



Training title:

Data Science Technical Training – Nablus

Project title:

Analyzing Superstore Sales Dataset Using Tableau

By:

Abdallatif Tiyah

Muath Kasati

instructor:

Eng. Asim Saleh

Nablus, Palestine

24 July 2023

Abstract

We have analyzed the Superstore Sales dataset and it contains information about products, sales, and profits that you can use to identify key areas of improvement within this fictitious company.

This report shows the analysis and conclusions about the dataset using Tableau, we visualize the results using several Tableau charts.

About Dataset

Context

With growing demands and cut-throat competition in the market, a Superstore Giant is seeking your knowledge in understanding what works best for them. They would like to understand which products, regions, categories, and customer segments they should target or avoid.

Metadata

Row ID => Unique ID for each row.

Order ID => Unique Order ID for each Customer.

Order Date => Order Date of the product.

Ship Date => Shipping Date of the Product.

Ship Mode => Shipping Mode specified by the Customer.

Customer ID => Unique ID to identify each Customer.

Customer Name => Name of the Customer.

Segment => The segment where the Customer belongs.

Country => Country of residence of the Customer.

City => City of residence of the Customer.

State => State of residence of the Customer.

Postal Code => Postal Code of every Customer.

Region => Region where the Customer belongs.

Product ID => Unique ID of the Product.

Category => Category of the product ordered.

Sub-Category => Sub-Category of the product ordered.

Product Name => Name of the Product

Sales => Sales of the Product.

Quantity => Quantity of the Product.

Discount => Discount provided.

Profit => Profit/Loss incurred.

Research Questions:

- What are the top categories in America? Answered in Figure 1.
- How are the sales distributed between segments? Answered in Figures 2-5.
- How are the sales and profits distributed in states? Answered in Figures 6-7.
- What is the most interactive region? Answered in Figure 8.
- What is the best quarter of the year to order products? Answered in Figure 9.
- What are the top products? Answered in Figure 10.

Results or Tableau charts:

This bar chart shows the sum of profits for each sub-category, depending on this chart the Technology sector comes first since the highest profits are for Technology.



Figure 1: profit by sub-category.

This bar chart compares the sales of each category and each region, the red color indicates the segment of the home office, the orange indicates to corporate segment, and the blue indicates to consumer segment. Here also Technology comes first due to its big sales.

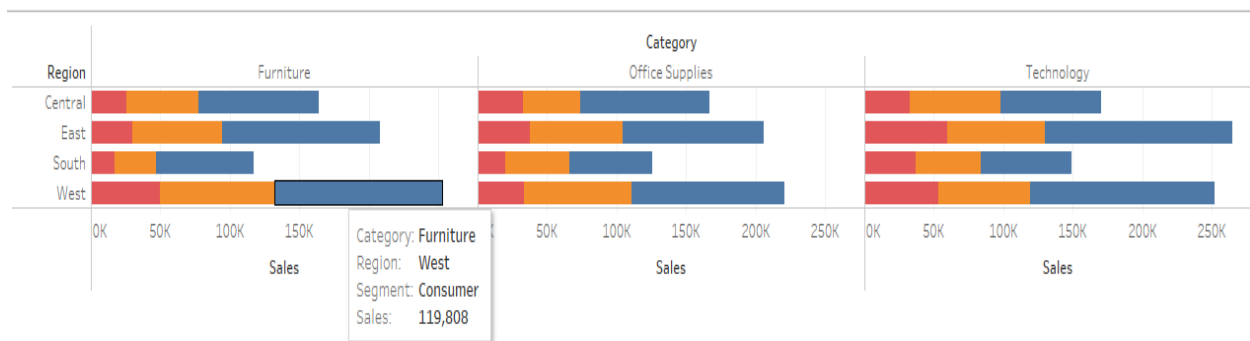


Figure 2: sales by category and region and segment.

This bar chart shows the number of sales for each sub-category for the home office segment. For this segment, the number of sales is good in both Furniture and technology categories in general.

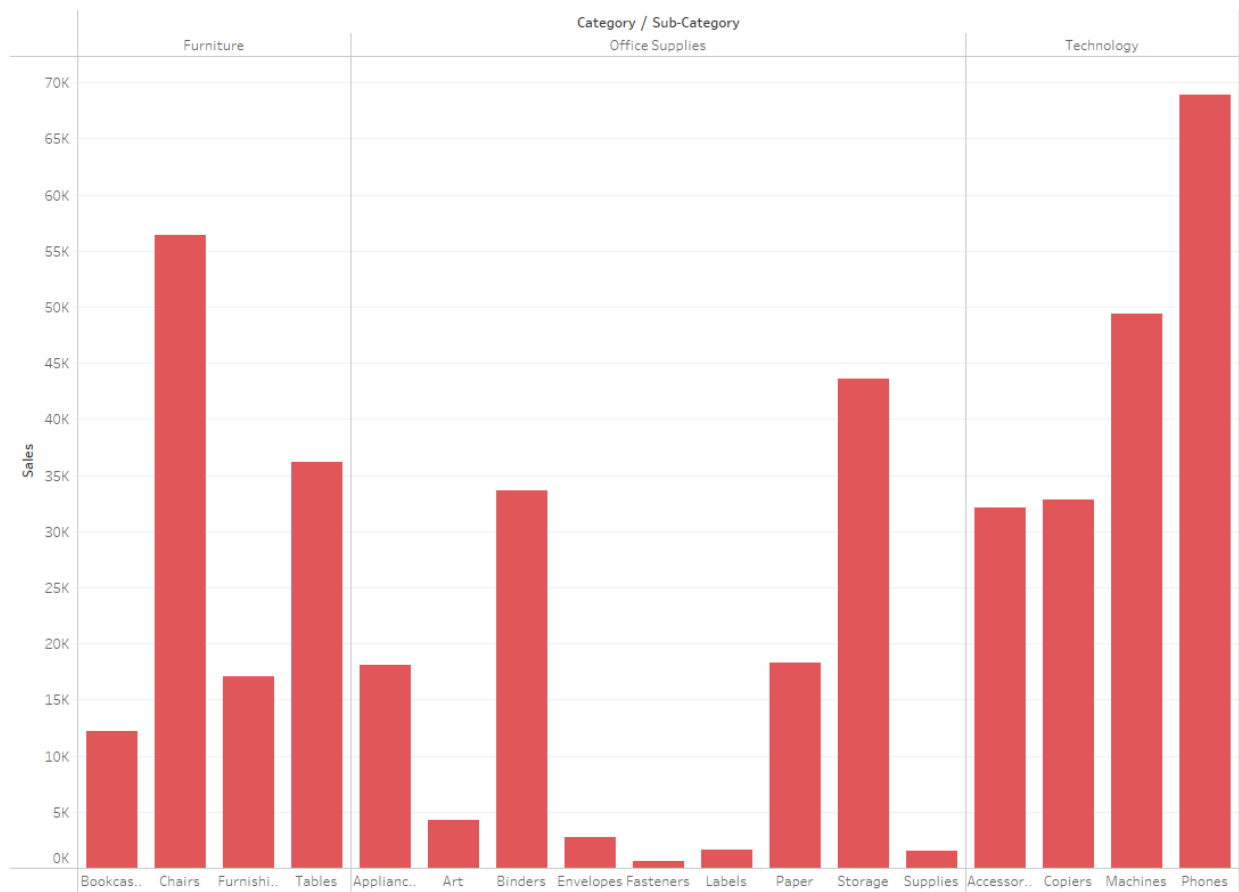


Figure 3: sales by sub-category for the home office segment.

This bar chart shows the number of sales for each sub-category for the Consumer segment. For this segment, the number of sales is good in both Furniture and technology categories too.

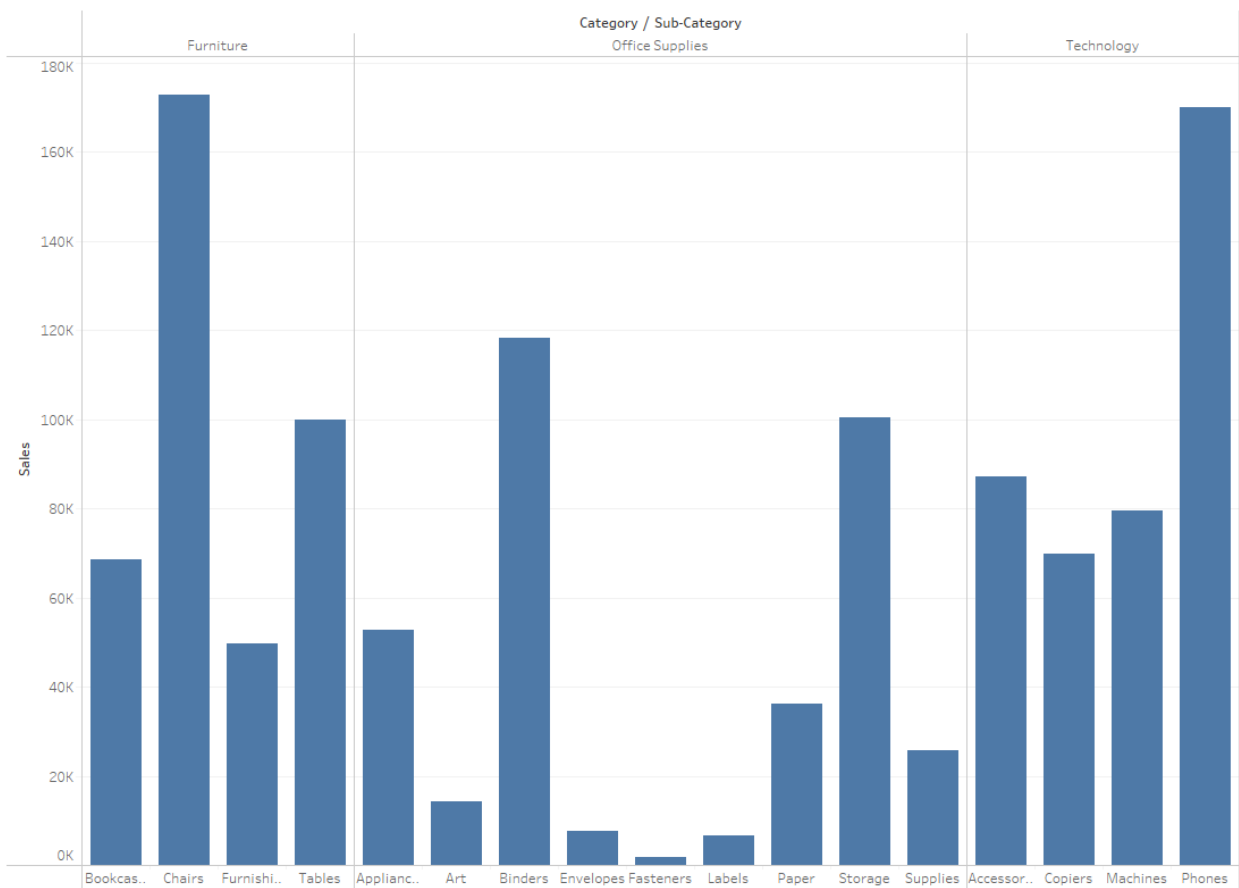


Figure 4: sales by sub-category for the consumer segment.

This bar chart shows the number of sales for each sub-category for the Corporate segment. For this segment, the number of sales is also good in both the Furniture and technology categories.

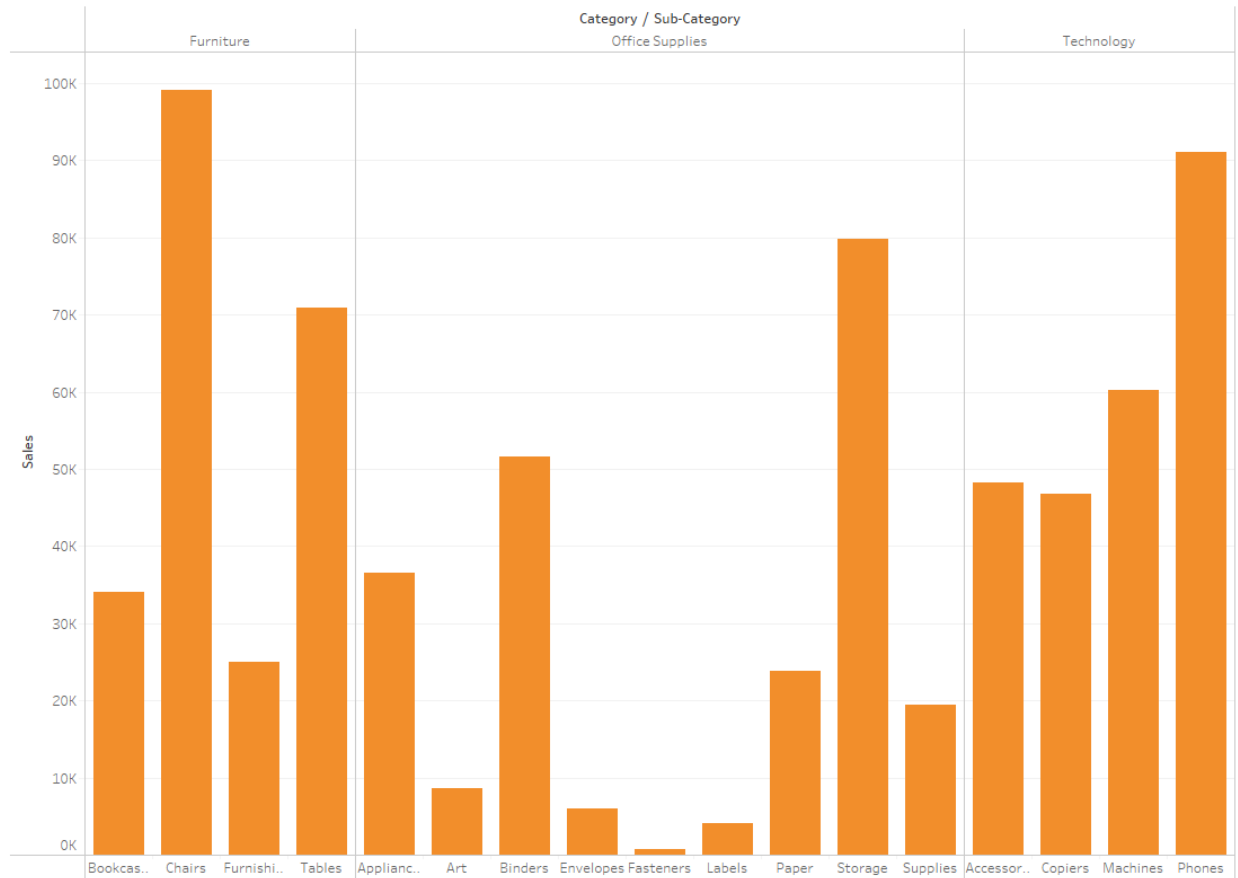


Figure 5: sales by sub-category for the corporate segment.

This map shows the profit by state, it is clear that Los Angeles and New York produce the highest profit.

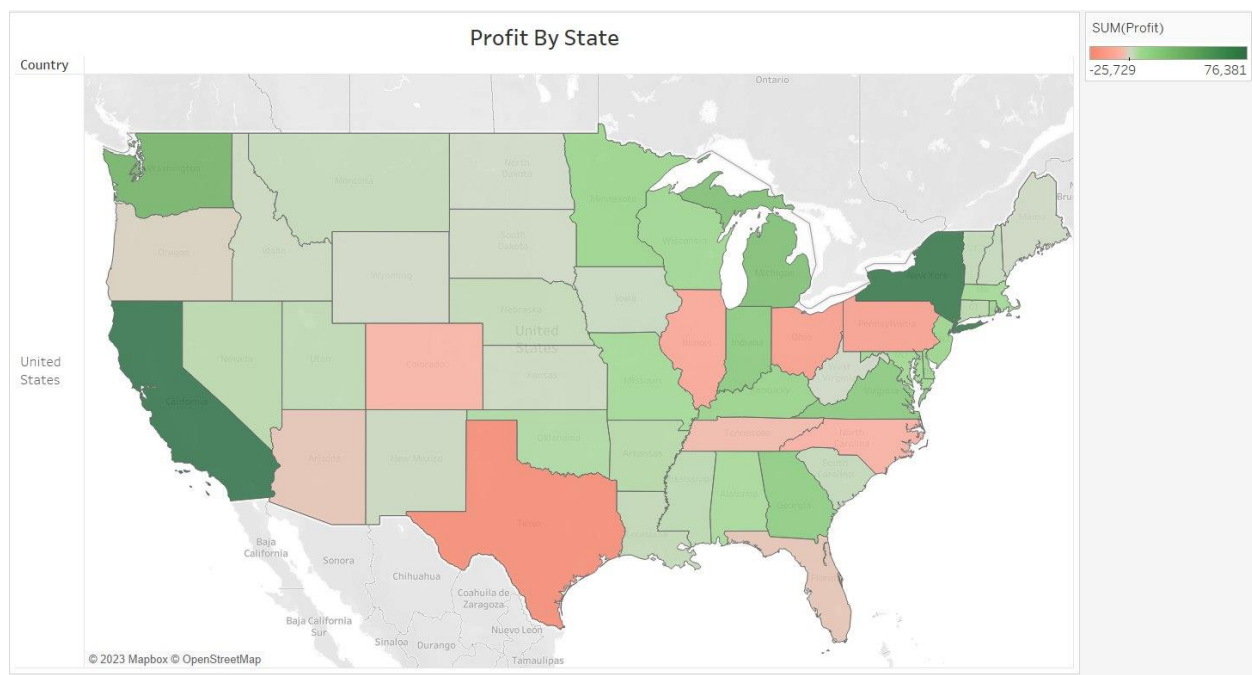


Figure 6: profits by states.

This map shows the profit by state, it is clear that Los Angeles and New York produce the highest sales.

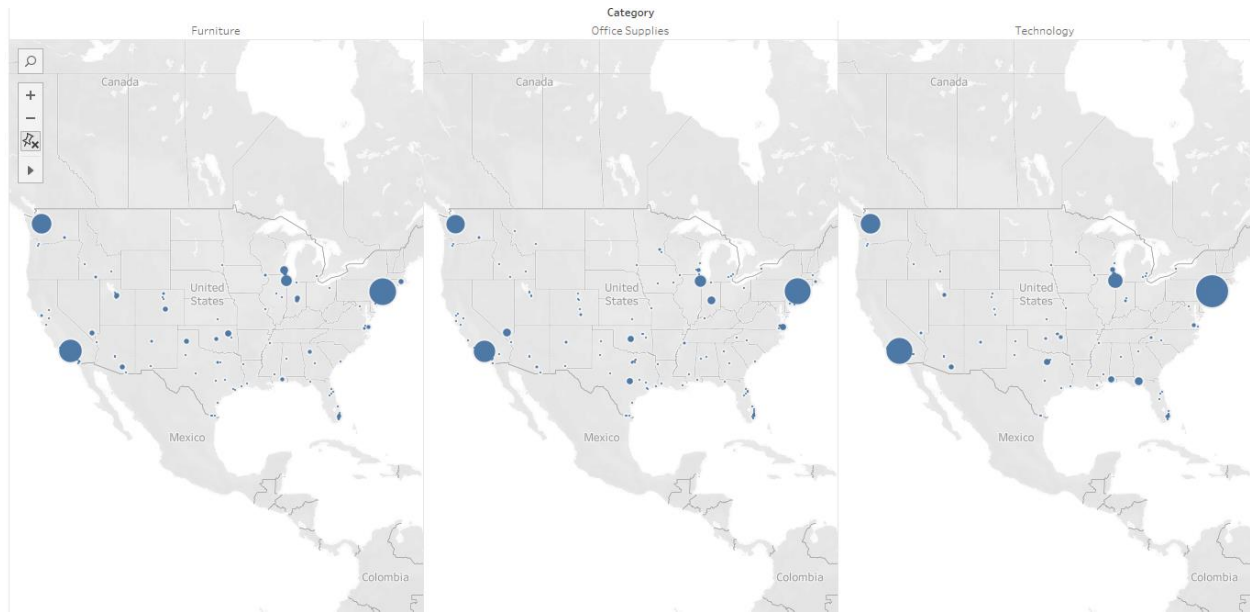


Figure 7: sales by states

This Bubble chart demonstrates the number of sales for each category, the colors indicate the region, and we find that the sales rise in the east and west in general. And this is compatible with high profits in New York and Los Angeles.



Figure 8: Bubble chart of sales by category and region

This map shows the size of sales for each Quarter of the year, we found that the last two quarters are better to order products in general.

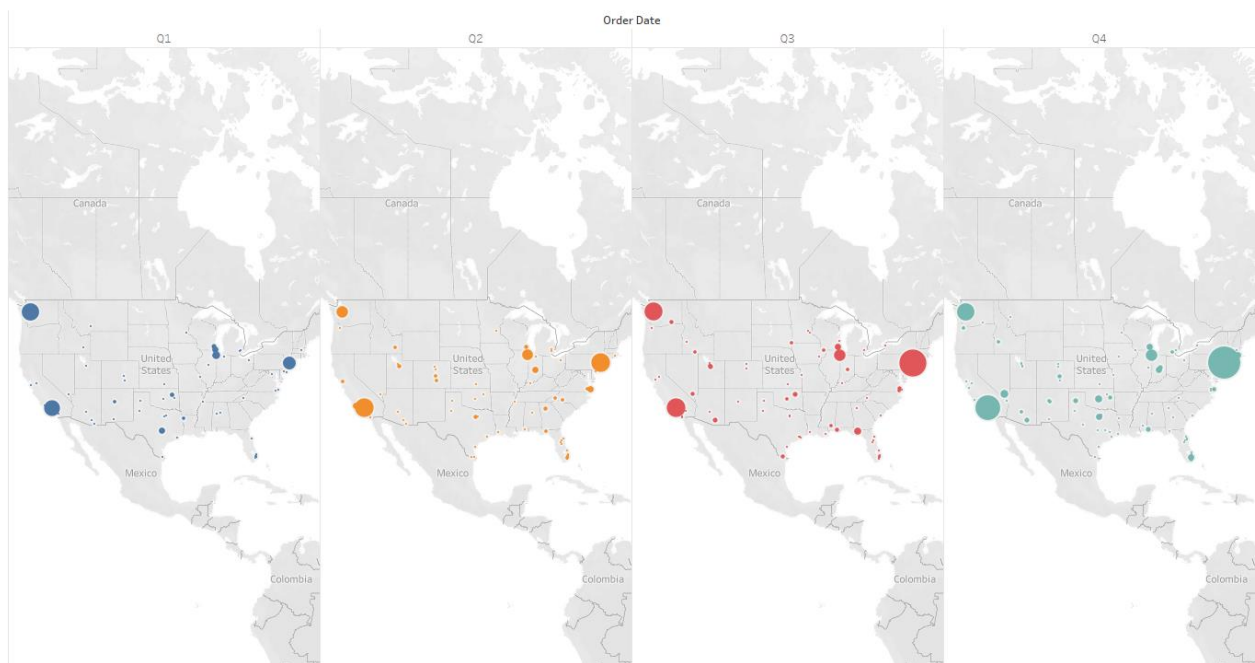


Figure 9: Map of sales in quarters of the year.

This bar chart shows the top products where they make +3000\$ profit for the company, the colors show the sub-category.

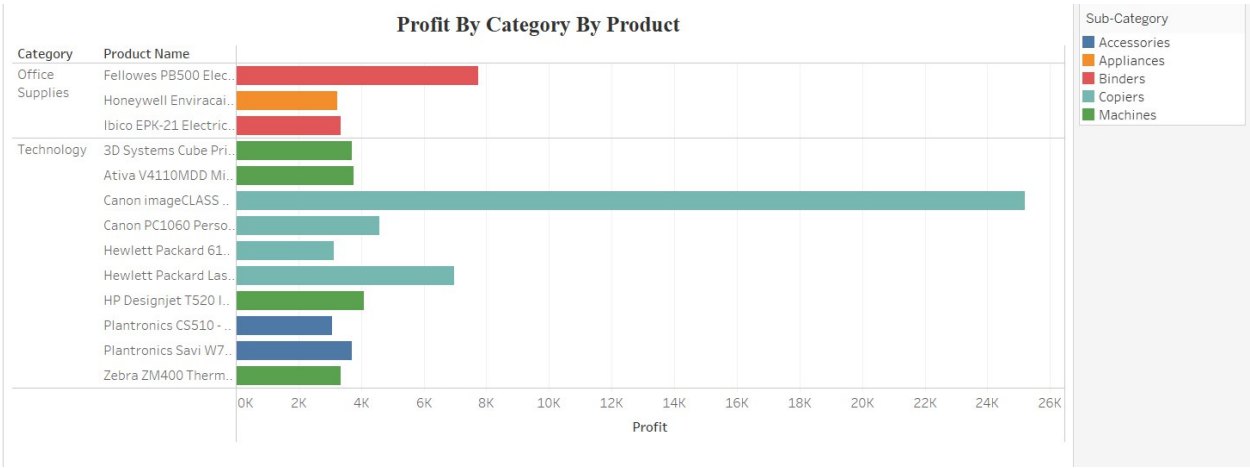


Figure 10: sales by sub-category for the home office segment.

Thank you!