

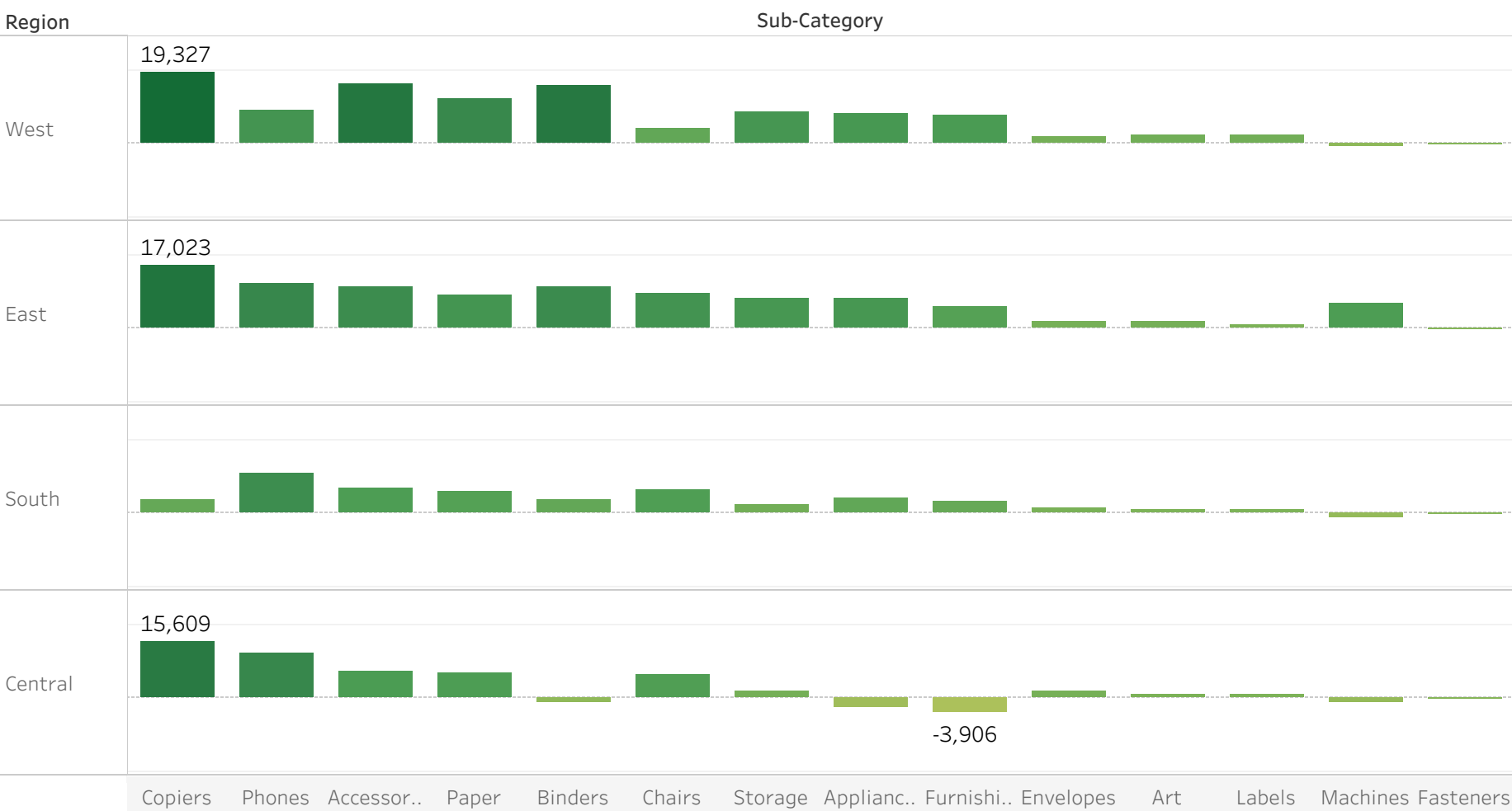
1.1 Profit/Loss Centers

Sub-Catego..	Region				Total ge..
	Central	East	South	West	
Copiers	15,609	17,023	3,659	19,327	55,618
Phones	12,323	12,315	10,767	9,111	44,516
Accessories	7,252	11,196	7,005	16,485	41,937
Paper	6,972	9,015	5,947	12,119	34,054
Binders	-1,044	11,268	3,901	16,097	30,222
Chairs	6,593	9,358	6,612	4,028	26,590
Storage	1,970	8,389	2,274	8,645	21,279
Appliances	-2,639	8,391	4,124	8,261	18,138
Furnishings	-3,906	5,881	3,443	7,641	13,059
Envelopes	1,778	1,812	1,465	1,909	6,964
Art	1,195	1,900	1,059	2,374	6,528
Labels	1,073	1,129	1,041	2,303	5,546
Machines	-1,486	6,929	-1,439	-619	3,385
Fasteners	237	264	174	275	950
Supplies	-662	-1,155	2	626	-1,189
Bookcases	-1,998	-1,168	1,339	-1,647	-3,473
Tables	-3,560	-11,025	-4,623	1,483	-17,725
Total gener..	39,706	91,523	46,749	108,418	286,397

Sum of Profit (color) in \$, broken down by Region vs. Sub-Category.
It can be seen in the visualization that Sub-category with highest loss is **Tables** and the Region with highest loss is **Central**.

On the other hand, the Region with highest profit is **West**. And the most profitable Sub-category of all is **Copiers**.

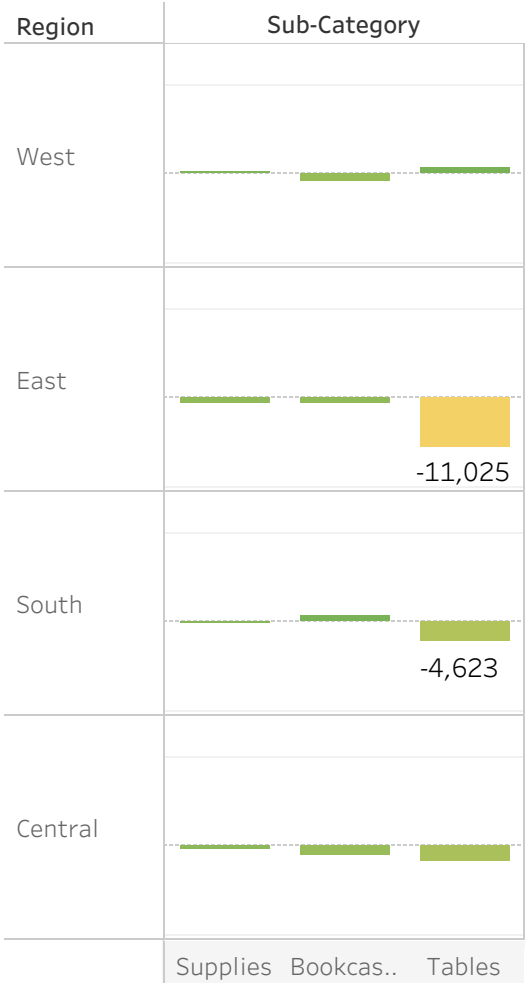
1.1 Top profit/loss Centers



Sum of Profit for each Sub-Category broken down by Region. Color shows sum of Profit in \$. The marks are labeled by sum of Profit. The view is filtered on Region, which keeps Central, East, South and West.

I point out the Sub-categories with the highest loss and the most profitable ones for each Region.
Different visualizations can be seen scrolling with the filter on the right-top corner, for different regions and all together.

1.1 Top profit/loss Centers



Sum of Profit for each Sub-Category broken down by Region. Color shows sum of Profit in \$. The marks are labeled by sum of Profit. The view is filtered on Region, which keeps Central, East, South and West.

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1.2 Products to stop selling

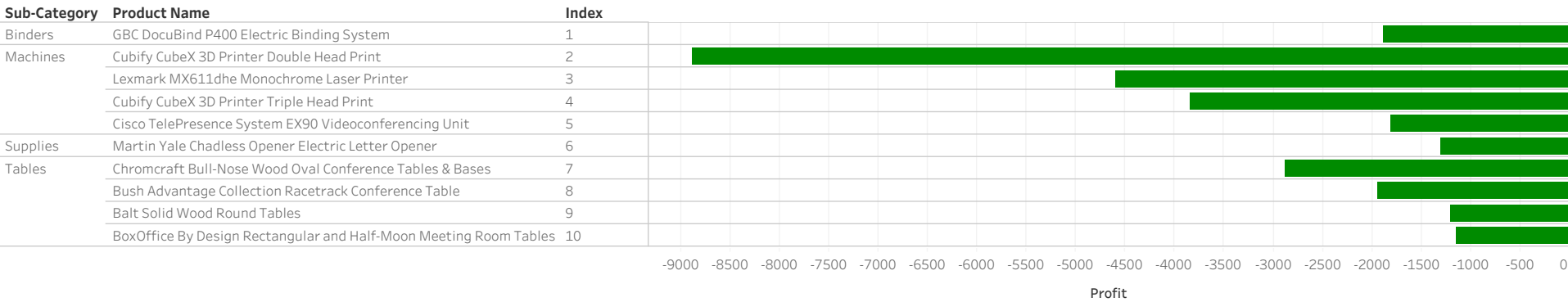
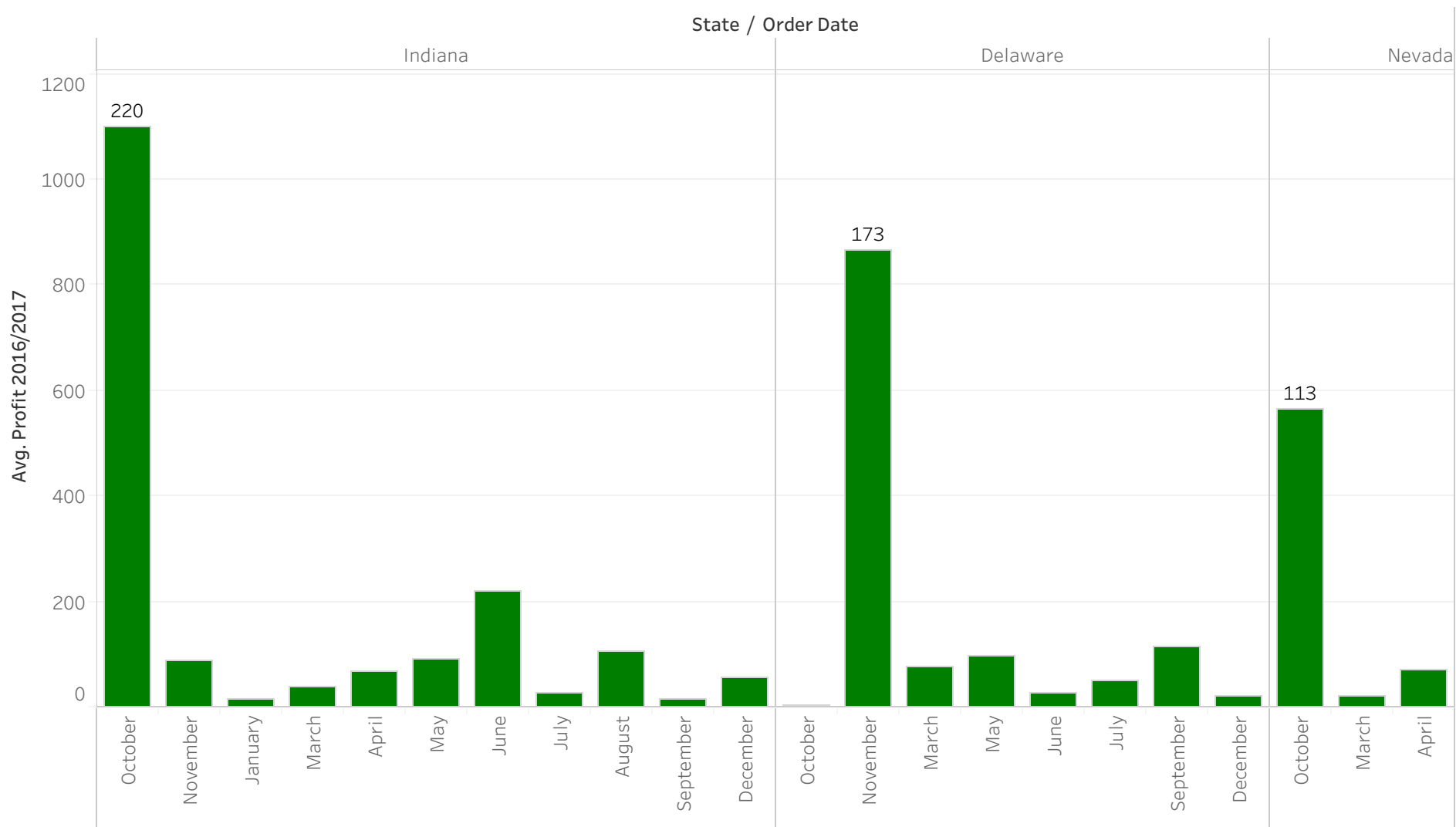


Table showing the top 10 individual products which have the most loss profit amongst all. Eventhough the product #1 belongs to Machines subcategory, this product profil overall taking into consideration all the regions, has not created a loss of profit.

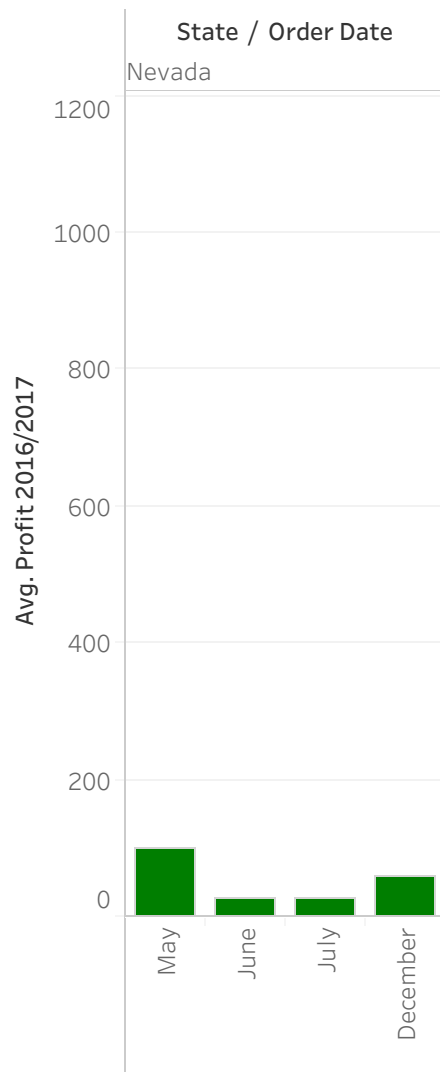
The products that should not be continued being sold are the above 2 under the subcategory of Tables. This match the earlier analysis done on the earlier step on the task where also this subcategory was the one causing most of the losses. Not only by region but also by subcategory, it all falls on the same parameter.

My asumption on this analysis is that a further investigation could be made to isolate factors as why this loss was caused (wrong pricing, bad quality, poor service, high number of returns...)



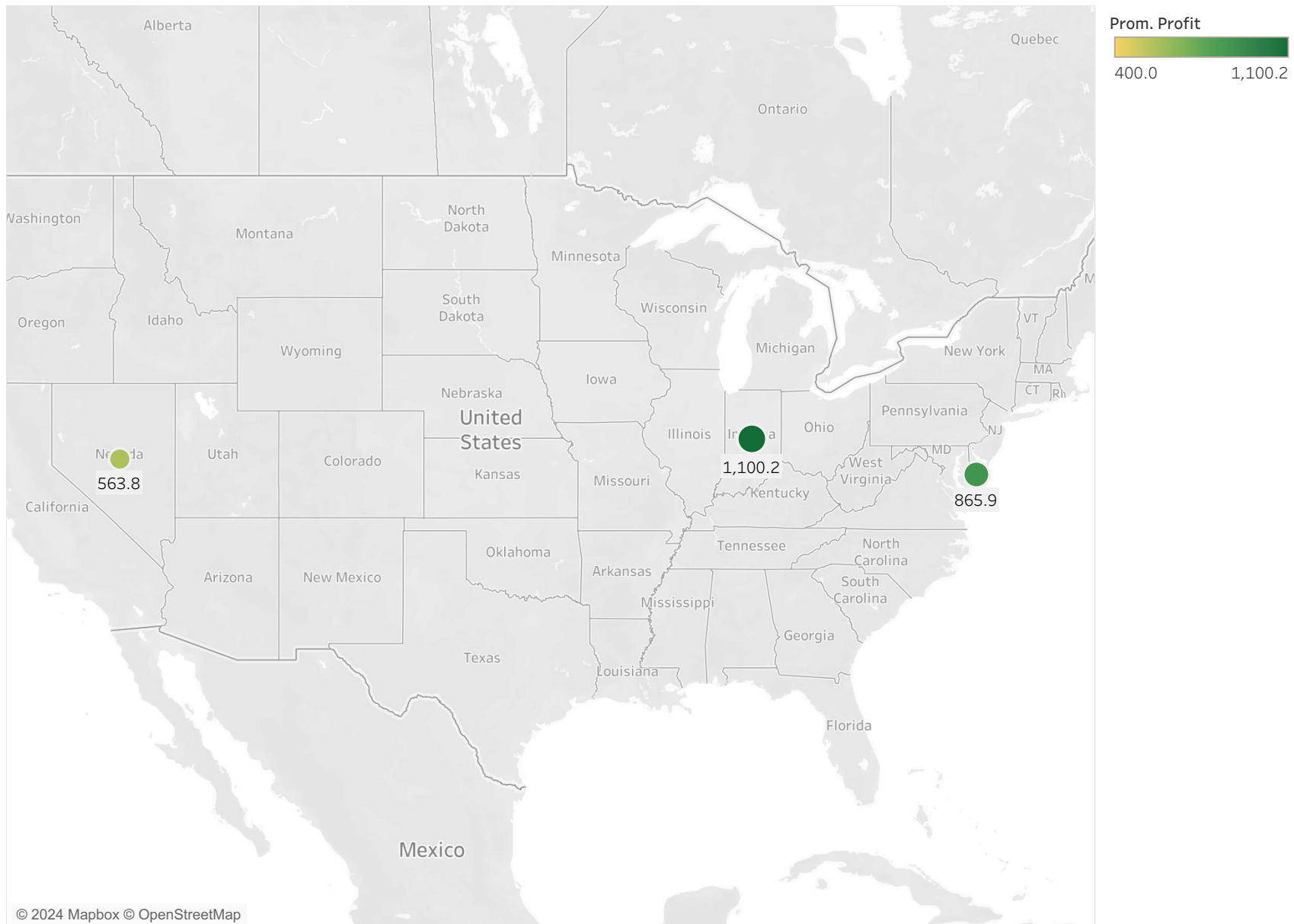
Average of Profit for each Order Date Month broken down by State. The marks are labeled by average of Marketing expense. Details are shown for Order Date Month. The data is filtered on Order Date Year, which keeps 2016 and 2017. The view is filtered on average of Profit, Order Date Month and State. The average of Profit filter includes values greater than or equal to 0. The Order Date Month filter has multiple members selected. The State filter keeps Delaware, Indiana and Nevada.

Poined out are the 3 highest average profit months to allocate marketing budget for each State with the correct profit to allocate this expense.



Average of Profit for each Order Date Month broken down by State. The marks are labeled by average of Marketing expense. Details are shown for Order Date Month. The data is filtered on Order Date Year, which keeps 2016 and 2017. The view is filtered on average of Profit, Order Date Month and State. The average of Profit filter includes values greater than or equal to 0. The Order Date Month filter has multiple members selected. The State filter keeps Delaware, Indiana and Nevada.


Poined out are the 3 highest average profit months to allocate marketing budget for each State with the correct profit to allocate this expense.



Map based on Longitude (generated) and Latitude (generated). Color shows average of Profit. Size shows average of Marketing expense. Details are shown for State, Country and Order Date Month. The data is filtered on Order Date Year, which keeps 2016 and 2017. The view is filtered on average of Profit, which includes values greater than or equal to 563.0.

Is pointed out with the colored balls the 3 areas where it is possible to allocate a budget for marketing according to the spend of 1/5 of profit for marketing allocation..

3.1 Returned items

Product Name		Return rate	
Acco Glide Clips	100%		
Avery 500	100%	67%	100%
Bush Saratoga Collection ..	100%		
Canon Color ImageCLASS ..	100%		
Cisco SPA 501G IP Phone	100%		
Hewlett-Packard Deskjet ..	100%		
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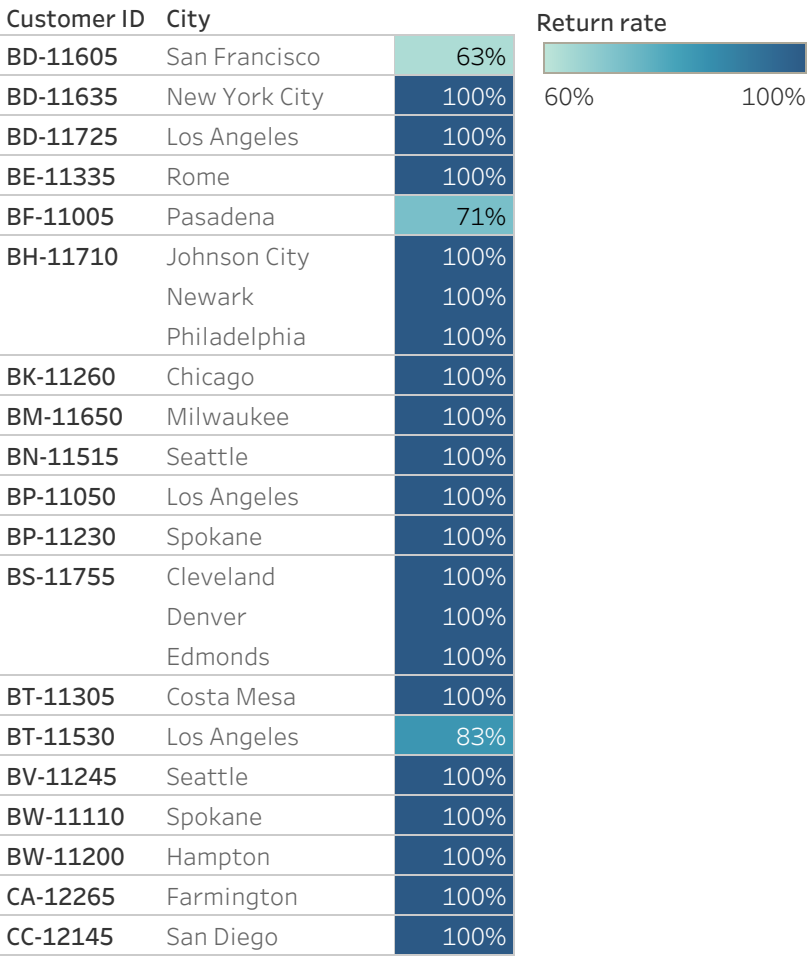
Promedio de Return rate desglosado por Product Name. El color muestra promedio de Return rate. Las marcas se etiquetan por promedio de Return rate. La vista se filtra en Product Name y promedio de Return rate. El filtro Product Name conserva 10 de 1,850 miembros. El filtro promedio de Return rate incluye todo.

3.2 Customers / return items

Customer ID	City	Return rate
AA-10645	San Diego	100%
AB-10105	Phoenix	80%
AB-10255	Seattle	100%
AC-10450	Lafayette	100%
AG-10390	Knoxville	100%
AG-10495	Detroit	100%
	Los Angeles	100%
AG-10675	Concord	100%
AG-10900	Dallas	100%
	San Diego	100%
AH-10120	Salem	100%
AH-10465	Bartlett	100%
AH-10690	Los Angeles	100%
	Plantation	100%
AJ-10780	Lorain	100%
AJ-10795	Apple Valley	100%
	San Francisco	100%
AR-10540	Los Angeles	100%
AS-10225	San Francisco	100%
AS-10285	San Francisco	100%
AY-10555	Los Angeles	100%
	Oceanside	100%
BD-11320	San Diego	100%

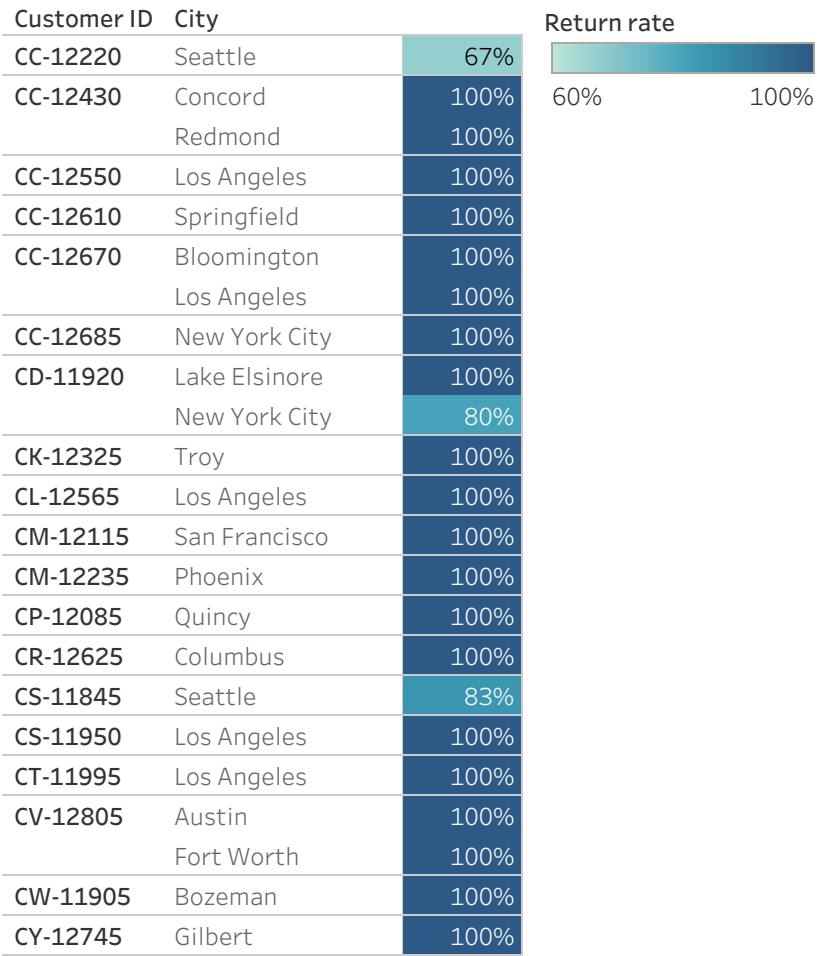
Average of Return rate broken down by Customer ID and City. Color shows average of Return rate. The marks are labeled by average of Return rate. The view is filtered on average of Return rate, which includes values greater than or equal to 59%. Cities are also included for customers with returns to use this information for any customer service or handling correction for the products which are being returned.

3.2 Customers / return items



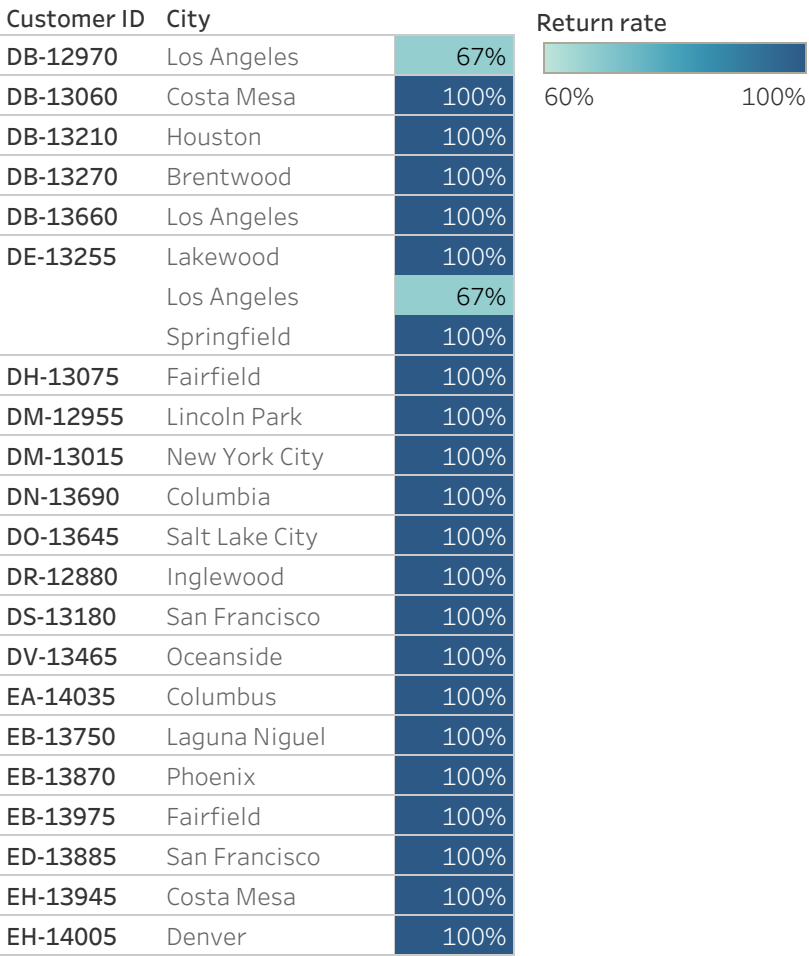
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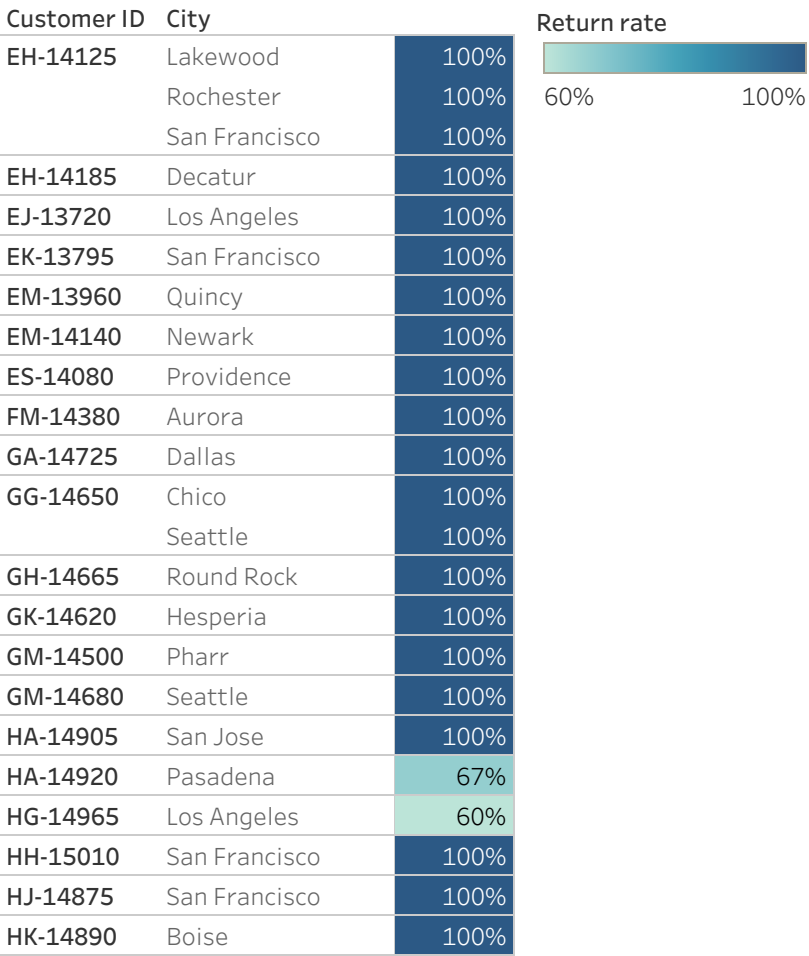
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3.2 Customers / return items

Customer ID	City	Return rate
HR-14830	Seattle	100%
HZ-14950	New York City	100%
IG-15085	San Diego	100%
IM-15055	Roseville	100%
JB-15925	Dublin	100%
JB-16045	Columbus	75%
JD-16015	Chicago	60%
JE-15715	Charlotte	100%
	Seattle	100%
JE-15745	Amarillo	100%
JF-15355	Pasadena	100%
JG-15805	Provo	100%
JH-15910	Tulsa	100%
JH-15985	Redondo Beach	100%
JH-16180	Gresham	100%
JK-15205	San Francisco	100%
JK-15325	Los Angeles	100%
JK-15370	San Diego	100%
	San Francisco	100%
JK-16090	Louisville	100%
JL-15130	Jackson	100%
JL-15835	Philadelphia	100%
JM-15865	Phoenix	100%

Average of Return rate broken down by Customer ID and City. Color shows average of Return rate. The marks are labeled by average of Return rate. The view is filtered on average of Return rate, which includes values greater than or equal to 59%. Cities are also included for customers with returns to use this information for any customer service or handling correction for the products which are being returned.

3.2 Customers / return items

Customer ID	City	Return rate
JM-16195	Los Angeles	100%
JP-15460	Lakewood	100%
JP-16135	Los Angeles	100%
JS-15595	Los Angeles	100%
JS-15685	Los Angeles	100%
JS-15880	Seattle	100%
KB-16240	Los Angeles	67%
KB-16585	San Francisco	100%
	Springfield	100%
KH-16630	Santa Ana	100%
KM-16375	Salem	100%
KM-16720	Lowell	100%
KN-16705	New Rochelle	100%
LB-16795	Pueblo	100%
LC-16870	San Francisco	100%
LC-16885	Oakland	100%
	Roseville	100%
LC-17140	Los Angeles	100%
	Seattle	100%
LF-17185	San Antonio	100%
LH-16750	Chandler	100%
LH-16900	Columbus	67%
LH-17155	Dallas	100%

Average of Return rate broken down by Customer ID and City. Color shows average of Return rate. The marks are labeled by average of Return rate. The view is filtered on average of Return rate, which includes values greater than or equal to 59%. Cities are also included for customers with returns to use this information for any customer service or handling correction for the products which are being returned.

3.2 Customers / return items

Customer ID	City	Return rate
LO-17170	La Quinta	100%
LR-16915	Los Angeles	86%
LR-17035	Santa Clara	100%
LS-16945	Denver	100%
LS-16975	Omaha	100%
LS-17200	Skokie	100%
LT-16765	Escondido	100%
LW-16825	Brentwood	100%
	Deltona	100%
LW-17125	Virginia Beach	100%
MC-17275	Camarillo	100%
MC-17635	Saint Louis	100%
MF-17665	Columbia	100%
MG-17875	El Paso	100%
MH-17290	Los Angeles	83%
MH-17440	Jackson	100%
MH-17455	Los Angeles	100%
MH-17620	San Diego	100%
MK-18160	Jacksonville	100%
	San Francisco	60%
ML-17395	Los Angeles	75%
MM-17260	Seattle	100%
	Wilmington	100%

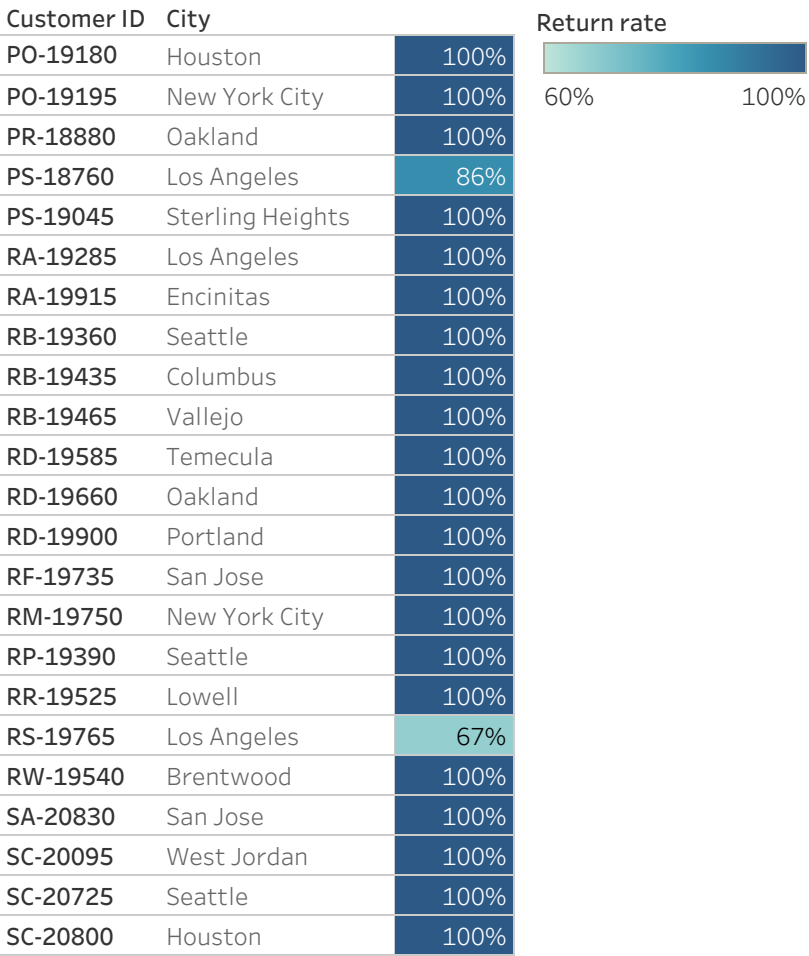
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3.2 Customers / return items

Customer ID	City	Return rate
MM-18280	Haltom City	100%
MN-17935	El Paso	100%
MP-18175	San Diego	100%
MS-17365	Rockville	100%
MT-18070	Los Angeles	100%
	Tulsa	100%
MV-17485	Los Angeles	100%
	Mesa	100%
MW-18235	San Francisco	100%
MY-17380	Parker	100%
NB-18655	Milwaukee	100%
NG-18355	Jackson	100%
NM-18520	Moreno Valley	100%
	Riverside	100%
NP-18325	San Diego	67%
NW-18400	New York City	100%
	Portland	100%
NZ-18565	Los Angeles	100%
	San Francisco	100%
PB-18805	Seattle	100%
PG-18820	Bakersfield	100%
PK-19075	Newark	100%
PO-19180	Chicago	100%

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3.2 Customers / return items



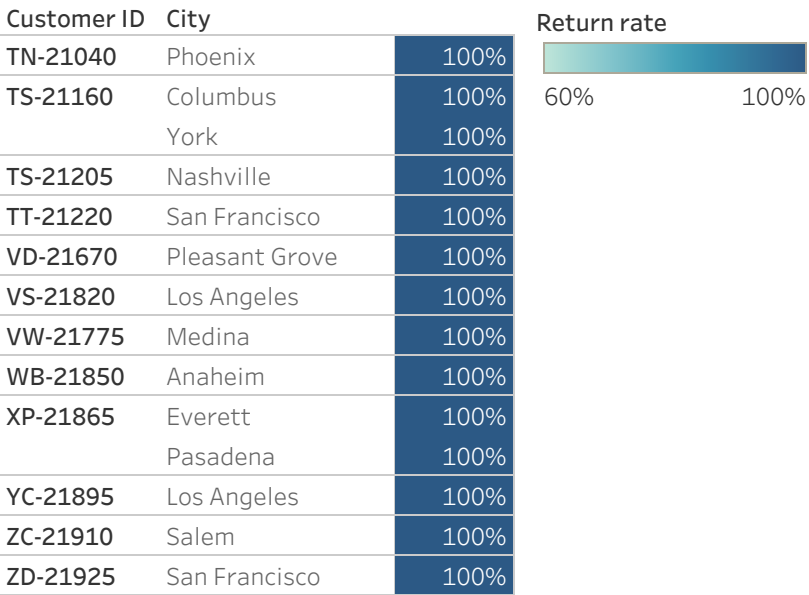
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3.2 Customers / return items

Customer ID	City	Return rate
SG-20080	Redlands	100%
SJ-20215	Pasadena	100%
SL-20155	Salem	100%
SM-20320	Lafayette	100%
SO-20335	Greeley	100%
SP-20620	Colorado Springs	100%
	Philadelphia	100%
SP-20650	Jackson	100%
	Redwood City	100%
SP-20860	Rochester	100%
SP-20920	San Luis Obispo	100%
SR-20740	Seattle	100%
SS-20140	Los Angeles	100%
SS-20410	Atlanta	100%
ST-20530	Albuquerque	100%
	Port Saint Lucie	100%
SV-20365	New York City	100%
SW-20755	Seattle	100%
TB-21055	Quincy	100%
	Troy	100%
TB-21595	Columbus	100%
TC-20980	Houston	100%
TC-21295	Thornton	100%

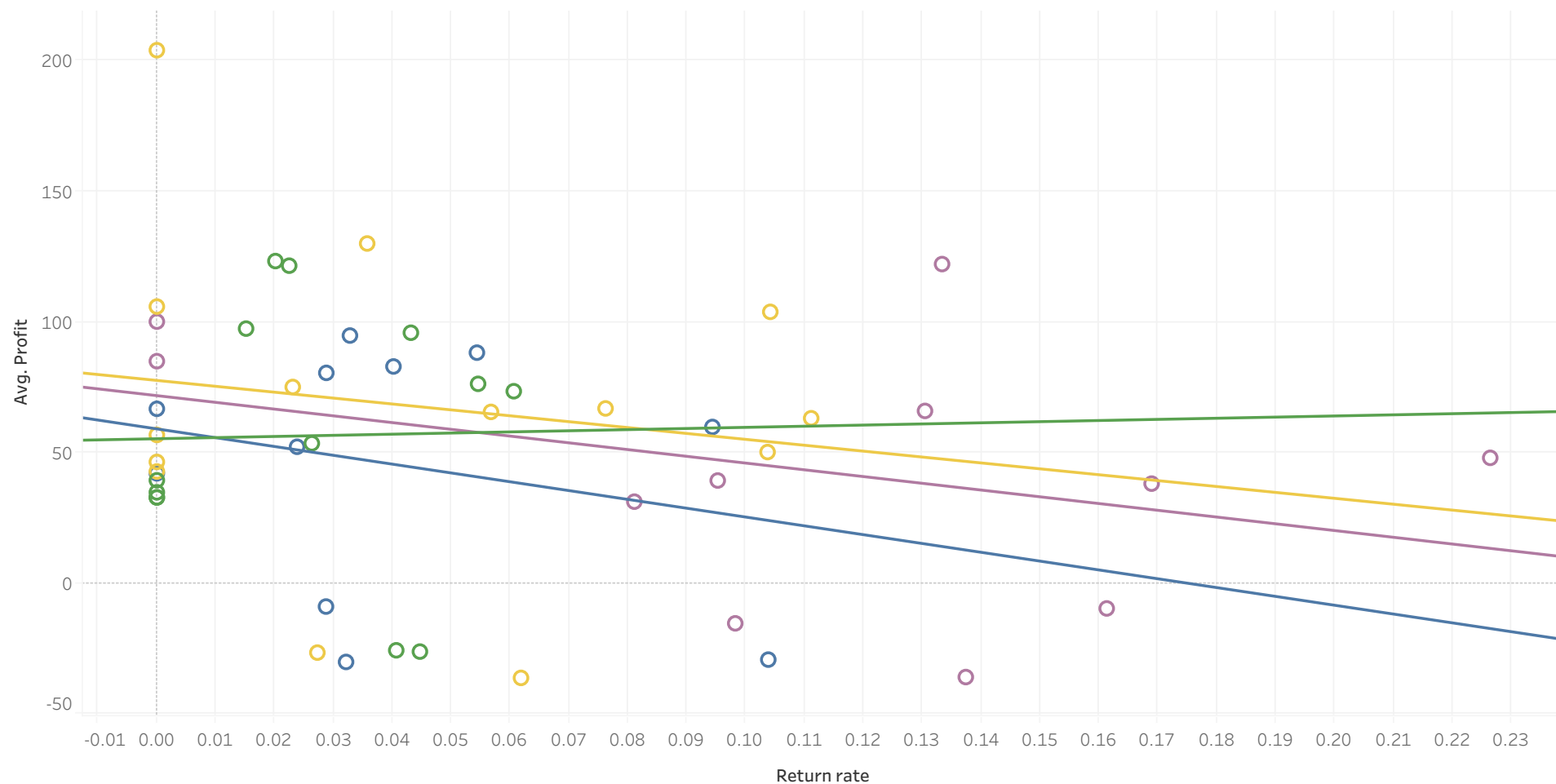
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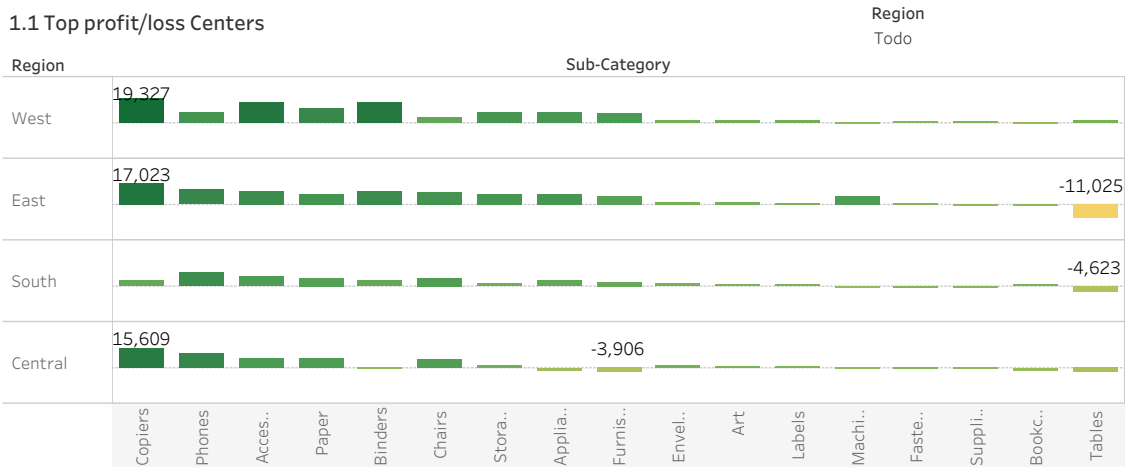
3.3 Trends profit/returns



Promedio de Return rate vs. promedio de Profit. El color muestra detalles acerca de Region. Se muestran detalles para State. La vista se filtra en State y Region. El filtro State conserva 49 de 49 miembros. El filtro Region conserva Central, East, South y West.

Profit/Loss Dashboard

1.1 Top profit/loss Centers



- The biggest profit centers are located in West, Central and East regions, with the most profitable category of products which is Copiers.

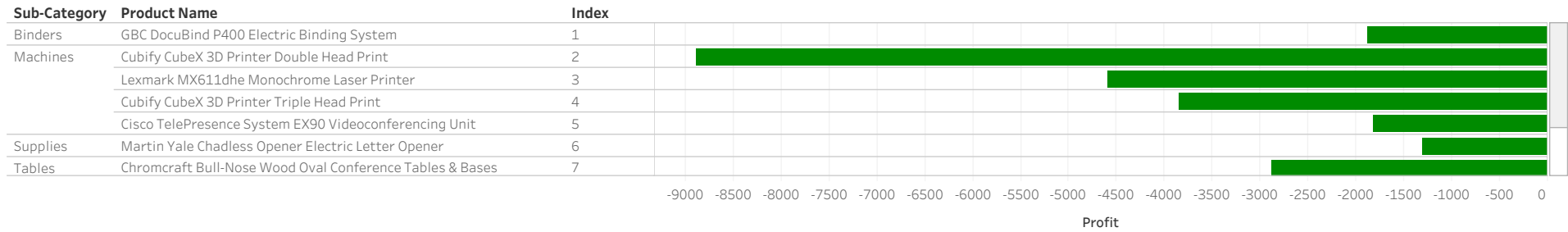
On the other hand, the biggest loss makers are located in East, South and Central regions, with the highest loss on the categories of Tables and Furnishment.

- The produt that has the highest loss is on #2 index on the table.

This products should not be kept on the listing to be sold as the ratio of loss compared with other products is extremely high.

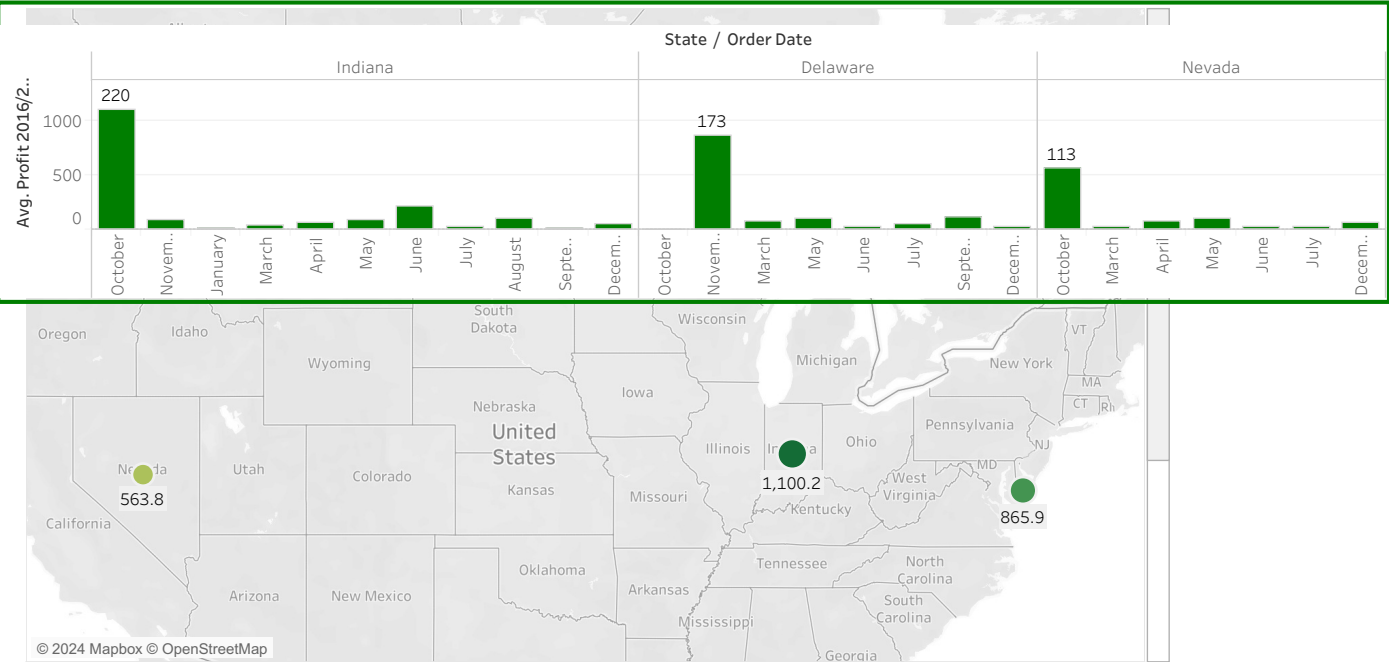
-Both graphics have in common the category of Tables as the most causing loss in the store. Below are outlined the individual produc..

1.2 Products to stop selling



Marketing allocation Dashboard

- The allocation for marketing outcome is based on 1/5 of profit ratio.
- You can see the 3 states with enough margin of profit on specific months of the year to allocate an expense for marketing campaigns.
- The amounts are expressed in \$.
- On the highlight state box you can select independent cities to visualize only those values connected with the geographical position.



Returns Dashboard

3.1 Returned items

Product Name		
Acco Glide Clips		100%
Avery 500		100%
Bush Saratoga Collection 5-Shelf Bookcase, Hanove..		100%
Canon Color ImageCLASS MF8580Cdw Wireless Las..		100%
Cisco SPA 501G IP Phone		100%
Hewlett-Packard Deskjet F4180 All-in-One Color Ink..		100%
Okidata B401 Printer		100%
Zebra GK420t Direct Thermal/Thermal Transfe..		100%
Advantus SlideClip Paper Clips		67%
DAX Clear Channel Poster Frame		67%

Here is the list of products with abnormal rate of returns to the store.

We can also see the customers with the higher rate of returns, and I have narrowed it to see what are the cities where these customers live.

From one side from the list of returned items I take the conclusion that a further analysis can be done to check the reasons for these products to be returned. That could lead to an implemented program like surveys or reviews from customers to arrive as why.

Similar approach can be done to customers from the above cities to find out as why they returned their items to the store.

3.2 Customers / return items

Customer ID	City	
AA-10645	San Diego	100%
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	San Diego	100%
AH-10120	Salem	100%
AH-10465	Bartlett	100%
AH-10690	Los Angeles	100%
	Plantation	100%
AJ-10780	Lorain	100%
AJ-10795	Apple Valley	100%
	San Francisco	100%
AR-10540	Los Angeles	100%
AS-10225	San Francisco	100%
AS-10285	San Francisco	100%
AY-10555	Los Angeles	100%
	Oceanside	100%

Conclusion for Superstore

The average profit compared to the average of return rate shows, in continuation from the last Dashboard, that the amount of returns in South and West regions specially are affecting to the profit average of the store.

Visualization can be filtered with the Region filter for the graph and further with the Highlight Region box which will highlight only the selected desired regions with the correspondant values.

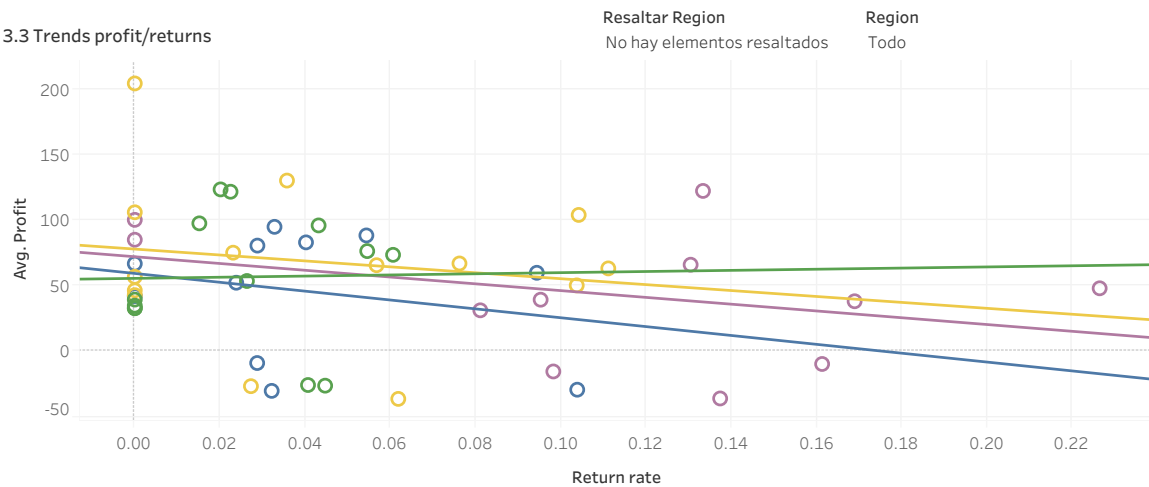
On the other hand, if we see the overall profit of the Superstore we can see that is not on a loss position.

From this I see that the business should continue operating but special attention should be made as immediate strategy to revert the current scene.

- Marketing campaign on the designated regions.

- Customer service to analyze as why certain items are being returned...

3.3 Trends profit/returns



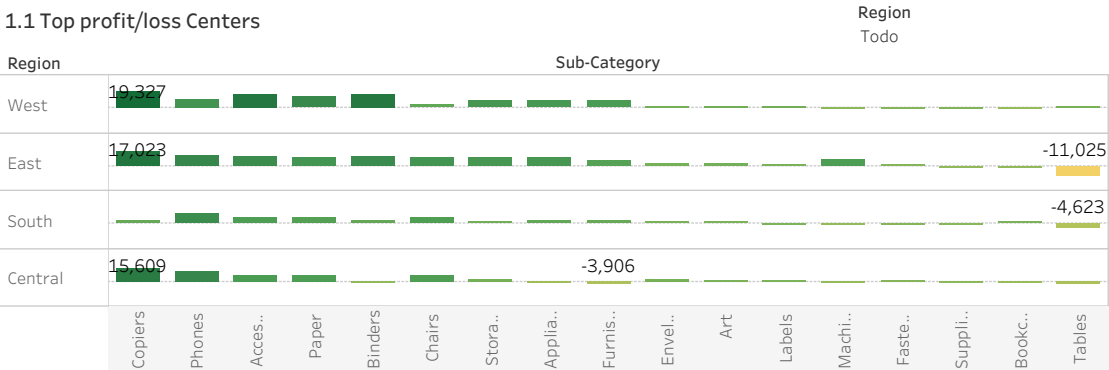
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Superstore

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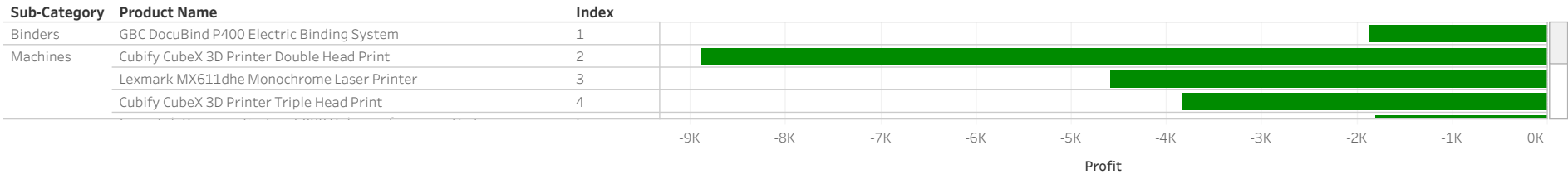
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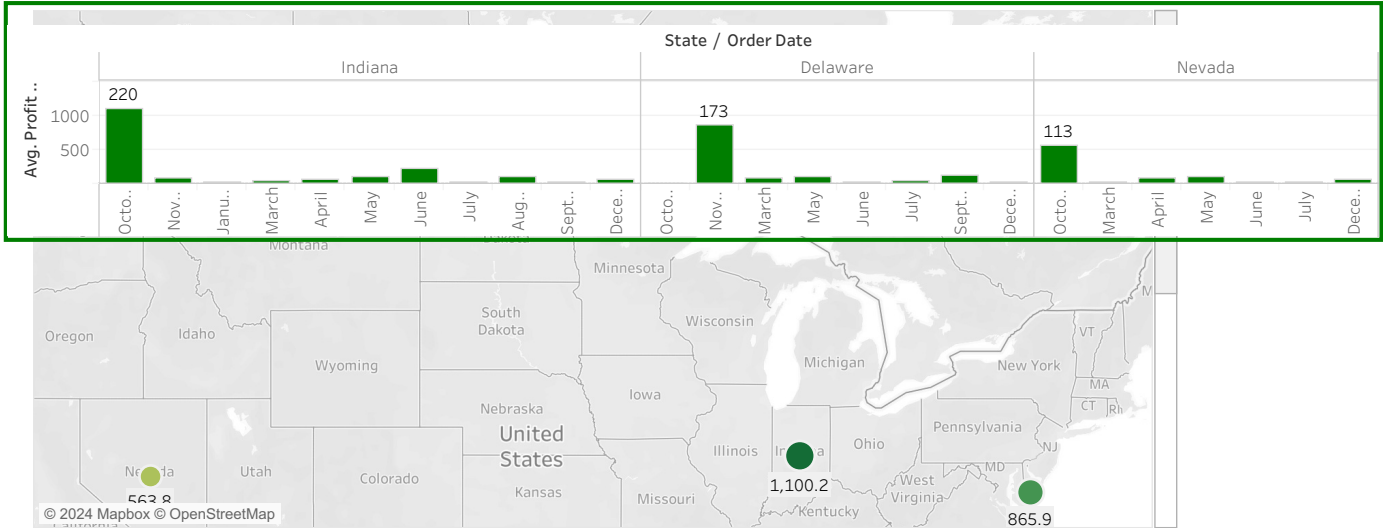
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Resaltar State
No hay elementos resaltados

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AH-10120	Salem	100%
AH-10465	Bartlett	100%
AH-10690	Los Angeles	100%
	Plantation	100%
AJ-10780	Lorain	100%
AJ-10795	Apple Valley	100%
	San Francisco	100%

Superstore

Conclusion for Superstore

The average profit compared to the average of return rate shows, in continuation from the last Dashboard, that the amount of returns in South and West regions specially are affecting to the profit average of the store.

Visualization can be filtered with the Region filter for the graph and further with the Highlight Region box which will highlight only the selected desired regions with the correspondant values.

On the other hand, if we see the overall profit of the Superstore we can see that is not on a loss position.

From this I see that the business should continue operating but special attention should be made as immediate strategy to revert the current scene...

