

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

File Data Server Window Help

Connections Add

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

Orders 21 fields 10194 rows 100 rows

Name Orders Description No description available.

Fields

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

Go to Worksheet

Data Source Sheet 1

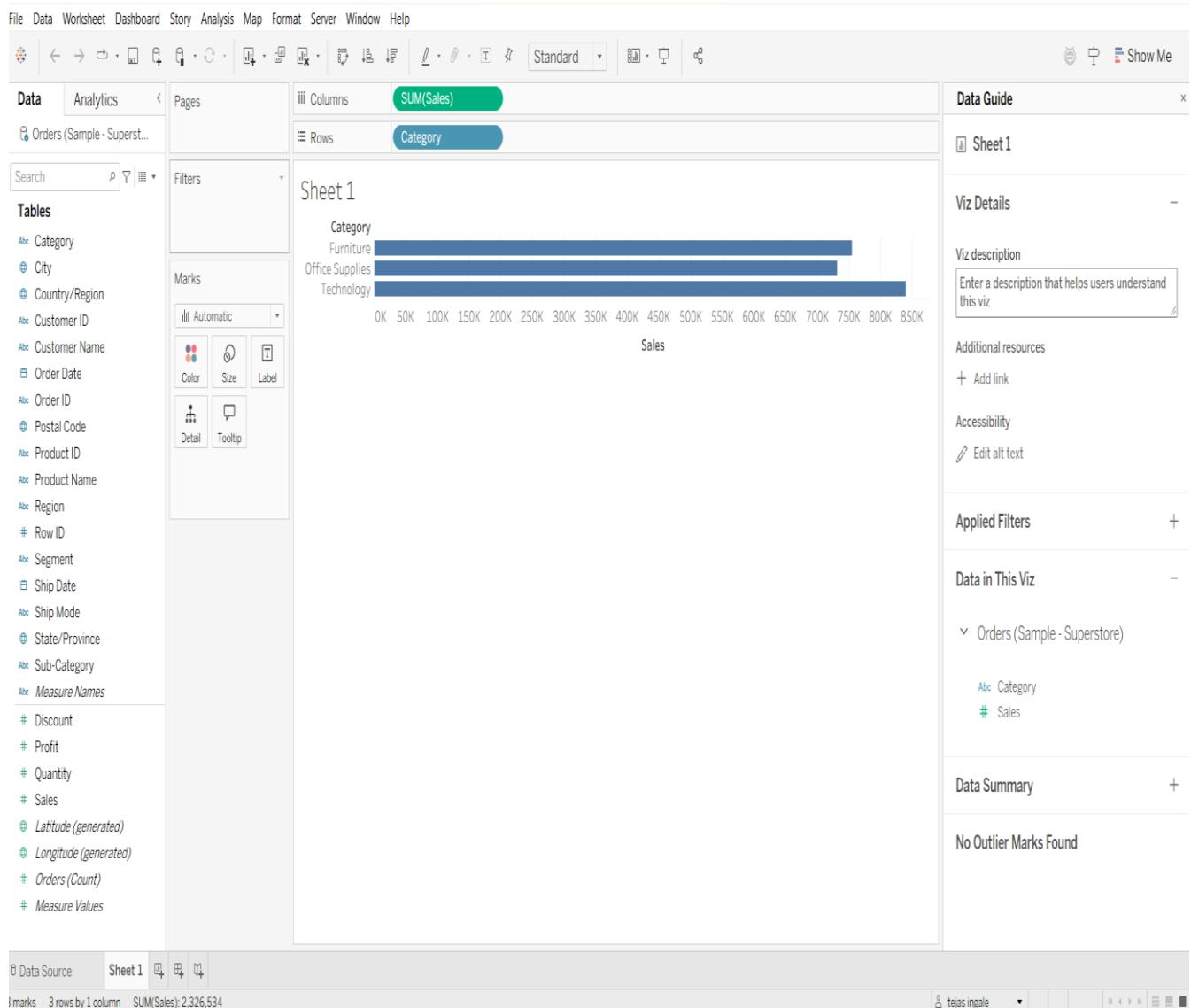
#	Abc	Abc	Abc	Abc	Abc	Abc	Abc
Orders	Orders	Orders	Orders	Orders	Orders	Orders	Orders
Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer ID	Customer Name
1	US-2022-103800	03-01-2022	07-01-2022	Standard Class	DP-13000	Darren Powers	
2	US-2022-112326	04-01-2022	08-01-2022	Standard Class	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	

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.

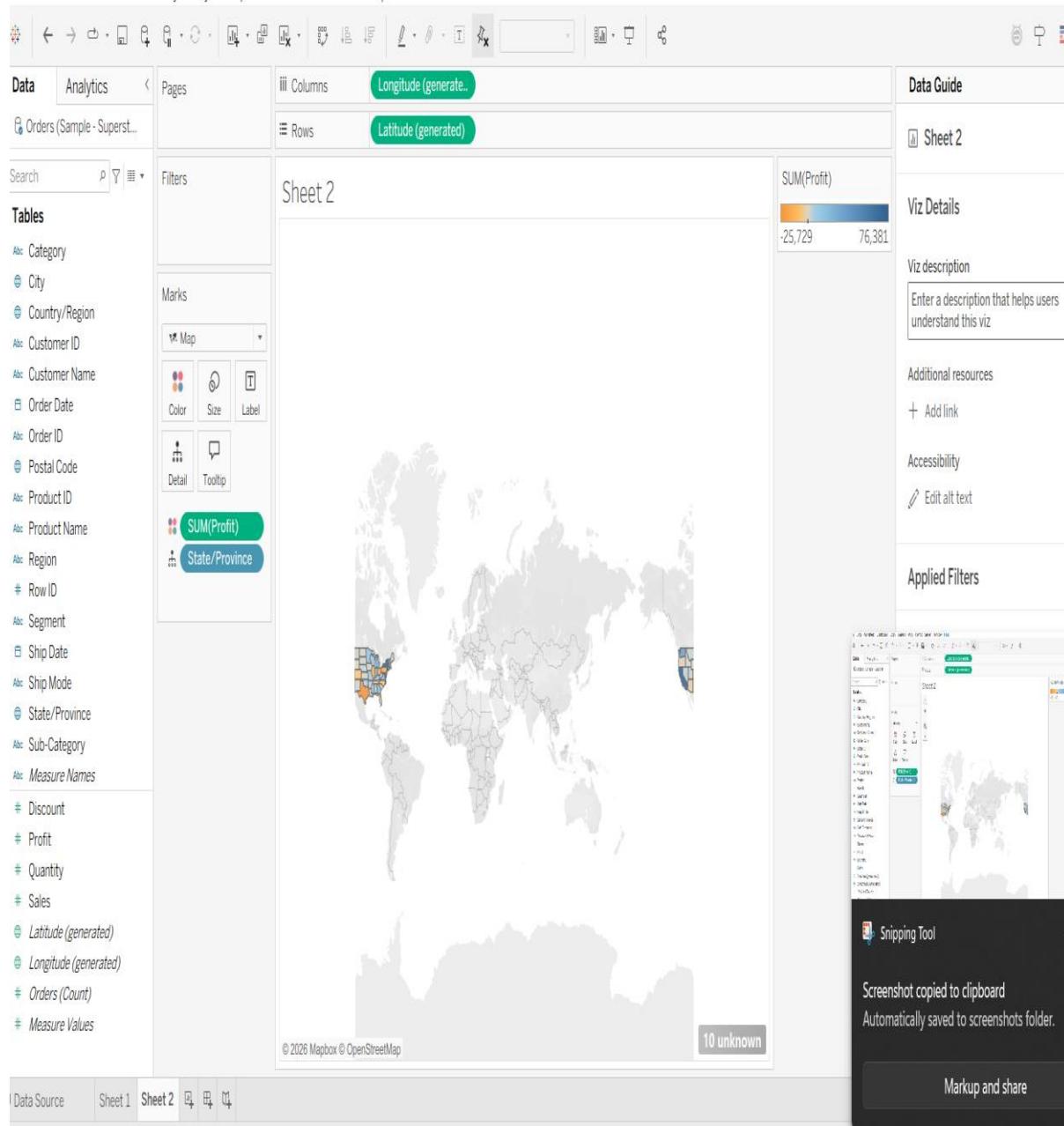
Business Questions with Visualisation:

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:

Tableau - Book1 - Tableau license expires in 13 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Dashboard Layout < Default Phone Device Preview

Size Generic Desktop (1366 x 768) ▾

Sheets Sheet 1 Sheet 2

Objects Horizontal Container Vertical Container Text Extension Pulse Metric Image Tiled Floating

Show dashboard title

© 2026 Mapbox © OpenStreetMap 10 unknown

Sheet 2

Sheet 1

Profit

-25,729

Sales Performance Overview

Category

Category	Sales
Furniture	~750K
Office Supplies	~700K
Technology	~800K

OK 100K 200K 300K 400K 500K 600K 700K 800K

Sales

Dashboard Details

Dashboard description

Enter a description that helps users understand this dashboard

Additional resources

+ Add link

Data in This Dashboard

> Orders (Sample - Superstore)

Detected Outliers (5)

Tableau detected these marks as unusual compared to other marks in the same viz.

High California Sum of Profit: 76,381

High New York Sum of Profit: 74,039

Low Texas Sum of Profit: -25,729

Show more

Data Source Sheet 1 Sheet 2 Sales Performance Overview tejas ingale

The screenshot shows a Tableau dashboard titled "Sales Performance Overview". The main view displays a bar chart with three categories: Furniture, Office Supplies, and Technology. The chart shows sales values of approximately 750K, 700K, and 800K respectively. Below the chart is a world map with a small orange dot indicating a specific location. The dashboard has a sidebar on the right containing sections for "Data Guide", "Dashboard Details", "Additional resources", and "Data in This Dashboard". The "Data in This Dashboard" section lists "Orders (Sample - Superstore)". The bottom of the screen shows the Tableau interface with tabs for "Data Source", "Sheet 1", "Sheet 2", and "Sales Performance Overview".

"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:

Tableau - Book1 - Tableau license expires in 13 days

- X

File Data Worksheet Dashboard Story Analysis Format Server Window Help

Show Me

Story Layout Story 1

New story point

Blank Duplicate

Sheet 1 Sheet 2 Sales ...

Executive Summary:

Sheet 2

Sheet 1

Category

Category	Sales
Furniture	450K
Office Supplies	150K
Technology	300K

OK 100K 200K 300K 400K 500

A Drag to add text

Show title

Size

Story (1016 x 964)

Data Source Sheet 1 Sheet 2 Sales Performance Overview Story 1 tejas ingale

The screenshot shows a Tableau Story interface. On the left, there's a sidebar with tabs for 'Story' (selected) and 'Layout'. Below the tabs are buttons for 'New story point', 'Blank', and 'Duplicate'. A list of sheets is shown: 'Sheet 1' (selected), 'Sheet 2', and 'Sales ...'. A 'Show title' checkbox is checked. A 'Size' section shows 'Story (1016 x 964)' with a dropdown arrow. At the bottom, there's a navigation bar with tabs for 'Data Source', 'Sheet 1', 'Sheet 2', 'Sales Performance Overview', and 'Story 1'. The main area contains two visualizations: a bar chart titled 'Sheet 1' showing sales by category (Furniture, Office Supplies, Technology) with values 450K, 150K, and 300K respectively, and a world map titled 'Sheet 2'.