

Project Summary/Report

This project uses Tableau to analyse the Superstore dataset and generate actionable insights into sales, profit, and customer behaviour. The interactive dashboard integrates multiple visualizations, parameters, filters, and forecasting features to highlight key business trends.

Sales and Profit were compared through scatter plots at both category and sub-category levels. These revealed that while Technology and Office Supplies often deliver strong profits, certain Furniture sub-categories underperform due to high discounts, lowering overall margins. A profit margin colour scale added depth by quickly identifying low- and high-margin categories.

The Region Profit Heat Map demonstrated that the **West Region in Office Supplies achieved the highest profit**, while some other region-category combinations lagged. An annotation was added to highlight this finding. In the Sales Growth analysis, **November 2021 was identified as the month with the highest sales**, reflecting holiday season demand. Forecasting was applied to project sales for the next six months across monthly, quarterly, and yearly views. Reference lines for averages made the trends clearer, while annotations helped emphasize critical insights.

Parameters and filters were incorporated to increase interactivity. A parameter allows switching between Sales and Profit metrics for customer segment analysis, while another switches between time intervals in the sales growth view. Filters for Region, Category, and Order Date allow users to drill into specific areas. Tooltips were customized with profit margins, order counts, and additional details to provide richer context without cluttering the visualizations.

Overall, the analysis shows that the West region and Technology-related categories are strong performers, while Furniture needs attention. Seasonal peaks, such as November 2021, significantly drive sales, and forecasts indicate growth ahead. These insights provide a foundation for informed decisions around product strategy, regional performance, and customer focus.

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