

University of London

London School of Economics and Political Science

Prepared by

Student Name: Beatrice Lim Xuan Hui

Student Number: 230575585

EMFSS ST2187

Business Analytics, Applied Modelling and Prediction

Tableau Coursework Visualisations

BeatzStore Performance Report

Global Profitability Overview	SEA Regional Analysis	Philippines Case Study: Cost Inefficiencies	APAC-Specific Optimisation Strategies	Executive Recommendations
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Fig 1.1 Global Profitability Rankings
Which Regions are Most Efficient?

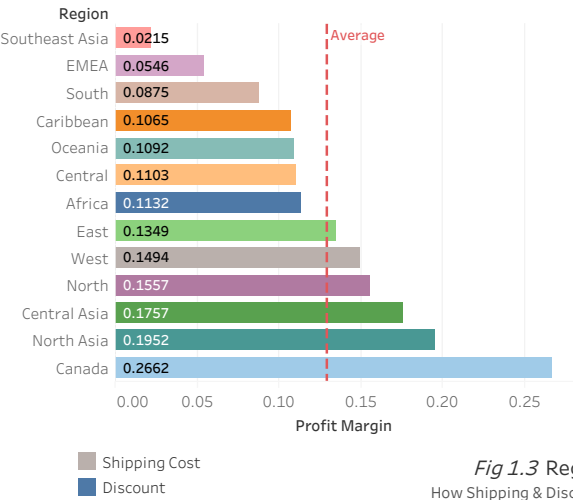


Fig 1.2 Regional Sales vs Profit Analysis
Are High Sales Driving Profits?

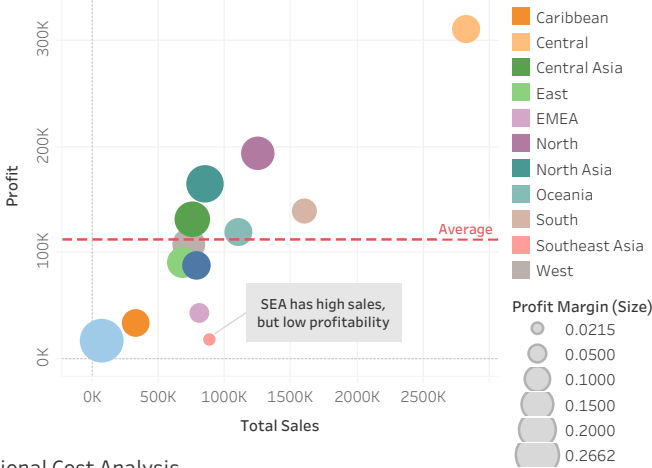
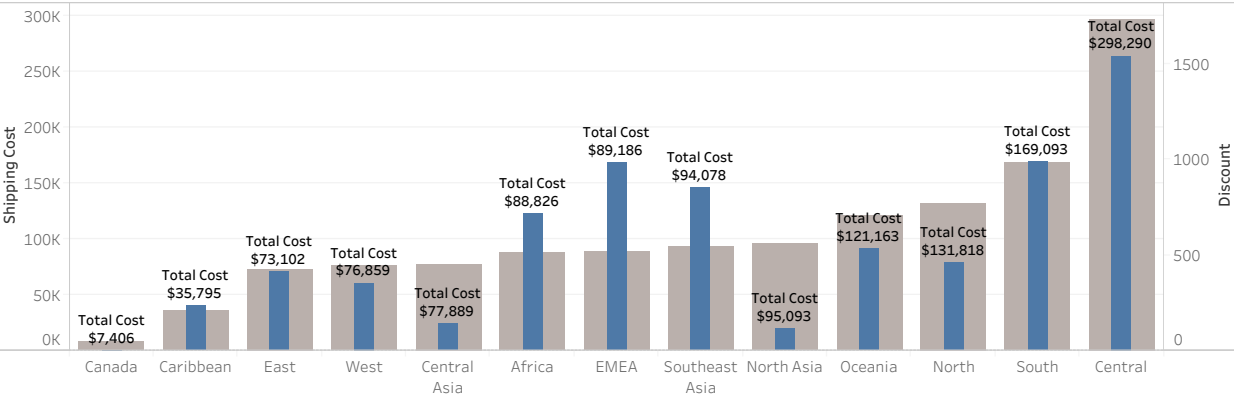
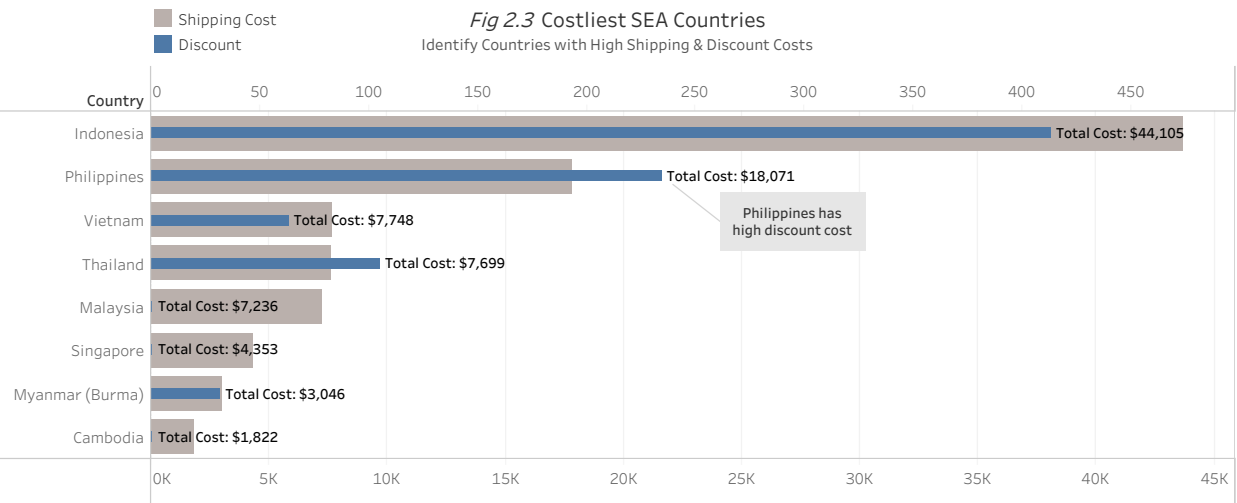
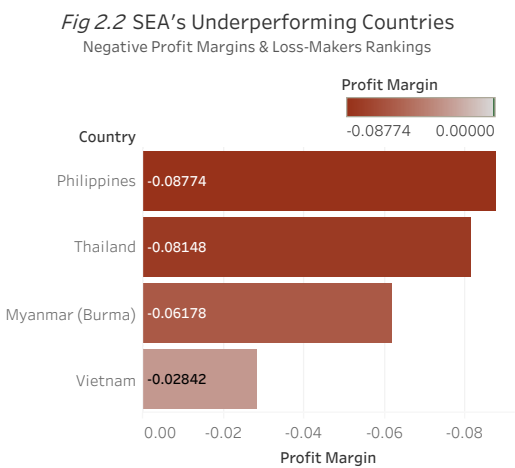
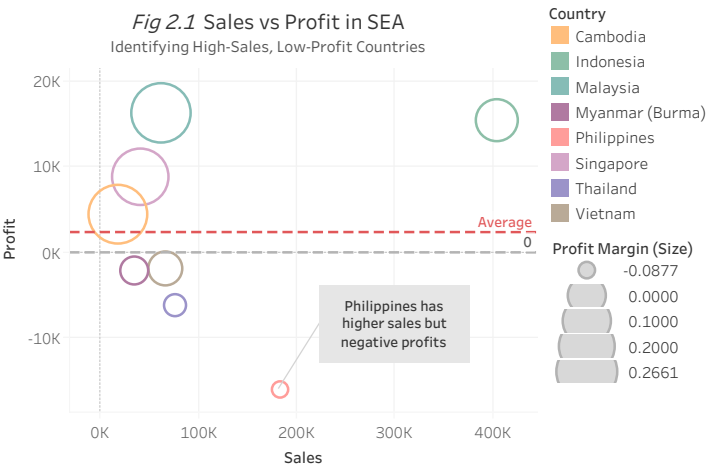


Fig 1.3 Regional Cost Analysis
How Shipping & Discount Costs Impact Profitability?



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Fig 3.1 Sales vs Discount Impact
Does Discounting Drive Sales or Destroy Profits?

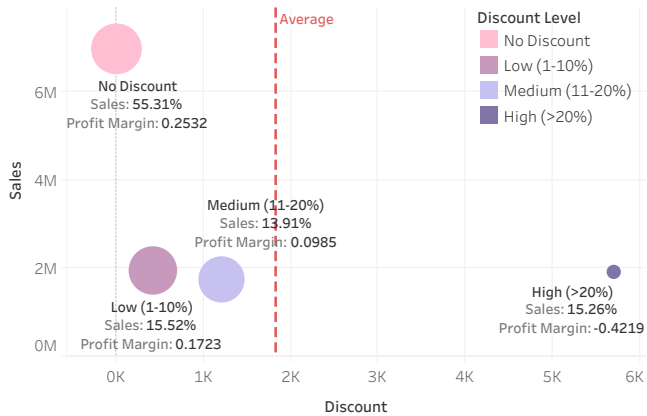


Fig 3.2 Shipping Cost vs Order Profitability
Are High Shipping Costs Causing Profit Losses?

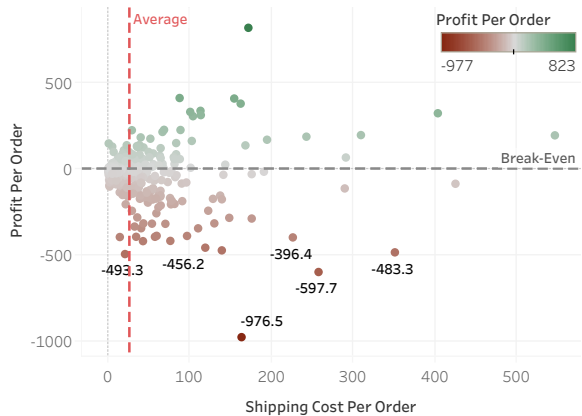
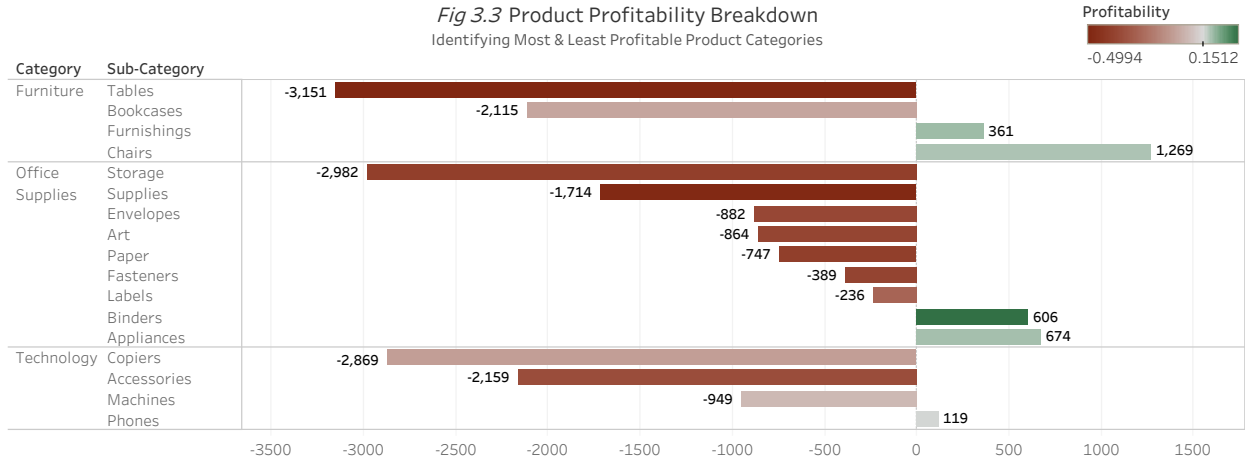


Fig 3.3 Product Profitability Breakdown
Identifying Most & Least Profitable Product Categories



BeatzStore Performance Report

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Fig 4.1 APAC Discount Efficiency Analysis
Excessive Discounting Leads to Margin Erosion

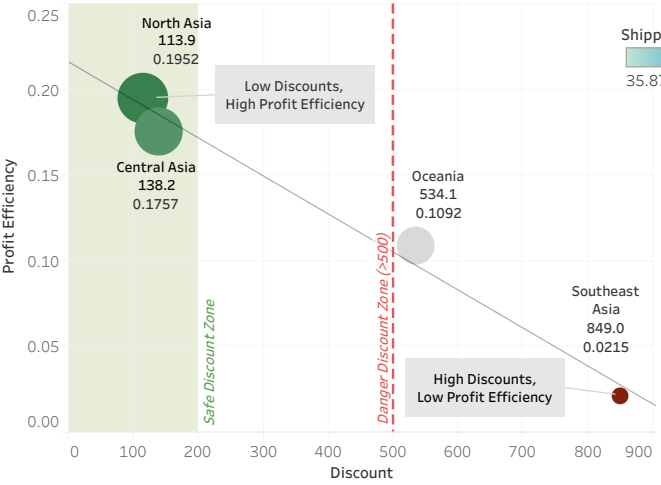


Fig 4.2 Regional Avg Shipping Cost Distribution
High Logistics Costs = Low Profitability?

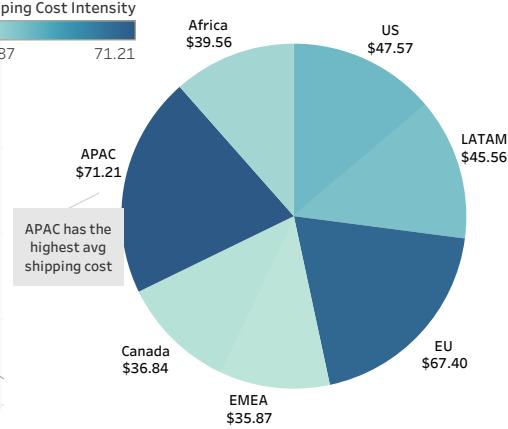
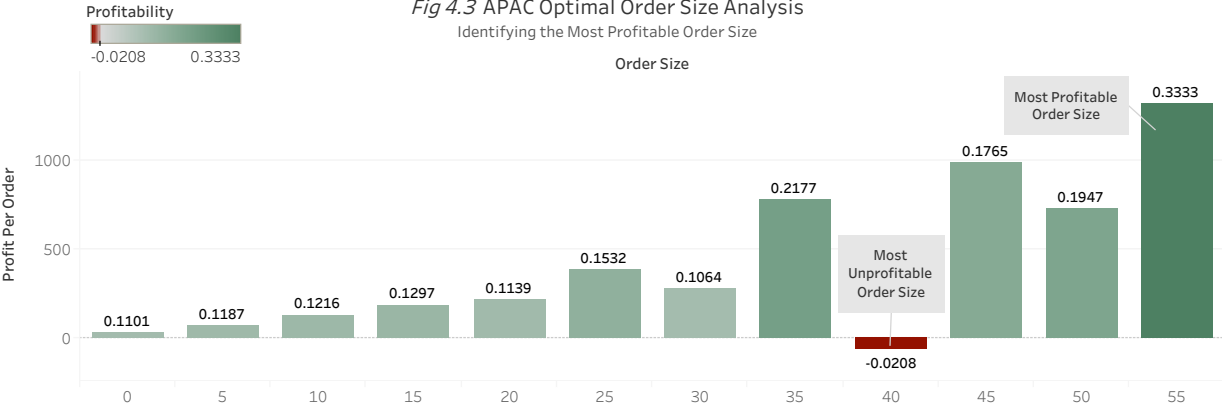


Fig 4.3 APAC Optimal Order Size Analysis
Identifying the Most Profitable Order Size



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Fig 5.1 Impact of Discount Reduction on Profitability
Identifying Optimal Discount Strategy to Maximise Profit

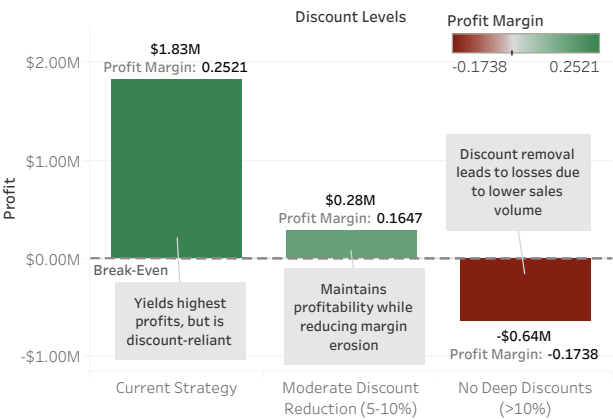


Fig 5.2 Logistics Cost Reduction Insights
Reducing High Shipping Costs to Improve Profitability

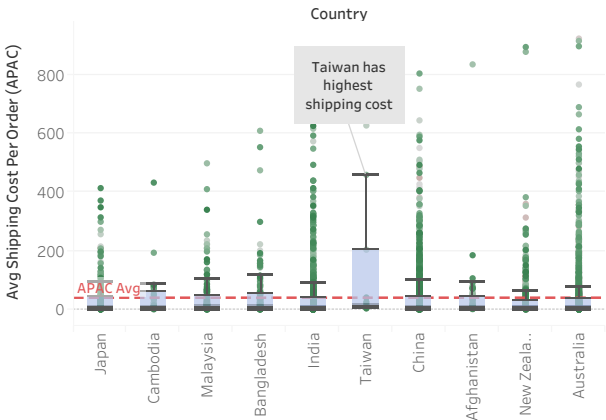


Fig 5.3 APAC Product Profitability Breakdown
Identifying Most & Least Profitable Product Segments for Strategic Decisions

