

April 2021

Data Visualization Report

USA Superstore : Sales Analysis

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Tableau Work Sample

About report

The dataset is about the sales at different superstores which are selling the various consumer goods to direct consumers and corporate buyers in different cities with in the USA.

The dataset gives detailed information about various important metrics to analyse the demand, sales and profit of superstore in general as follows:

- **Product Information** [IDs, Category, Sub-category]
- **Sales** [Total sales, Units sold, Discount, Profit etc]
- **Consumer** [Segment, Geographies (Region, City, States etc)]

I have used the dataset to analyse the various aspects such as profit, discount, sales by product's sub-categories. Also the sales by geographies such as regional, cities and states.

Tools used: Tableau Desktop 2021.1

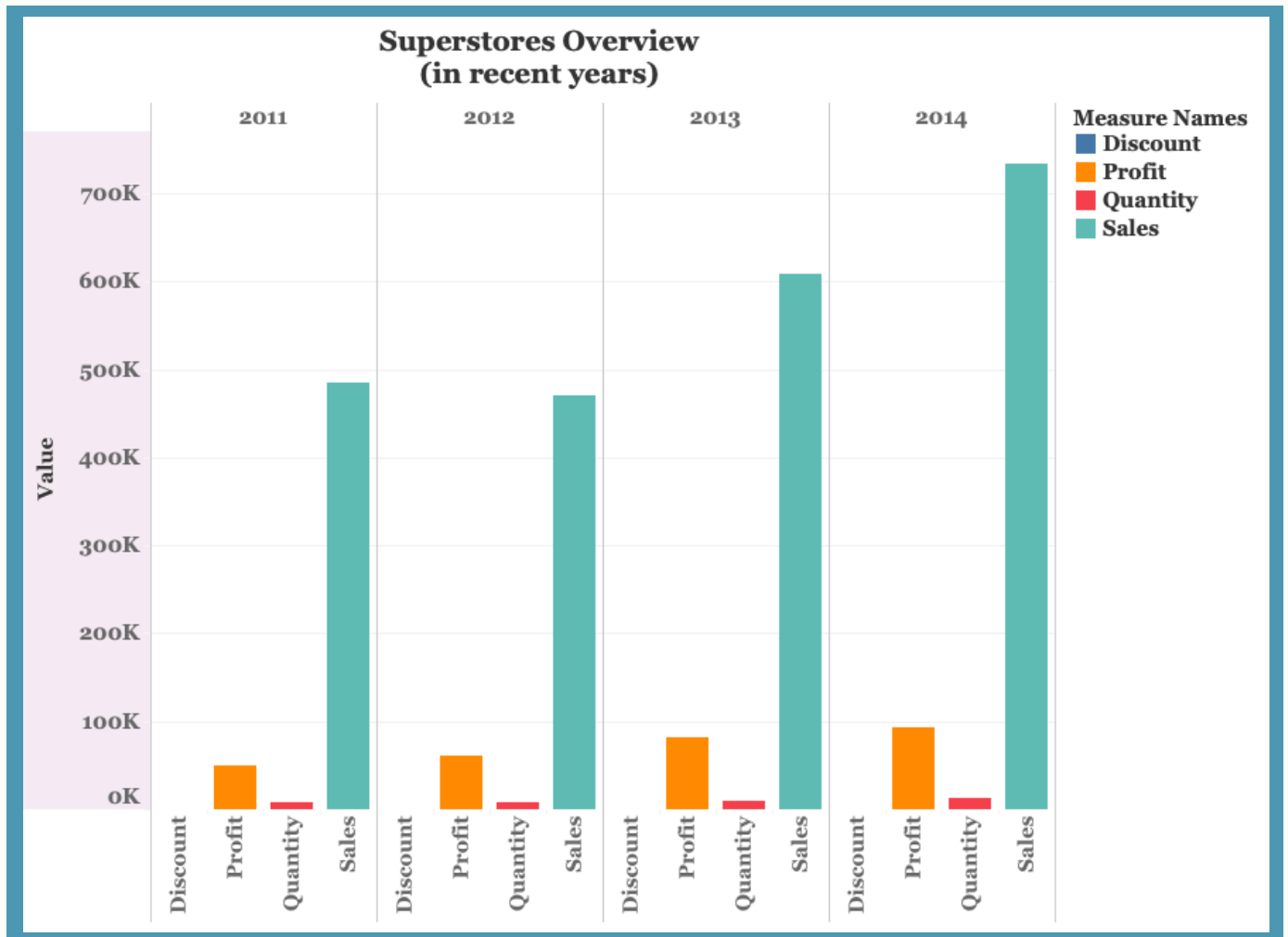
Output: In the form of **Worksheets** and **Dashboards** to visualize the data.

Content

To have a better outlook of this superstore dataset, I have created visuals based on inputs from the year 2011-14 as follows:

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1. Overview of superstore's performance in recent years

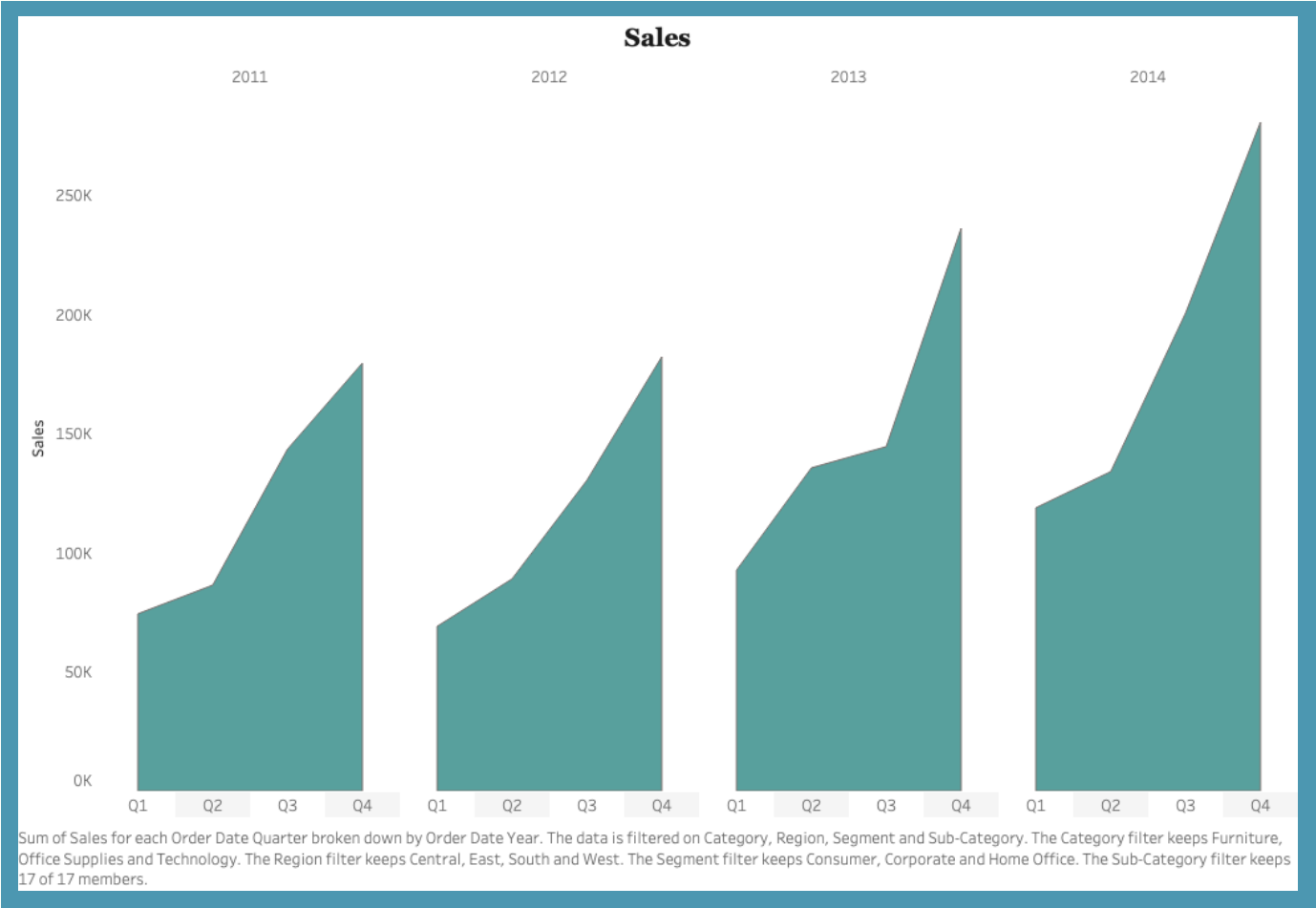


**The data is filtered on category, sub-category, segment and region.*

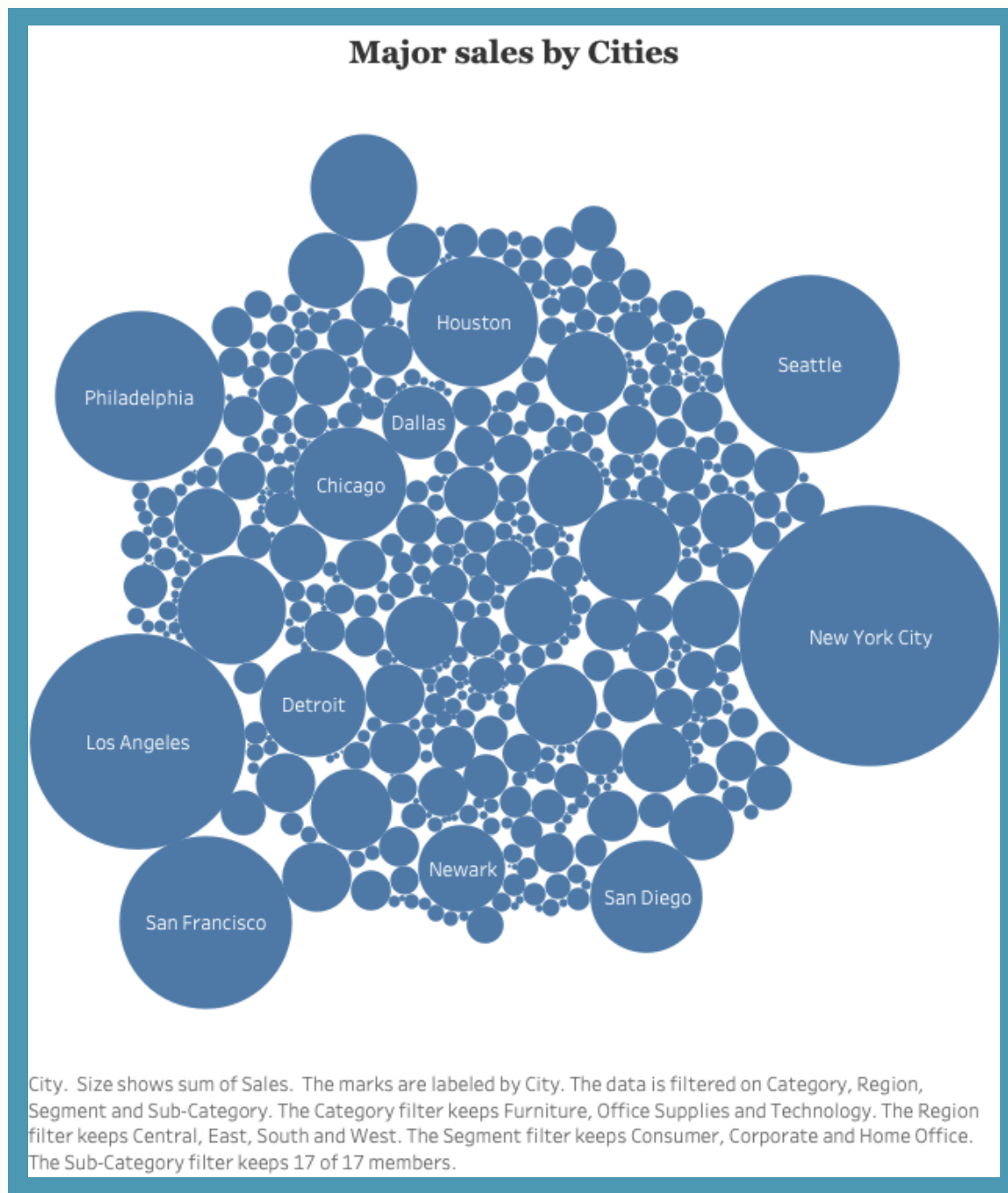
YTS KPIs

Discount	Profit	Quantity	Sales
1,561	286,397	37,873	2,297,201

2. Yearly Sales at Superstores

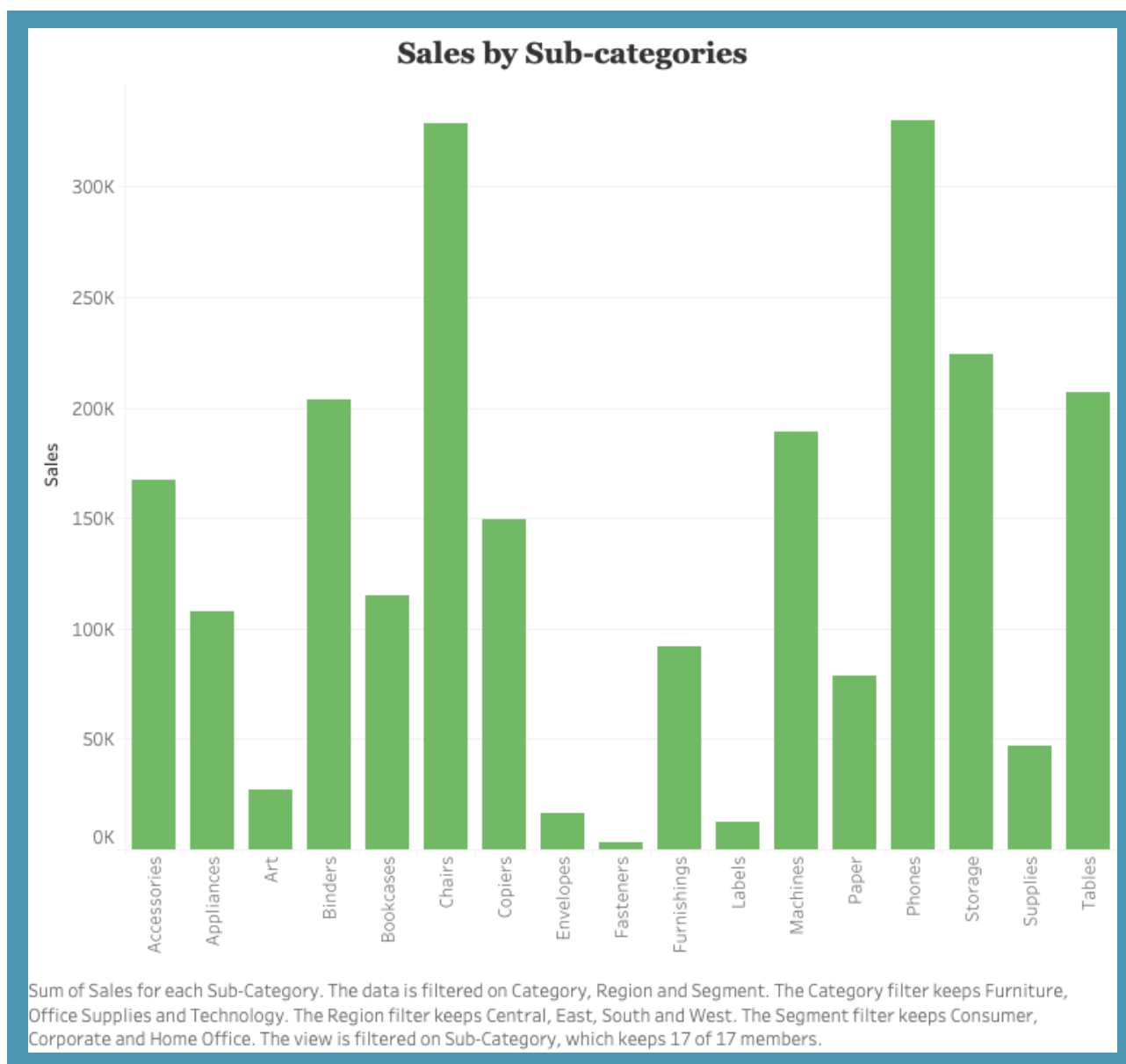


3.3 City-wise sales



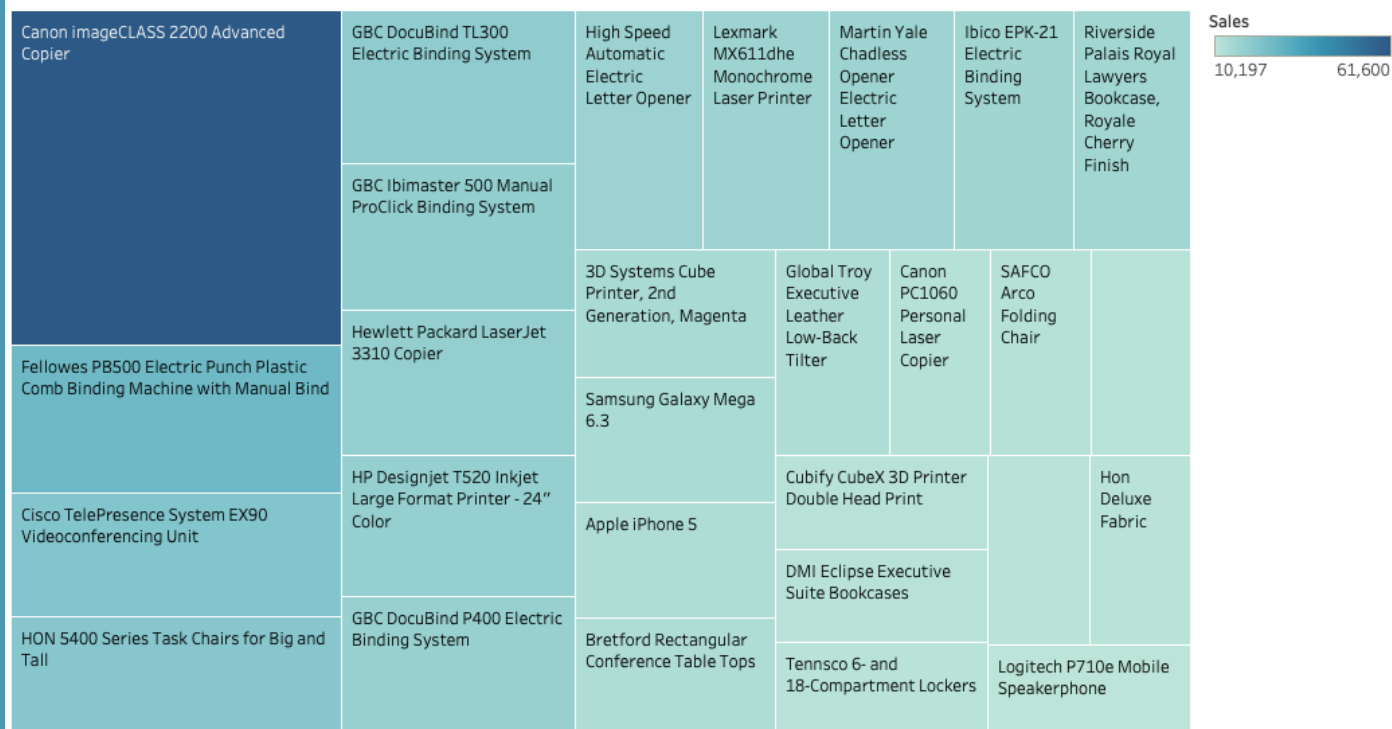
4. Buyer's product buying patterns

4.1 Top purchased product sub-categories



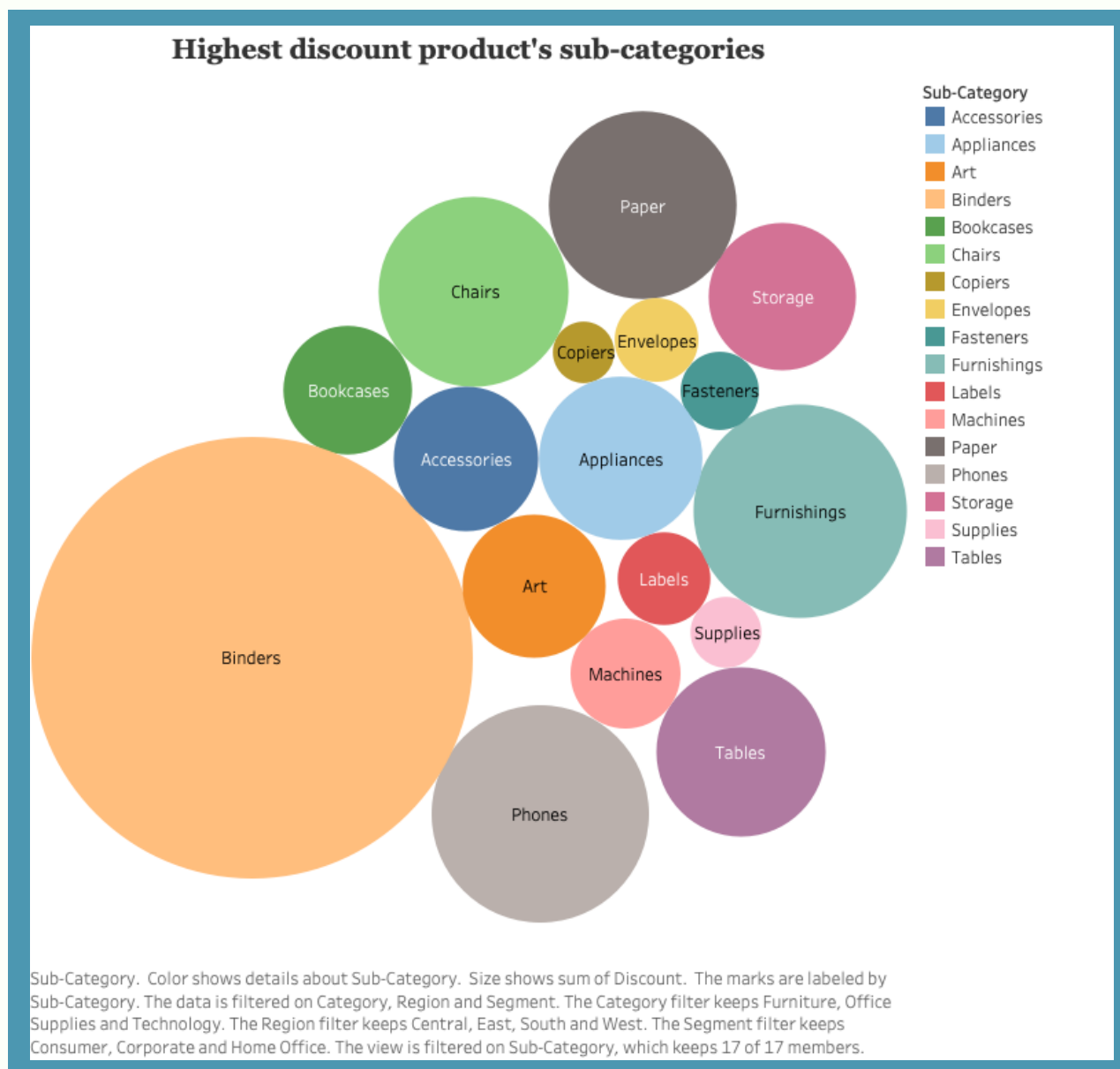
4.2 Top purchased product sub-categories

Top purchased products

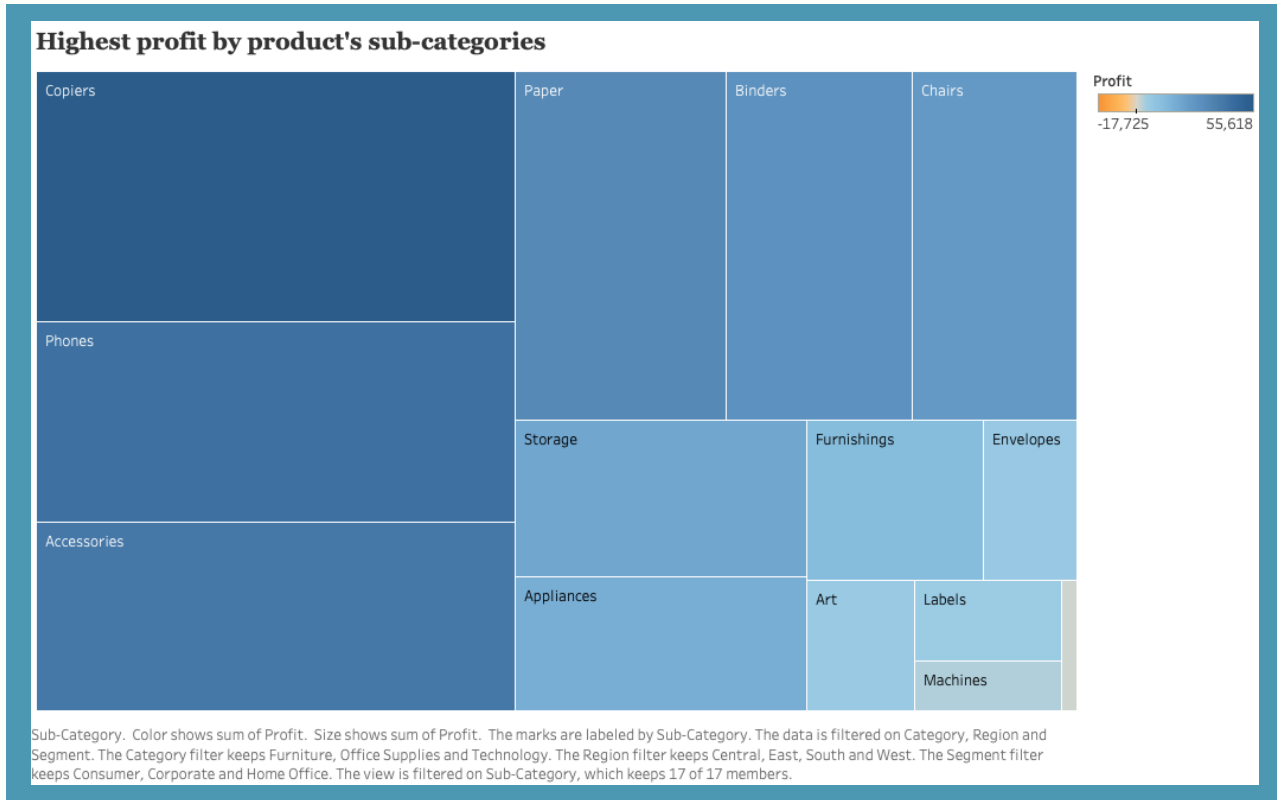


Product Name. Color shows sum of Sales. Size shows sum of Sales. The marks are labeled by Product Name. The data is filtered on Category, Region, Segment and Sub-Category. The Category filter keeps Furniture, Office Supplies and Technology. The Region filter keeps Central, East, South and West. The Segment filter keeps Consumer, Corporate and Home Office. The Sub-Category filter keeps 17 of 17 members. The view is filtered on sum of Sales, which includes values greater than or equal to 10,000.

5. Highest discount products sub-categories

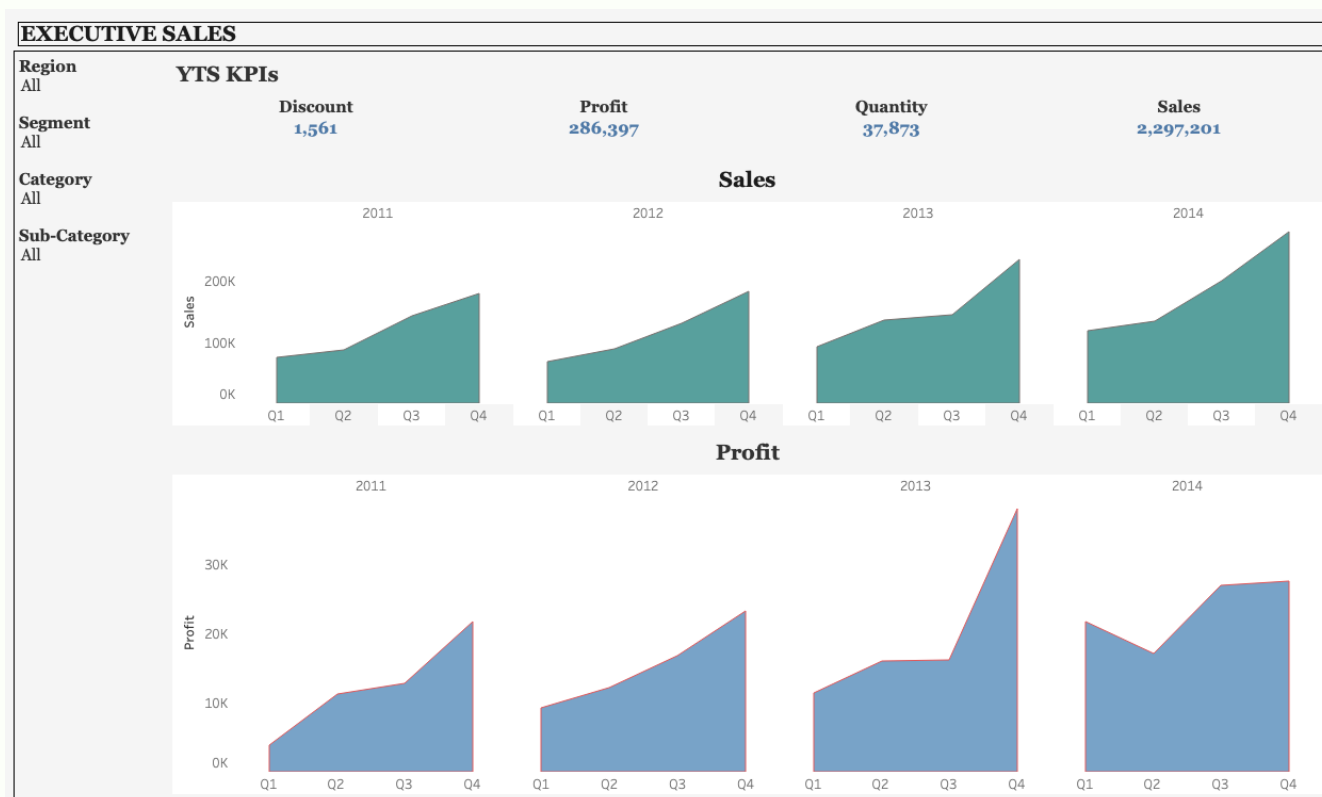


6. Highest profit product's sub-categories

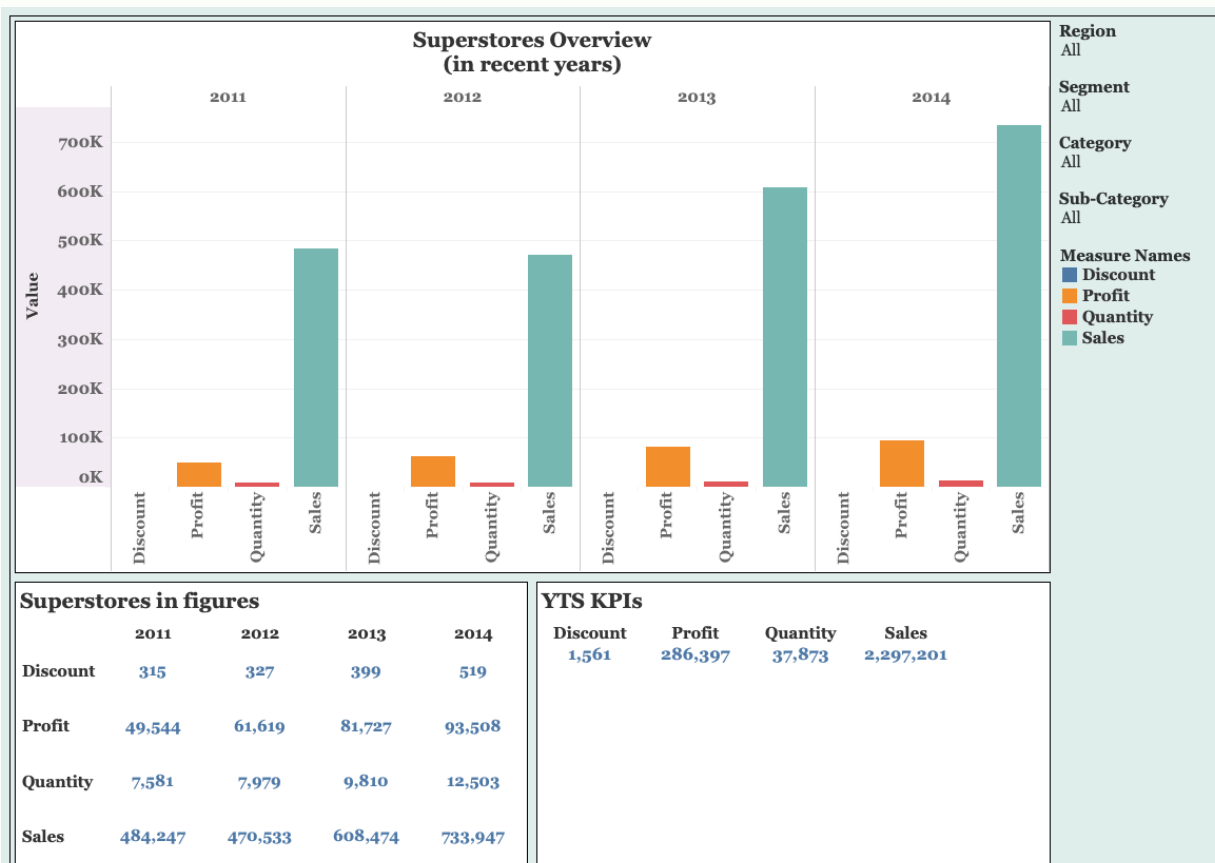


7. Superstores dashboards

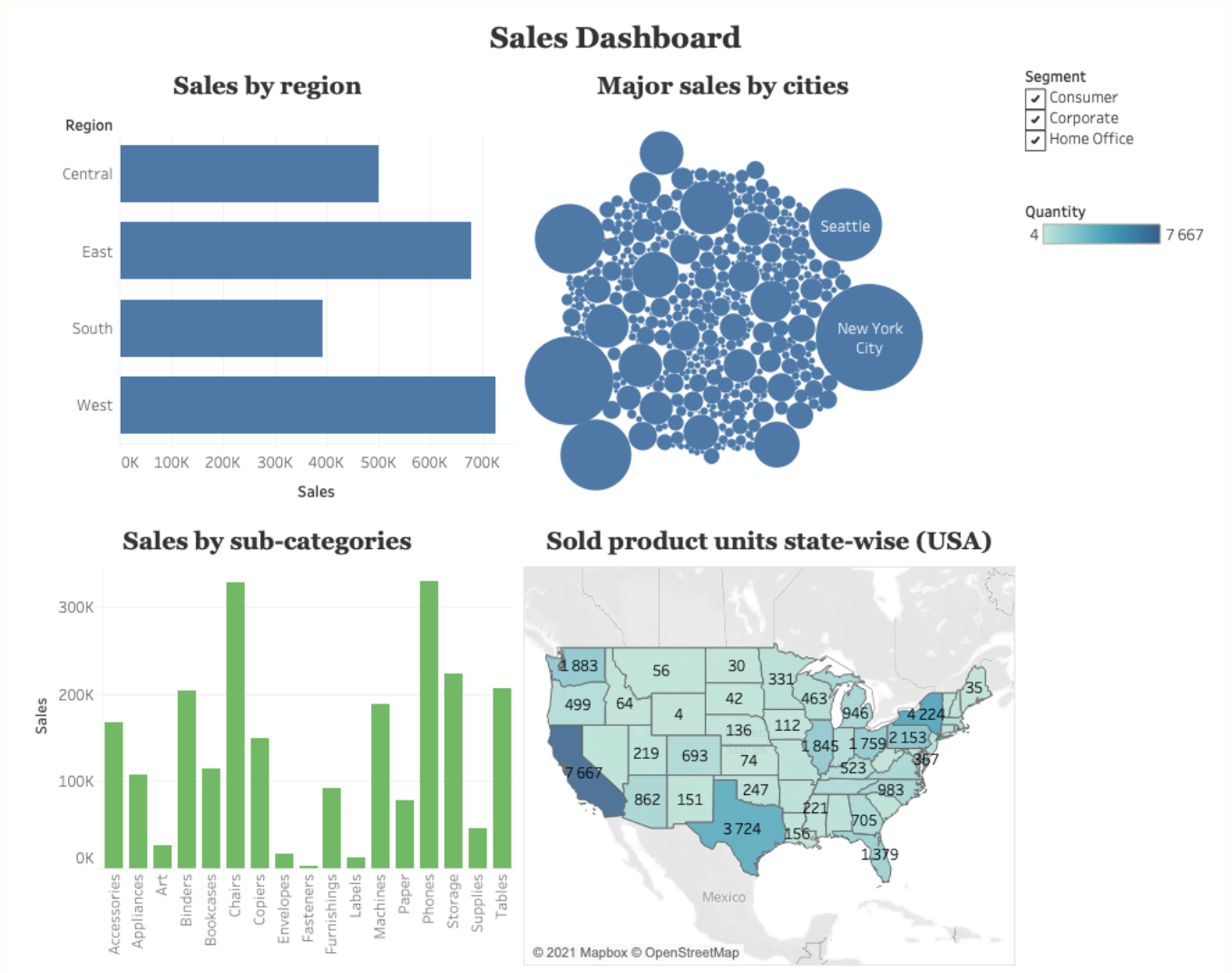
7.1 Sales in brief



7.2 Superstores overview



7.3 Sales Dashboard



References:

Dataset: <https://www.wisdomaxis.com/technology/software/data/for-reports/super-stores-data-for-reports.php>

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