Final Report

My dashboard is aimed at people who want to know about Superstore's business situation.



First of all, this is general information for Superstore’s business situation from 2013 to 2016. With this table, the readers can see the whole picture of the Superstore’s business.

A screenshot of a social media post

Description automatically generated

Secondly, this is the number of orders, the total sales, and the total profit by region of Superstore’s business. It can be seen that East is the region that prevails in almost factors, but Center is the most potential area because even though it only comes in second in the first 3 factors, it is the area with the highest profit ratio. This shows that compared to the total sales, the total profit that Center brings is the most satisfactory.

A close up of a map

Description automatically generated

Thirdly, this is the number of orders, the total sales, and the total profit by year of Superstore’s business. The positive point is that the total sales of Superstore increase dramatically over the years, but the total profit cannot be. From 2013 to 2015, the total profit still had a significant growth year by year, but through 2016, the total profit decreased slightly even though the total sales still increased. What happened to the sales situation of Superstore in 2016?

A screenshot of a cell phone

Description automatically generated

Finally, the category is a best-seller of Superstore is Office Machines, but the category which brings the best total profit is Telephones and Communication. With this visualization, Superstore can promote sales of categories in the top 10 to bring the best total sales and profit for the company.

In conclusion, through the visualizations above, the readers can take a detailed look at the business situation of the Superstore from 2013 to 2016. In addition, they also know how to promote the business situation of the Superstore and ask questions about the weird details. Although there are still negative things, Superstore has had 4 years of extremely favorable business activities and strong growth.