Sample Super Store - Sales Analysis Project

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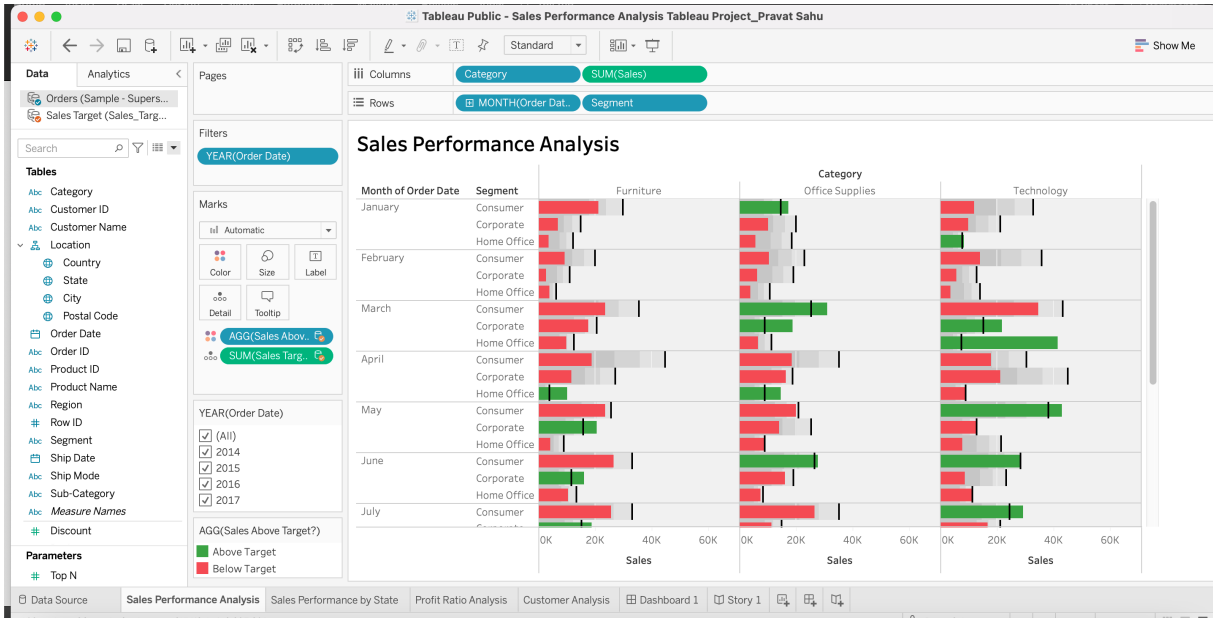
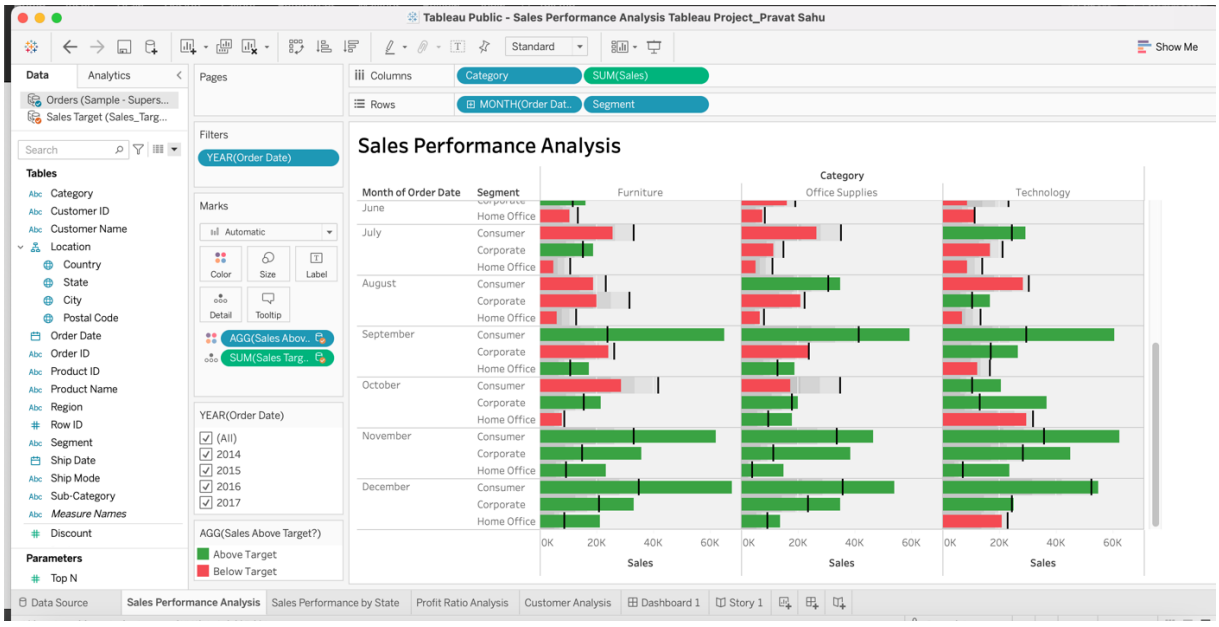
Sales Performance Analysis – Below Target or Above Target Analysis

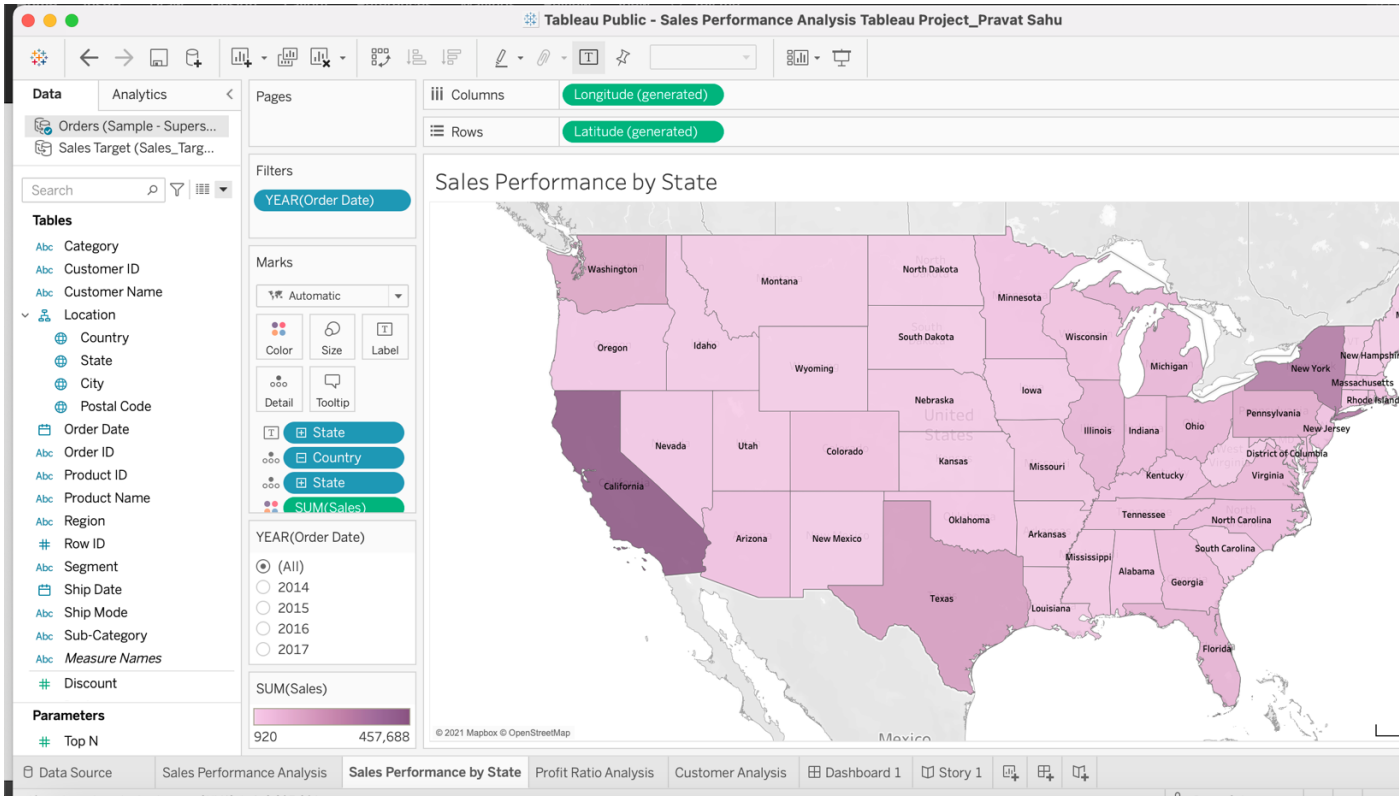
The bullet chart was created to show the sales of each year by product category. From the Bullet chart, it was observed total sales in secon d half has outperformed the first half as actual sales is more than target sales.





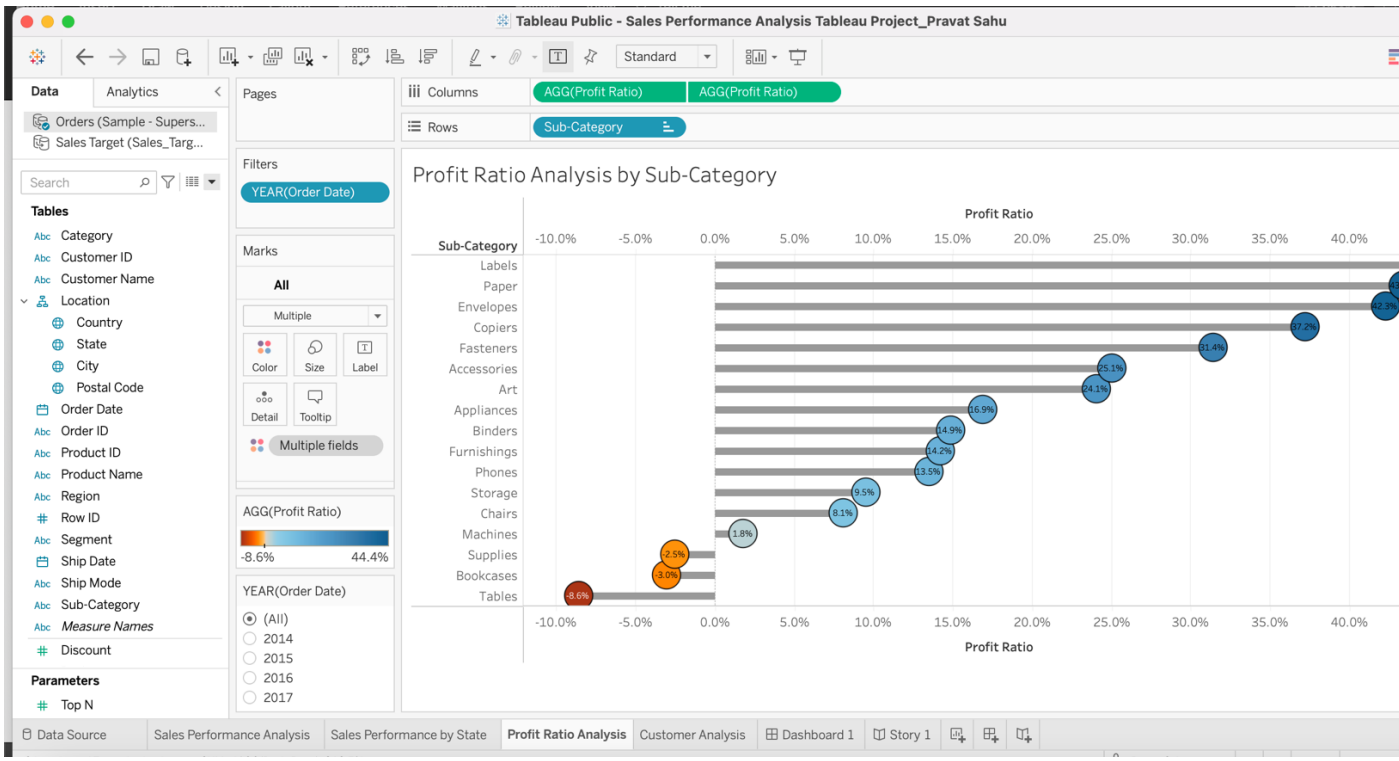
Sales Performance by State

The map chart was created to show the sales of each state. From the map, it was observed highest sales was coming from California for all the years followed by New York and Texas.



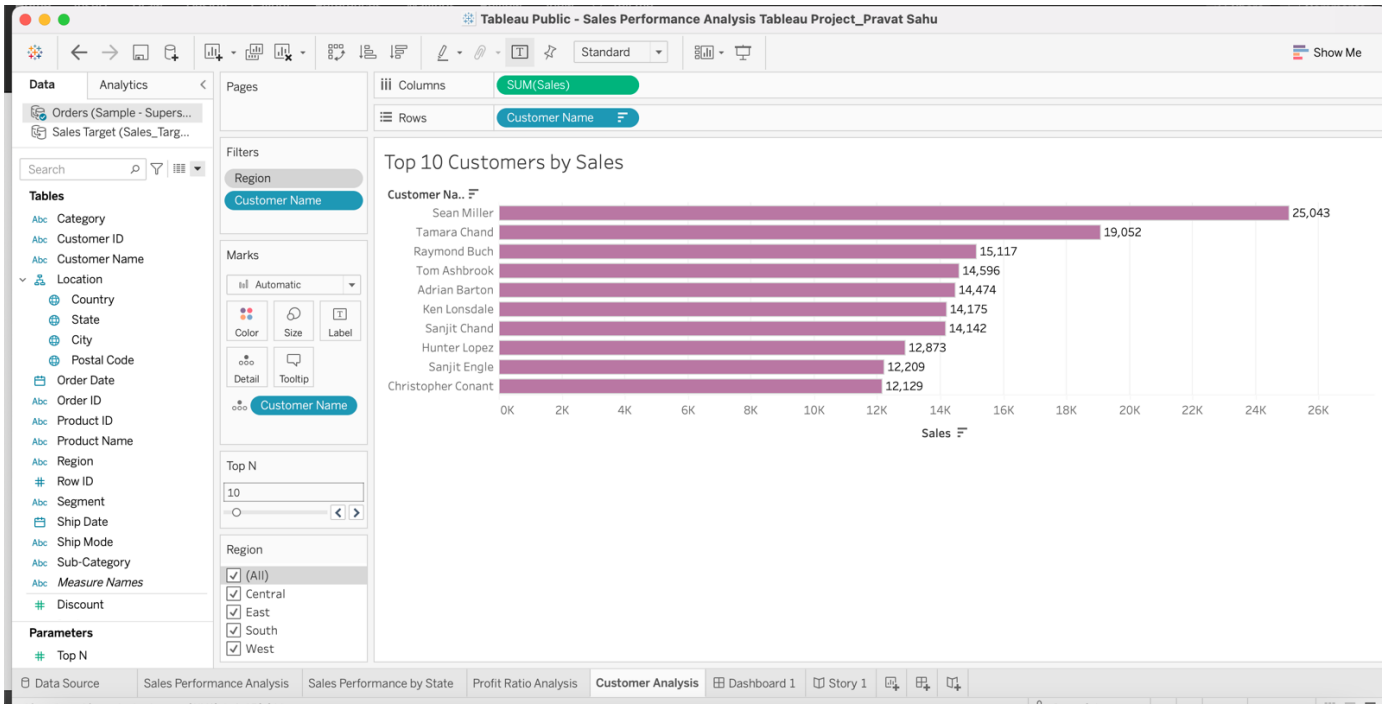
Profit Ratio Analysis

The lollipop chart was created to analyse which product was most profitable by years. Combining all the years, it was observed that profit r atio for labels were highest and for tables were lowest.



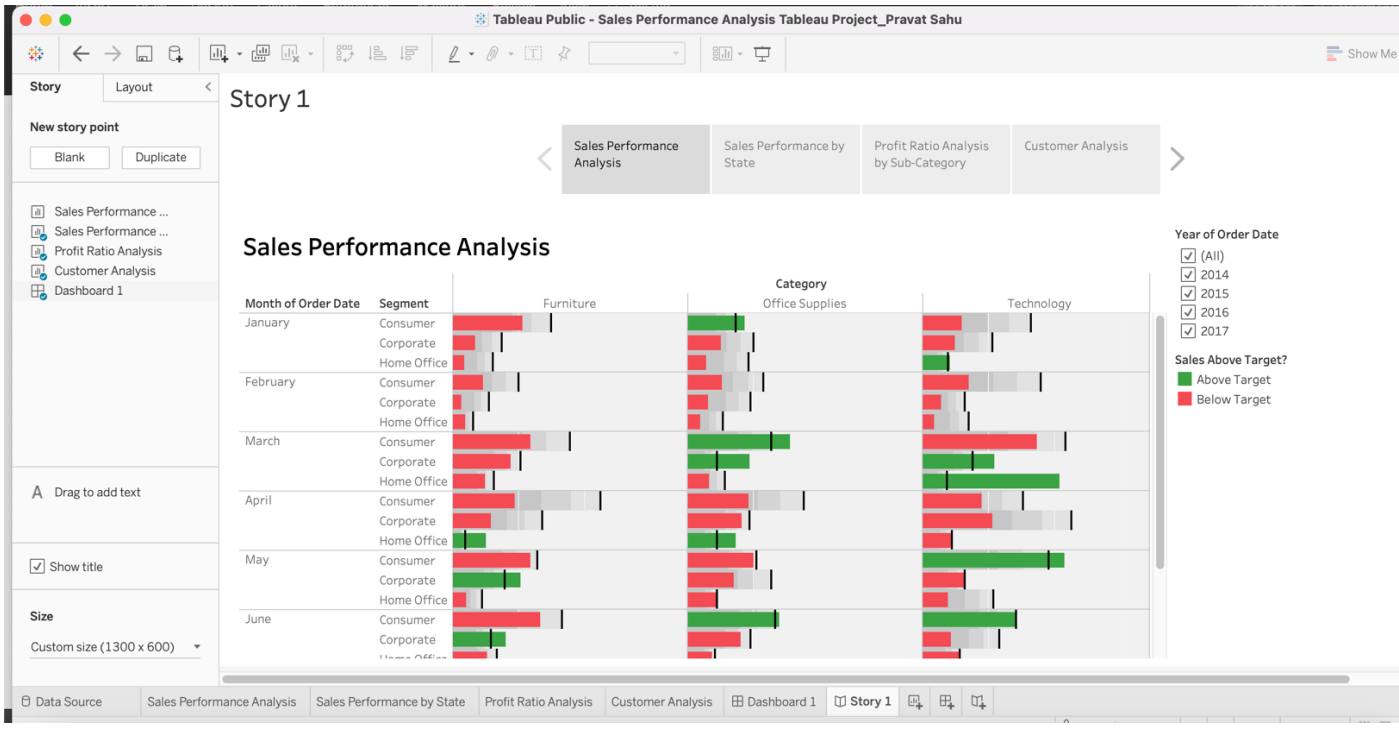
Customer Analysis – by Sales and by Region

The bar chart was created to show the top N customer by Sales and by Region was most profitable by years.



Dashboard and Stories

All the above charts were presented in Dashboard and Stories.



Below is the link to Tableau Public.

https://public.tableau.com/app/profile/pravat.sahu/viz/SalesPerformanceAnalysisTableauProject_PravatSahu/Story1?publish=yes