**Nikhila Mateti**

**Write a brief introduction of your project.**

**Introduction:**

This project aims to analyze a dataset containing sales data across various regions, customer segments, and product categories. By leveraging data visualization techniques, we seek to extract actionable insights that can inform strategic decisions aimed at maximizing profitability, optimizing resource allocation, and enhancing customer satisfaction.

**The domain of the data set.**

The dataset belongs to the domain of sales and customer transactions, covering various aspects of business operations including order details, shipping information, customer segmentation, geographical distribution, and product categorization. The dataset is typical for retail or wholesale businesses seeking to analyze sales performance, customer behavior, and operational efficiency.

**Data File:**

[**https://www.kaggle.com/datasets/soumyashanker/globalsuperstore**](https://www.kaggle.com/datasets/soumyashanker/globalsuperstore)

**Data Source:**

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**Visualization tools selected:** Tableau.

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**Number of records and columns:** Columns = 24, Rows = 51291.

**Goals**

1. Analyzing sales by Countries.
2. Analyzing the profits based on regions.
3. Examine Sales Trends Over Time.
4. Segment Customers Based on Purchasing Behavior.
5. Average Sales by Geographical areas.
6. Analyzing Category by sum of Sales.

**Goal 1: Sales Analysis by Country**

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**Story:**

The bar chart illustrates the distribution of total sales across various countries, with the United States standing out as the top performer. Australia and France follow, but at a significantly lower scale. The darker blue bars indicate higher sales volumes, emphasizing the dominance of these leading countries in the market.

**Goal 2: Analyzing the profits based on regions.**

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**Story:**

The treemap chart showcases the profits generated by different regions, with the Central region taking the lead. Notable contributions also come from the North and North Asia regions. Darker shades of blue represent higher profit margins, highlighting the Central region's significant profitability in comparison to other regions.

**Goal 3: Examine Sales Trends Over Time.**

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Story:

The chart presents an analysis of sales trends over time, segmented by order and ship dates from 2011 to 2015. It uses an area chart to illustrate the annual sum of sales, showing a significant growth trajectory each year. The peak sales occurred in 2015, surpassing $4 million, indicating a steady increase in business volume. This upward trend reflects a successful expansion in market reach and customer engagement over the observed period.

**Goal 4: Segment Customers Based on Purchasing Behavior.**

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Story:

The bubble chart that categorizes customer segments based on purchasing behavior into three groups: Consumer, Corporate, and Home Office. The Consumer segment dominates, contributing over $6.5 million in sales, followed by Corporate with approximately $3.8 million, and Home Office with $2.3 million. The size of the bubbles visually represents the sales volume, highlighting that the Consumer segment is the largest and most lucrative, potentially suggesting a key area for strategic focus and marketing efforts.

**Goal 5: Average Sales by Geographical areas.**

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**Story:**

The chart displays average sales data across various countries on a global map, providing a geographical perspective on sales performance. The shading intensity reflects the average sales, with darker hues indicating higher sales figures. Notably, countries like the United States and Canada exhibit substantial average sales, while countries in regions like Africa and South Asia show relatively lower figures. This visualization highlights regional disparities in sales and can guide strategic decisions to explore underperforming markets.

**Goal 6: Analyzing Category by sum of Sales.**

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**Story:**

The vertical bar chart analyzing the total sales across three product categories: Furniture, Office Supplies, and Technology. The Technology category leads with sales totaling approximately $4.74 million, followed by Furniture at $4.11 million, and Office Supplies at $3.78 million. This clear representation underscores Technology as the highest revenue generator, suggesting it as a pivotal category for focused marketing and inventory management efforts.

**Dashboards**

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**Overall conclusion for your analysis:**

In summary, the analysis revealed significant variations in sales performance across regions, customer segments, and product categories. Key insights include identifying lucrative markets, high-value customer segments, and top-performing product categories. Strategic decisions informed by these insights will focus on maximizing profitability, optimizing resource allocation, and enhancing customer engagement. Additionally, understanding the impact of discounts on profitability will guide pricing strategies to maintain healthy profit margins while offering competitive prices.