

Running head: Animated Mapping in Tableau

Super Store US:

Animated Mapping in Tableau

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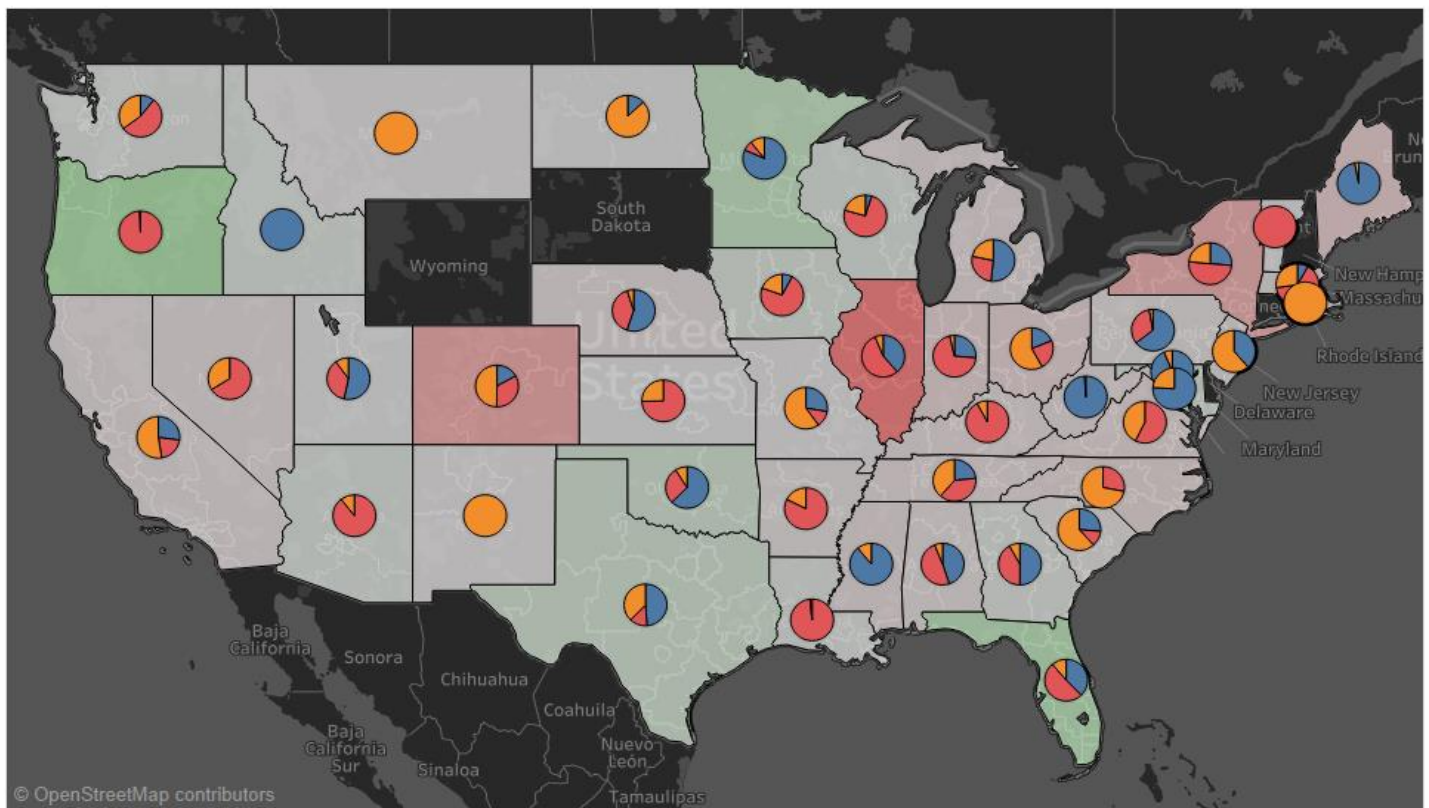
The Dashboard: Super Store US

To explain the performance of the Super Store overall in terms of sales and profit by state and product category. I have created an **animated executive** dashboard in Tableau that gives insights to answer different questions like-

- Which state is productive in terms of profit in each month?
- Which state is having major sales in which month?
- Which product category is profitable in which state and in which month?

This Map is a dual axis map where I have incorporated Sales and profits by state. I have also added the product category by state. And for the animation I added the month in the page tab so we can see the monthly animation.

Animated Map - Monthly Profit & Sales by State & Product Category - January



Product Category

■ Furniture ■ Technology ■ Office Sup..

Month of Order Date

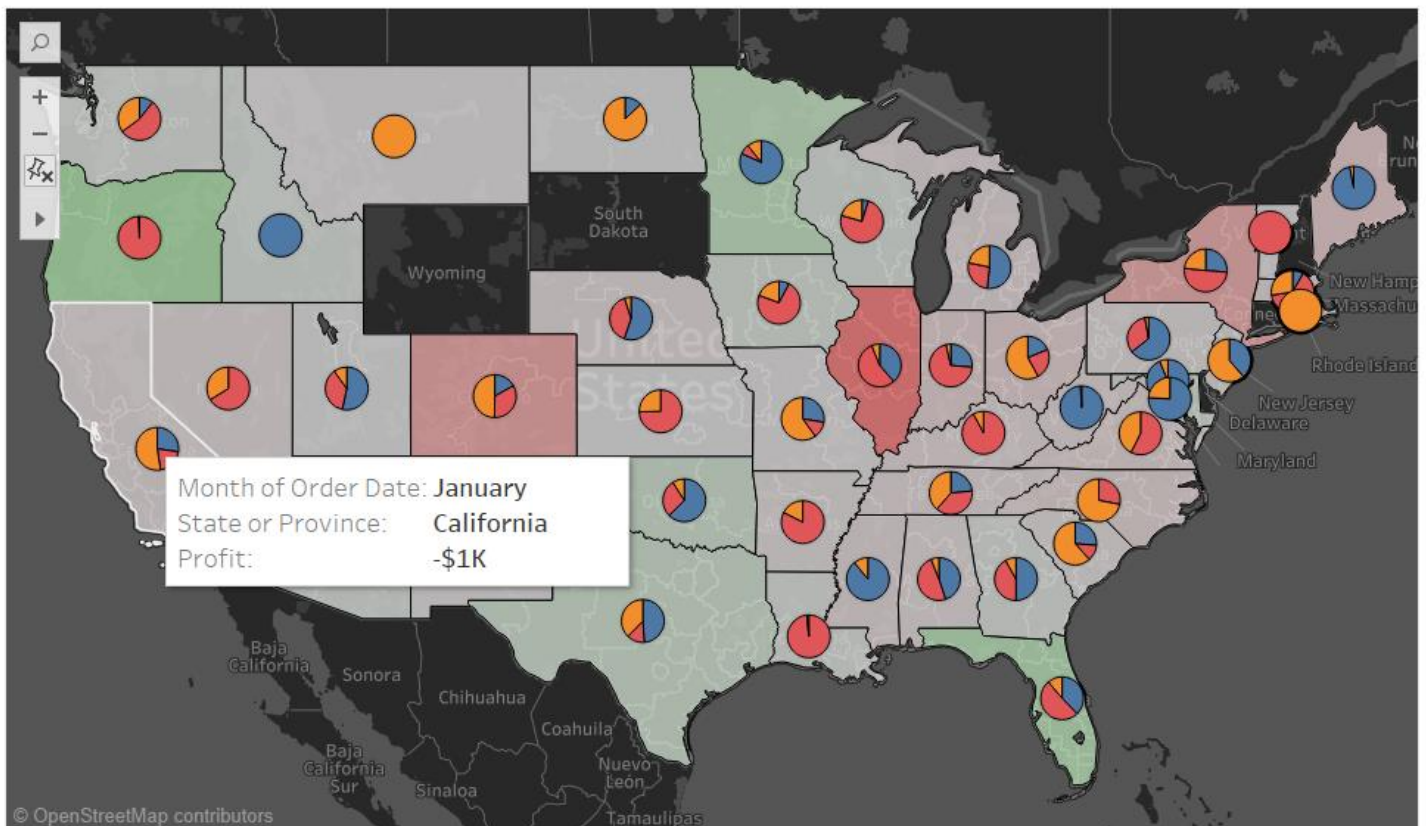
< January > Show history

In January: California in Red for the first time

Insights

- The state of California going red.
- Over all the states are in red in the month of January.
- Except **Oregon** State with a **profit of \$9K** and most of it is coming from **technology**.

Animated Map - Monthly Profit & Sales by State & Product Category - January



Product Category

■ Furniture ■ Technology ■ Office Sup..

Month of Order Date

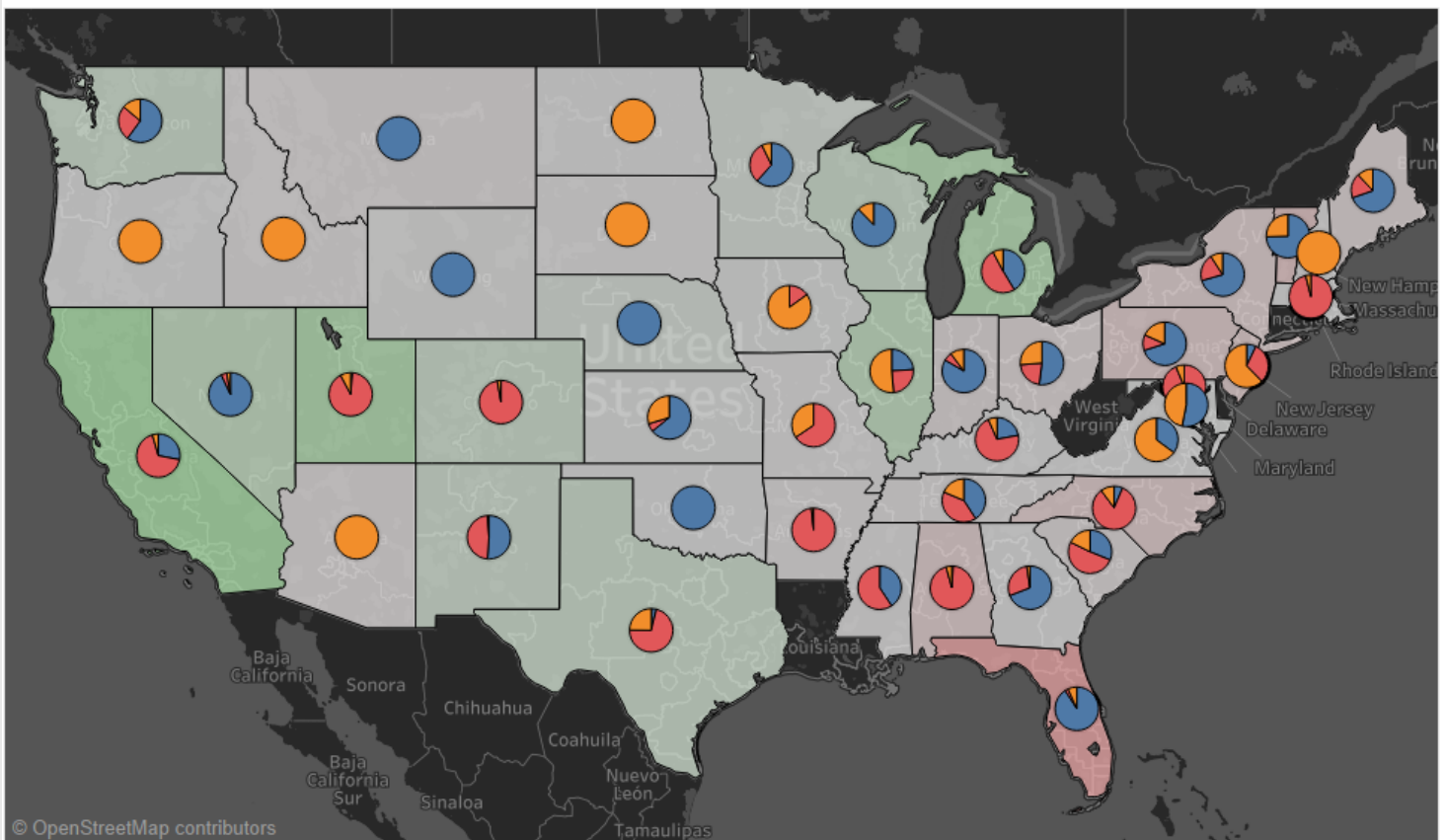
< January > [Timeline] [Legend] [Show history]

In February: Technology is the category of the month

Insights

- Majority of states in green in terms of profit.
- We can see **technology** in February is major category supplied to the south east coast.
- 75% of the sales of California and Texas (store's favorite states in terms of Sales) are coming from Technology.

Animated Map - Monthly Profit & Sales by State & Product Category - February



Product Category

■ Furniture ■ Technology ■ Office Sup..

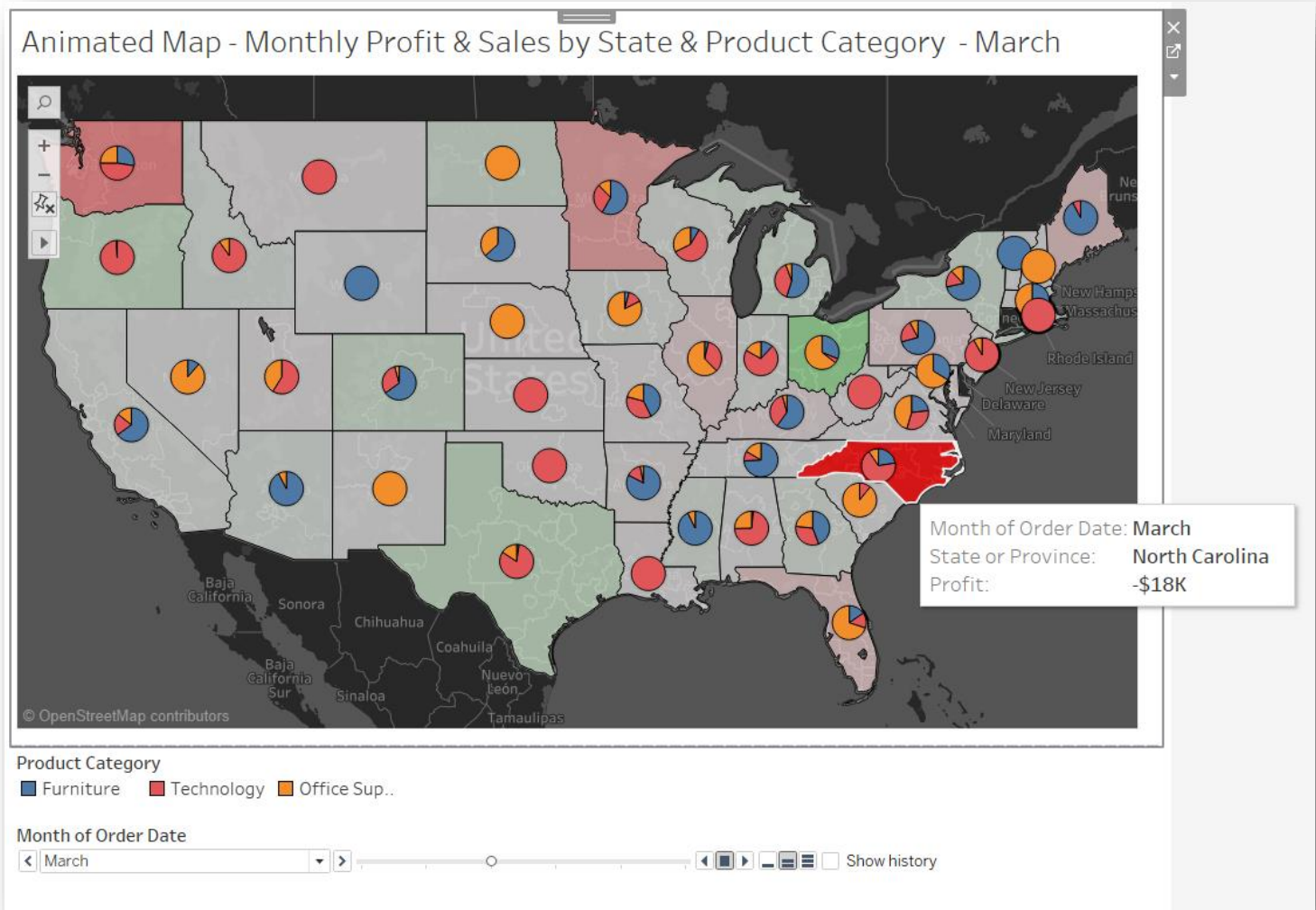
Month of Order Date

< February >

In March: North Carolina in Huge Losses

Insights

- Overall the store is having no profits in major states and high losses in some states.
- We see deep red in North Carolina is having maximum losses of \$18K. This will help the marketing and sales department of the store and find why there are huge losses in March.

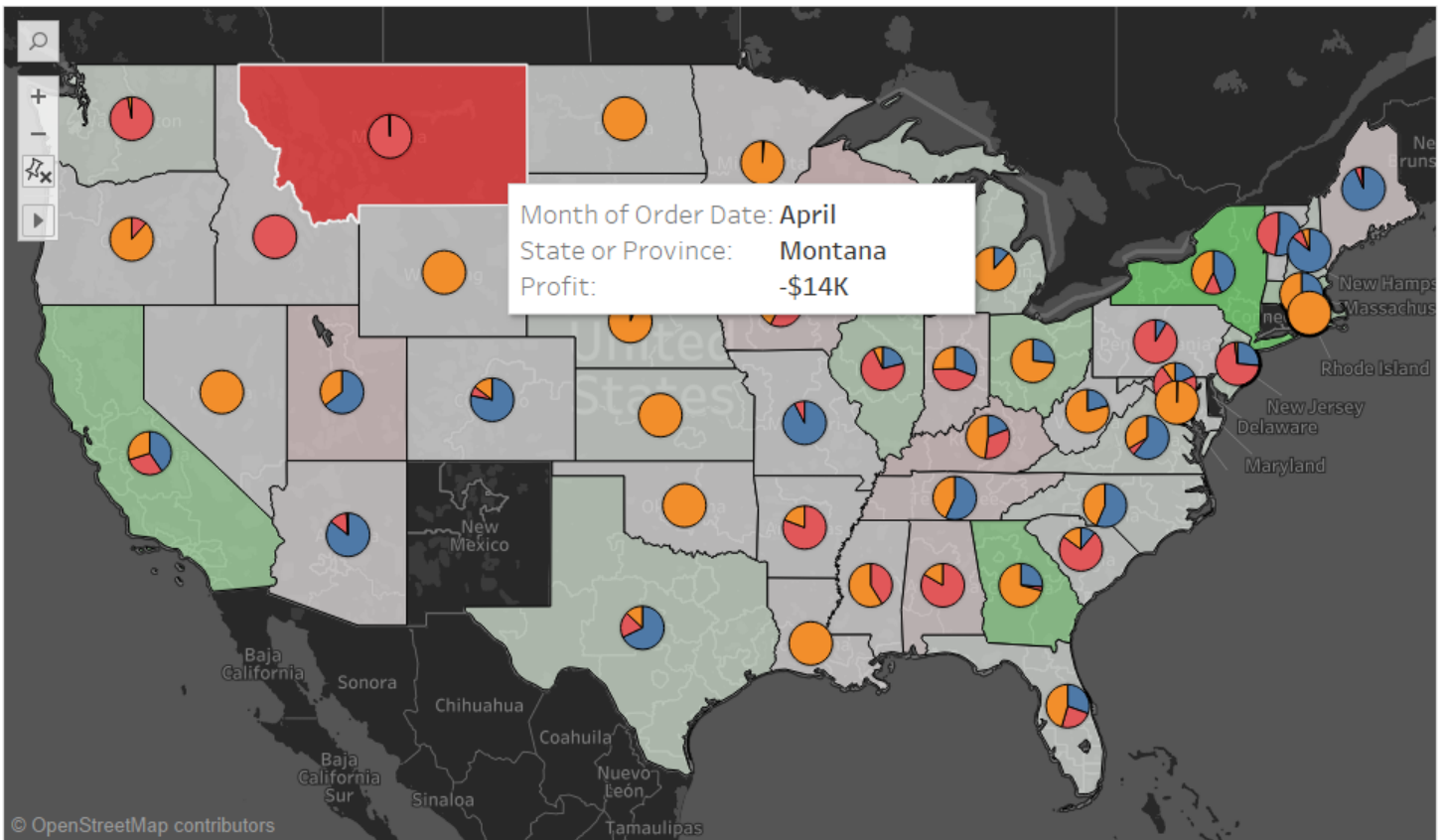


In April: Montana having losses in Technology

Insight

- **Montana** is having huge losses in April. Majorly due to technology. Previously we notice the same for North Carolina having losses where major sales were in **Technology** category.
- **Office supplies are in high demand** especially in the central region.

Animated Map - Monthly Profit & Sales by State & Product Category - April



Product Category

■ Furniture ■ Technology ■ Office Sup..

Month of Order Date

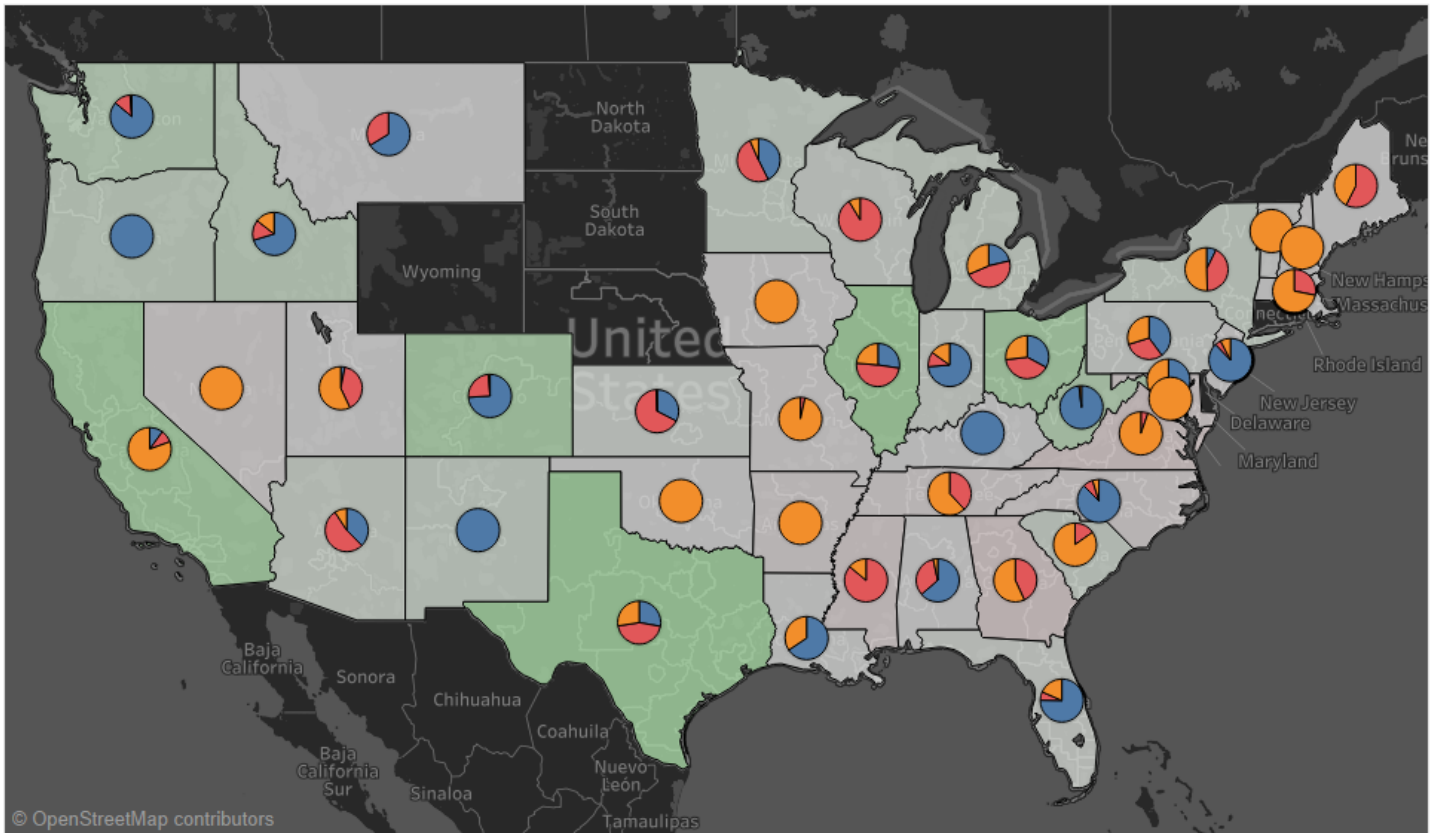
< April > [Timeline Slider] [Navigation Icons] Show history

In May: Furniture is the category of the month

Insight

- Overall country is profitable.
- But **four states have zero sales** in the month of May. They are Wyoming, South Dakota, North Dakota and Nebraska.
- Furniture is the major category for the month of May.

Animated Map - Monthly Profit & Sales by State & Product Category - May



Product Category

■ Furniture ■ Technology ■ Office Sup..

Month of Order Date

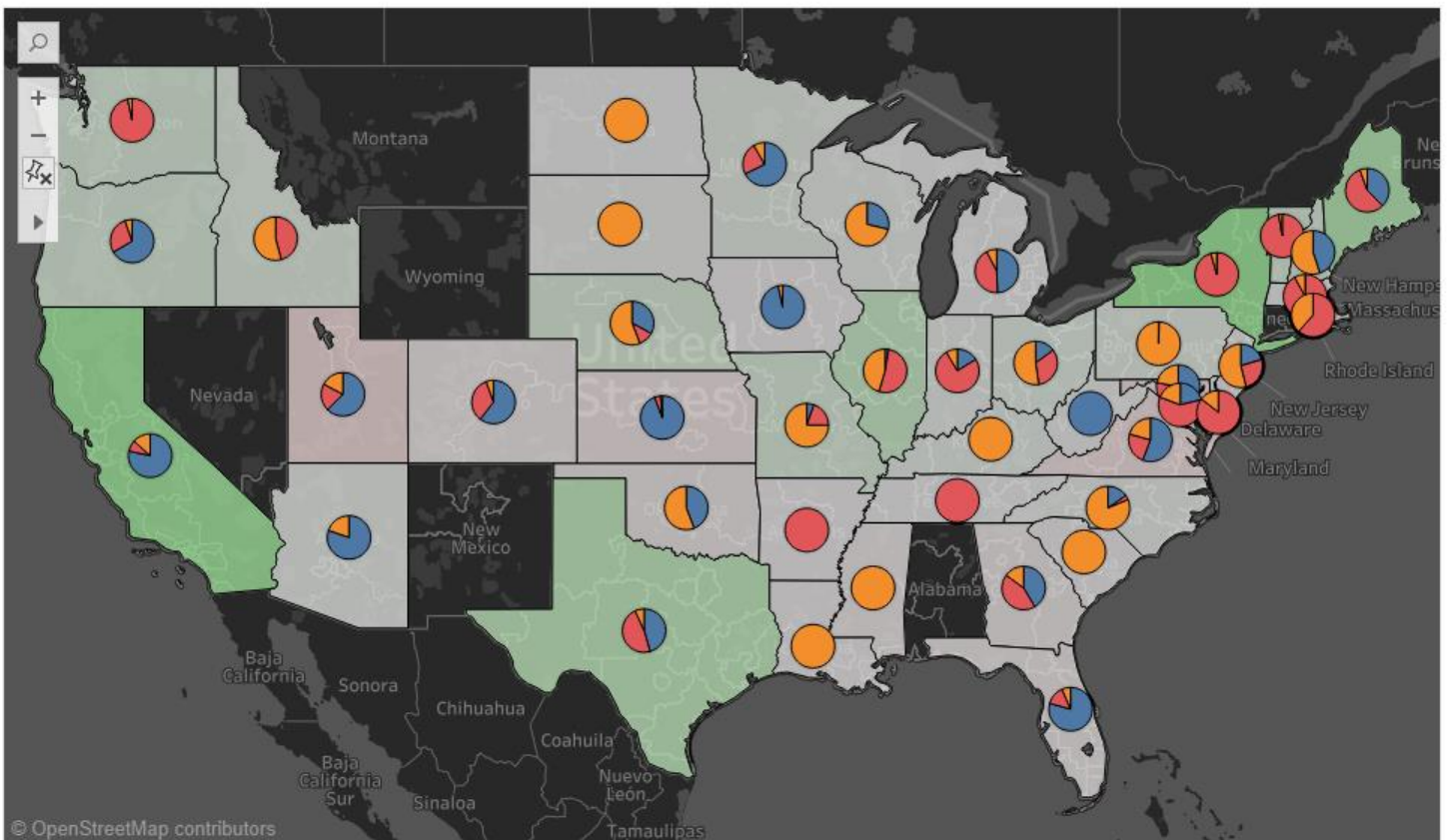
< May > [Timeline slider] [Navigation icons] [Show history]

In June: Most Profitable Month

Insight

- It is a profitable month especially for the state of New York and California.
- There is a **high demand** of
 - Furniture in the western region
 - Office Supplies in the central region.
 - Technology in the mid-east region.
- Again few states do not have any sales and this is the second month for **Wyoming**. Sales department should check for that state.

Animated Map - Monthly Profit & Sales by State & Product Category - June



Product Category

■ Furniture ■ Technology ■ Office Sup..

Month of Order Date

< June > [Timeline] [Legend] [Show history]