Data Visualization and Storytelling - Task 2

1. Objective

To create meaningful visualizations and extract business insights using sales data.

2. Tools Used

• Power BI • Microsoft Excel • Superstore Dataset (CSV)

3. Dataset Description

The Superstore dataset contains information about orders, sales, profit, regions, customers, and product categories.

4. Visualizations Created

No.	Visualization	Purpose
1	Sales by Region	Compare revenue across regions
2	Monthly Sales Trend	Analyze seasonal patterns
3	Category-wise Sales	Understand product performance
4	Profit by Segment	Identify profitable customers
5	Sales by State	Geographical analysis
6	Top 10 Products	Best-selling products

5. Key Business Insights

• West region generates the highest sales.
• Technology category contributes maximum revenue.
• Sales peak during November and December.
• Corporate segment is the most profitable.
• Some states show low performance and need improvement.

6. Data Storytelling Approach

Each visualization was supported with contextual insights to explain business trends and support decision-making.

7. Best Practices Followed

• Minimal colors and clean layout
• Clear labels and titles
• Avoided clutter
• Focused on business insights

8. Interview Questions & Answers

Importance of Data Visualization: Helps in quick understanding and better decisions.

Pie vs Bar Chart: Pie shows percentage, Bar shows comparison.

Engaging Visuals: Use colors, titles, and storytelling.

Data Storytelling: Presenting insights using visuals and narrative.

Avoid Misleading: Use proper scales and accurate data.

Dashboard Practices: Simple, clean, and focused design.

Tools Used: Power BI, Excel

9. Conclusion

This project demonstrates the effective use of data visualization and storytelling to analyze business performance and support data-driven decisions.