

# Retail Superstore Sales Analysis using Tableau

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## Executive Summary

This project presents a comprehensive sales analysis of a Retail Superstore using Tableau. The objective was to uncover insights from historical order data and translate them into actionable business intelligence.

The final interactive dashboard provides key performance indicators, regional and product performance, customer behavior trends, and the impact of discounts and shipping delays on profitability.

Designed for business stakeholders and data-driven decision makers, this project highlights how visual analytics can help identify growth opportunities and operational inefficiencies.

## Project Objective

The aim of this project was to analyze Superstore sales data to:

- Understand overall business performance
- Identify profitable and underperforming regions, products, and customer segments
- Measure the impact of discounts and shipping delays on profitability
- Provide a dashboard that allows stakeholders to explore data interactively

## Dataset Overview

The dataset, sourced from Kaggle, contains historical transaction data from a fictional retail company. It includes details about orders, products, customers, shipping, and sales metrics.

Key Features:

- Order and Ship Dates
- Sales, Profit, Discount, Quantity

- Product Category and Sub-category
- Customer Segment
- Region, State, and City

## **KPI Highlights**

The dashboard includes a KPI section at the top to give immediate visibility into:

- Total Sales
- Total Profit
- Total Orders
- Average Shipping Delay

These figures provide a quick snapshot of business health.

## **Business Questions & Insights**

1. How do sales and profits vary over time?

- Visualized using a line chart of monthly trends
- Clear seasonal spikes in Q4

2. Which regions and states are the most/least profitable?

- Displayed via bar and map visualizations
- Some states showed strong sales but low profit margins

3. What products drive the most revenue and profit?

- Treemaps and bar charts highlighted top categories
- Unprofitable sub-categories were identified

4. Which customer segments are the most valuable?

- Corporate and Consumer segments contribute differently in revenue vs. profit

5. How do discounts affect profitability?

- Scatter plot showed high discounting often leads to reduced profit

6. Do shipping delays impact profitability?

- Average profit drops sharply with longer delays (bar chart)

## **Dashboard Design Overview**

The dashboard was structured for clarity and flow:

- Top row: KPI section
- Middle rows: Time trends, regional and product breakdowns
- Bottom row: Discount and shipping impact
- Side filters: Region, Segment, Category

Each element was interactive, filterable, and designed for business storytelling.

## **Key Findings & Recommendations**

- Shipping delays beyond 4 days often result in lower profit — consider faster logistics for key regions
- High discounts do not always lead to high sales — optimize promotional strategies
- Furniture sub-categories like Tables and Bookcases are loss-making — revisit pricing or supplier costs
- Corporate segment has high sales but lower margin — refine targeting strategy

## **Conclusion**

This project demonstrated how Tableau can turn raw data into meaningful insights. By focusing on key business questions and designing a clear, interactive dashboard, we've created a tool that empowers decision-makers to take informed action.

## Project Links

- Tableau Dashboard:

<https://public.tableau.com/views/RetailSuperstoreSalesAnalysis/Dashboard1>

- Kaggle Notebook: <https://www.kaggle.com/code/rohit417/retail-superstore-sales-analysis-using-tableau>

Created by Rohit Mukherjee | Business Analyst & Data Enthusiast

Disclaimer & Data Source

This project uses publicly available data from Kaggle for educational and portfolio purposes only.

Dataset Source: <https://www.kaggle.com/datasets/vivek468/superstore-dataset-final>

I do not claim ownership of the dataset used. All credit for the dataset goes to its original creator on Kaggle.