

## Superstore Sales & Profit Analysis – Visual Storyboard

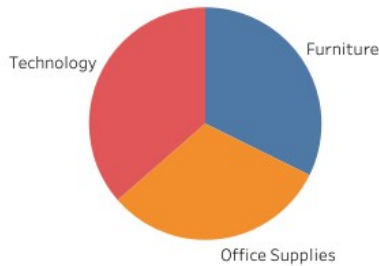
**Tool Used:** Tableau Public

**Dataset:** Superstore Sales Data

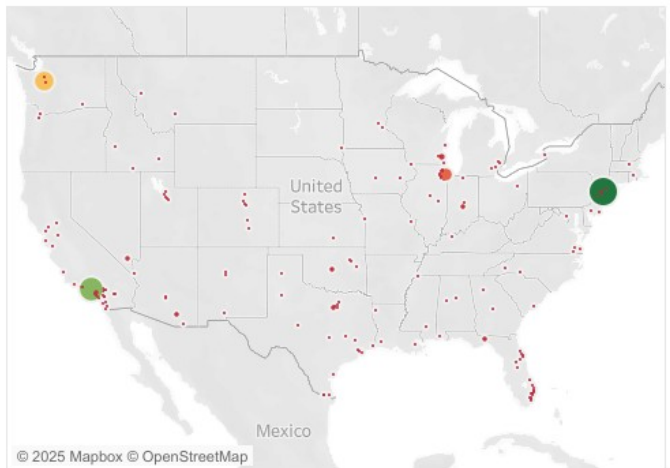
**Objective:** Analyze key sales and profit drivers and present business recommendations using visual storytelling.

### 1. Sales Summary Overview

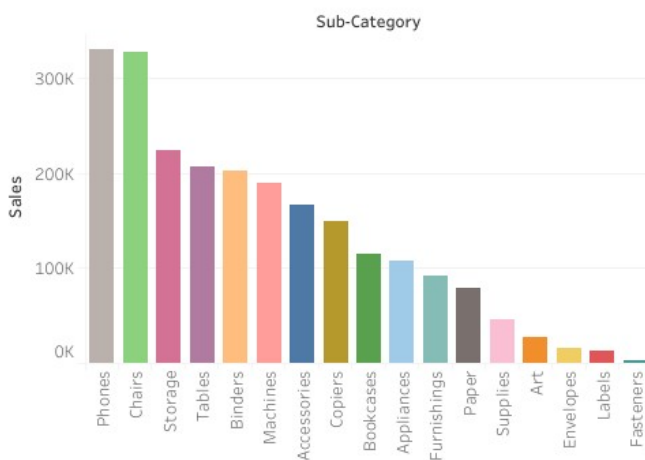
sale\_by\_category



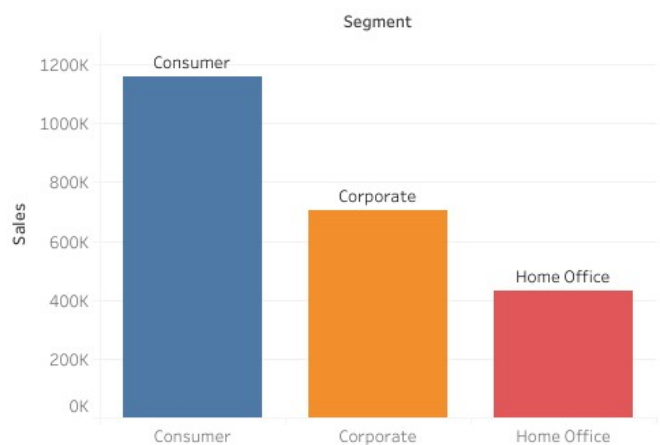
sales\_by\_geography



sales\_by\_subcategory



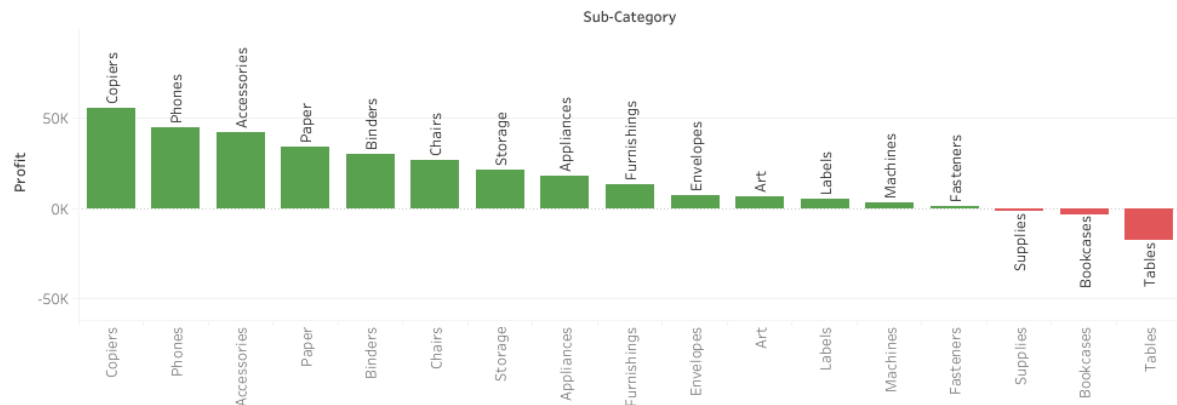
sale\_by\_customer\_segment



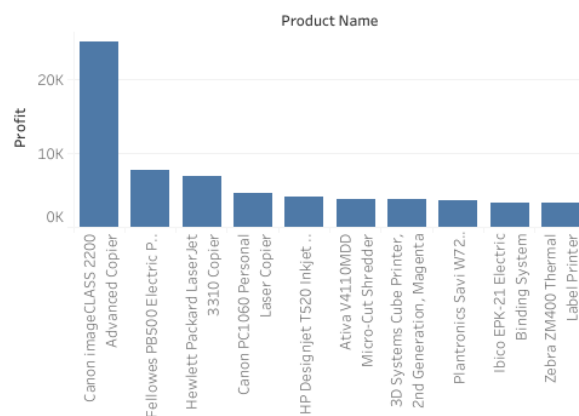
- **Category-wise Sales** are evenly split between Technology, Furniture, and Office Supplies.
- **Top Sales Cities:** New York, Chicago, Los Angeles, and Seattle contribute significantly.
- **Customer Segment:** The *Consumer* segment drives maximum sales.
- **Top-Selling Subcategories:** Phones, Chairs, and Storage.

## 2. Profit Summary Overview

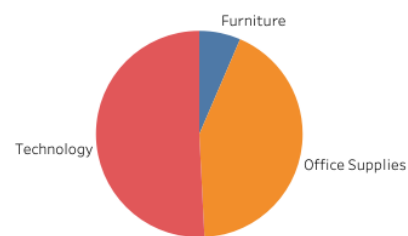
profit\_or\_loss\_making\_sub\_categories



top\_10\_profit\_products



profit\_segment\_wise



- **Top 10 Profitable Products** are all from *Technology* and *Office Supplies*.
- **Segment-wise Profits:** Technology leads, followed by Office Supplies. Furniture lags behind with <25% of total profits.
- **High & Low Performing Subcategories:**
  - Top 3 Profit-Making: *Copiers, Phones, Accessories*
  - Top 3 Loss-Making: *Tables, Bookcases, Supplies*

## 3. Business Insights & Recommendations

- **Geo Strategy:** Focus marketing and operational resources on the 4 top-performing cities. Consider optimizing/closing underperforming locations to reduce costs.
- **Product Strategy:**
  - Tables are among the top-selling but also among the most loss-making subcategories.
    - → Recommendation: Re-evaluate pricing, supplier costs, or consider discontinuing this product.
- **Customer Segments:** The *Consumer* segment is highly profitable. Focus campaigns and bundling strategies here.

