

Superstore Profits and Losses Analysis Project

Project link:

https://public.tableau.com/views/Project5_17254138083040/Story1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Superstore Profits and Losses Analysis

This project was done primarily using Tableau. The goal of this project was to create visuals to find how high return rates on specific items could be affecting overall profit and provide insights and actionable solutions to counter this issue.

Data

Category: Large count of sold item types.

Sub-category: Sub groups of sold items.

Returned_Calculated: Average rate of return.

Ship_Mode: Method of shipping.

Profit: Measure of profits.

event_date: date of the return activity, in YYYY-MM-DD format

The Process

I first cleaned the data by creating measures and calculated fields to filter out unnecessary information and calculate averages. Next I created several visuals to examine return rates and profit losses due to high returns rates.

Results

After the analysis was complete I found seasonal upticks in return rates as well as correlations between high return rates and specific shipping methods. Items that yielded a higher rate of return also were items most likely to break during shipping. General recommendations included, pushing for safer shipping methods, cutting items that yield a small profit margin and also have a high rate of return as profit often gets canceled out by returned items.