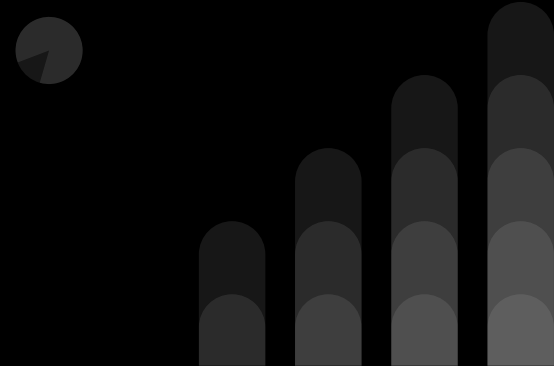
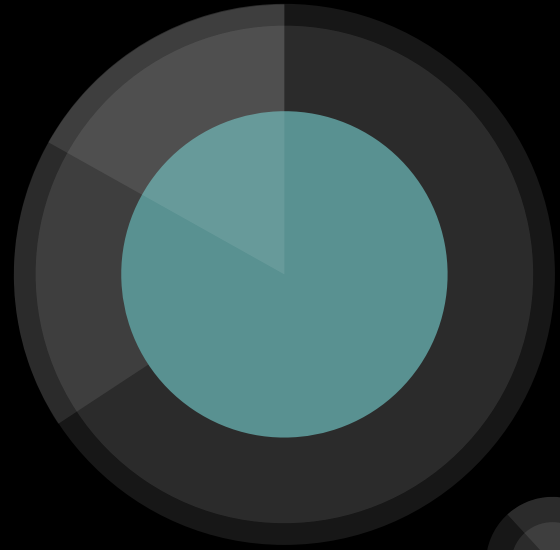


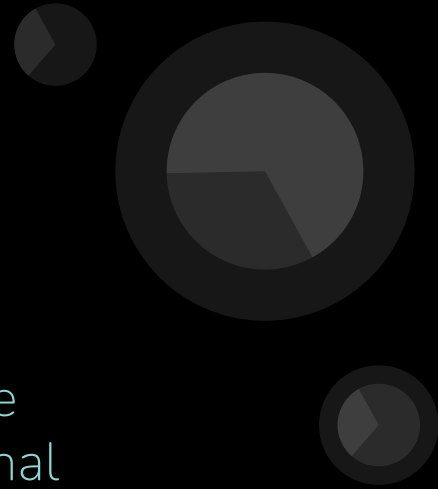
# **SUPERSTORE SALES ANALYSIS**

– Tableau Project



## Project Description:

This project analyzes the performance of a fictional superstore across the United States using Tableau. The goal is to identify sales trends, profit drivers, and regional performance disparities, ultimately providing insights that could support strategic decisions like opening a distribution center near Philadelphia. The analysis covers sales, profit, quantity, and category-level performance with a focus on key states such as Pennsylvania, Washington, California, and Texas.



# Sales Performance Overview



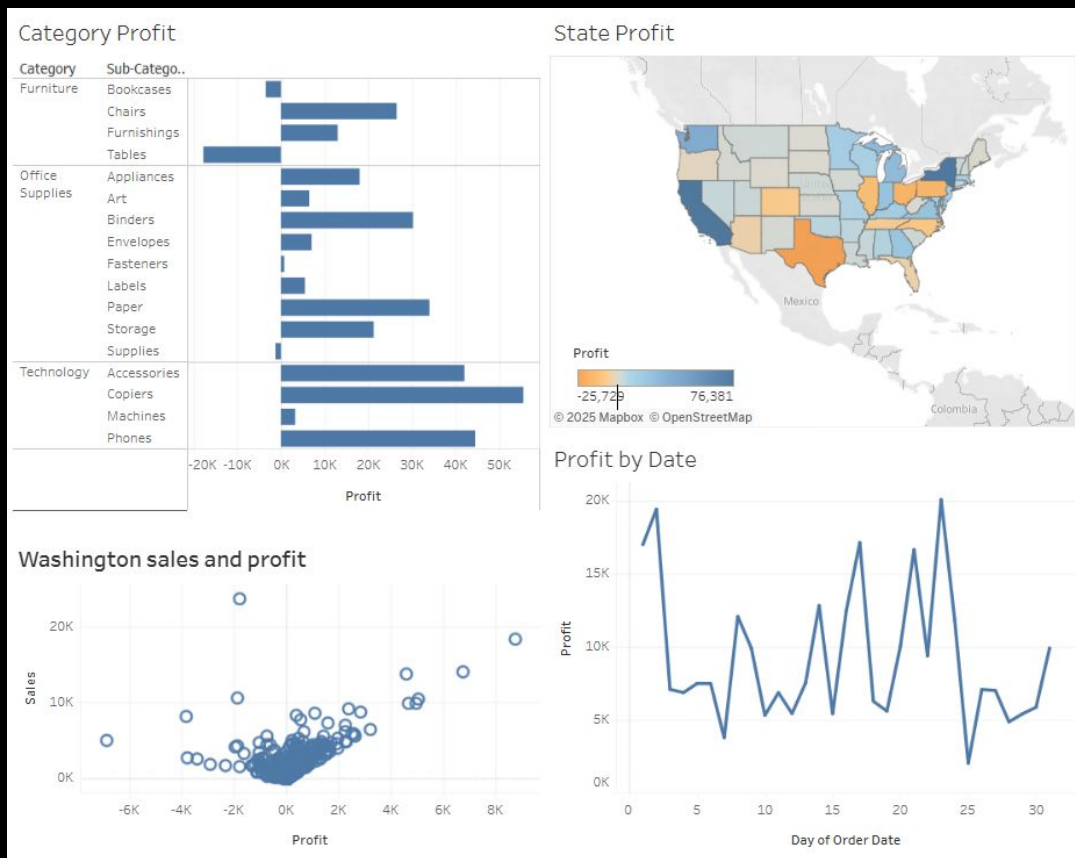
A high-level summary of the business performance over time. The KPIs help track overall health, while the state filter allows viewers to explore performance in different regions.

# Furniture Sales Deep Dive



Furniture is a major category for the superstore. This dashboard helps understand how different types of furniture perform across states and over time, which aids product-specific decision-making.

# Regional and Category Profit Analysis



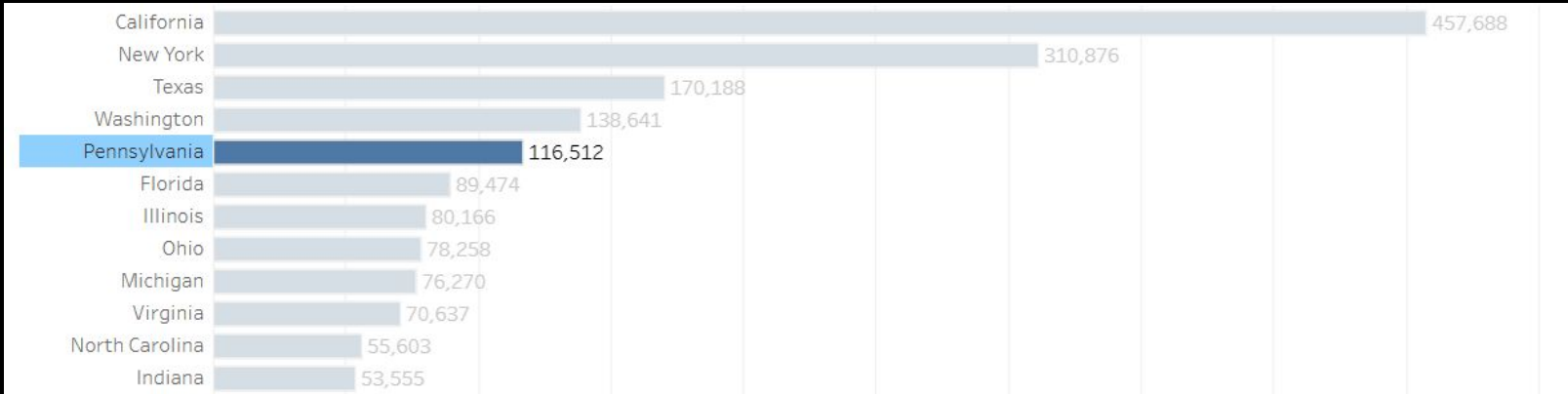
This is a multi-angle view of profitability, allowing you to:

- Drill down into Washington's performance
- Compare profit distribution across the country
- Identify profitable product categories

# Distribution Center Near Philadelphia

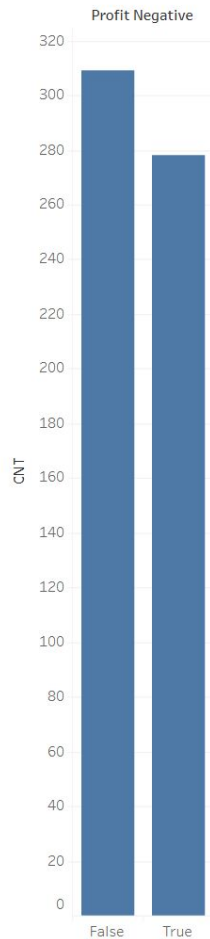
## Goal of the story:

To make a case for building a distribution center near Philadelphia, based on sales concentration, logistical challenges, and profitability issues in key states.



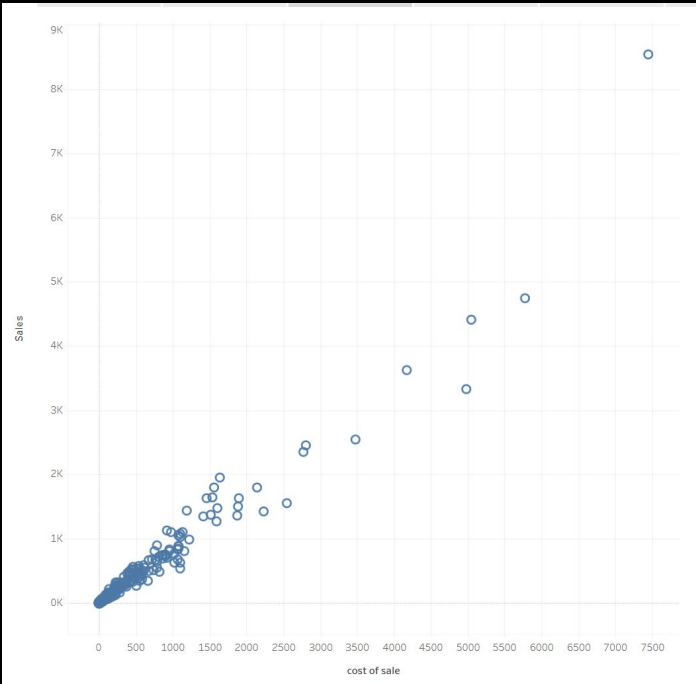
## State-wise Profits

Shows that Pennsylvania is a major sales market, which lays the foundation for why it deserves deeper analysis.



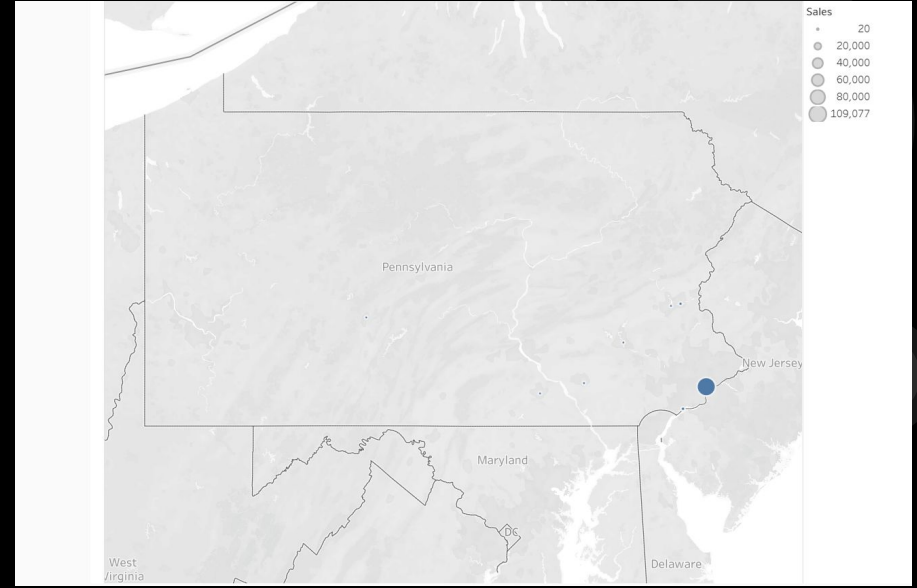
## Profit and Loss in Pennsylvania

Reveals a key problem — many orders in a major market are unprofitable, highlighting inefficiencies.



## Cost of Scale in Pennsylvania

Helps understand if larger sales = larger profit or not, and shows cost-to-profit relationship.



## Justifying Distribution Center in Philadelphia

Supports the logistics argument — high order volume suggests need for faster fulfillment and cost reduction.



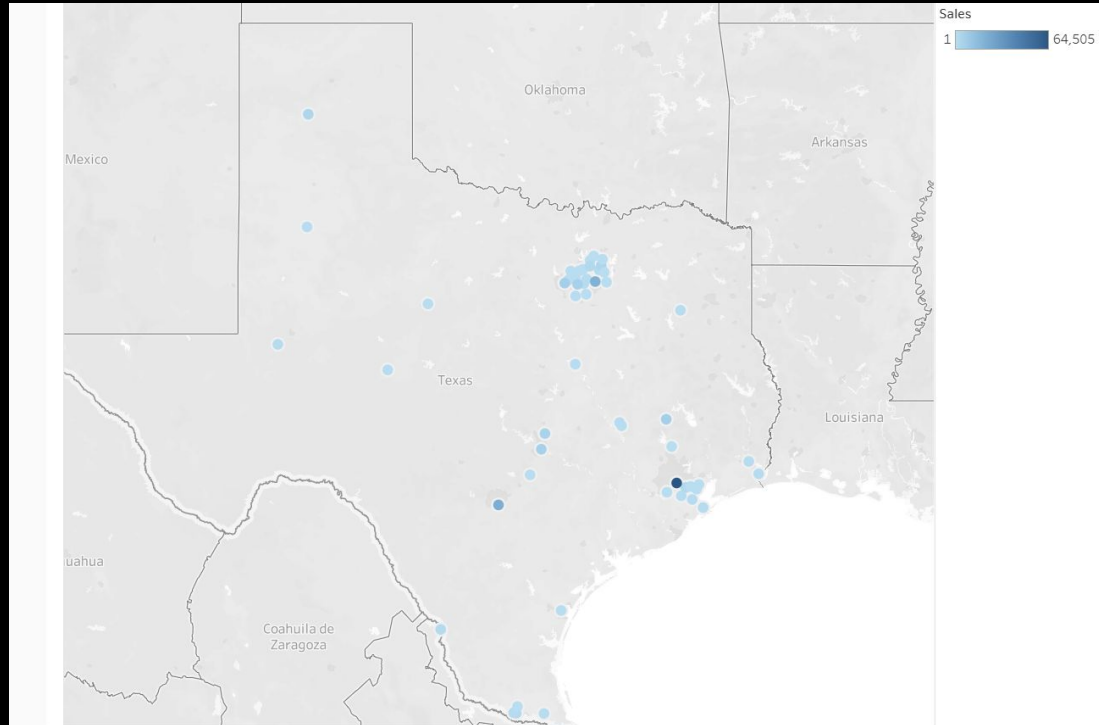
# Profitability Comparison Across Key States

Shows that other major states have better profit margins, while Texas may face similar issues as PA.



## Why not Texas?

Texas's wider sales spread could make distribution center less effective there.



## Key Insights:

- Pennsylvania is one of the largest markets by sales, but it also has a high number of unprofitable orders, suggesting possible supply chain inefficiencies.
- Sales in Pennsylvania are highly concentrated, indicating it could benefit significantly from a nearby distribution center to reduce shipping time and costs.
- Other states like Washington and California show healthy profit margins, indicating efficient operations.
- States like Texas also face profit challenges, but sales are more geographically spread out, reducing the potential impact of a single regional center.

## Conclusion:

There is a clear business case for improving logistical efficiency in Pennsylvania. The data shows that while sales are high, profit is inconsistent—likely due to operational costs.

## Recommendation:

Establishing a distribution center near Philadelphia would optimize delivery operations, reduce negative profit orders, and improve customer satisfaction in a key sales region.

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