



DATA VISUALIZATION

USING TABLEAU

PROJECT INTRODUCTION

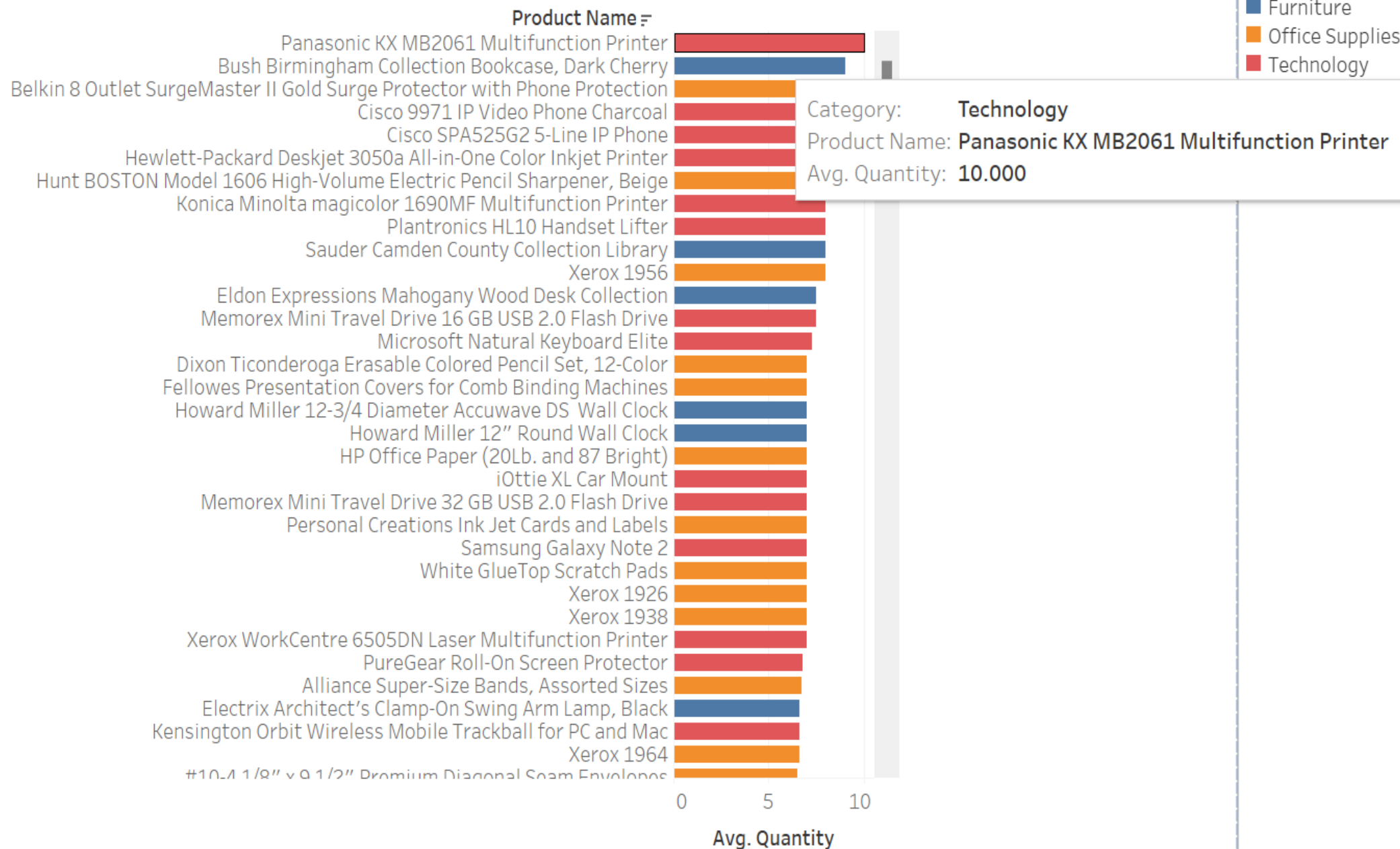
- The following problem statements are the major emphasis of this project, which uses a super store dataset:
 - Insights about Highest Selling Product
 - Insights about Most Preferred Shipping Mode
 - Comparison of profit for each product category based on state and region
 - Insights regarding Customers using Customer Attributes
 - Other Essential Business KPI's [slide 7 - slide 10]
- I made an effort to gather information on the problem statements provided and to best visualize it.



HIGHEST SELLING PRODUCT

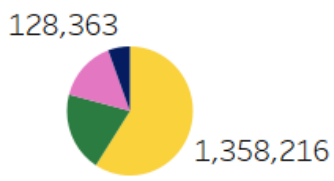
Category

- Furniture
- Office Supplies
- Technology



NOTE: PRODUCTS ARE ARRANGED IN DECREASING ORDER OF THE QUANTITY OF THEIR SALES

PREFERRED SHIPMODE



Ship Mode

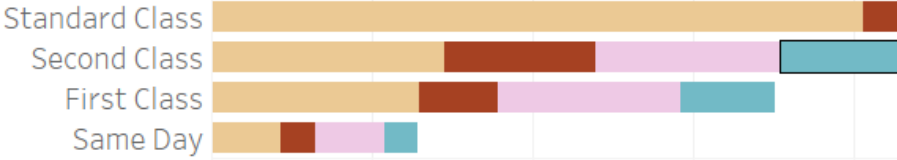
- Standard Class
- Second Class
- First Class
- Same Day

Sales



PREFERRED SHIPMODE/REGION

Ship Mode =



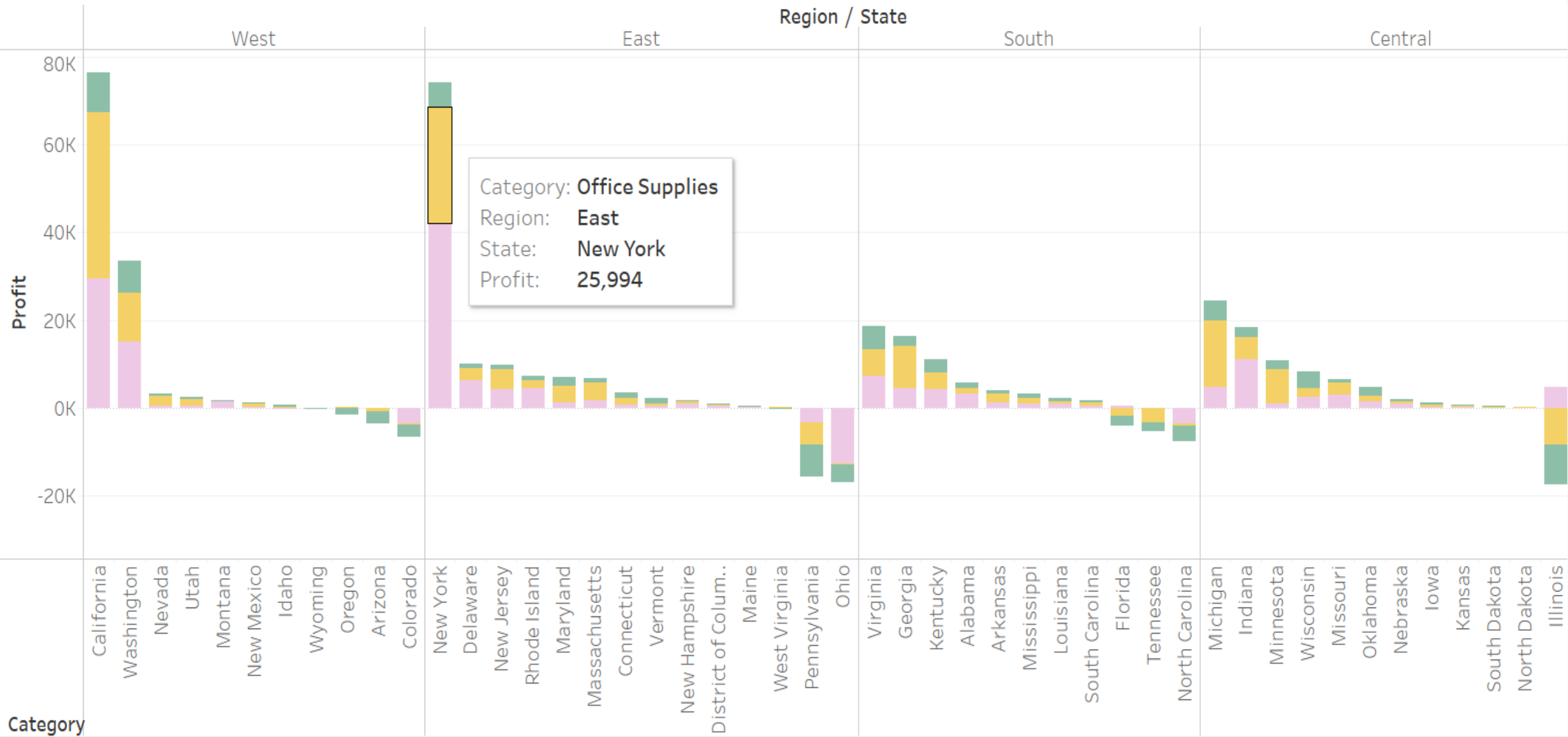
Region: **Central**
Ship Mode: **Second Class**
Sales: **103,550**

Region

- West
- South
- East
- Central

NOTE : THE PIE-CHART INDICATES SALES FROM THE MOST AND LEAST PREFERRED SHIPMODE.

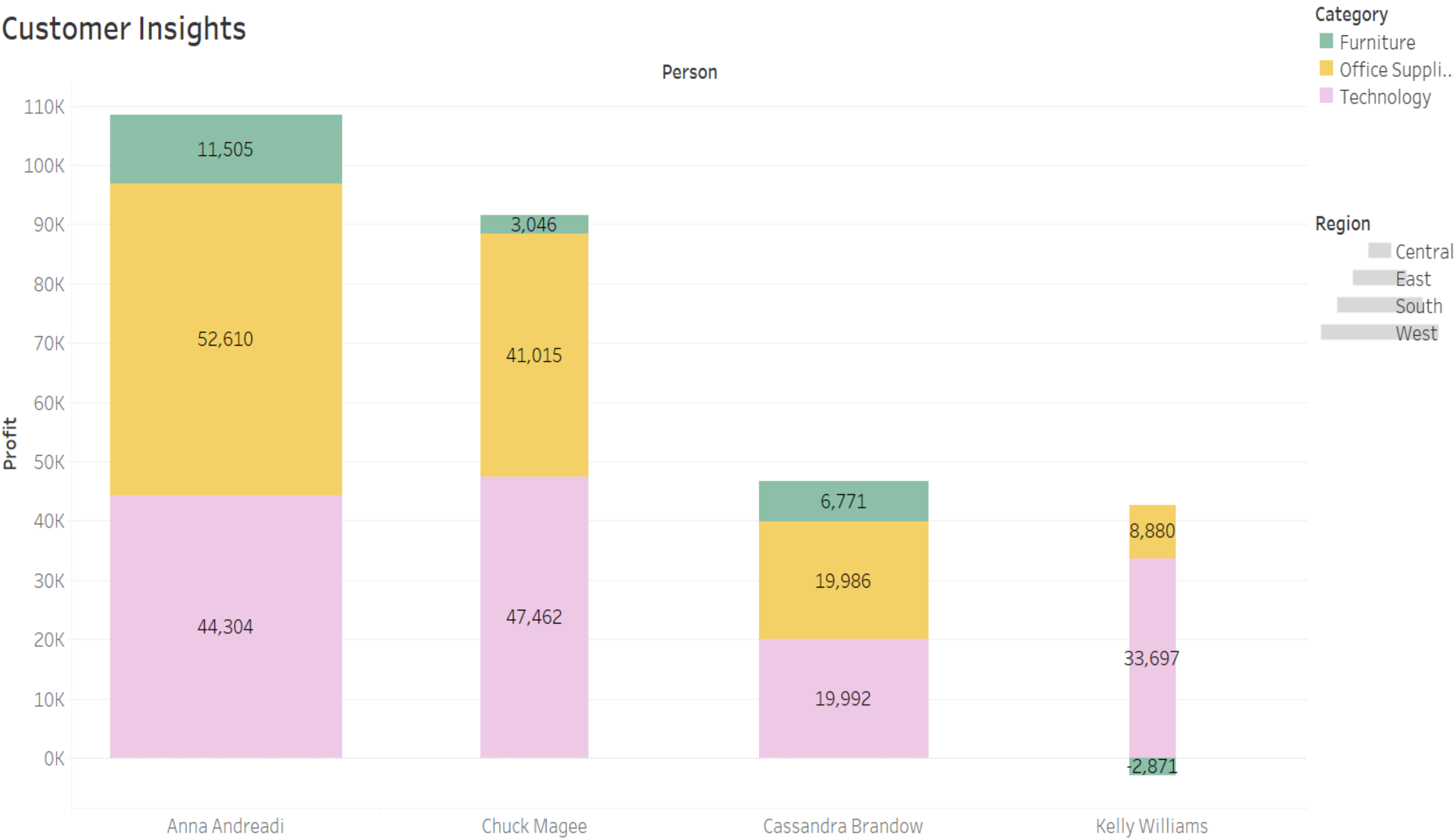
PROFIT OF EACH PRODUCT CATEGORY BASED ON REGION/STATE



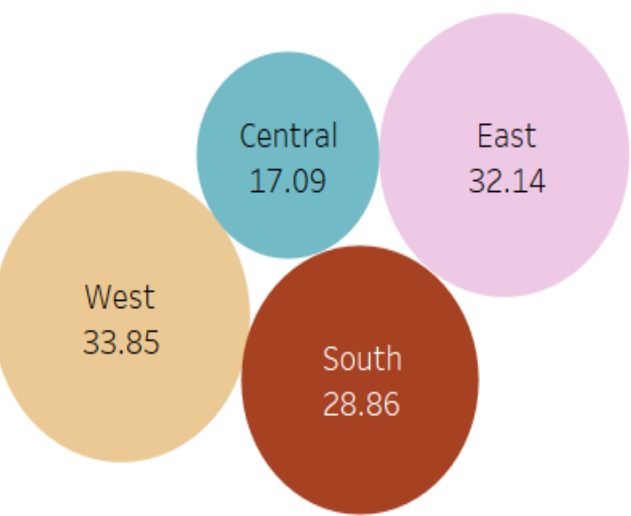
Category

- Furniture
- Office Supplies
- Technology

Customer Insights



AVERAGE PROFIT/REGION



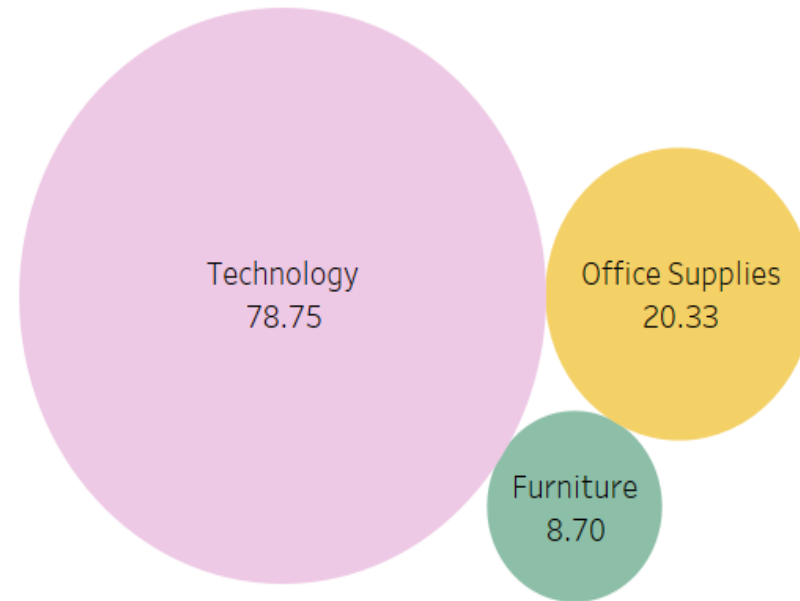
- Region
- Central
 - East
 - South
 - West

AVERAGE PROFIT BY REGION/STATE

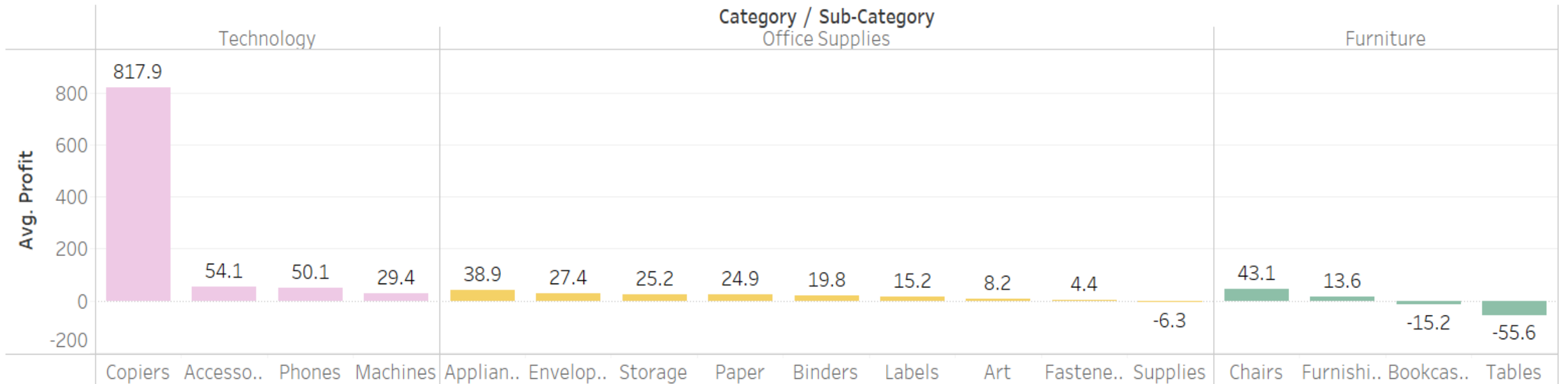
Region	State	
West	Montana	122.2
	Wyoming	100.2
	Nevada	85.0
	Washington	66.0
	Utah	48.0
	Idaho	39.4
	California	38.2
	New Mexico	31.3
	Oregon	-9.6
	Arizona	-15.3
	Colorado	-35.9
East	Vermont	204.1
	Rhode Island	130.1
	District of Columbia	106.0
	Delaware	103.9
	New Jersey	75.2
	Maryland	67.0
	New York	65.6
	New Hampshire	63.2
	Maine	56.8
	Massachusetts	50.3
	West Virginia	46.5
	Connecticut	42.8
	Pennsylvania	-26.5
	Ohio	-36.2
South	Alabama	94.9
	Georgia	88.3
	Virginia	83.0



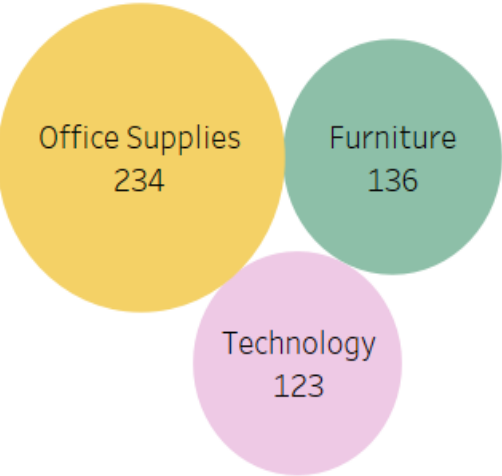
AVERAGE PROFIT/CATEGORY.



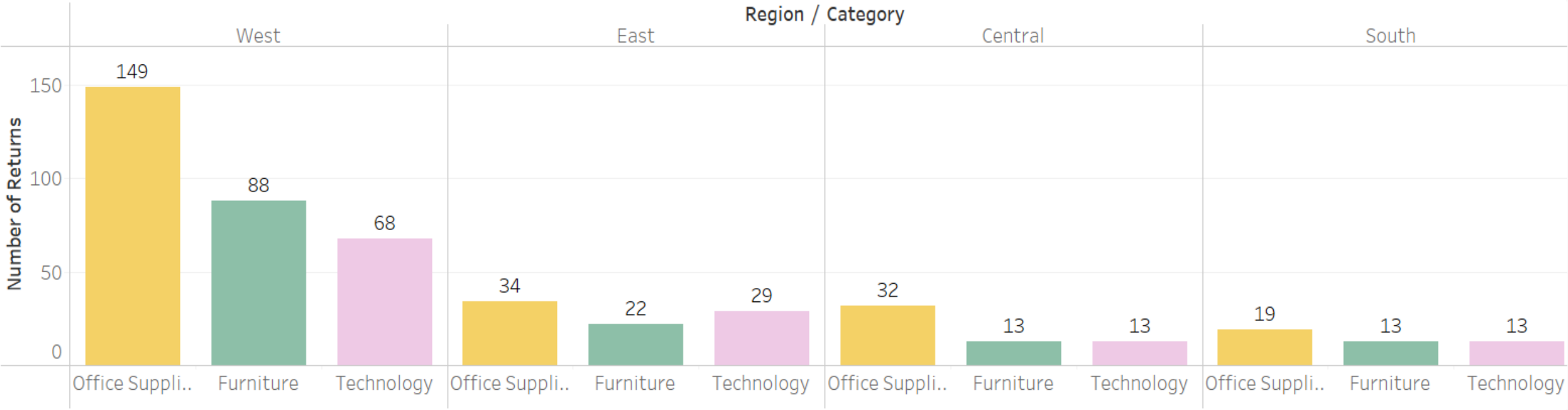
AVERAGE PROFIT BY CATEGORY/SUB-CATEGORY



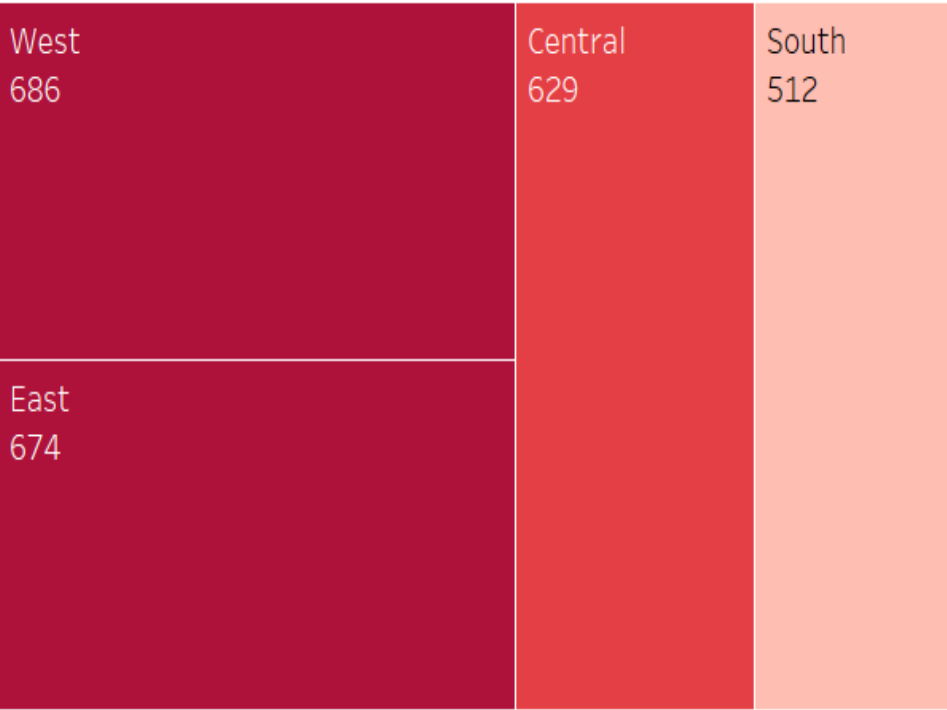
RETURN OF ORDERS/CATEGORY



RETURN of ORDERS BY REGION/CATEGORY.



CUSTOMERS/REGION



customers



CUSTOMERS BY REGION/CATEGORY/SUB-CATEGORY

Category	Sub-Category	Region			
		West	East	Central	South
Office Supplies	Binders	321	306	257	193
	Paper	309	271	230	175
	Storage	214	206	170	108
	Art	199	182	148	123
	Appliances	125	111	113	76
	Labels	101	97	69	60
	Envelopes	58	72	54	48
	Fasteners	67	60	50	28
	Supplies	64	51	35	29
Furniture	Furnishings	231	216	168	141
	Chairs	171	143	127	81
	Tables	108	76	67	47
	Bookcases	75	67	48	28
Technology	Phones	218	219	168	120
	Accessories	198	169	153	108
	Machines	37	35	20	17
	Copiers	25	20	16	7

NO. of Customers



