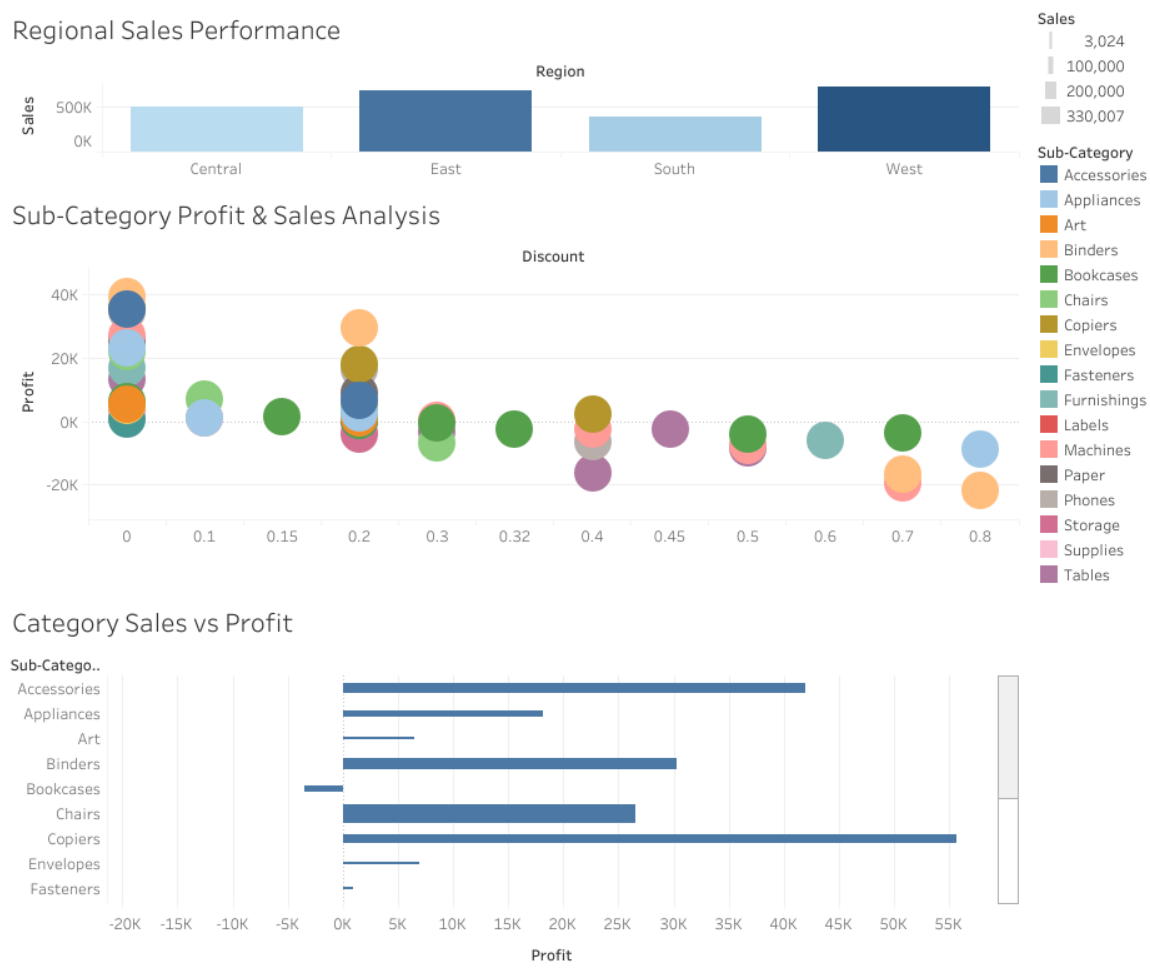


Data Visualization & Storytelling – Task 2

Internship Program – Elevate Labs – Data Analyst Internship

Dashboard Overview:

Screenshot of Dashboard:



This dashboard presents a summary of key business metrics from the Superstore sales data to help management make informed decisions.

Chart 1: Sales by Region

Description:

This bar chart shows the **total sales across different US regions** (East, West, South, Central).

Insights:

- The **West region** leads in overall sales, followed by the **East region**.
- **South** and **Central** show lower sales volume, suggesting these could be target areas for future marketing campaigns or promotional strategies.

Regional Sales Performance

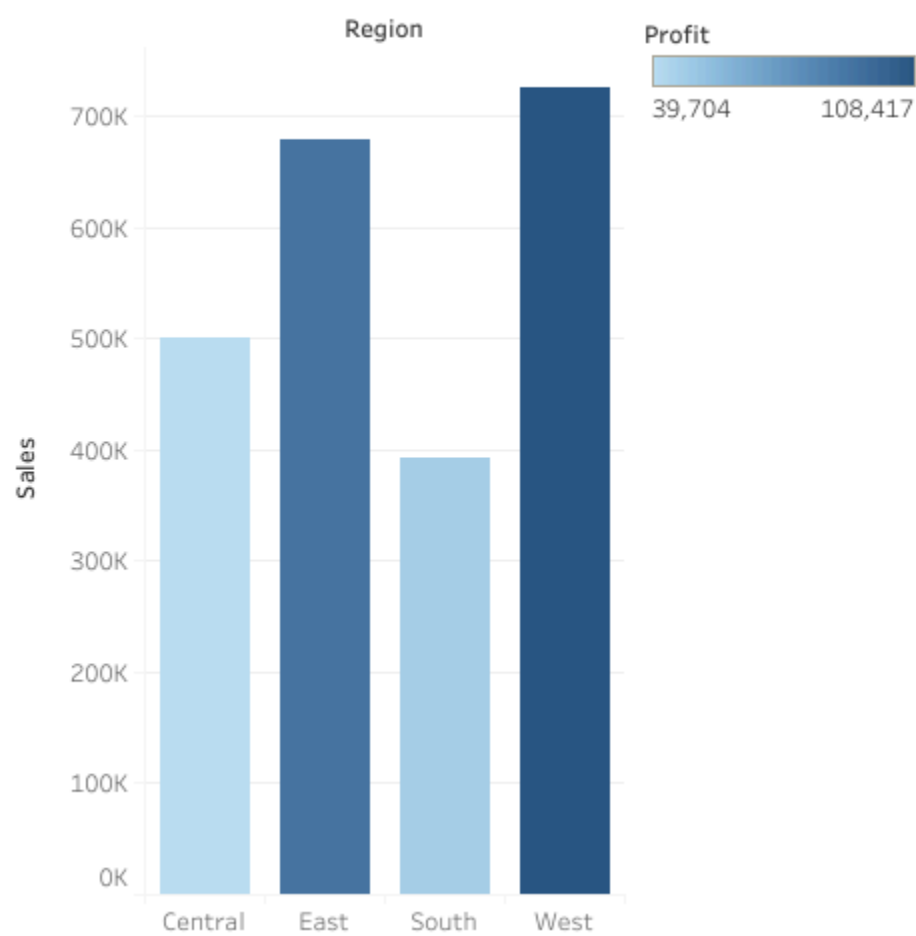


Chart 2: Sales by Product Category

Description:

This bar chart compares the **sales performance across three major product categories**:

- **Furniture**
- **Office Supplies**
- **Technology**

Insights:

- **Office Supplies** and **Technology** categories generate higher sales.
- **Furniture** sales are noticeably lower, signaling a need for improvement in this segment (e.g., better marketing, discounts, or bundling strategies).

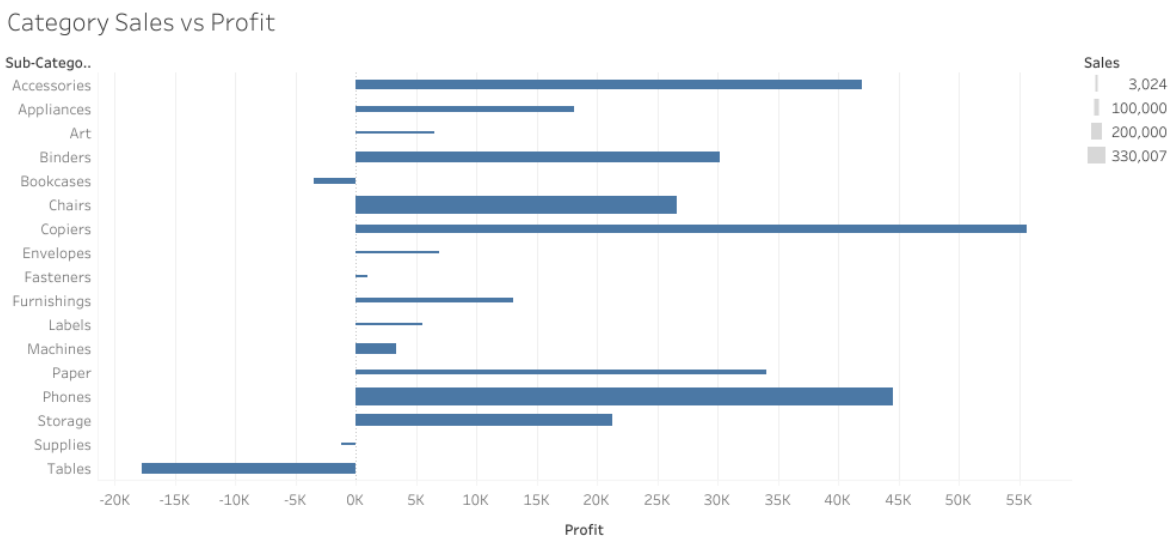


Chart 3: Profit by Sub-Category

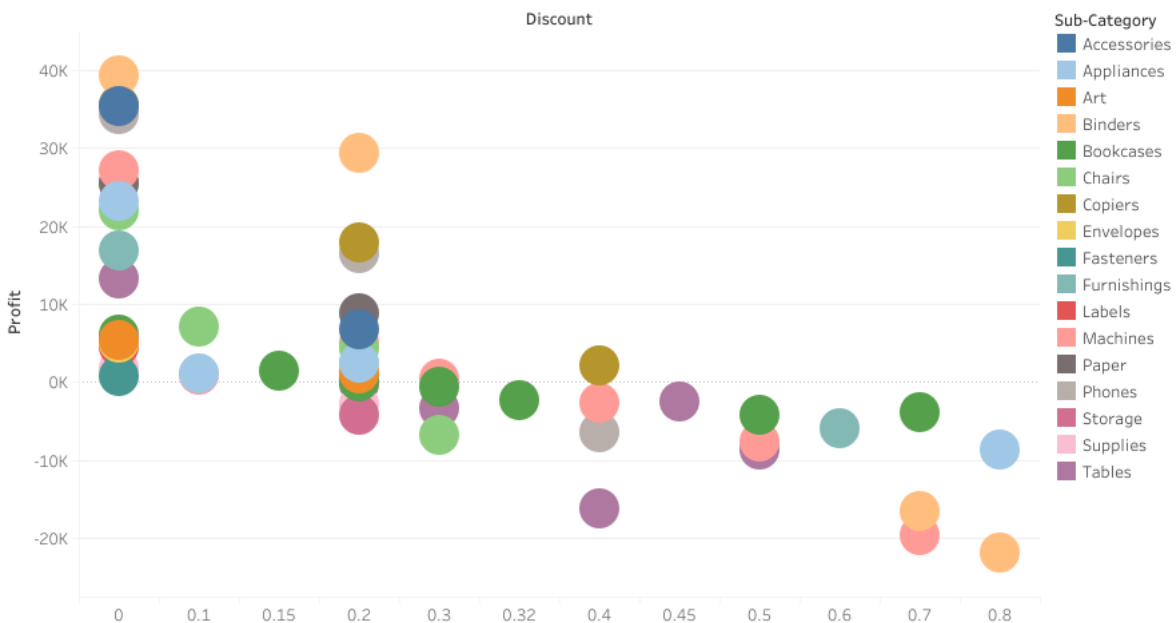
Description:

This chart displays the **profit distribution across various product sub-categories** like Phones, Chairs, Tables, Binders, etc.

Insights:

- **Phones** and **Copiers** bring in the **highest profits**.
- **Tables** and **Bookcases** show **low or negative profits**, which suggests they may not be profitable products for the business.
- Business should consider **revising pricing, supplier contracts, or focusing less on loss-making products**.

Sub-Category Profit & Sales Analysis



Overall Business Insights

After analyzing the Superstore dataset using visualizations:

- The **West and East regions** are top revenue generators.
- **Office Supplies** dominate sales volume but aren't necessarily the most profitable category.
- **Technology products**, especially **Phones**, are **high-profit drivers** and should be prioritized.
- **Furniture sub-categories** like **Tables and Bookcases** require immediate attention due to **consistent losses**.
- Focused business strategies in low-performing regions and categories can lead to improved profitability.

Tools Used:

- **Data Source:** Superstore.csv
- **Visualization Tool:** Tableau Public / Tableau Online (Browser)
- **Report Created in:** Google Docs