

## Project Development Phase:

### (A) Data Connectivity & Preparation

The 'Sample - Superstore' dataset was connected to Tableau Public. Data types were verified, ensuring 'Order Date' is recognized as a date, 'Region' as a geographic role, and 'Sales' as a numerical

FileDataServerWindowHelp

←→↺↻

Connections

Sample - Superstore  
Microsoft Excel

Sheets

☐ Use Data Interpreter

Data Interpreter might be able to clean your Microsoft Excel workbook.

Orders

People

Returns

New Union

New Table Extension

Orders (Sample - Superstore)

Connection  
☒ Live ☐ Extract

Filters  
0 | Add

Orders

Orders21 fields 10194 rows100rows

NameOrders

Description

No description available.

Fields

| Type | Field Name | Physical Table | Remote Fie... |
|------|------------|----------------|---------------|
| #    | Row ID     | Orders         | Row ID        |
| Abc  | Order ID   | Orders         | Order ID      |

| #      | Abc            |            |            | Abc            | Abc         | Abc           |
|--------|----------------|------------|------------|----------------|-------------|---------------|
| Orders | Orders         | Orders     | Orders     | Orders         | Orders      | Orders        |
| Row ID | Order ID       | Order Date | Ship Date  | Ship Mode      | Customer ID | Customer Name |
| 1      | US-2022-103800 | 03-01-2022 | 07-01-2022 | Standard Class | DP-13000    | Darren Powers |
| 2      | US-2022-112326 | 04-01-2022 | 08-01-2022 | Standard Class | PO-19195    | Phillina Ober |
| 3      | US-2022-112326 | 04-01-2022 | 08-01-2022 | Standard Class | PO-19195    | Phillina Ober |
| 4      | US-2022-112326 | 04-01-2022 | 08-01-2022 | Standard Class | PO-19195    | Phillina Ober |
| 5      | US-2022-141817 | 05-01-2022 | 12-01-2022 | Standard Class | MB-18085    | Mick Brown    |
| 6      | US-2022-167199 | 06-01-2022 | 10-01-2022 | Standard Class | ME-17320    | Maria Etezadi |

Go to Worksheet

Data Source

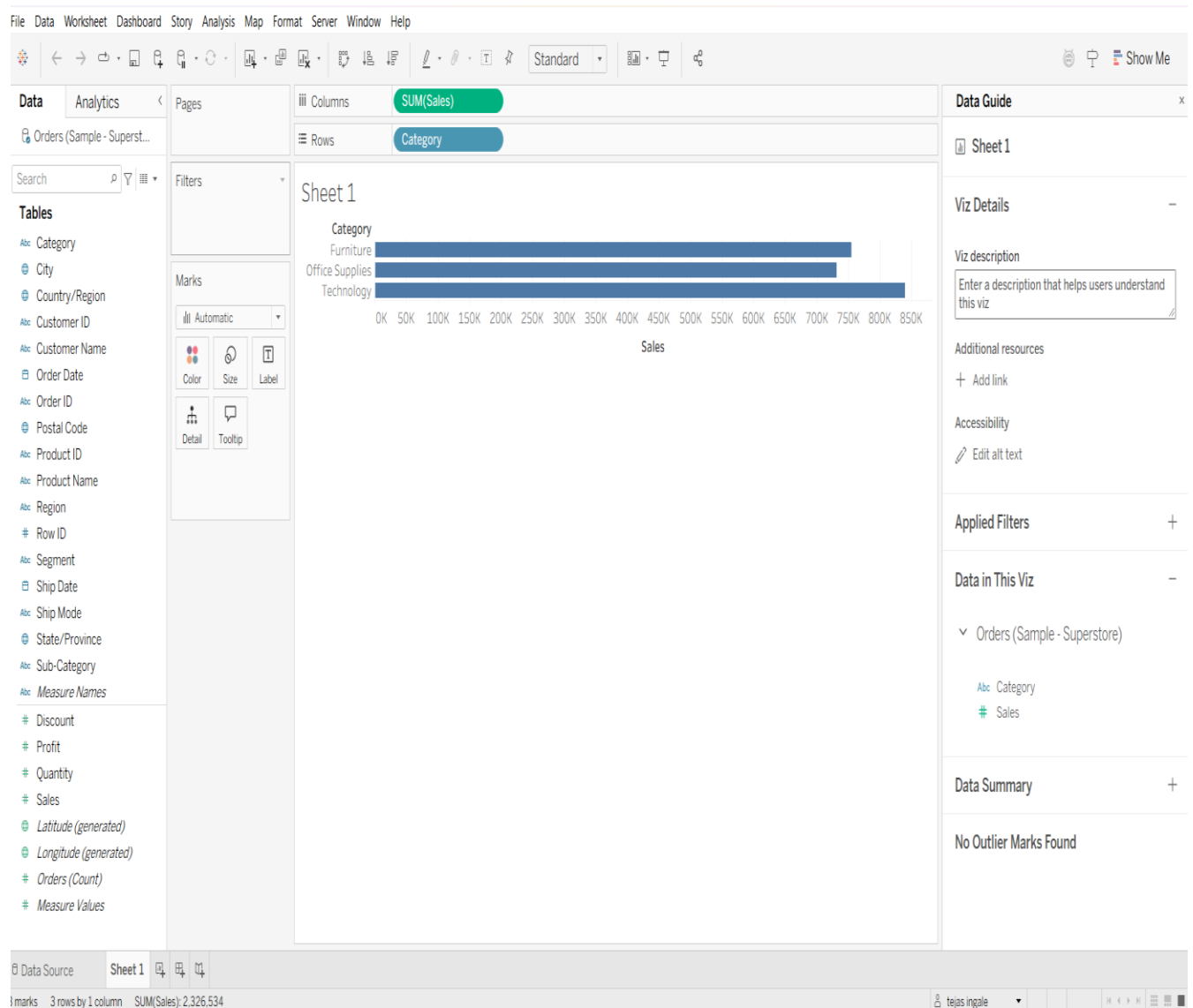
Sheet 1

## Data Processing Steps:

1. Checked for null values in the 'Sales' and 'Profit' columns.
2. Formatted the 'Order Date' to ensure chronological analysis.
3. Categorized products into 'Category' and 'Sub-Category' for granular analysis.

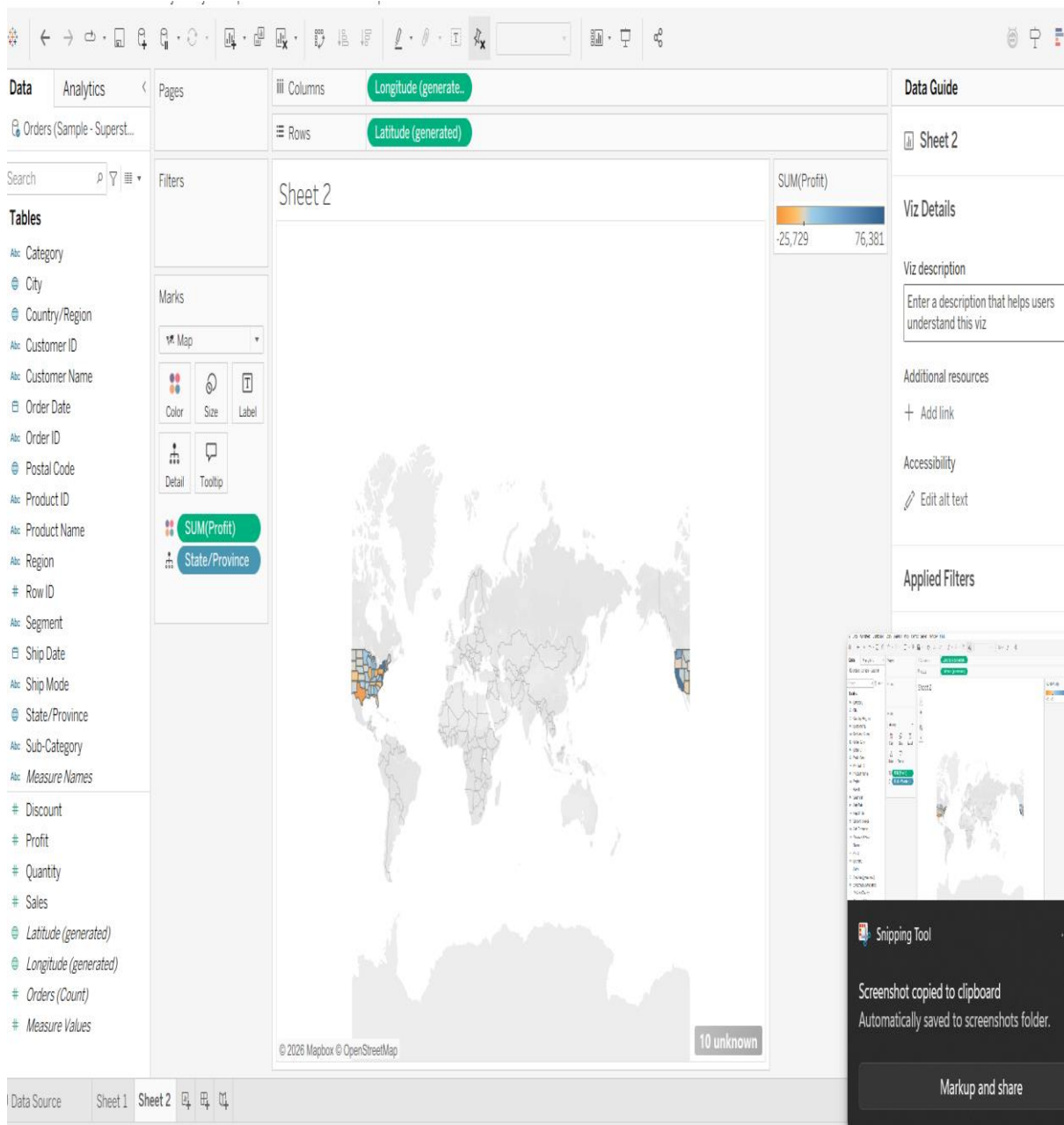
# Business Questions with Visualisation:

## Question 1: Which Product Category generates the highest Sales?



"The Bar Chart clearly shows that [Insert Category Name with longest bar] is the leading category in terms of revenue."

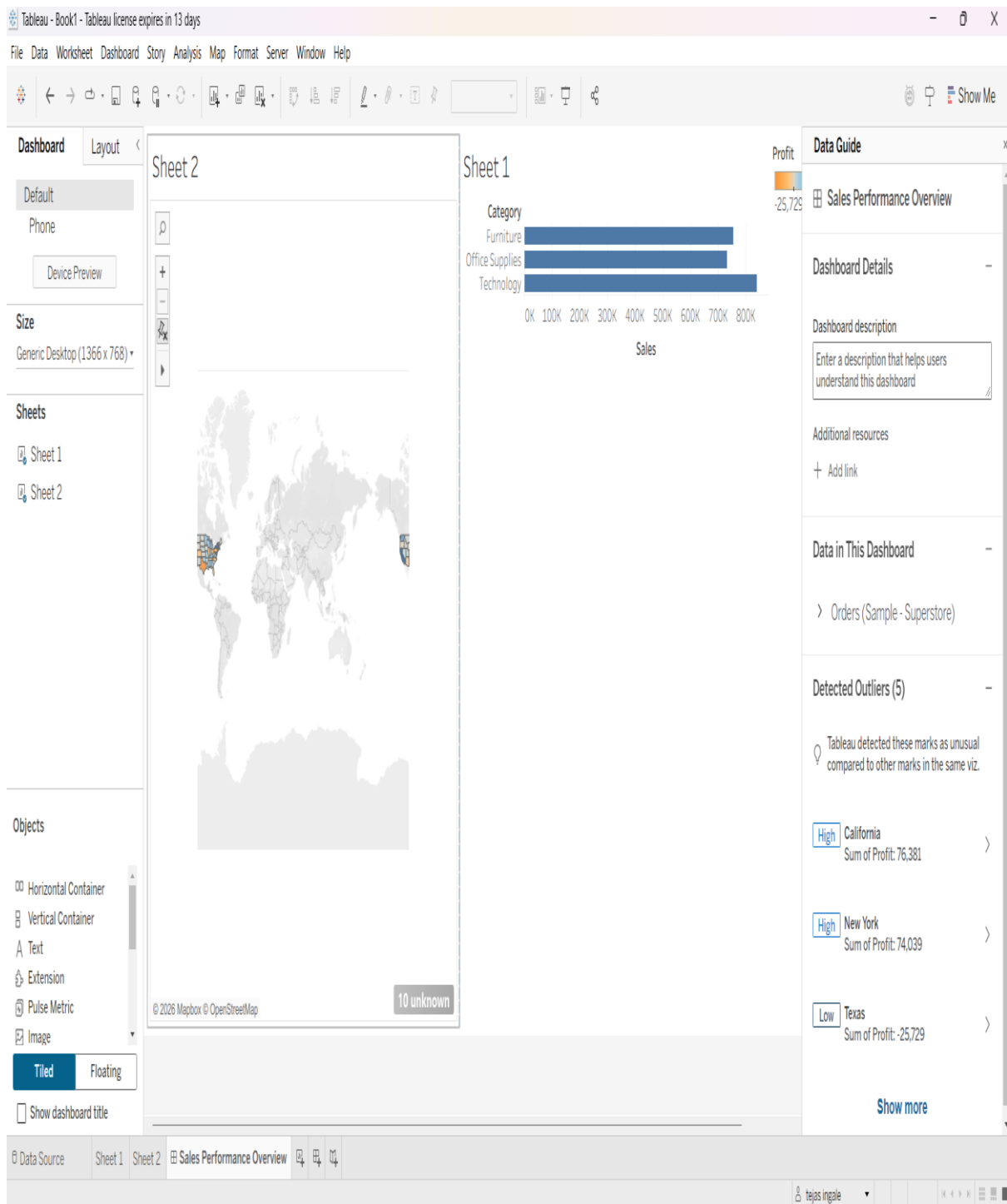
## Question 2: Which states are generating the most profit versus loss?



The Map visualization identifies the geographic distribution of profit, helping the manager see which states are

profitable and which ones are losing money."

## Dashboard Screenshot:



"The integrated dashboard allows management to filter sales data by geographic region, providing a comprehensive view of profitability and revenue trends in one screen".

## **Story Screenshot:**

