

Project: Superstore Sales Dashboard (2014–2017)

Dataset: Kaggle – Superstore Sales Data

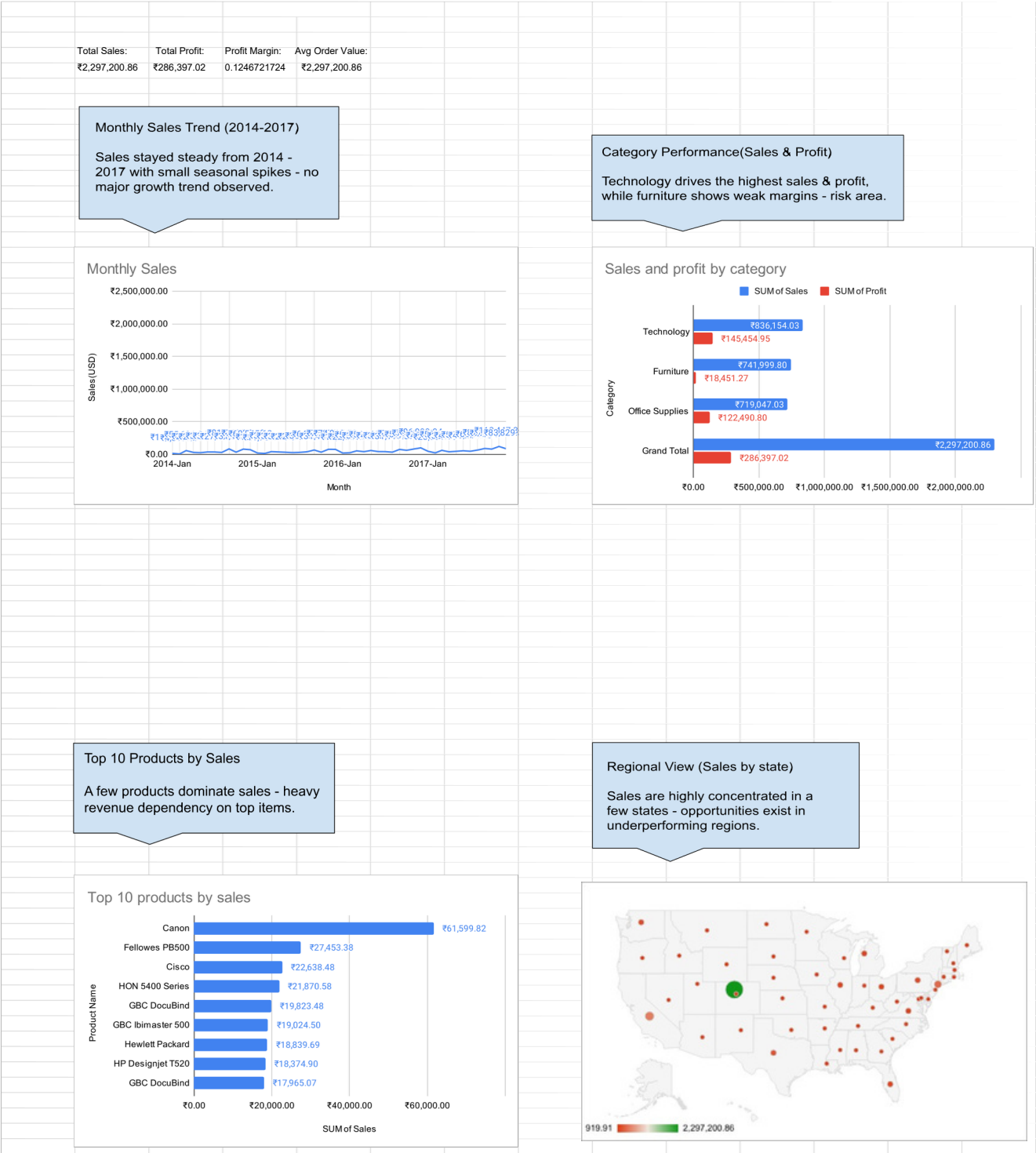
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Task 2: Data Visualization & Storytelling

Executive Summary:

This dashboard analyzes Superstore sales data from 2014–2017 to uncover key business insights. The visualizations highlight sales trends, category performance, product concentration, and regional distribution. The goal is to demonstrate the power of data storytelling for decision-making.

Dashboard:



**Summary:**

- Sales Growth & Seasonality: Sales are steady with strong Q4 peaks, showing the need for holiday inventory planning.
- Category Performance: Technology drives both sales and profit, while Furniture underperforms, requiring cost/pricing review.
- Product Concentration: A handful of products (Canon, Cisco) dominate sales, creating risk from dependency.
- Regional Trends: Sales are unevenly distributed across states, offering opportunities for expansion.