

Data Visualization Storytelling – Sales & Profit Insights

This one-page storyboard highlights key business insights using various visualizations created from the Superstore sales dataset. The objective is to present a clear, engaging narrative that helps stakeholders understand performance trends, customer behavior, and profitability across different dimensions.

1. Sales Trend Over Time (Line Chart)

A line chart showcasing Sales over Order Date reveals seasonal patterns and growth trends. Peaks indicate strong sales periods, helping identify demand cycles.

2. Category Performance (Bar Chart)

A bar chart comparing Sales across Categories helps identify which product categories drive the highest revenue, guiding product strategy and inventory planning.

3. Profit Contribution by Sub-Category (Treemap)

A treemap highlights profit distribution across Sub-Categories. Large blocks represent strong profit centers, while smaller or negative blocks reveal areas needing improvement.

4. Regional Profit Insights (Column Chart)

A column chart showing Profit across Regions provides clarity on market strength, helping identify high-performing regions and those requiring strategic support.

5. Geographic Sales Distribution (Map)

A map visualization plots Sales by City/State, enabling easy identification of geographic hotspots and expansion opportunities.

6. Customer Segment Sales (Bar Chart)

A bar chart grouped by Segment uncovers which customer groups contribute most to revenue, useful for targeted marketing.

7. Discount Impact on Profit (Scatter Plot)

A scatter plot between Discount and Profit highlights how excessive discounting can harm profit margins, guiding pricing strategies.

8. Demand Analysis (Bar Chart – Quantity by Sub-Category)

A bar chart showing Quantity sold across Sub-Categories helps identify high-demand items and stock planning needs.

Summary: These visual insights combine to create a compelling business story—revealing trends, identifying opportunities, and guiding data-driven decision-making.