Superstore Sales Analysis Using Tableau

Introduction

This project aims to analyze sales, profit, and inventory performance of a retail superstore using data visualization techniques in Tableau. The goal is to uncover key business insights and identify high and low-performing areas across product categories and regions.

Abstract

Using the Superstore dataset, a dynamic dashboard was developed in Tableau Public to visualize critical metrics such as sales trends, profit by sub-category, and inventory turnover. This analysis helps in identifying top-selling products, regional performance variations, and inventory inefficiencies.

Tools Used

SQL, Tableau (for visualization and dashboarding)

Steps Involved in Building the Project

1. Data Preparation: Cleaned and structured the Superstore dataset to ensure consistency and compatibility with Tableau.

2. Data Import & Exploration: Imported the dataset into Tableau and explored patterns in sales, profit, region, and sub-categories.

3. Dashboard Development: Created interactive visualizations including:

   a. Category Overview by Region

   b. Profit & Sales by Sub-Category

   c. Monthly Sales Trend

   d. Inventory Turnover per Sub-Category

4. Interactivity: Implemented filters for region and category to allow dynamic insights.

Conclusion

The dashboard provided valuable insights such as high sales in the Technology category, poor profitability of Tables, and the East region being the top performer. These insights can help decision-makers improve inventory planning, optimize regional strategies, and boost overall profitability.