

# Task 2: Data Visualization & Storytelling

***Prepared for: Data Visualization Assignment***

**Objective:** Create visualizations that convey a compelling business story and provide actionable recommendations.

**Tools:** Power BI (report screenshots provided).

**Dataset:** Superstore / Sales data (columns typically: Order Date, Region, Category, Sub-Category, Sales, Quantity, Profit, Customer, City, State, Ship Mode).

# KPI Overview

632.63K

Total Sales

85.80K

Total Profit

0.14

Profit Margine

10K

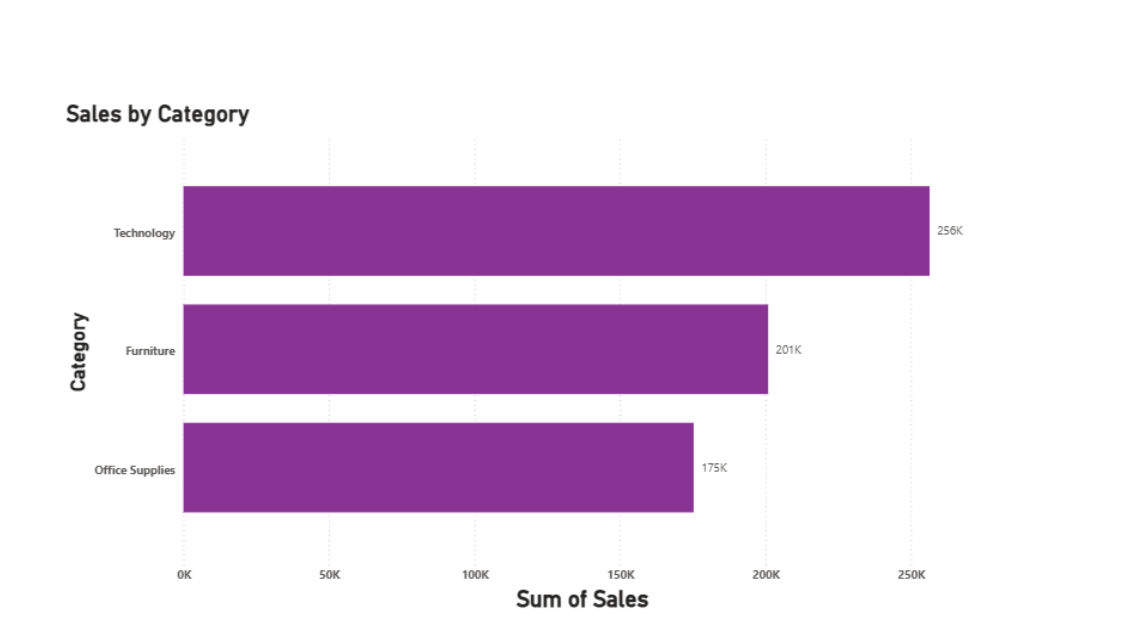
Sum of Quantity

**What it shows:** Total Sales, Total Profit, Profit Margin and Total Quantity at a glance.

**Insight:** Total sales are ■632.63K with profit ■85.80K and profit margin ~14% indicating moderate profitability. Focus needed to improve margins.

**Recommendation:** Investigate high-sales but low-margin products and renegotiate supplier terms or adjust pricing.

# Sales by Category

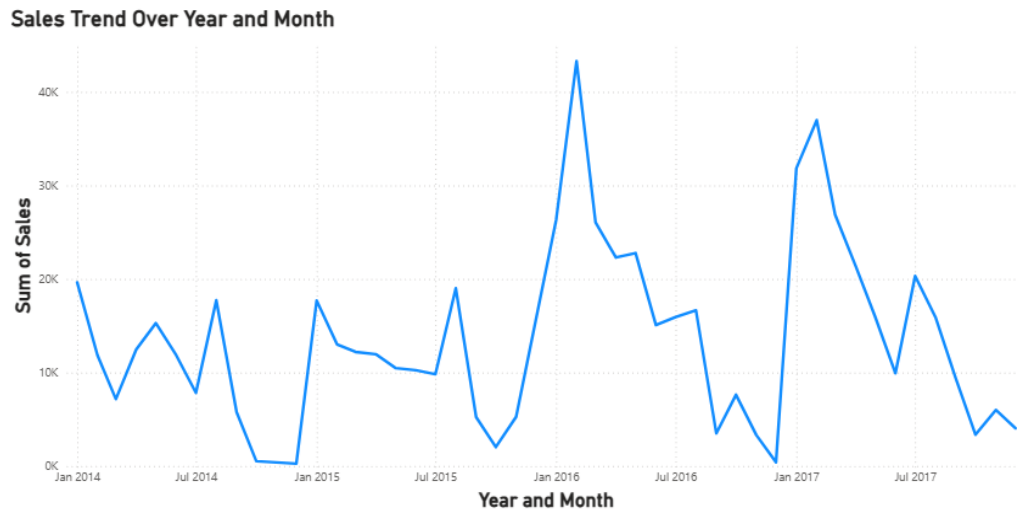


**What it shows:** Technology leads sales (~256K), followed by Furniture and Office Supplies.

**Insight:** Technology contributes the largest revenue share but further analysis is needed to confirm if it also drives profit.

**Recommendation:** Prioritize promotional budgets and inventory for Technology; run margin analysis per category.

## Sales Trend Over Time



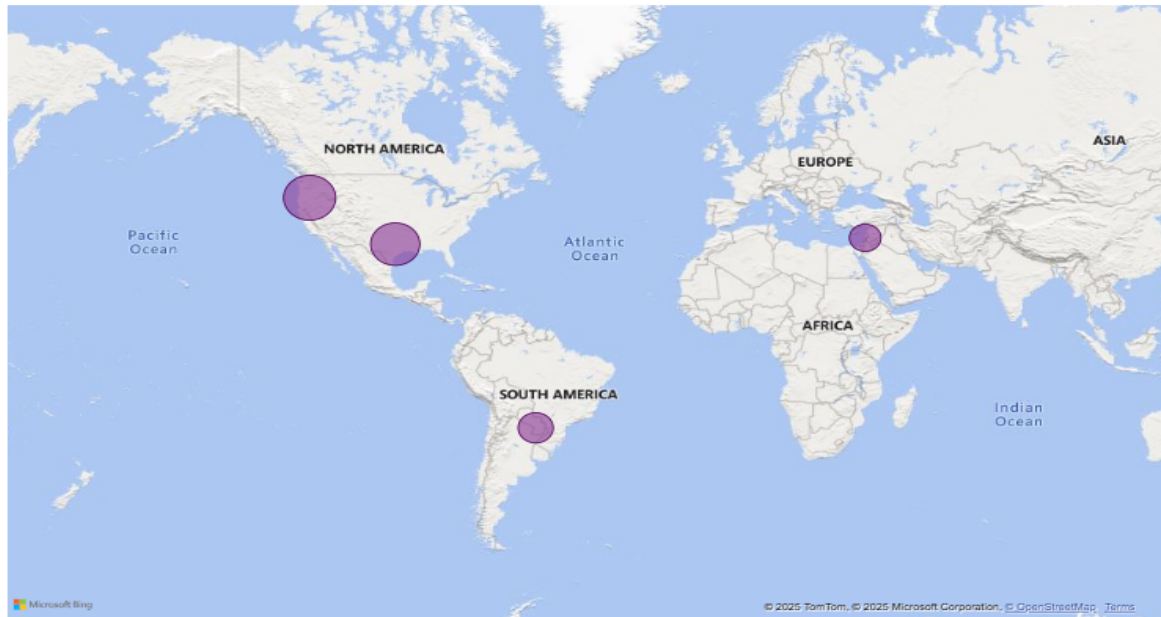
**What it shows:** Monthly sales trend from 2014 to 2017 with noticeable peaks around early 2016 and 2017.

**Insight:** Seasonality or campaign-driven spikes are visible. Some months show sharp drops — check promotions or stock-outs.

**Recommendation:** Align marketing campaigns with historical peaks and investigate causes of low months to smooth revenue.

## Profit by Region (Map View)

Profit by Region



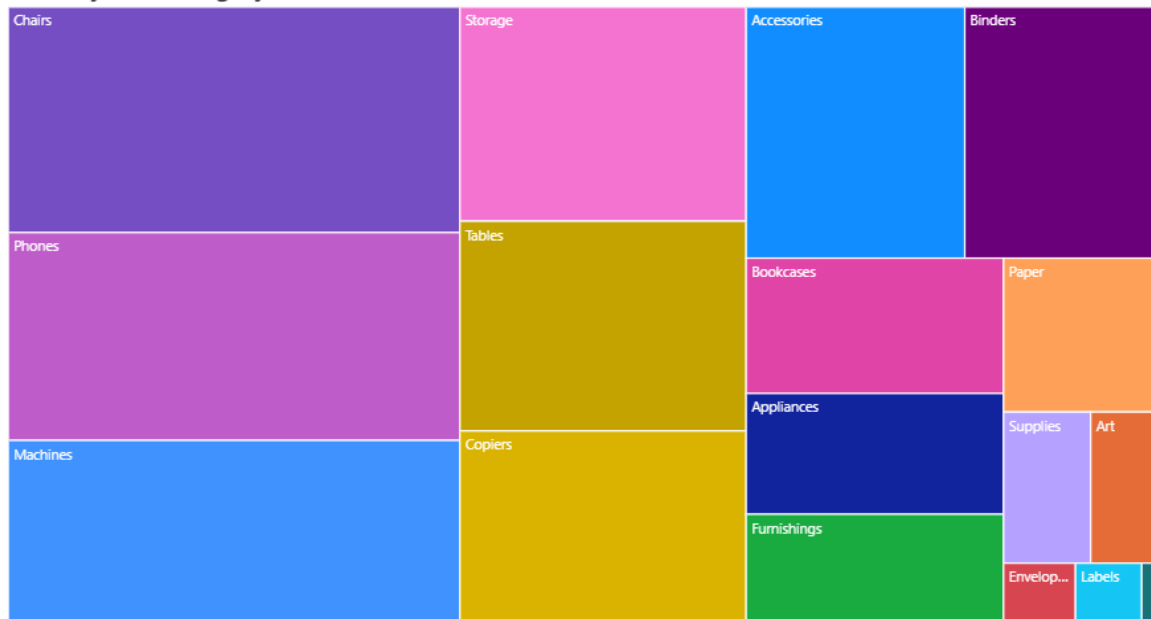
**What it shows:** Geographic distribution of profit across regions (bubble size ~ profit).

**Insight:** North America shows larger profit bubbles; some regions have sales but lower profit.

**Recommendation:** Tailor regional strategies — increase high-margin offerings where profit is strong and address low-profit regions.

## Sales by Sub-Category (Treemap)

Sales by Sub-Category



**What it shows:** Contribution of sub-categories to overall sales — Chairs, Phones, Machines, Copiers, Tables, Storage are large contributors.

**Insight:** A few sub-categories drive the majority of revenue; product-level margin analysis could find upsell opportunities.

**Recommendation:** Bundle high-margin products with popular low-margin items and promote accessories with high margins.

## Executive Summary & Recommendations

Key Finding	Action
Technology is top-selling category	Confirm margins; prioritize tech promotions and inventory.
Profit margin ~14% (moderate)	Review pricing, supplier costs, and discount strategies.
Seasonal sales spikes	Plan campaigns around historical peaks; ensure stock availability.
Regional profit variance	Regional pricing/promotion; focus on profitable regions and improve logistics.
Few sub-categories drive revenue	Upsell/cross-sell and product bundling.

Overall, the company shows strong growth potential, particularly in the technology and seasonal markets. Strategic focus on margins, inventory, and targeted promotions is recommended for sustained profitability.

Next Steps: Conduct a detailed margin analysis for the top 5 categories, review regional performance quarterly, and develop a seasonal marketing calendar.