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**Superstore Project 4:** [Superstore\_ Project 4](Superstore_Project%204)

**Data visualization using Tableau summary**: I analyzed the superstore's operations to identify its biggest profit centers and loss-makers by evaluating dimensions such as subcategory, region, and shipping mode, recommending a focus on high-performing subcategories and discontinuing unprofitable ones. For advertising, I determined the three most profitable state-month combinations, supported by visualizations, and proposed spending up to 1/5 of profits on advertising to maximize return on ad spend. Additionally, I examined product and customer return rates by joining the Returns and Orders tables, identifying high-return items and customers, and analyzed profitability against return rates to provide actionable recommendations for improving overall operations and profitability.

**Part 1: Profits & Losses**

The analysis identified the two biggest profit centers and loss-makers by combining dimensions like subcategory + region and shipping mode + product ID, supported by visualizations. Recommendations included discontinuing unprofitable products, focusing on three high-performing subcategories, and stopping sales of three low-performing subcategories.

**Part 2: Advertising**

The three best state-month combinations for advertising were determined based on average profit per unit sold, visualized month by month. A spending limit of 1/5 of profits was proposed for advertising in these regions and months, ensuring a positive return on ad spend.

**Part 3: Returned Items**

Using the Returns table joined with the Orders table, products and customers with the highest return rates were identified, supported by visualizations. An additional analysis of average profit against return rates by dimensions like state or shipping mode provided recommendations on maintaining or discontinuing specific practices based on profitability and return trends.

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