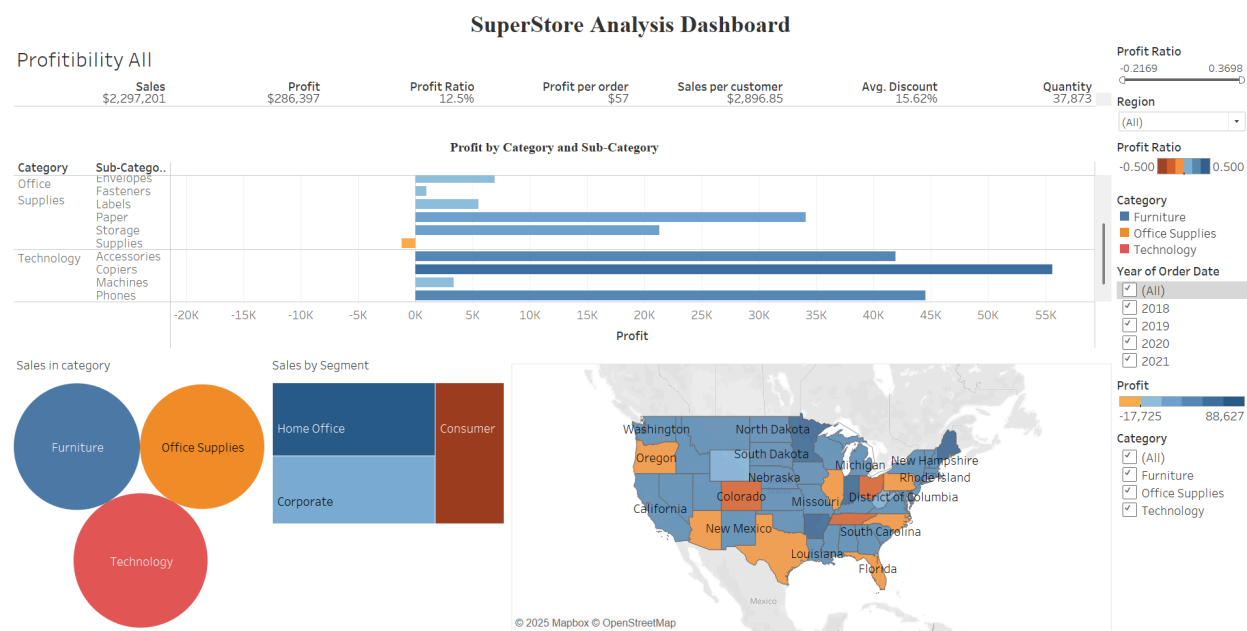# Superstore Dataset Dashboard in Tableau

Introduction

This document presents an interactive dashboard created in Tableau using the Superstore dataset, titled "**SuperStore Analysis Dashboard**." The dashboard visualizes sales, profit, and profitability metrics across categories, regions, segments, geography, and time. Below, I describe the visualizations, the data they represent, and my design choices. The dashboard is published on Tableau Public.

[Click here](#) to view the published dashboard.

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Visualizations and Design Choices

1. Key Performance Indicators (KPIs)

Sales	Profit	Profit Ratio	Profit per order	Sales per customer	Avg. Discount	Quantity
$2,297,201	$286,397	12.5%	$57	$2,896.85	15.62%	37,873

Shows total sales ($2,297,201), profit ($286,397), profit ratio (12.5%), profit per order ($57), sales per customer ($2,996.85), average discount (15.62%), and quantity (37,873).

Design Choice: I included KPIs to provide a quick overview of performance metrics, placed at the top for visibility.

## 2. Horizontal Bar Chart: Profit by Category and Sub-Category
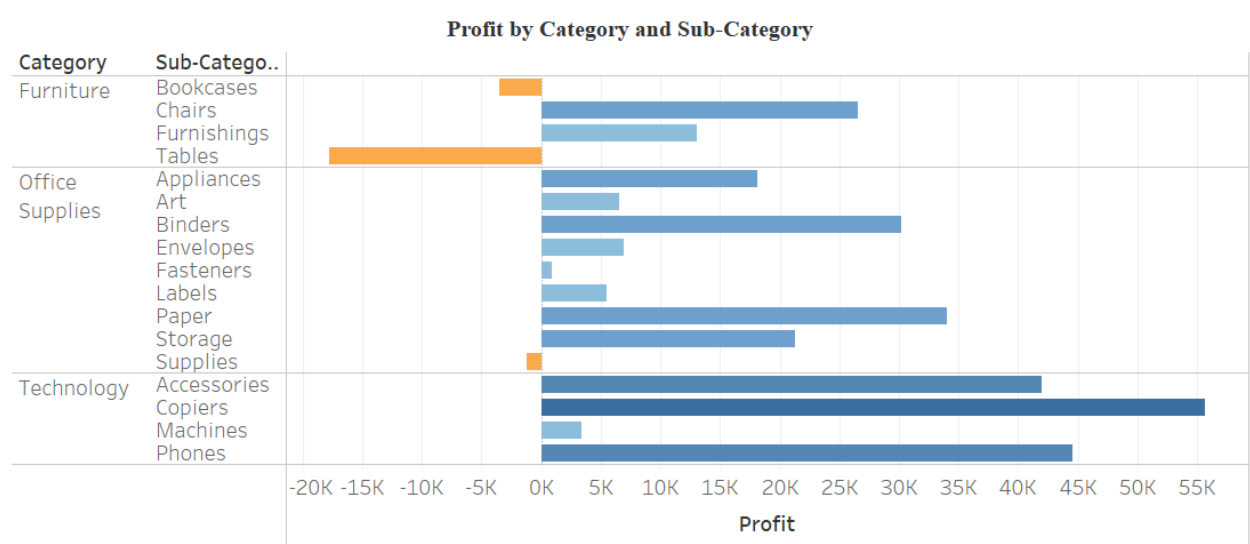
Displays profit by sub-category within Furniture, Office Supplies, and Technology. Bookcases and Tables show negative profits (-15K to -20K), while Copiers (55K) and Binders (50K) are highly profitable. Colors range from orange (negative) to blue (positive).

Design Choice: I used a bar chart for easy comparison, with a color gradient to highlight profitability and identify underperforming sub-categories.

## 3. Bubble Chart: Sales in Category

Sales in category
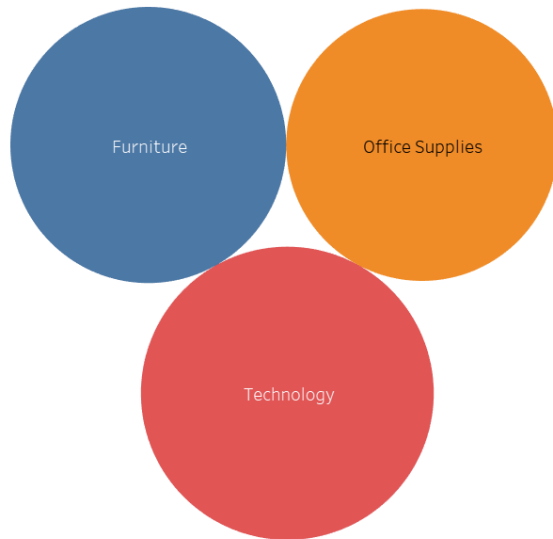
Shows sales by category (Furniture: blue, Office Supplies: orange, Technology: red), with bubble size representing sales. Technology has the highest sales.

Design Choice: I chose a bubble chart for a quick visual sales comparison, using size and color to differentiate categories.

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4. Treemap: Sales by Segment

Sales by Segment
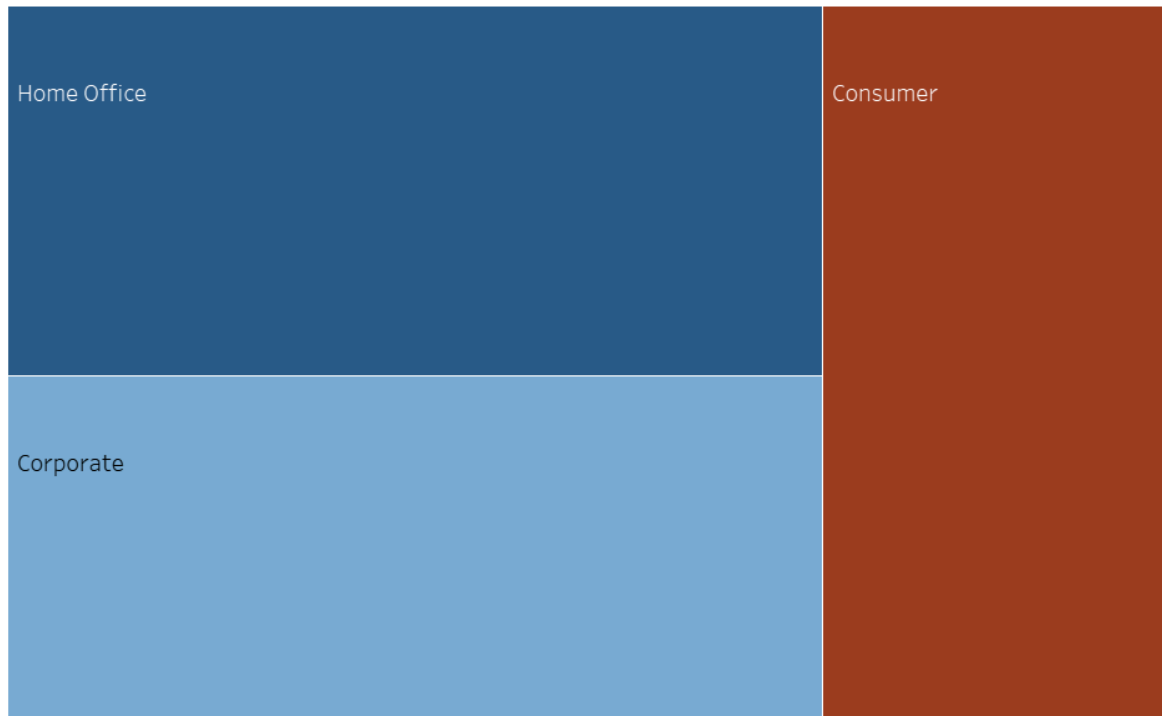
Visualizes sales by segment (Consumer, Corporate, Home Office) in the U.S. Each rectangle represents a segment, with size corresponding to sales volume. The Consumer segment has the largest rectangle, indicating the highest sales.

Design Choice: I used a treemap to show sales proportions across segments, with rectangle size emphasizing the Consumer segment's dominance in a clear, hierarchical format.

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5. Map: Profit Ratio by Geography
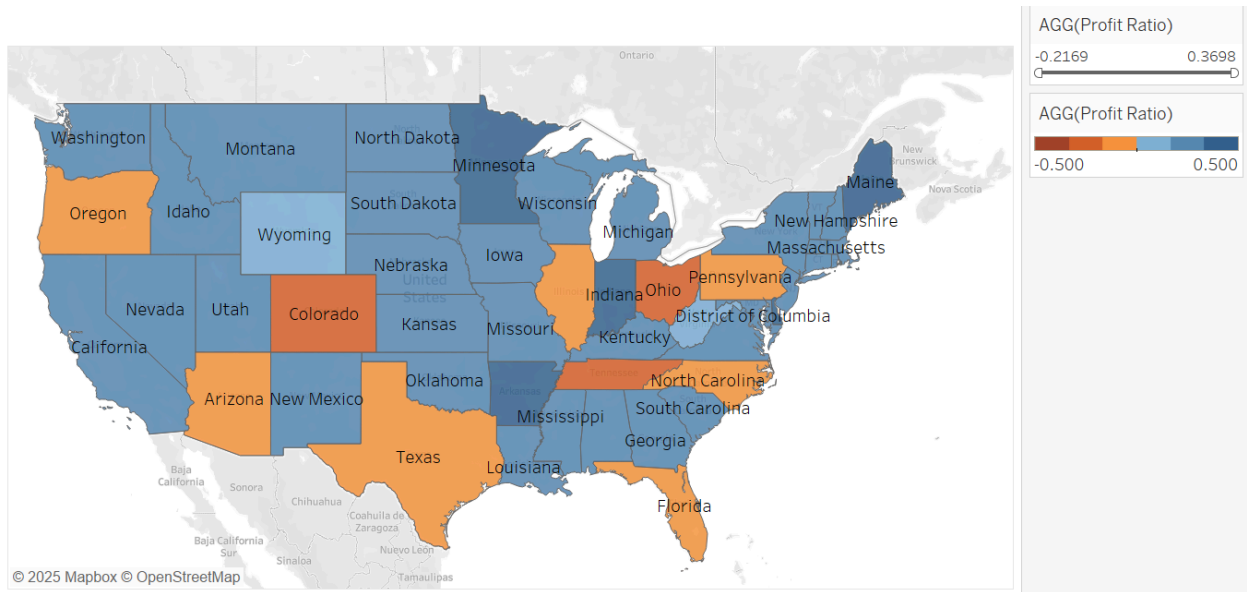
A choropleth map of the U.S. showing profit ratio by state, with orange (negative) to blue (positive). Ohio and Pennsylvania have negative ratios; California and New York are positive.

Design Choice: I included a map to show geographic profitability trends, using a color gradient to highlight areas needing attention.

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6. Bar Chart: Profit Ratio by City (Tooltip)
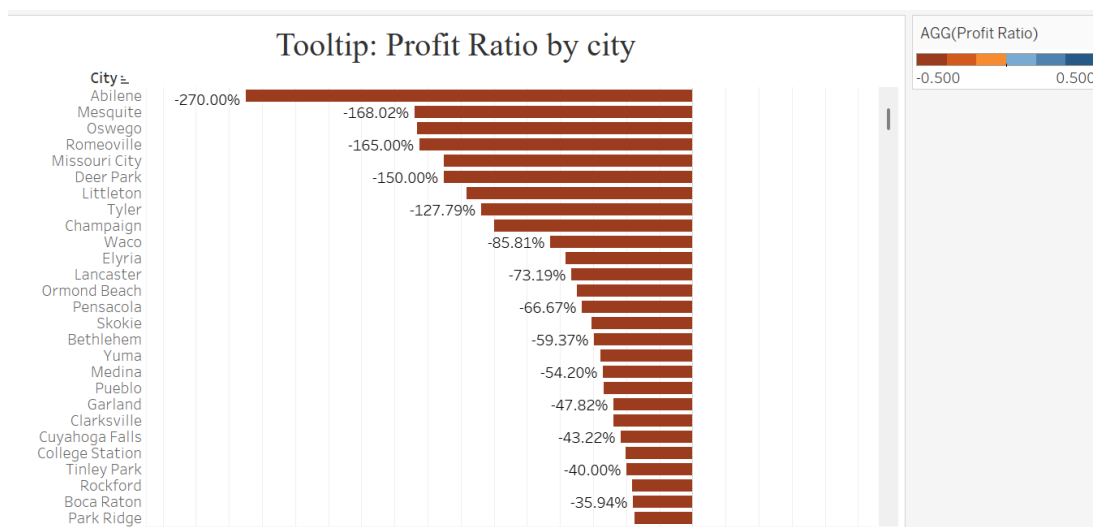
A tooltip on the map showing the profit ratio by city.

Design Choice: I added this as a tooltip to provide city-level detail without cluttering the dashboard, using a bar chart for easy comparison.

Interactivity Features

The dashboard includes filters for Category, Year of Order Date, and Segment, allowing users to focus on specific data subsets. A tooltip action on the map displays city-level profit ratios, enhancing drill-down capabilities.

Design Choice: I added filters and tooltip actions to make the dashboard interactive, enabling users to explore data dynamically and gain deeper insights.

Insights Deduced

1. **High-Level KPIs**: Total sales of $2.29M and profit of $286K with a 12.5% profit ratio.

2. **Sub-Category Profitability**: Copiers and Binders are highly profitable, while Bookcases and Tables incur losses.

3. **Segment Dominance**: The Consumer segment drives the highest sales.

4. **Geographic Disparities**: California and New York perform well, but Ohio and Pennsylvania show negative profit ratios.

Conclusion

The Superstore dashboard uses KPIs, bar charts, a bubble chart, a Treemap, and a map to analyze sales, profit, and profitability. These visualizations provide insights into category performance, regional trends, geographic disparities, and temporal patterns, helping identify areas for improvement.