Superstore — Data Visualization & Storytelling Report

Dataset: Sample - Superstore.csv

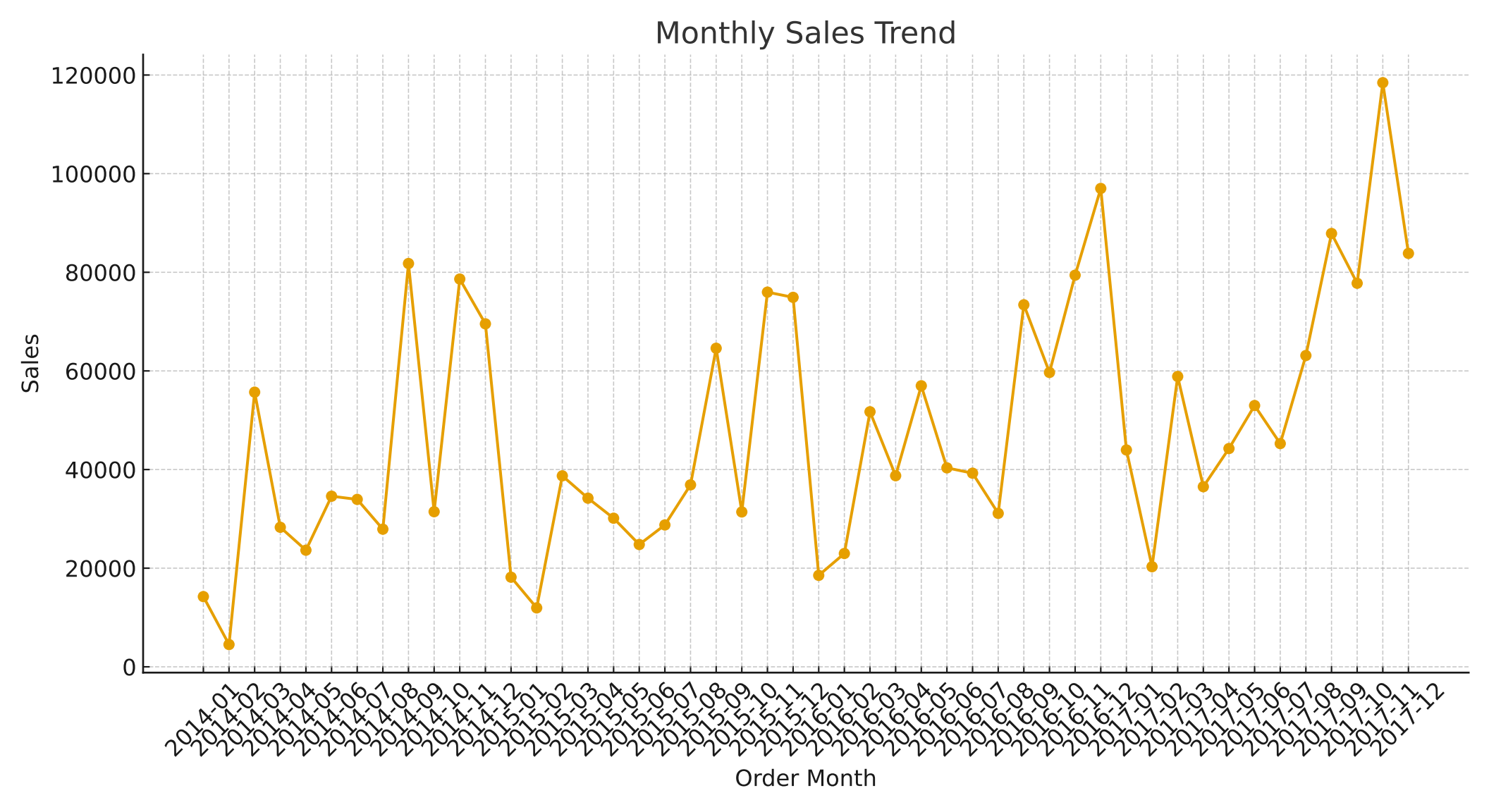
Initial rows: 9994, Initial columns: 21
Rows after cleaning: 9994

Summary of cleaning steps:
- Parsed date columns: Order Date, Ship Date
- Dropped rows with missing critical fields: 0
- Removed duplicate rows: 0
- Filled missing numeric values for Discount and Profit with 0 where necessary
- Trimmed whitespace in categorical fields

Key business insights (high-level):
1. Regions and Segments drive differing sales volumes — check Regional strategy.
2. A small number of products account for large share of sales (top 10 shown).
3. Compare monthly sales vs profit to find months with lower profitability.

Charts included:
- Monthly sales trend
- Sales by Region
- Top 10 products by Sales
- Sales vs Profit scatter (by Category/Segment)
- Profit ratio by Segment
- Sub-Category sales within each Category

Notes on storytelling: Highlight months with dips, focus on high-sales but low-profit products, and prioritize high-profit segments.


Monthly Sales Trend
Sales
Order Month
0
20000
40000
60000
80000
100000
120000
2014-01
2014-02
2014-03
2014-04
2014-05
2014-06
2014-07
2014-08
2014-09
2014-10
2014-11
2014-12
2015-01
2015-02
2015-03
2015-04
2015-05
2015-06
2015-07
2015-08
2015-09
2015-10
2015-11
2015-12
2016-01
2016-02
2016-03
2016-04
2016-05
2016-06
2016-07
2016-08
2016-09
2016-10
2016-11
2016-12
2017-01
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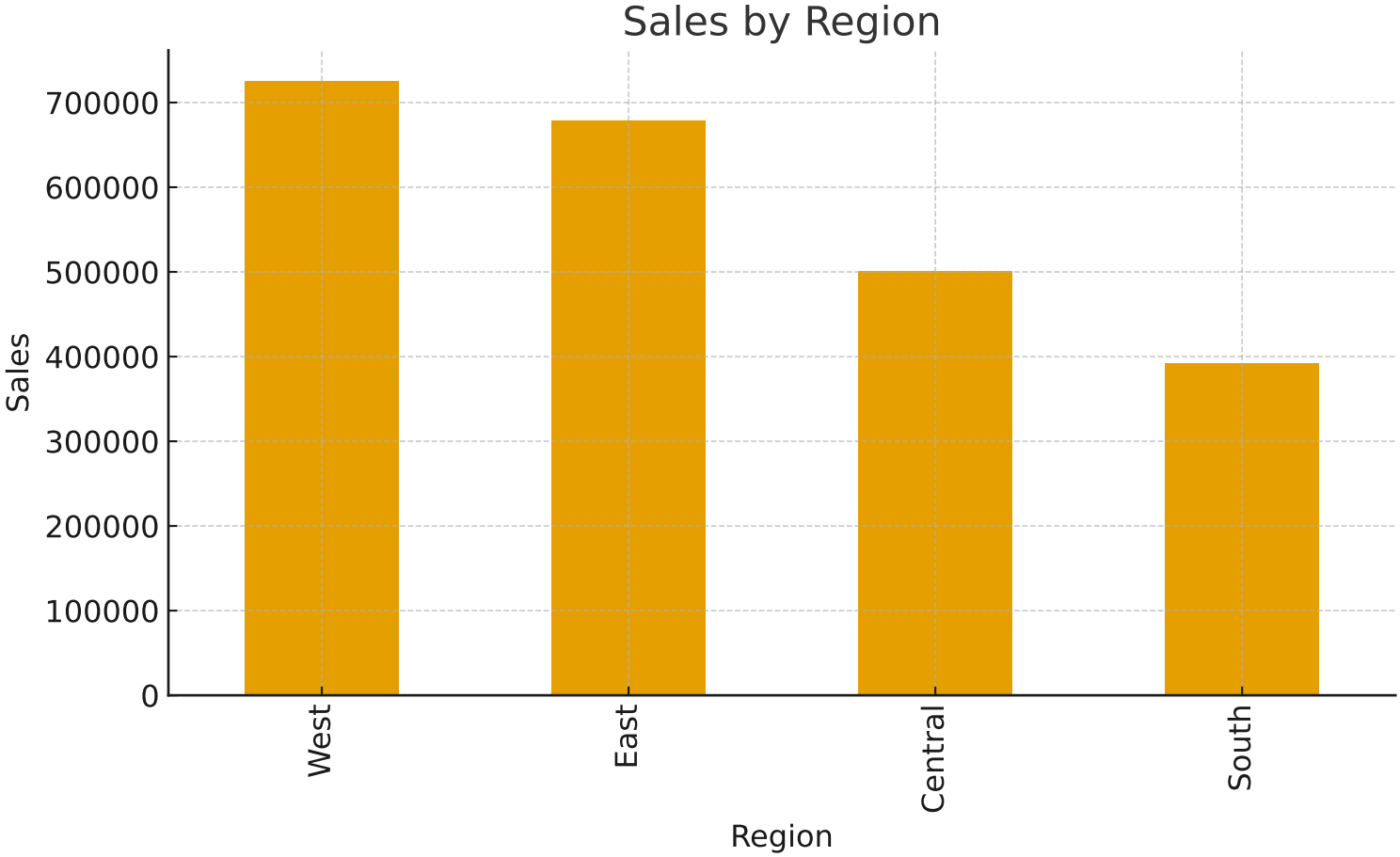
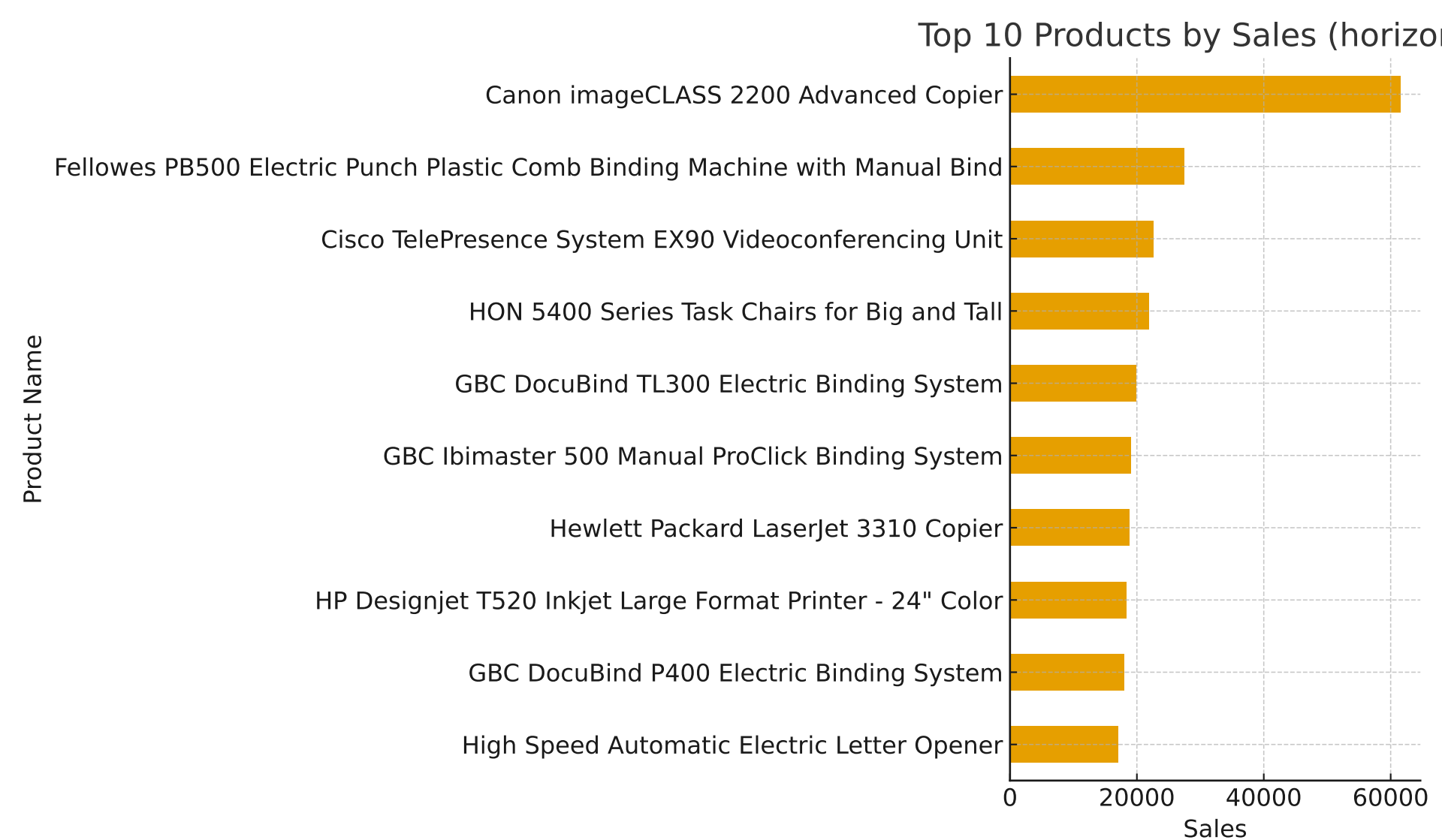
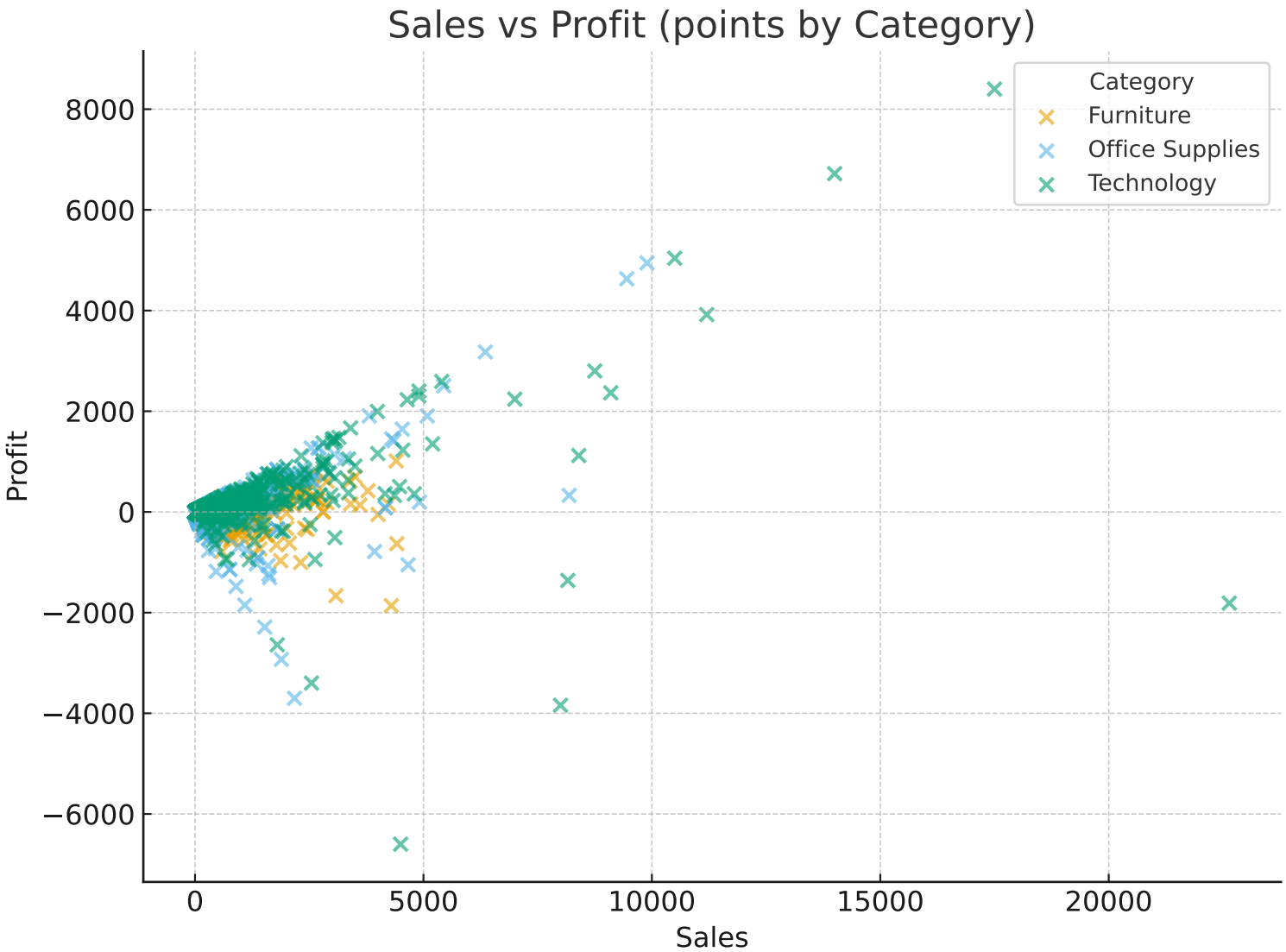
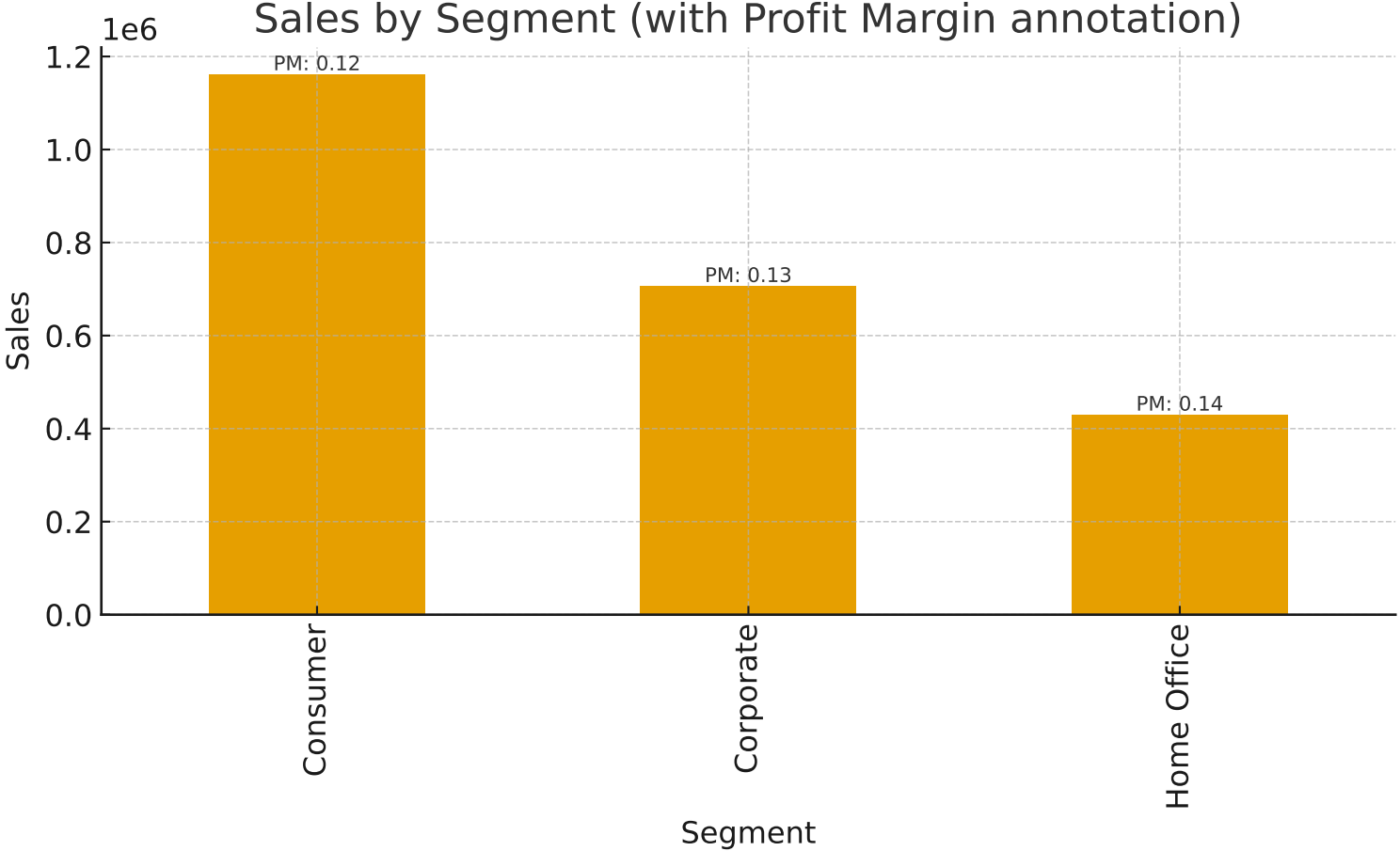
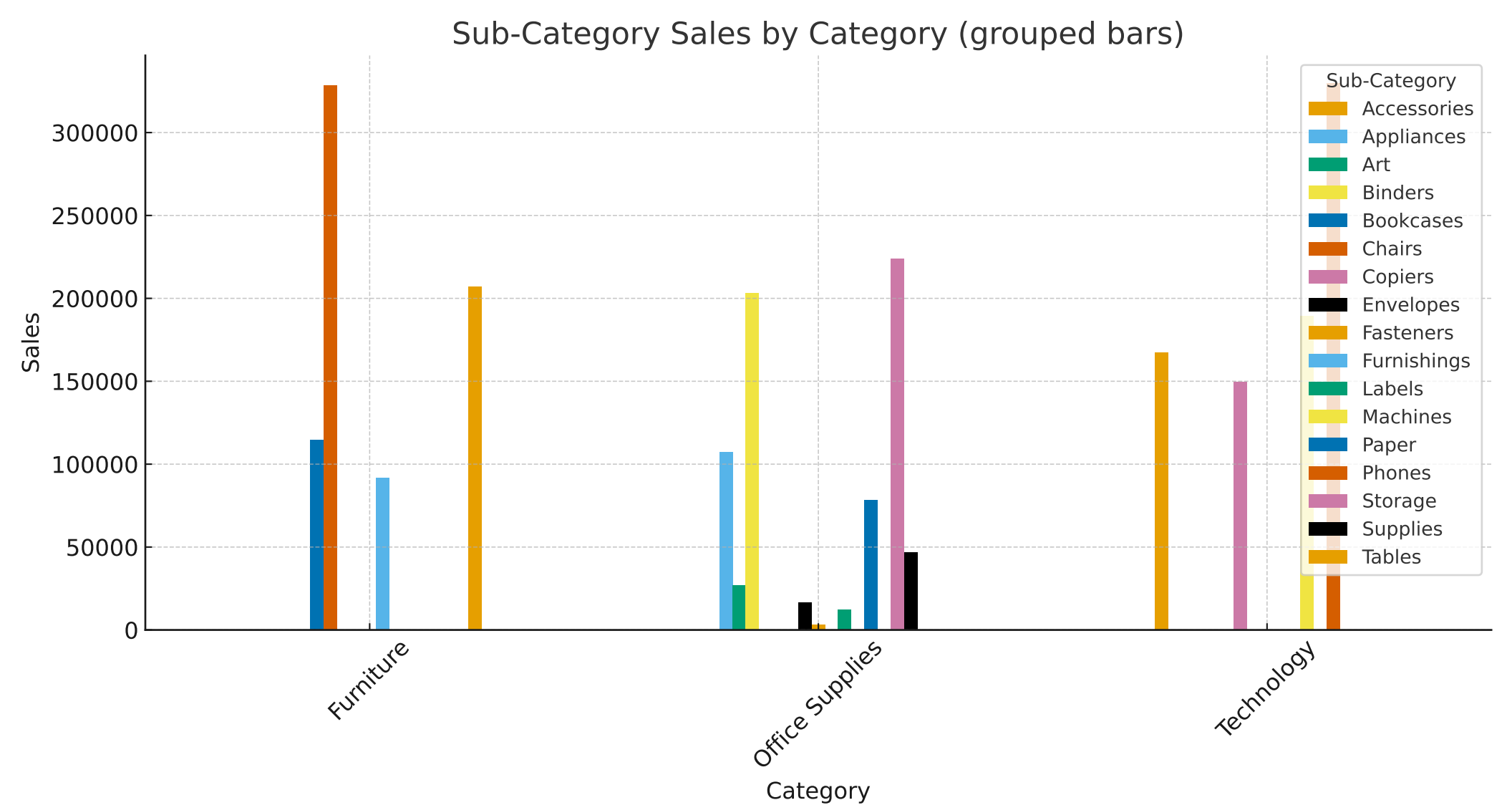
2017-12


Sales by Region
Sales
700000
600000
500000
400000
300000
200000
100000
0
West
East
Central
South
Region


Top 10 Products by Sales (horizon
Canon imageCLASS 2200 Advanced Copier
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind
Cisco TelePresence System EX90 Videoconferencing Unit
HON 5400 Series Task Chairs for Big and Tall
GBC DocuBind TL300 Electric Binding System
GBC Ibimaster 500 Manual ProClick Binding System
Hewlett Packard LaserJet 3310 Copier
HP Designjet T520 Inkjet Large Format Printer - 24" Color
GBC DocuBind P400 Electric Binding System
High Speed Automatic Electric Letter Opener
Product Name
0
20000
40000
60000
Sales


Sales vs Profit (points by Category)
Category
Furniture
Office Supplies
Technology
Profit
Sales
8000
6000
4000
2000
0
−2000
−4000
−6000
0
5000
10000
15000
20000


Sales by Segment (with Profit Margin annotation)
1e6
1.2
1.0
0.8
0.6
0.4
0.2
0.0
Sales
PM: 0.12
PM: 0.13
PM: 0.14
Consumer
Corporate
Home Office
Segment


Sub-Category Sales by Category (grouped bars)
Sales
300000
250000
200000
150000
100000
50000
0
Furniture
Office Supplies
Technology
Category
Sub-Category
Accessories
Appliances
Art
Binders
Bookcases
Chairs
Copiers
Envelopes
Fasteners
Furnishings
Labels
Machines
Paper
Phones
Storage
Supplies
Tables