Tableau Project: Supermarket Chain Analysis

Project Description:

The project focused on supporting Superstore, a leading European retail company, in adopting a data-driven decision-making approach. The goal was to replace outdated spreadsheet-based methods with a dynamic and interactive Tableau dashboard and Tableau Story, enabling continuous monitoring of key business operations across Europe and optimizing marketing budget allocation.

Key Responsibilities and Tasks:

- Designed and developed an interactive Tableau dashboard to monitor core business metrics:

  1. Sales trends over time, highlighting seasonal patterns and growth trends.

  2. Profit by country, identifying the most profitable markets in Europe.

  3. Quantity of shipped products by shipping class (e.g., standard, express).

  4. Implemented dynamic filters (country, time period, shipping class, product) for granular data exploration.
  5. Created real-time visualizations to track sales, profits, and shipping efficiency.

- Suggested advanced analyses such as:

  1. Top-selling product categories.

  2. Comparison between profits and sales volumes.

  3. Monitoring of logistics costs by shipping class.

- Developed a Tableau Story to guide marketing budget allocation:

  1. Identified products with high profit margins but low sales (to increase marketing investment).

  2. Flagged low-margin or saturated products (to reduce spending).

  3. Highlighted unprofitable products (to be discontinued).

- Structured the presentation following the 3C framework (Context, Conflict, Conclusion) for clarity and strategic storytelling.
- Conducted additional analyses such as profit by city, shipping efficiency by product, and growth comparison among countries.

Outcome:

The final deliverable empowered Superstore to make data-informed strategic decisions. Through the Tableau dashboard and story, the company gained:

- Continuous visibility into sales, profitability, and logistics performance.

- Actionable insights to optimize **marketing investments** and **operational efficiency**.

- Enhanced ability to detect market opportunities and streamline resources across European regions.

Technologies and Tools Used:

- Tableau Desktop & Tableau Public (data visualization and storytelling)
- Excel / CSV datasets (data sources)
- Data analytics and visualization techniques: dynamic dashboards, filters, charts, profit and trend analysis