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# Super Store US:

# Dashboard in Tableau

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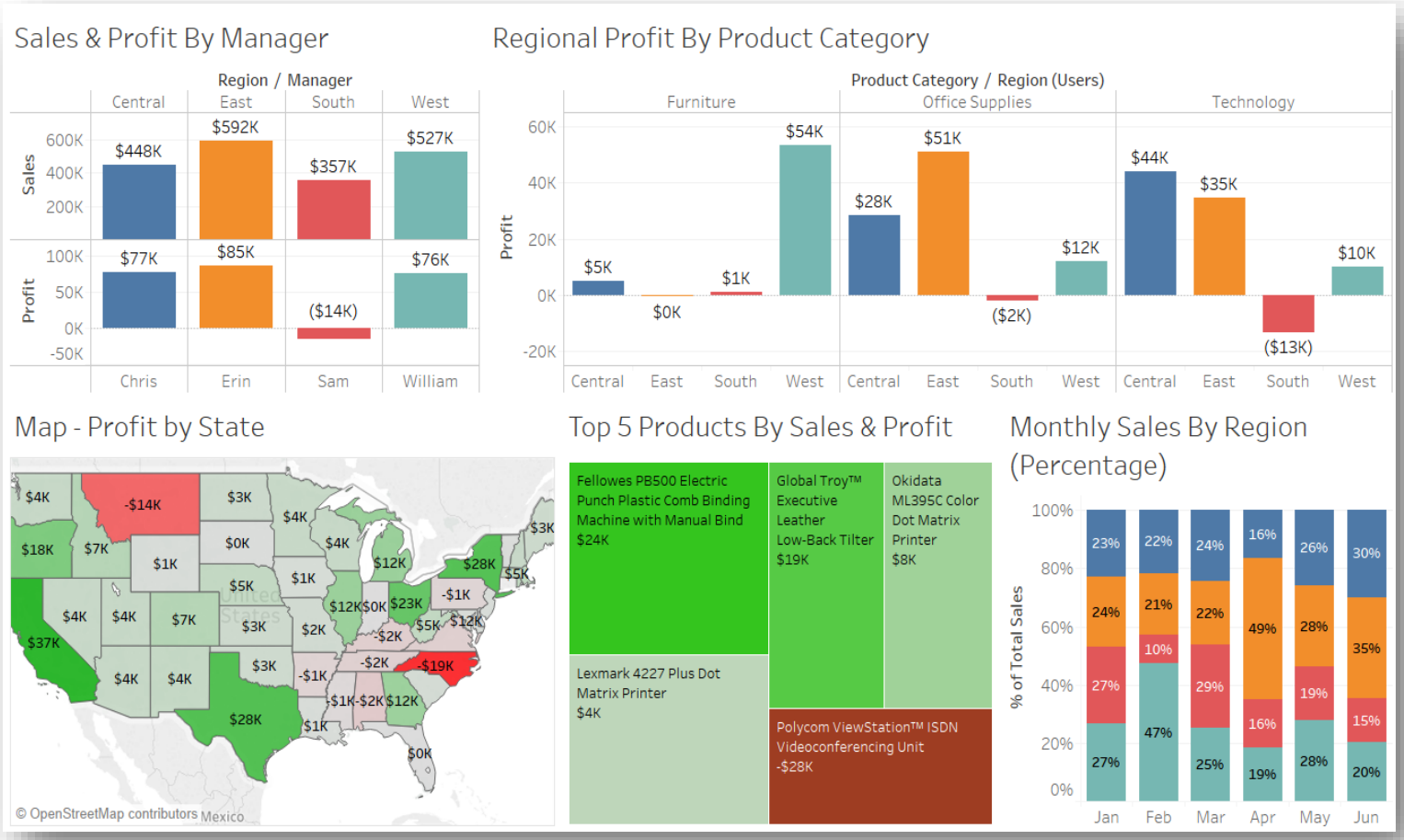
**The Dashboard: Super Store US**

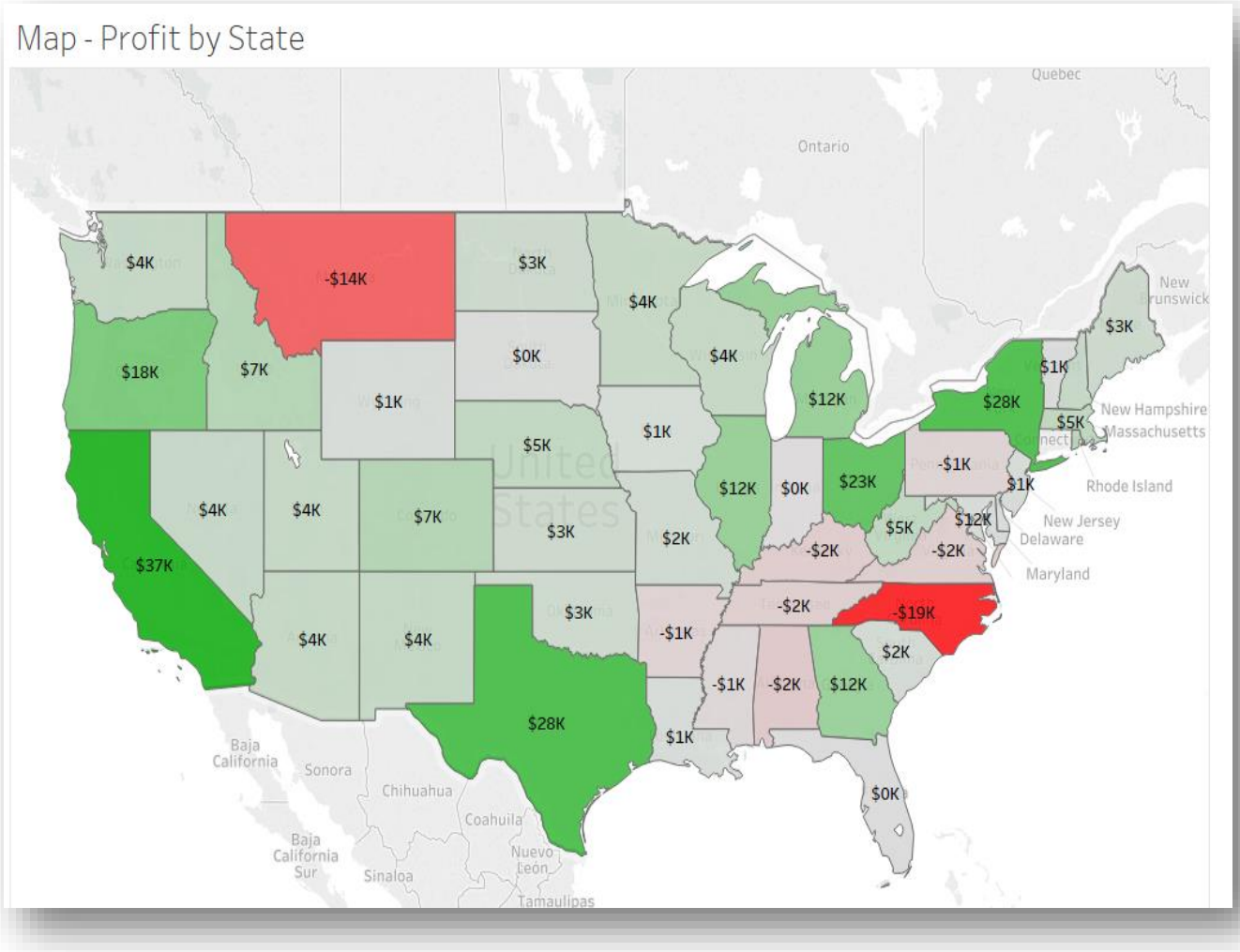
To explain the performance of the Super Store overall in terms of sales and profit. I have created an executive dashboard in Tableau that has 5 views to answer different questions like-

- Which state is productive in terms of profit?
- Which region is productive in terms of sales and profit?
- Which product category is profitable in which region?
- Which month is productive for which region?
- Which product is productive in terms of sales and profit?



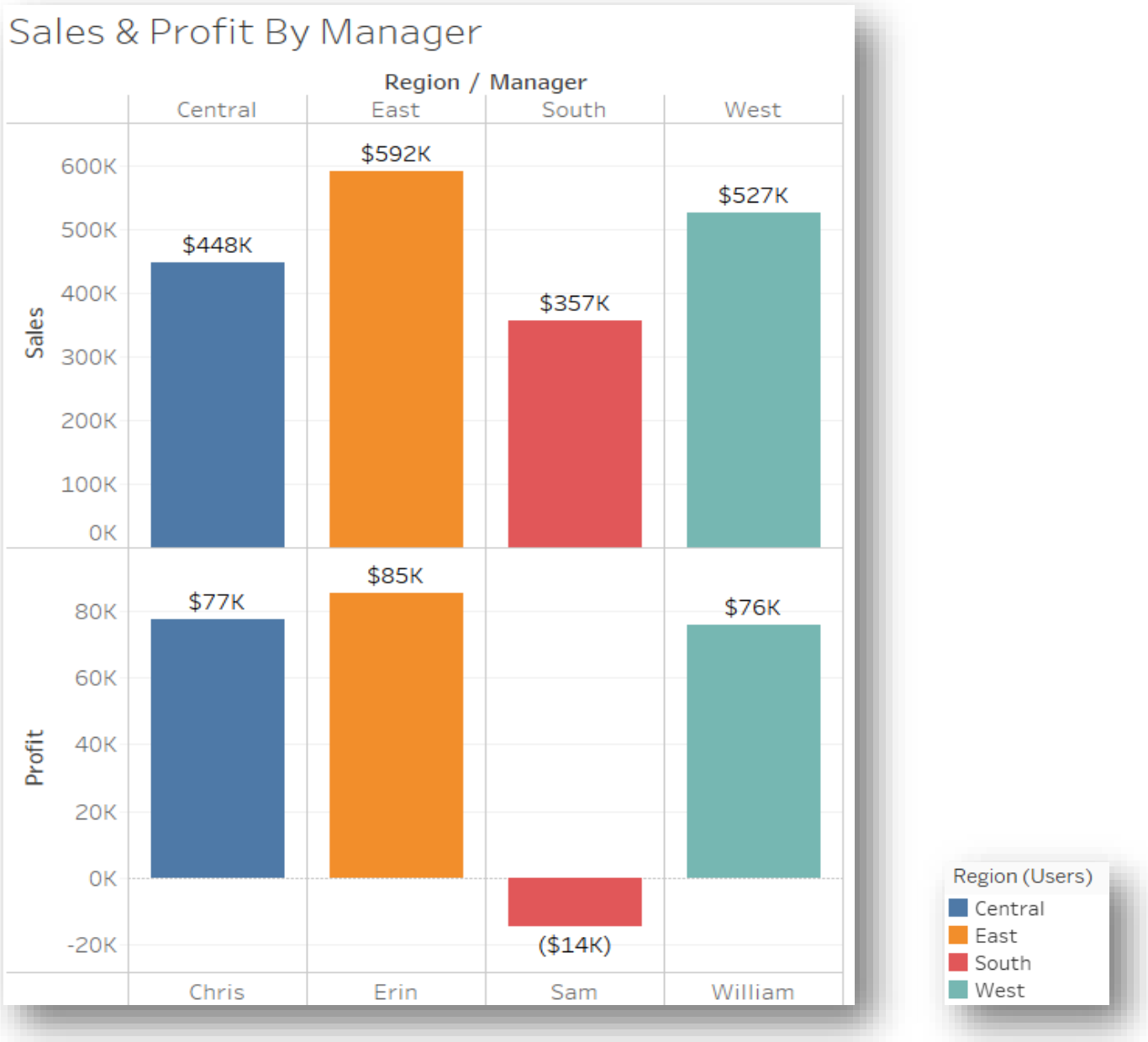
**Graph 1: Map of United States by Profit**

Graph 1 is a map of US and each state is colored based on the profit the store has generated in past 6 months. The color range is from green to red (green being the profits and red being the losses). We can notice that the overall south west region is comparatively doing better than the eastern region. The central region has low profits showing potential for growth. California has the highest profit of $37k and North Carolina is in a loss of $19k. The sales department should check these states and check which products are causing these huge losses.



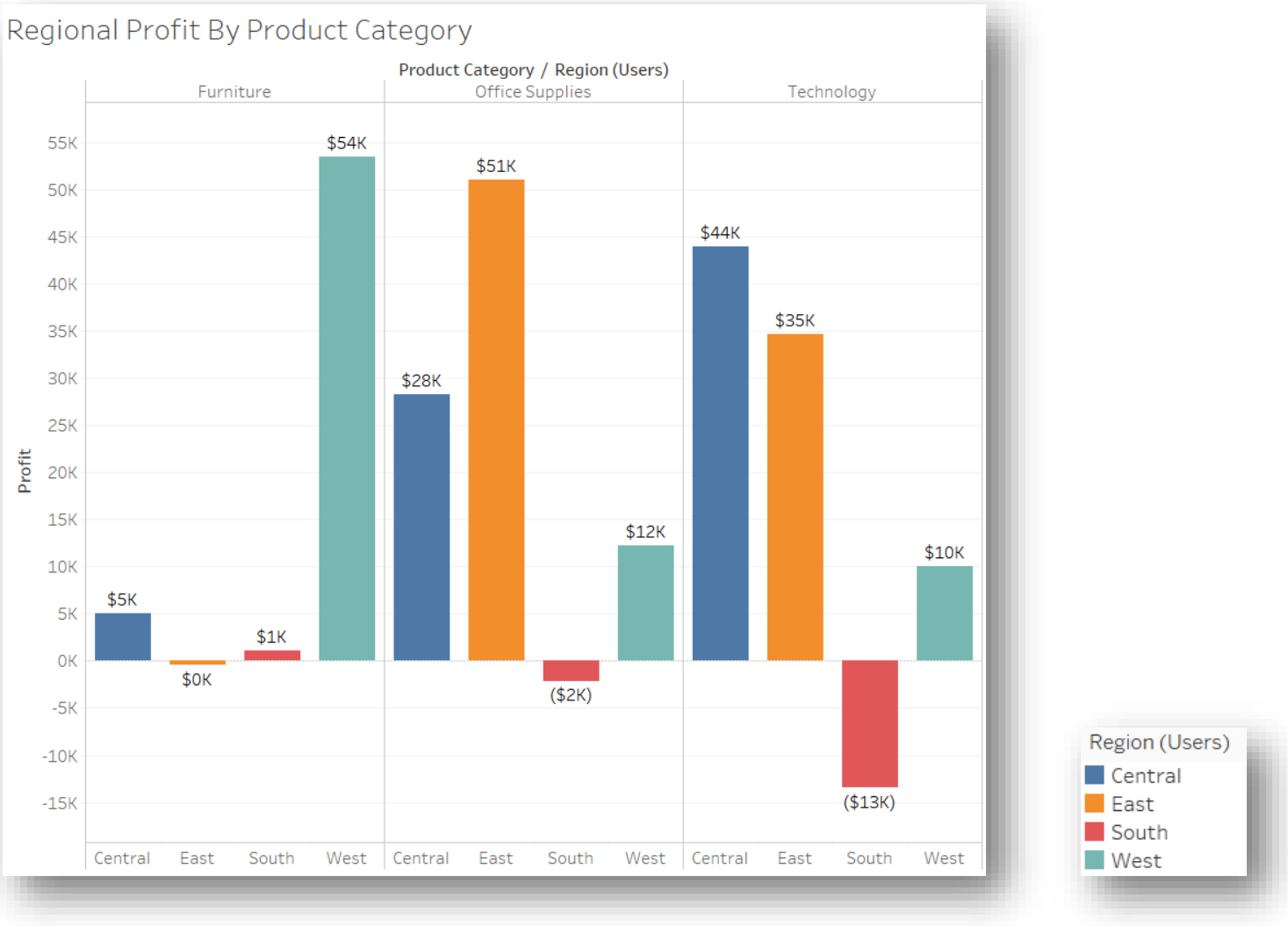
**Graph 2: Sales & Profit by Manager**

Graph 2 is double bar chart indicating not only sales by region but also profits in that particular region. As we were provided the managers of each region, I joined the sheets and added manager to the view. Here, we come to know the south region is having lowest sales with a loss of $14k. The sales department should look into the matters why Sam is not being productive even after having sales of $360k.



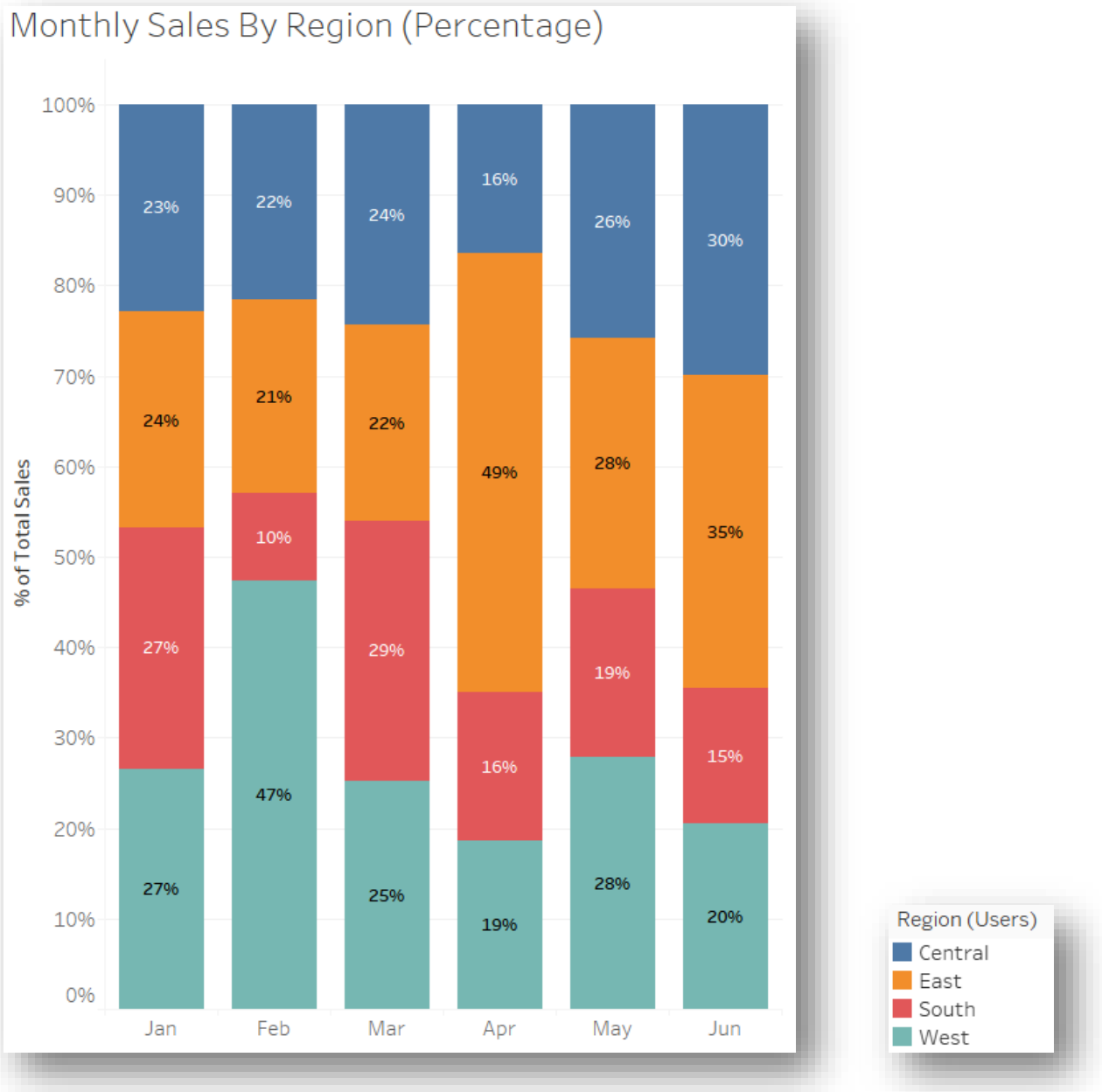
### Graph 3: Regional Profit by Product Category

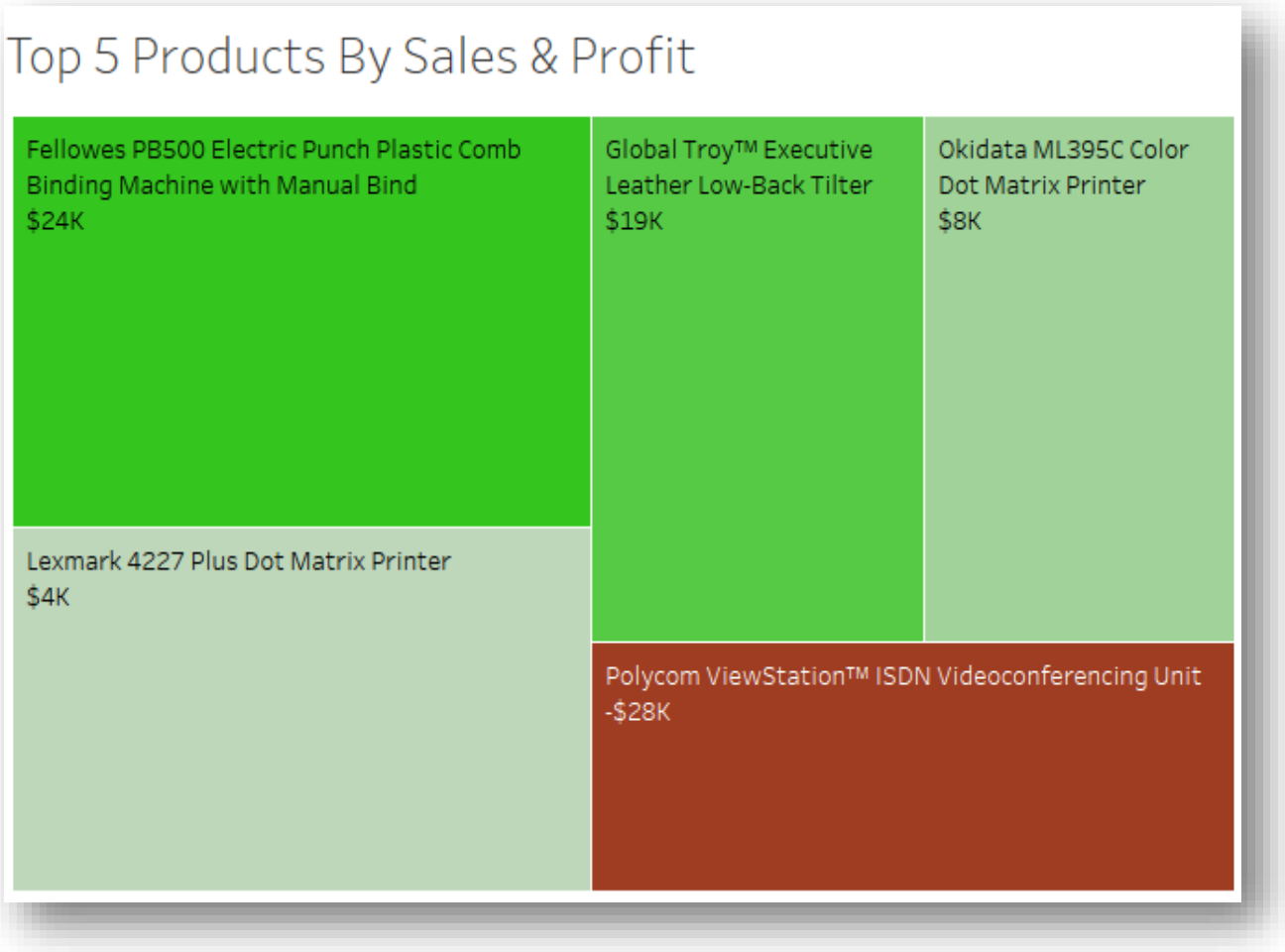
Graph 3 is representing regional profits grouped by product category. As we realize that the south region is having losses. This view will help to figure which product categories are the reason for that losses. Here, we realize that technology in south region is having majority of the losses. This is something both the marketing department and sales department should look into.



**Graph 4: Stacked Bar Chart: Monthly Sales by Region**

Graph 4 is represents monthly sales by region, in other words, which region generates more revenue in which month. This view will be beneficial for marketing department as they will know when to focus on which region. For example, 47% of February's sales is coming from West and 49% of April's sales is from the east. In the before view we see that western region doing well in terms of profit but here in terms of sales east is at par with west.



**Graph 5: Tree Map of Top 5 Products by Sales & Profit**

Graph 5 represents the top 5 products by sales and the profit earned in that product. It was quiet interesting that Polycom ViewStation ISDN Videoconferencing unit which is 5th product in terms of sales has the maximum losses. This tree map helps the sales department to rethink whether to continue selling this product. If yes then they need to fix the losses either by pricing it correctly or buying in bulk at a cheaper rate.