

TABLEAU CASE STUDY

Case1: While working as an analyst for a superstore, it has been analyzed that many customers feedbacks are not satisfactory regarding the delivery of product. Customers complaints and feedback leads to check the delivery status of products. So following insights needs to be checked regarding the problem.

TASK: Give recommendations (*In Yes/No, If Yes then mention the observatory parameters for it.*)

- i. Are customers getting their products delivered in the same mode as they have selected?
- ii. Are customers priority is being in taken care?
- iii. How many times customer faced problem during product delivery?
- iv. Do late delivery leads to returning of the product?
- v. Do delivery to some define regions or state have delivery problems?

Case2: Every Company wants to increase their sales and accordingly they plan their strategies of giving discounts and earning no. of users.

TASK: Give recommendations (*In Yes/No, If Yes then mention the observatory parameters for it.*)

- i. More Discounts more Sales.
- ii. More Discounts more Profit.
- iii. Early Delivery more Sales
- iv. More Products more Sales
- v. Bigger Market more Sales

Case3: Ecommerce company wants to check the sales seasonality for products and wants to emphasis accordingly on such category.

TASK: Analyze sales according to various seasons [Summers and Winters] and give names of 2 products those fluctuate their sales due to seasonal change.

Case4: Consider you are an analyst your client holds a superstore that is 4 years old store and have branches in different part of the world. Your client wants to earn more profit and wants to expand the business geographically for next 2 years.

TASK: Provide clear picture to your client that in which part of globe he should invest to earn more profit.

Case5: An ecommerce company is working from last 4 years and is saving various attributes of their sales. As due to increase of ecommerce platform, the profit percent is getting reduced day by day, so MD of ecommerce company wants to shift towards COST-CUTTING THEORY for some cases you have been hired by the company as an analyst.

TASK: You have to find 3 such hidden cases where COST-CUTTING THEORY can be implemented without making the customer feel of doing it.