Project Presentation

Superstore Sales Performance

Using Tableau

Presented by Suraj Bobade

Overview

This project will provide detailed insights into overall sales, category-wise performance, regional performance, sales trends, customer and other key performance indicators (KPIs). The findings will be visualized using interactive Tableau dashboards, enabling stakeholders to make data-driven decisions to enhance sales performance.

Tools & Technology

Microsoft Excel, Tableau

Project Opjectives

- Analyzed top 10 state revenue by sales.
- To identify sales trends and correction between sales.
- Develop visualizations such as bar chart, line chart trend, pie chart and Bubbles chart.

Methodology:

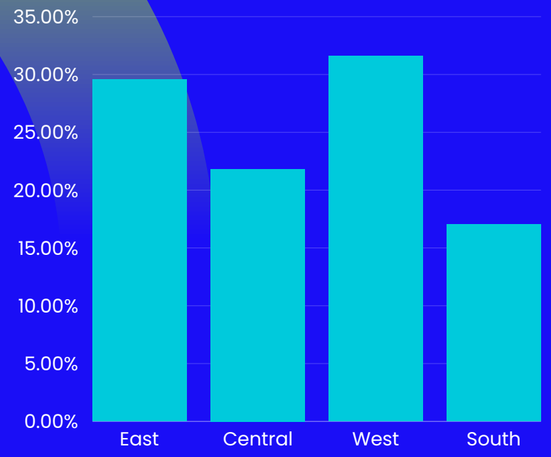
1. **Data Collection:**
   - **Extract sales data from Superstore's databases.**

2. **Data Preparation:**
   - **Clean and preprocess the data for analysis.**
   - **Import the data into Tableau for visualization.**

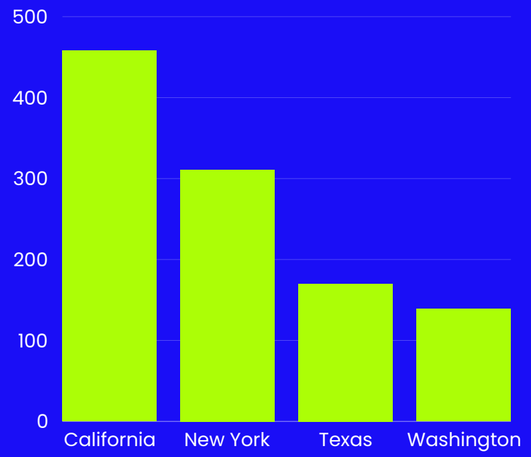
3. **Data Analysis and Visualization:**
   - **Use Tableau to create visualizations for total sales, Total Profits, and Total Volume.**
   - **Create a Bar chart, line chart, pie chart & Bubble chart.**
   - **Then Develop dashboard.**

Summary of Sales Performance

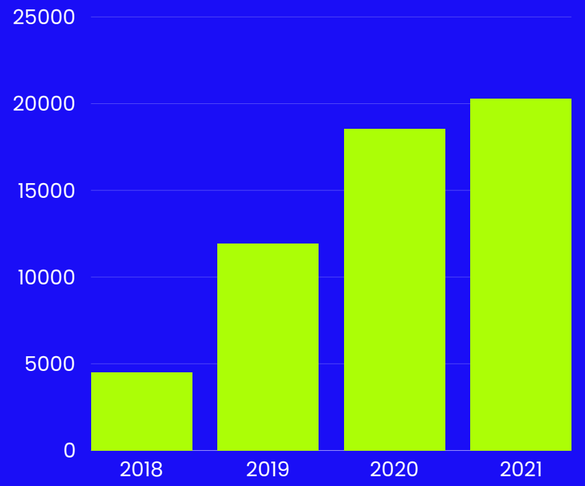
2018-2021



Region Sales



Top 4 States by Sales



Revenue by years

Summary *of*
Total Sales &
Total Profits

Total Sales	Total Profits
2,297.20K	286.40K

Save and Publish:

- **Click the Save button.**
- **Tableau will upload your workbook to Tableau Public.**

Thank *you*

Suraj Bobade

Project Link:

https://public.tableau.com/app/profile/suraj.bobade/viz/SalesPerformancedashboard_17149925626070/Dashboardt