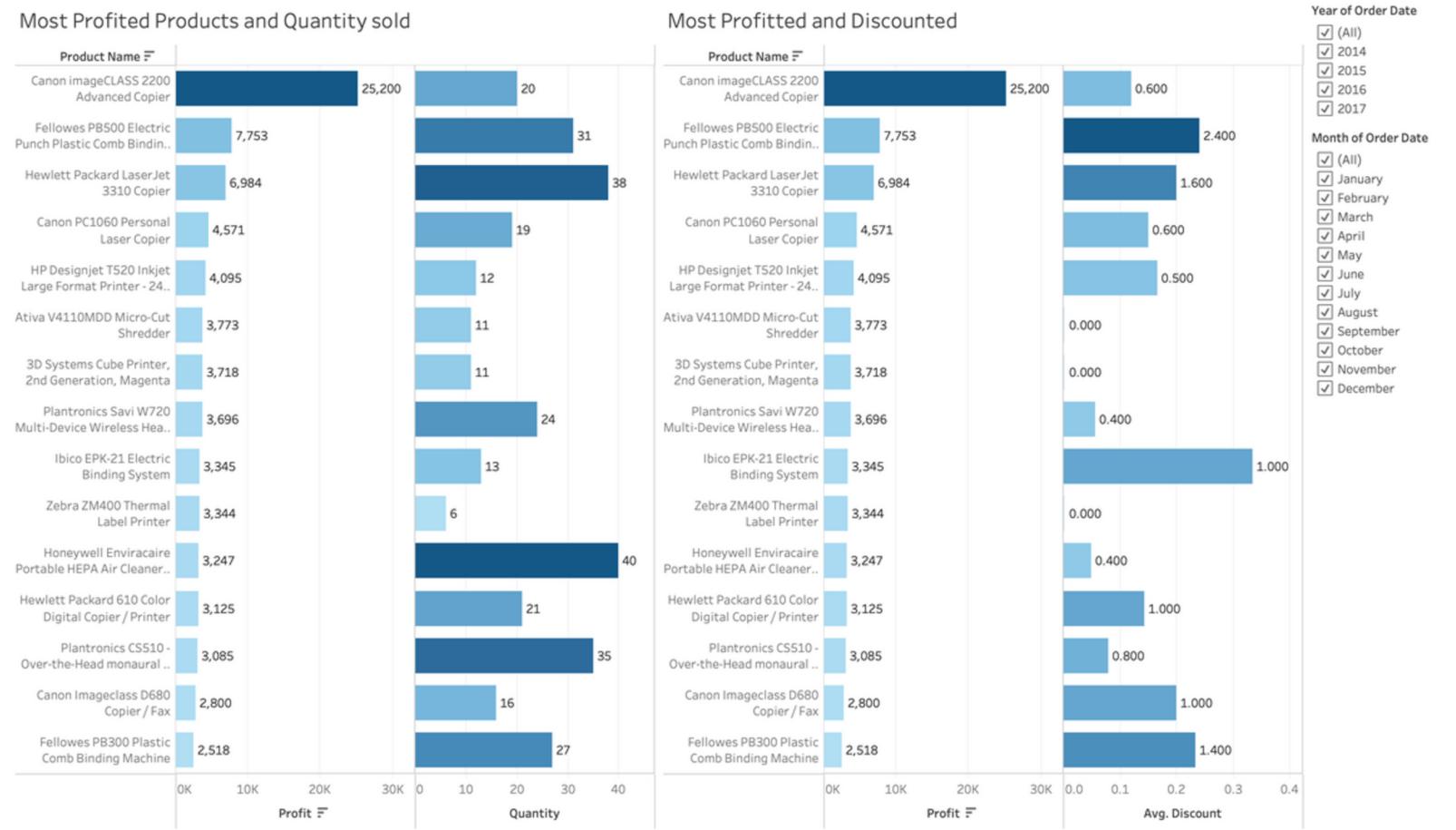
- The Lexmark MX611dhe Monochrome Laser Printer is the least profitable product, with a loss of -\$4,590.
- The Cubify Cubex 3D Printer Double Head Print is also highly unprofitable, with a loss of -\$8,880.



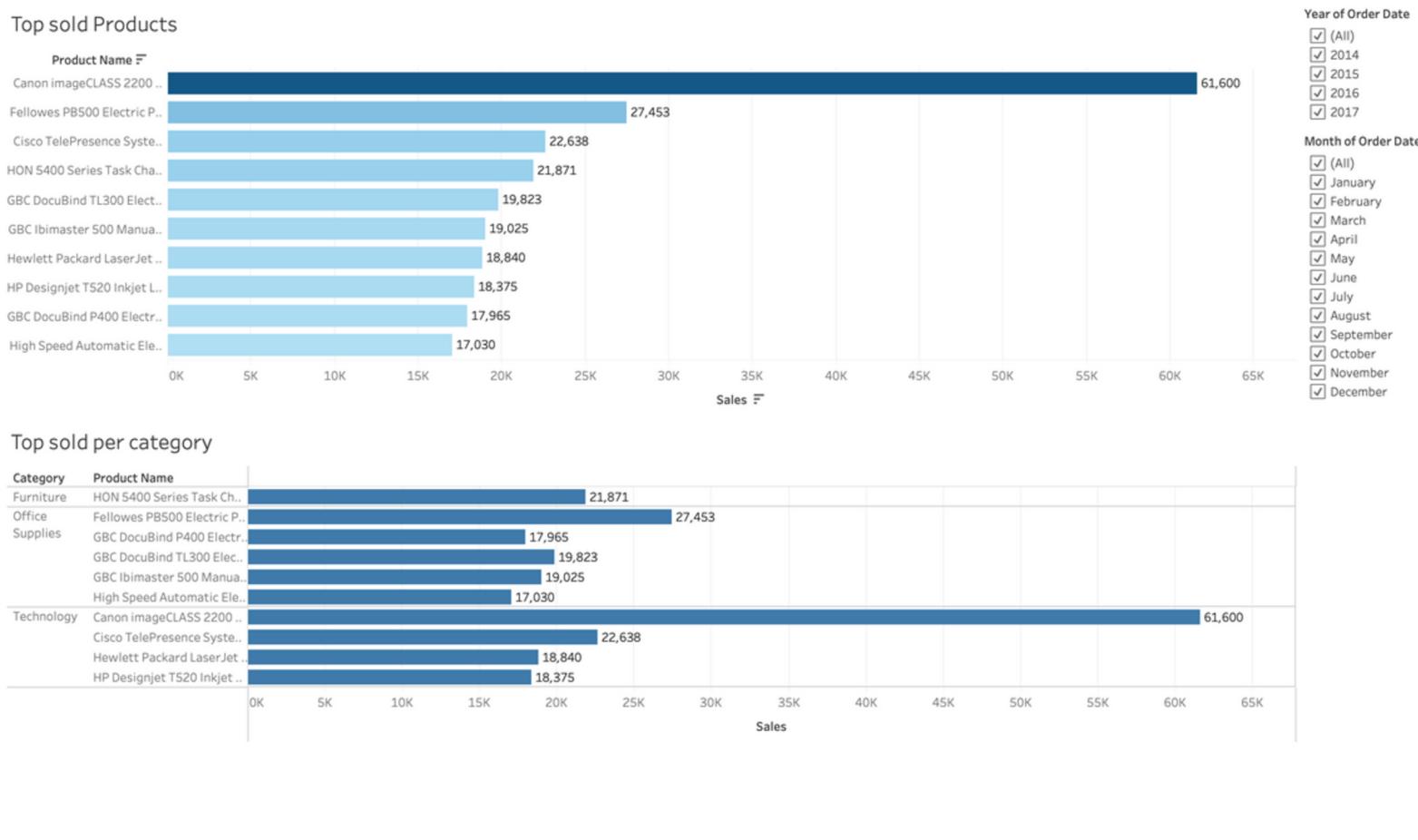
- The Standard Class shipping mode is the most frequently used for most categories.
- The Technology category has the lowest average delivery times, with Copiers having the shortest average delivery time at 3.6176 days.



- The Canon imageCLASS 2200 Advanced Copier is the most profitable product, having \$25,200 profit.
- Honeywell Enviracaire Portable HEPA Air Cleaner sold 40 units.



- The Technology category has the highest sales.
- The Canon imageCLASS 2200 Advanced Copier is the top-selling product with sales of over \$60,000.



Business Insights

- The Tables sub-category within Furniture is generating significant losses despite being a top-selling category.
- The Canon imageCLASS 2200 Advanced Copier is the top performer in both sales and profit.
- The West and East regions have the highest number of customers.
- The Standard Class is the most common shipping method.
- Products like the Lexmark MX611dhe Monochrome Laser Printer are having major loss.