**Tableau Public URL**

<https://public.tableau.com/profile/sai.pruthvi.konduru.venkata#!/>

**Dashboard 1 Superstore**

**Timeline

Description automatically generated**

**Graphical user interface, application

Description automatically generated**

**Dashboard 2 Superstore**

**A picture containing chart

Description automatically generated**

**Chart, box and whisker chart

Description automatically generated**

**Dashboard 3 Superstore**

**Timeline

Description automatically generated**

**Chart

Description automatically generated**

**Business Insights Report**

Based on the company's most recent 24-month yield, the following report proposes increasing marketing expenditure to advertise in regions across the United States. The primary objective of this article is to increase the company's revenue. Insights can be withdrawn, and analysis can be made based on the charts and plots retrieved from the dashboards built on tableau desktop using the Superstore data set.

NOTICE while using Tableau: Filter and highlight actions are available on all three dashboards. The data will change in accordance with the data you choose.

The dashboards consist of the following graphs and charts.

* Sales of Superstore.
* Discount assessment with Sales.
* Profit, discount evaluation on geographic scale with Sales.

**Dashboard 1**

The sales map in the first dashboard shows the distribution of categories across various regions. Every region's sales are depicted on a density map. The forecast plot depicts the revenue results for the next financial year's first three quarters.

When we look at the sales results in the first graph, we can see that the East, South, and West regions are doing really well in all three categories, with the exception of furniture sales in the central region. The East and West regions have the highest sales of technology, while the western region has the highest sales of furniture. The density map shows which areas, despite having a high number of sales, were impacted by the loss in selling furniture. The forecast map depicts the gradual rise in sales, and that we should be able to hit the breakeven point for furniture in the central region within a year of aligning sales with the forecast. The trendline in the forecast shows the exponential growth of sales with respect to time.

**Dashboard 2**

A packed bubble plot, heat map, and box and whisker plot make up the second dashboard. The sales and discounts of each subcategory are shown in the packed bubble graph. Each group with the most sales has the largest bubble in the graph. This chart's color scheme is an orange, blue, and white diverging collection of colors. The darker shade of orange indicates a smaller discount, while the darker shade of blue indicates the largest discount. The binders category has the most discounts, but sales are not as high as the phones category, which is the sales leader.

The frequency of orders for each year can be seen in each sub category of the heat map. The heatmap on the second dashboard is for the year 2019, and it displays the total number of sales as well as the month with the most orders. They can be compared to the previous month's results to determine how well they performed. This chart's color palette is an orange, blue, and white diverging collection of colors, similar to the packed bubble chart but the colors are reversed, indicating that the darker shade of orange indicates the highest number of sales and the darker shade of blue indicates lower sales in that month. Along with the heat map, there's a box and whisker plot that shows the range of money that each sub category generates, as well as the Inter quartile area, which shows the average, median, and mode.

**Dashboard 3**

A lollipop chart, dual axis map, and area chart are featured on the third dashboard. The lollipop graph compares sales for various sub categories. We may use more visual elements to communicate information in this type of composite map. It displays the sub category's monthly sales and cumulative sales to date. The dual axis map is similar to a lollipop chart, but it also takes into account the area. In dual axis map, the color is inserted to show the profit making in each state. This map also incorporates a density map showing the sub category and sales. Phones have the highest number of average sales and also the most number of sales. This dashboard mainly focuses on the sales made by every sub category in every state, each region. Their profit based on the month of the order date is also shown based on each category.

**Conclusion**

* In sales across all three categories, Superstore is doing extremely well in the east and west regions of the United States. In the sales, there is an overall positive outstanding trend line.
* The central and Southern regions have noticed to have no losses but must be focused on promoting the products with the advertisements.
* Some products in the category that involves paper and accessories such as Fasteners, envelope, labels, art, supply have higher value but have relatively bad performance in sales. To generate better revenue, advertisements on these products must be focused primarily to perform better individually as a product stand alone.
* Tables and machines have very little profit, although, they are products that possess adequate sales.

Best data driven strategy to be most optimal for the company would be to focus more on the highly selling products and setting promoting those products in other regions of USA. Some of the states in USA like Ohio, Pennsylvania, Illinois and Texas have low response for the products. Its exceedingly recommended that the advertising campaign budget can be use among these states to create greater existence.