Superstore-dataset-dashboarddesign

Udacity

Data Visualization Nanodegree

Dashboard Design
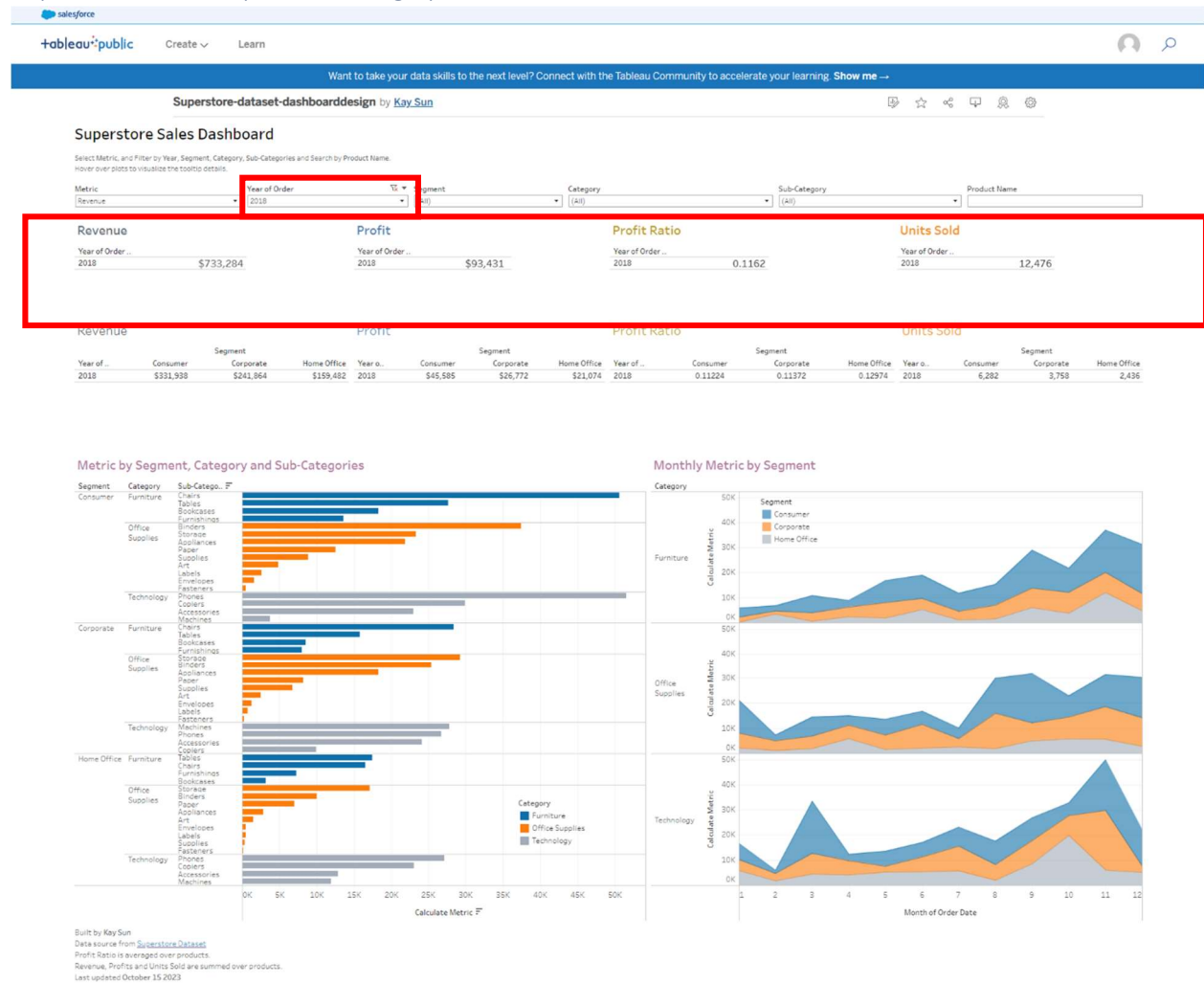
Design a Data Dashboard Final Project
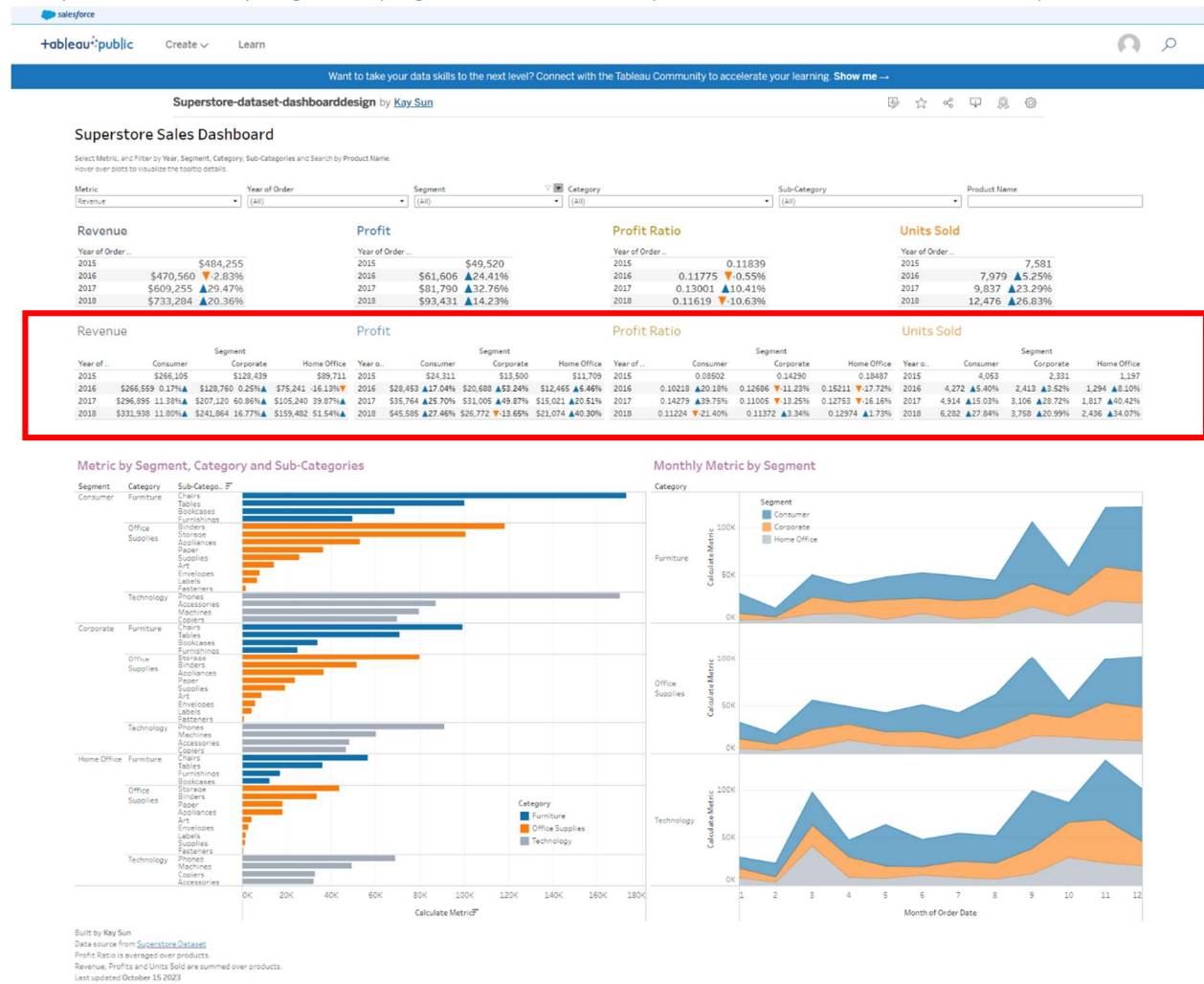
Project Overview

Analyze provided Superstore dataset to create a dashboard to provide a more strategic view of the business to help answer the following questions.

Dashboard published at https://public.tableau.com/app/profile/kay.sun/viz/Superstore-dataset-dashboarddesign_16973735914410/Dashboard1
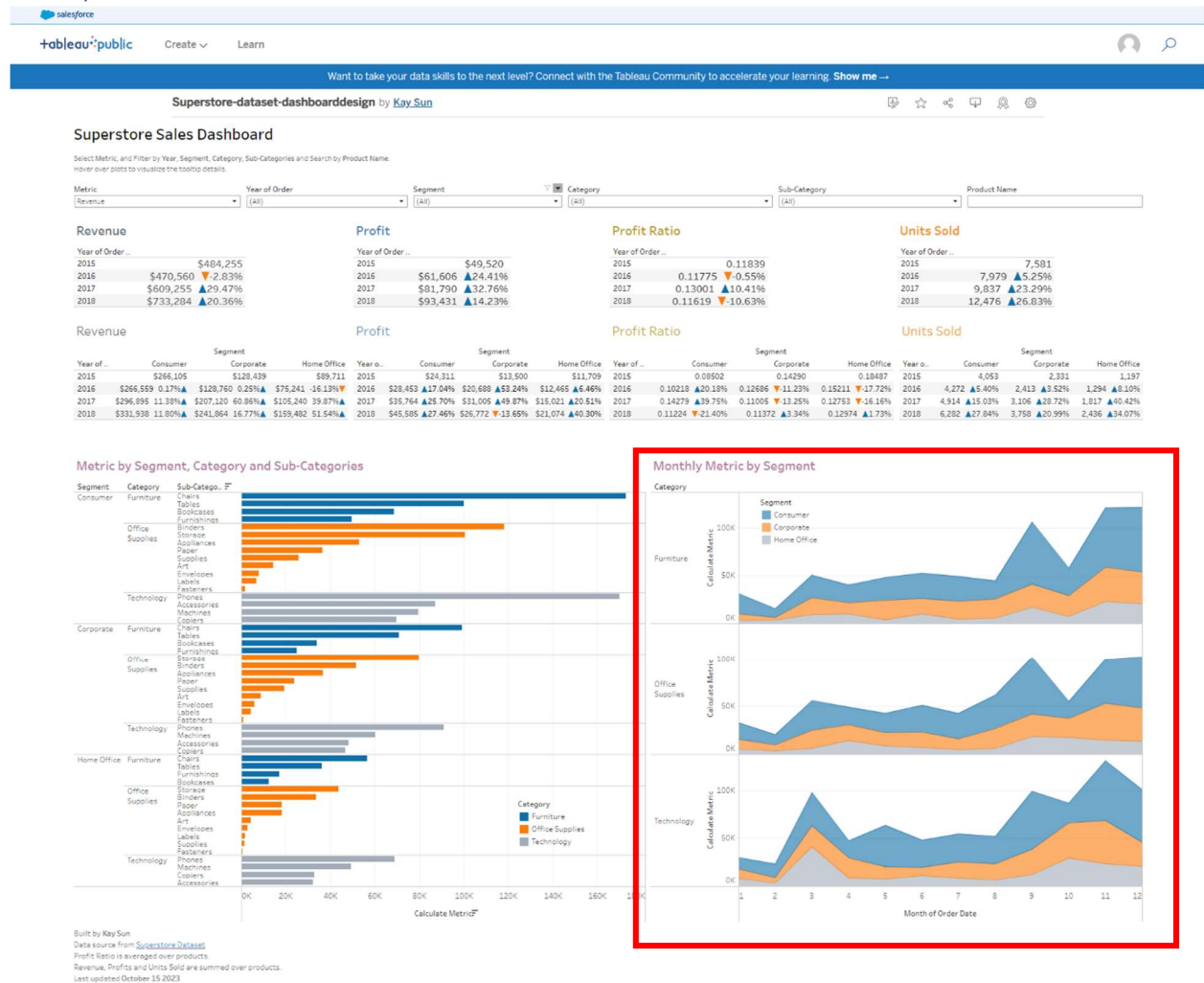
Top-level revenue, profit, average profit ratio, and units sold in 2018

YoY performance by segment (segment refers to Corporate, Consumer, Home Office)

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Superstore Sales Dashboard

Select Metric, and Filter by Year, Segment, Category, Sub-Categories and Search by Product Name.
Hover over plots to visualize the tooltip details.

Metric	Year of Order	Segment	Category	Sub-Category	Product Name
Revenue	(All)	(All)	(All)	(All)	

Revenue

Year of Order ...	
2015	$484,255
2016	$470,560 ▼-2.83%
2017	$609,255 ▲29.47%
2018	$733,284 ▲20.36%

Profit

Year of Order ...	
2015	$49,520
2016	$61,606 ▲24.41%
2017	$81,790 ▲32.76%
2018	$93,431 ▲14.23%

Profit Ratio

Year of Order ...	
2015	0.11839
2016	0.11775 ▼-0.55%
2017	0.13001 ▲10.41%
2018	0.11619 ▼-10.63%

Units Sold

Year of Order ...	
2015	7,581
2016	7,979 ▲5.25%
2017	9,837 ▲23.29%
2018	12,476 ▲26.83%

Revenue

Year of ...	Segment		
	Consumer	Corporate	Home Office
2015	$266,105	$128,439	$89,711
2016	$266,559 0.17%▲	$128,760 0.25%▲	$75,241 -16.13%▼
2017	$296,895 11.38%▲	$207,120 60.86%▲	$105,240 39.87%▲
2018	$331,938 11.80%▲	$241,864 16.77%▲	$159,482 51.54%▲

Profit

Year o...	Segment		
	Consumer	Corporate	Home Office
2015	$24,311	$13,500	$11,709
2016	$28,453 ▲17.04%	$20,688 ▲53.24%	$12,465 ▲6.46%
2017	$35,764 ▲25.70%	$31,005 ▲49.87%	$15,021 ▲20.51%
2018	$45,585 ▲27.46%	$26,772 ▼-13.65%	$21,074 ▲40.30%

Profit Ratio

Year o...	Segment		
	Consumer	Corporate	Home Office
2015	0.08502	0.14290	0.18487
2016	0.10218 ▲20.18%	0.12686 ▼-11.23%	0.15211 ▼-17.72%
2017	0.14279 ▲39.75%	0.11005 ▼-13.25%	0.12753 ▼-16.16%
2018	0.11224 ▼-21.40%	0.11372 ▲3.34%	0.12974 ▲1.73%

Units Sold

Year o...	Segment		
	Consumer	Corporate	Home Office
2015	4,053	2,331	1,197
2016	4,272 ▲5.40%	2,413 ▲3.52%	1,294 ▲8.10%
2017	4,914 ▲15.03%	3,106 ▲28.72%	1,817 ▲40.42%
2018	6,282 ▲27.84%	3,758 ▲20.99%	2,436 ▲34.07%

Metric by Segment, Category and Sub-Categories

Monthly Metric by Segment

Built by Kay Sun
Data source from Superstore Dataset
Profit Ratio is averaged over products.
Revenue, Profits and Units Sold are summed over products.
Last updated October 15 2023

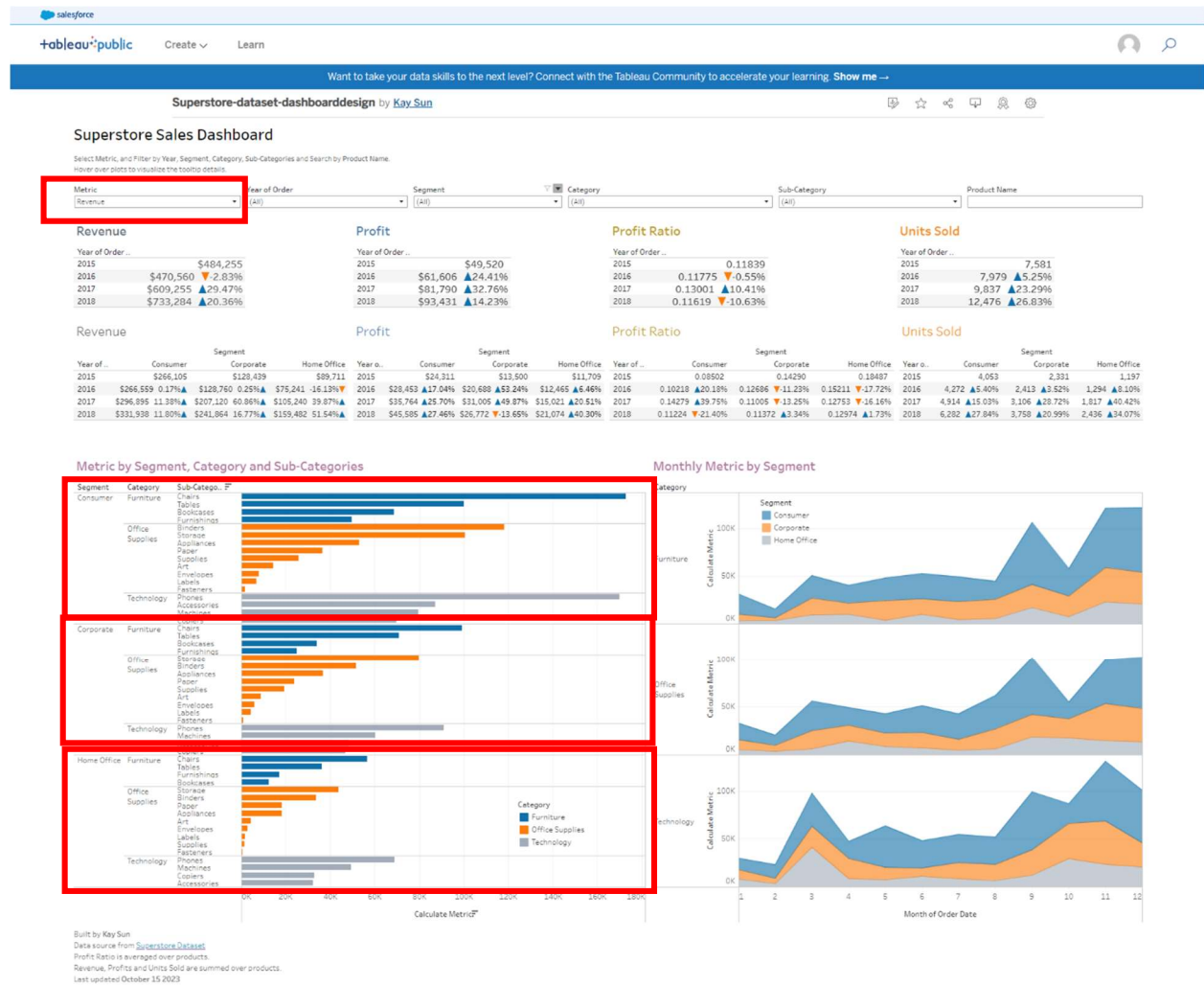# Monthly trend of the current year by segment (segment refers to Corporate, Consumer, Home Office)

View category performance

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Metric by Segment, Category and Sub-Categories

Monthly Metric by Segment

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Best performing sub-category within each customer segment

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Revenue		Profit		Profit Ratio		Units Sold	
Year of Order ...		Year of Order ...		Year of Order ...		Year of Order ...	
2015	$484,255	2015	$49,520	2015	0.11839	2015	7,581
2016	$470,560 ▼-2.83%	2016	$61,606 ▲24.41%	2016	0.11775 ▼-0.55%	2016	7,979 ▲5.25%
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Revenue				Profit				Profit Ratio				Units Sold			
	Segment				Segment				Segment				Segment		
Year of ..	Consumer	Corporate	Home Office	Year o..	Consumer	Corporate	Home Office	Year o..	Consumer	Corporate	Home Office	Year o..	Consumer	Corporate	Home Office
2015	$266,105	$128,439	$89,711	2015	$24,311	$13,500	$11,709	2015	0.08502	0.14290	0.18487	2015	4,053	2,331	1,197
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Metric by Segment, Category and Sub-Categories

Monthly Metric by Segment

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Last updated October 15 2023

Font Hierarchy

Dashboard title text

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Superstore Sales Dashboard

Body text

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Metric by Segment, Category and Sub-Categories

BAN Text

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$<SUM(Sales)> <AGG(Negative % Diff Sales)><AGG(Positive % Diff Sales)><AGG(% Difference SUM(Sales))>

Context/instructive text

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Select **Metric**, and Filter by **Year, Segment, Category, Sub-Categories** and Search by **Product Name**.
Hover over plots to visualize the tooltip details.

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Month of Order Date: <MONTH(Order Date)>
Category: <Category>
Segment: <Segment>
Calculate Metric: <AGG(Calculate Metric)>