Product Sales Analysis

Tableau Project

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Dataset: SampleSuperstore

|	Ship Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category	Sales	Quantity	Discount	Profit
1													
2	Second Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Bookcases	261.96	2	0	41.9136
3	Second Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Chairs	731.94	3	0	219.582
4	Second Class	Corporate	United States	Los Angeles	California	90036	West	Office Supplies	Labels	14.62	2	0	6.8714
5	Standard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Furniture	Tables	957.5775	5	0.45	-383.031
6	Standard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Office Supplies	Storage	22.368	2	0.2	2.5164
7	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Furnishings	48.86	7	0	14.1694
8	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Art	7.28	4	0	1.9656
9	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Technology	Phones	907.152	6	0.2	90.7152
10	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Binders	18.504	3	0.2	5.7825
11	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Appliances	114.9	5	0	34.47
12	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Tables	1706.184	9	0.2	85.3092
13	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Technology	Phones	911.424	4	0.2	68.3568
14	Standard Class	Consumer	United States	Concord	North Carolina	28027	South	Office Supplies	Paper	15.552	3	0.2	5.4432
15	Standard Class	Consumer	United States	Seattle	Washington	98103	West	Office Supplies	Binders	407.976	3	0.2	132.5922
16	Standard Class	Home Office	United States	Fort Worth	Texas	76106	Central	Office Supplies	Appliances	68.81	5	0.8	-123.858
17	Standard Class	Home Office	United States	Fort Worth	Texas	76106	Central	Office Supplies	Binders	2.544	3	0.8	-3.816
18	Standard Class	Consumer	United States	Madison	Wisconsin	53711	Central	Office Supplies	Storage	665.88	6	0	13.3176
19	Second Class	Consumer	United States	West Jordan	Utah	84084	West	Office Supplies	Storage	55.5	2	0	9.99
20	Second Class	Consumer	United States	San Francisco	California	94109	West	Office Supplies	Art	8.56	2	0	2.4824
21	Second Class	Consumer	United States	San Francisco	California	94109	West	Technology	Phones	213.48	3	0.2	16.011
22	Second Class	Consumer	United States	San Francisco	California	94109	West	Office Supplies	Binders	22.72	4	0.2	7.384
23	Standard Class	Corporate	United States	Fremont	Nebraska	68025	Central	Office Supplies	Art	19.46	7	0	5.0596
24	Standard Class	Corporate	United States	Fremont	Nebraska	68025	Central	Office Supplies	Appliances	60.34	7	0	15.6884
25	Second Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Furniture	Chairs	71.372	2	0.3	-1.0196
26	Standard Class	Consumer	United States	Orem	Utah	84057	West	Furniture	Tables	1044.63	3	0	240.2649
27	Second Class	Consumer	United States	Los Angeles	California	90049	West	Office Supplies	Binders	11.648	2	0.2	4.2224
28	Second Class	Consumer	United States	Los Angeles	California	90049	West	Technology	Accessories	90.57	3	0	11.7741
29	Standard Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Furniture	Bookcases	3083.43	7	0.5	-1665.05
30	Standard Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Office Supplies	Binders	9.618	2	0.7	-7.0532
31	Standard Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Furniture	Furnishings	124.2	3	0.2	15.525
32	Standard Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Office Supplies	Envelopes	3.264	2	0.2	1.1016
33	Standard Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Office Supplies	Art	86.304	6	0.2	9.7092
34	Standard Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Office Supplies	Binders	6.858	6	0.7	-5.715
35	Standard Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Office Supplies	Art	15.76	2	0.2	3.546

SampleSuperstore
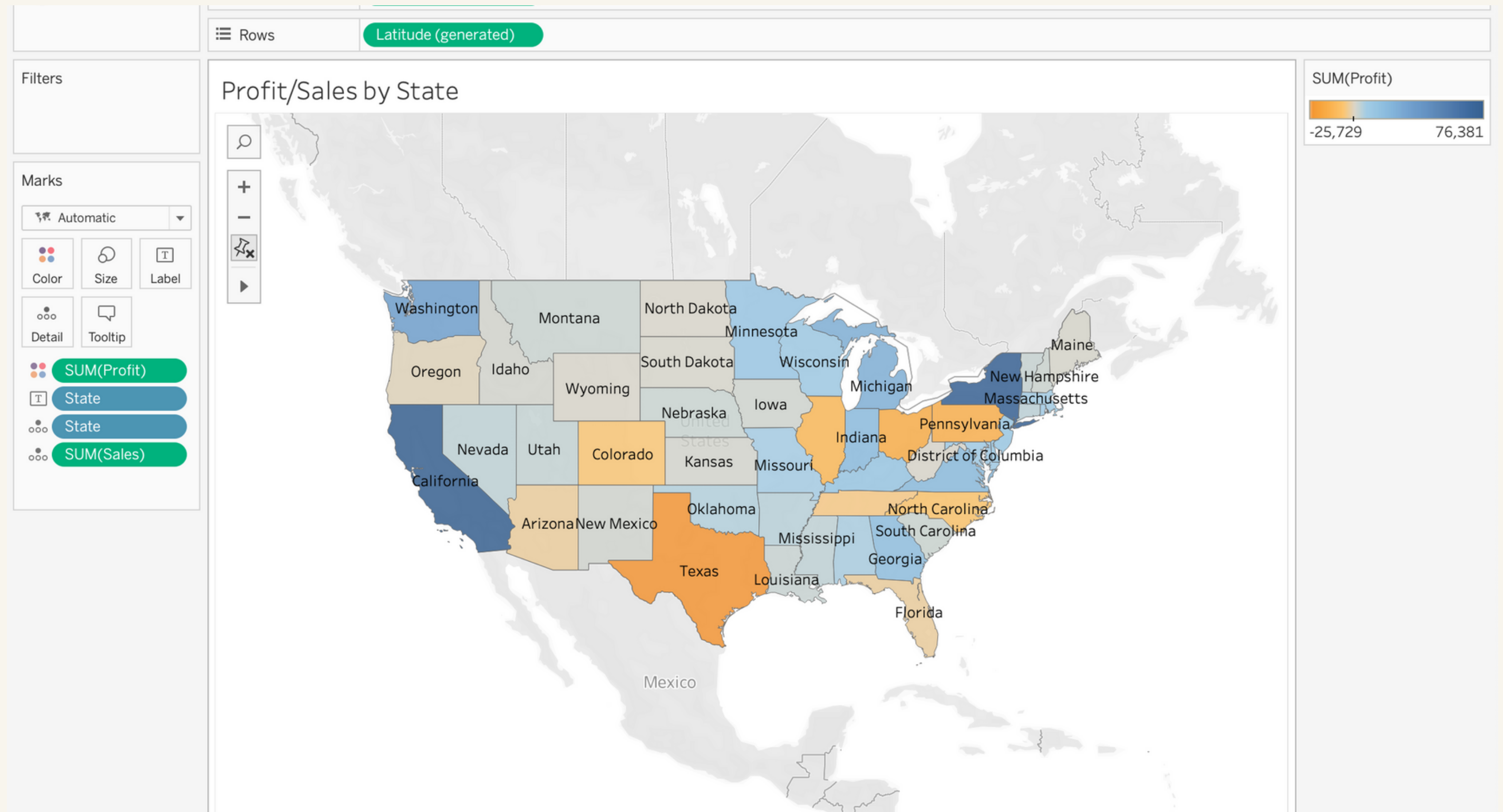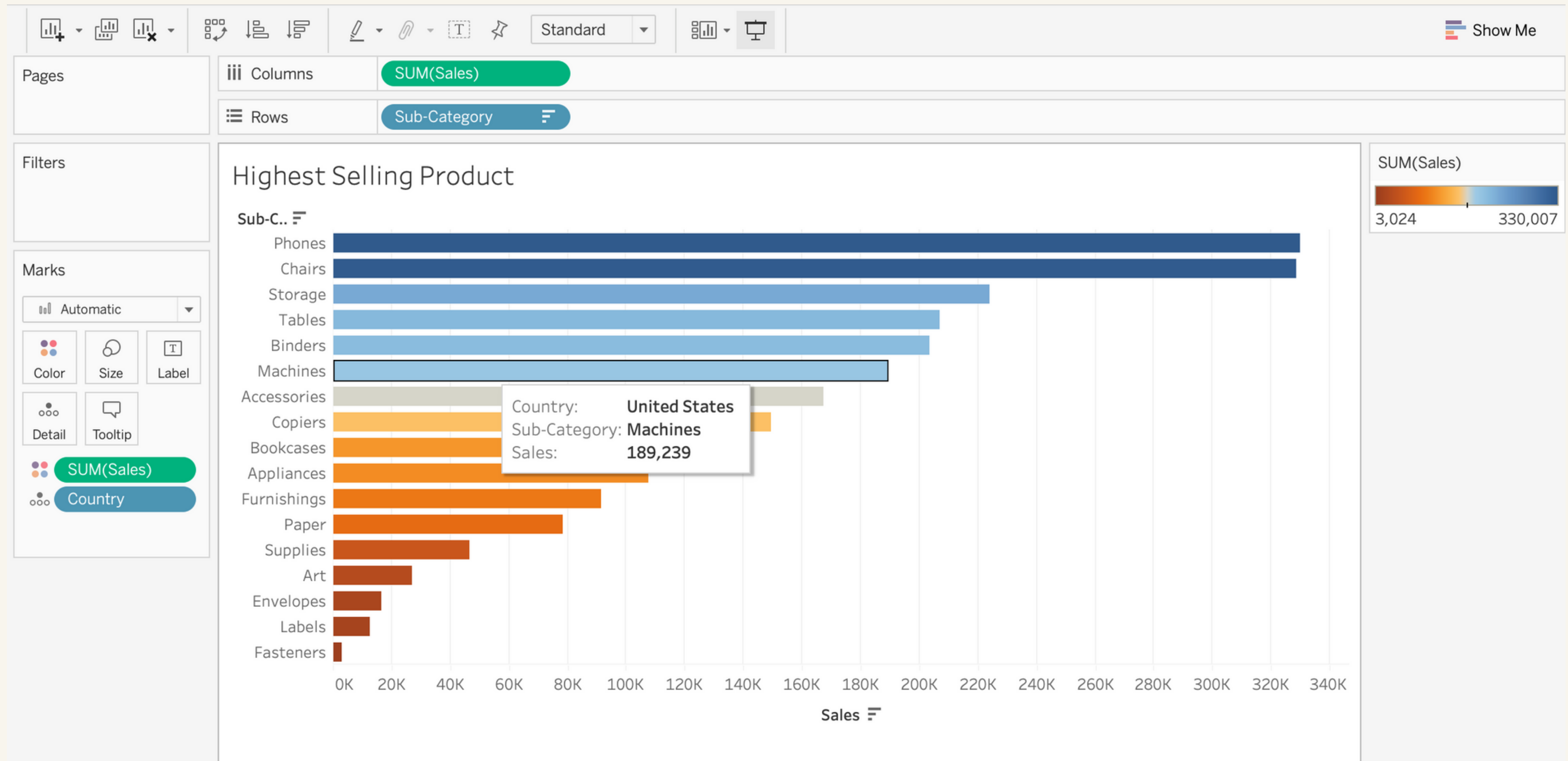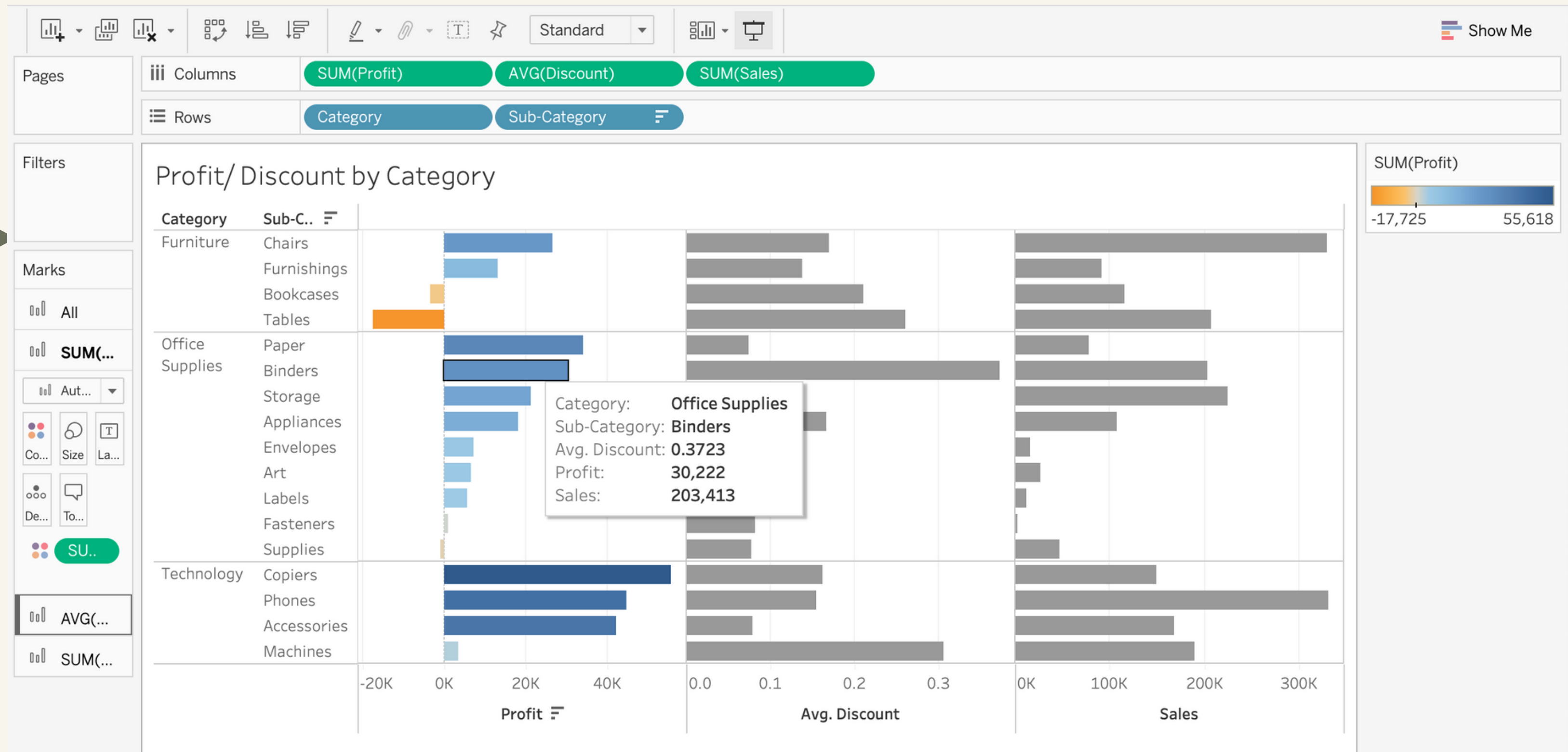
Import & View Dataset in Tableau
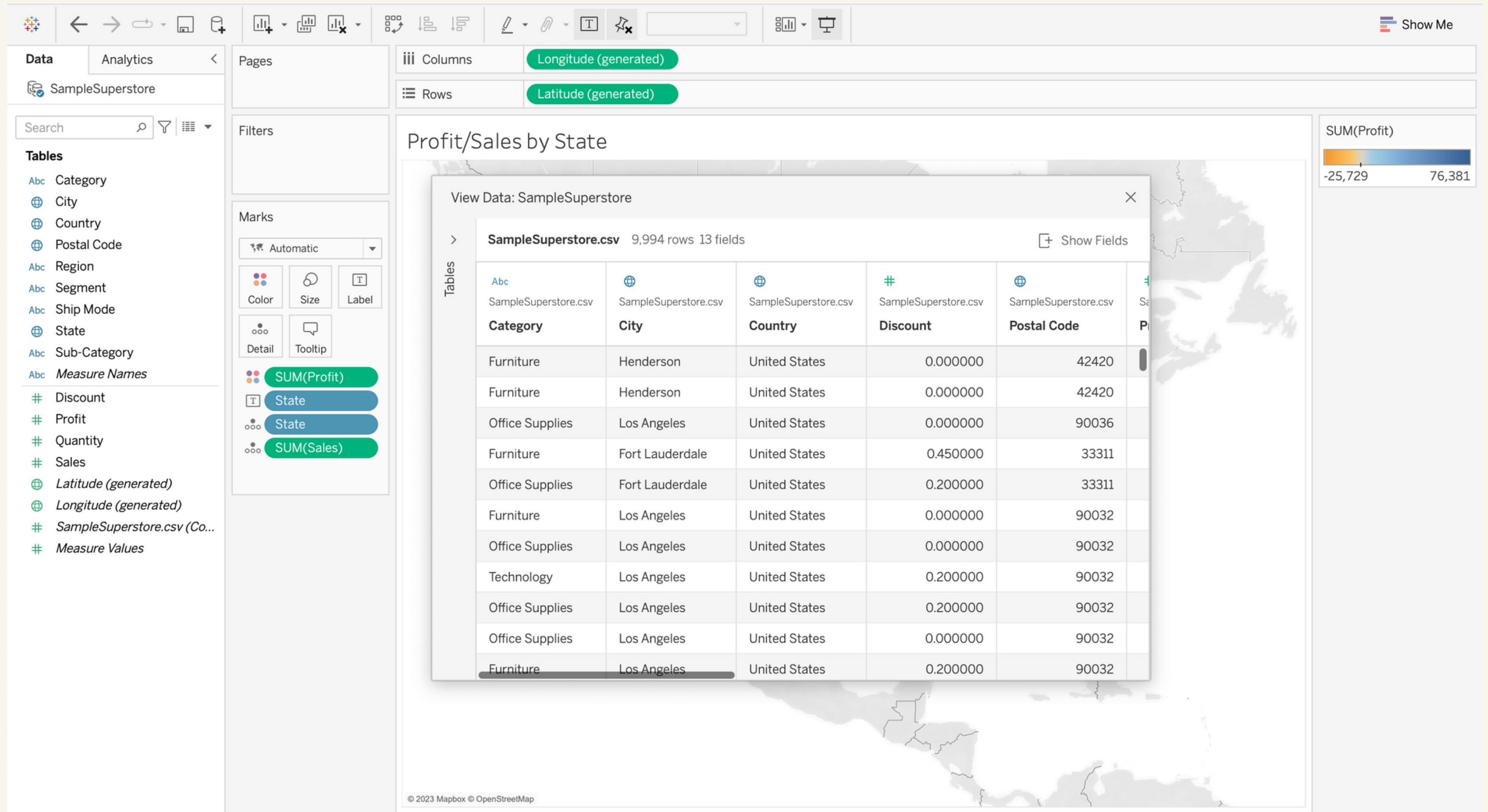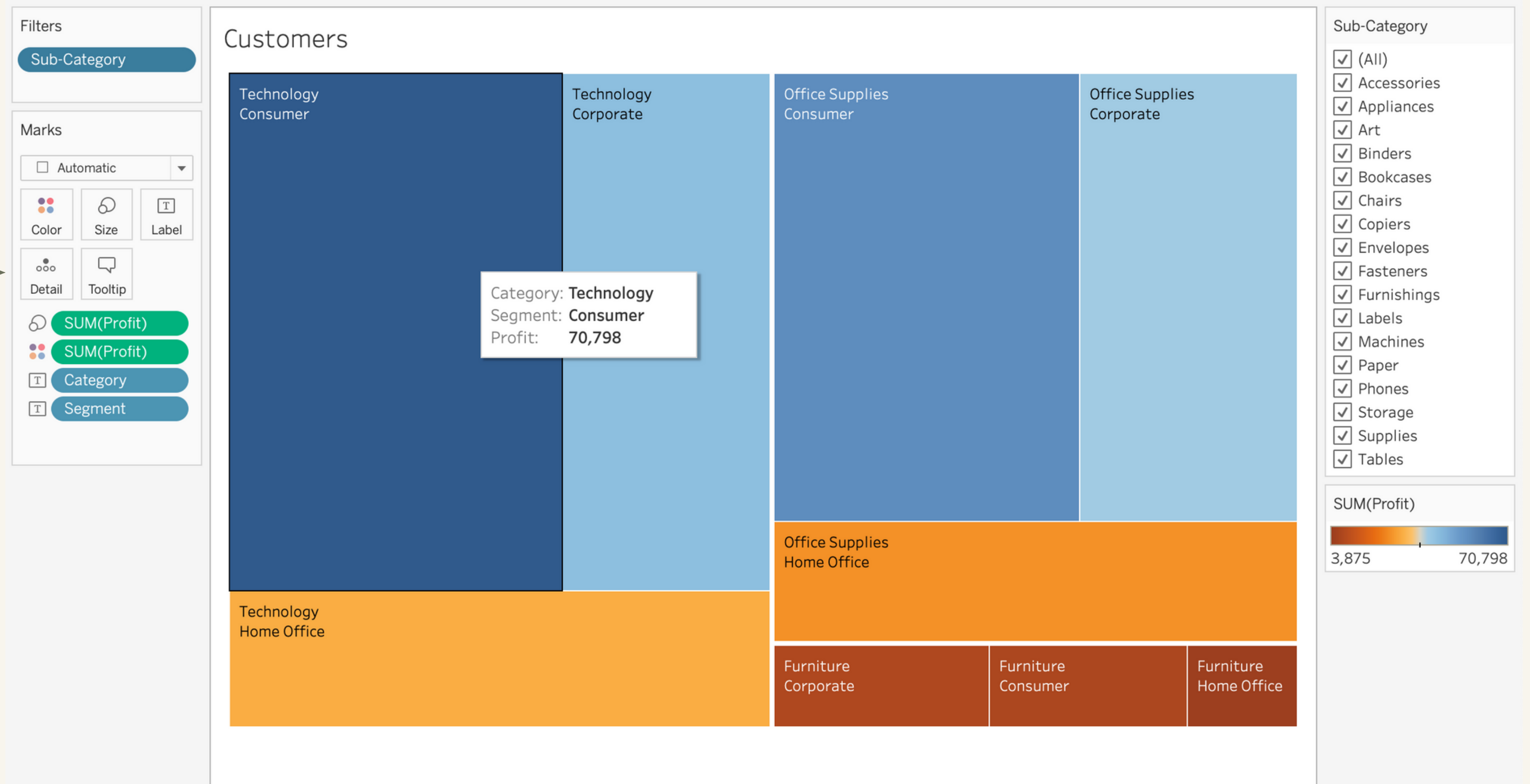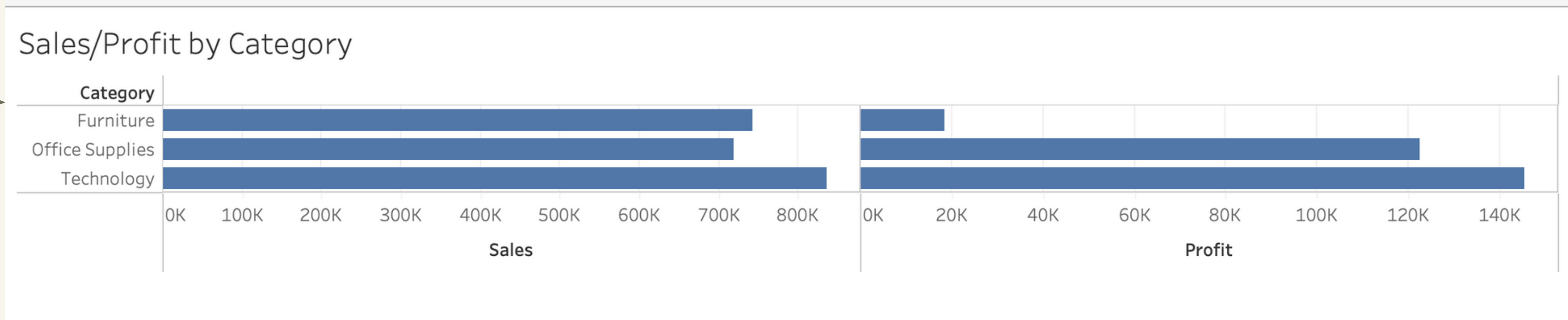
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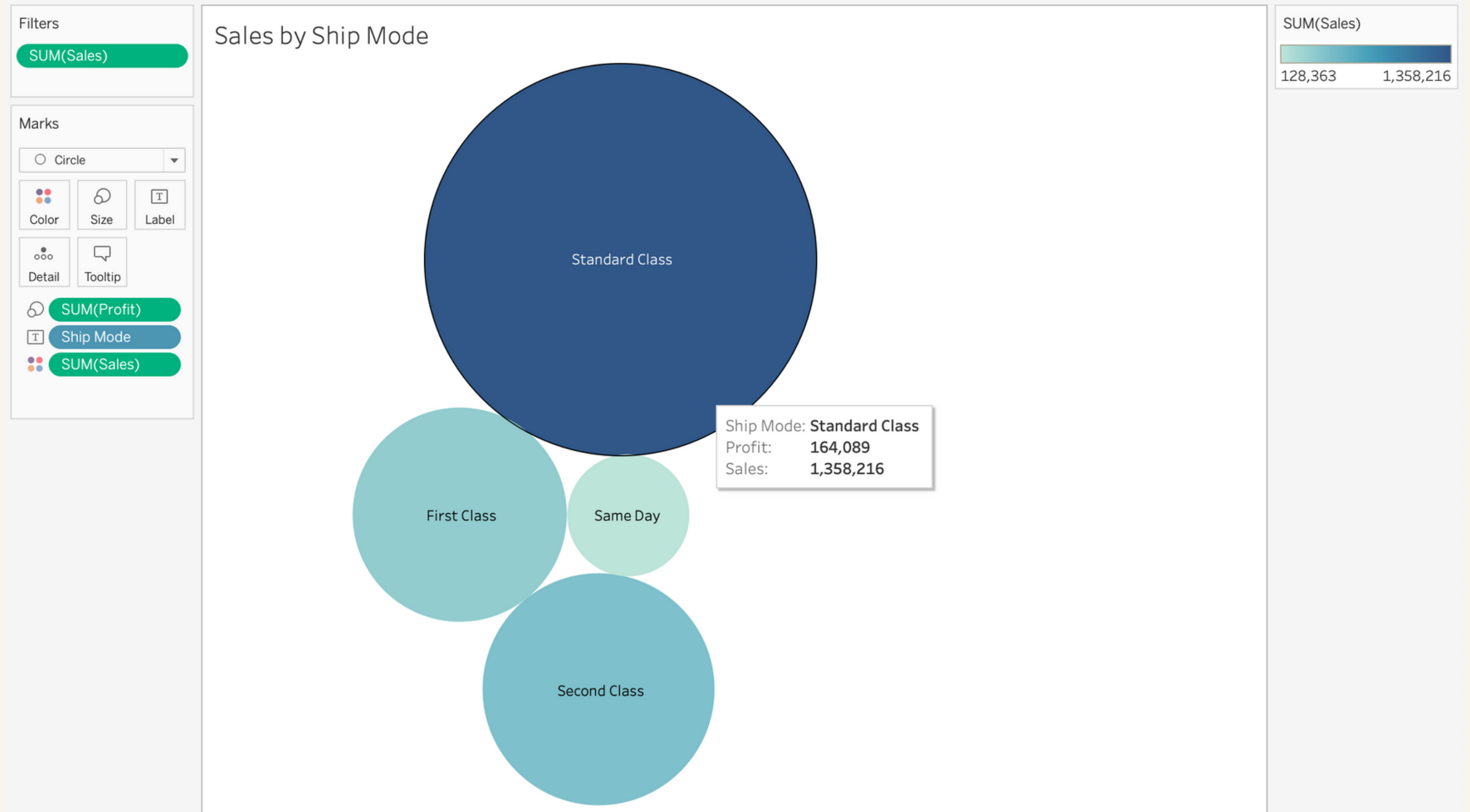## This map shows total profit by each state

Profit/Discount by Category

Sales/Profit by Category

Profit by ShipMode

Insights

- California, New York, Washington, Michigan, and South Georgia are the top 5 states having the most profit in the superstore.
- Texas, Colorado, Illinois, Pennsylvania, Ohio, and North Carolina are some of the states having the least profit in the superstore.
- The highest-selling products are Phones, Chairs, Storage, Tables, and the lowest-selling products are fasteners, labels, envelopes, art, etc.
- Some of the products like tables, bookcases, and supplies have a negative profit which shows that these products are in loss

Insights

- Technology products seem to provide greater profits and higher sales than other category products. The superstore should consider having more technology products.
- Here, we can see a linear relationship between sales and discounts. If the sale is higher, the discount rate will likely be high. However, there are many outliers.
- The superstore is getting the highest profit from consumers in Technology & Office Supplies category. Profits from the furniture are equal across all segments.
- Profit & Sales is higher from standard shipping mode. This makes sense in real life, too, as most people prefer standard shipping.
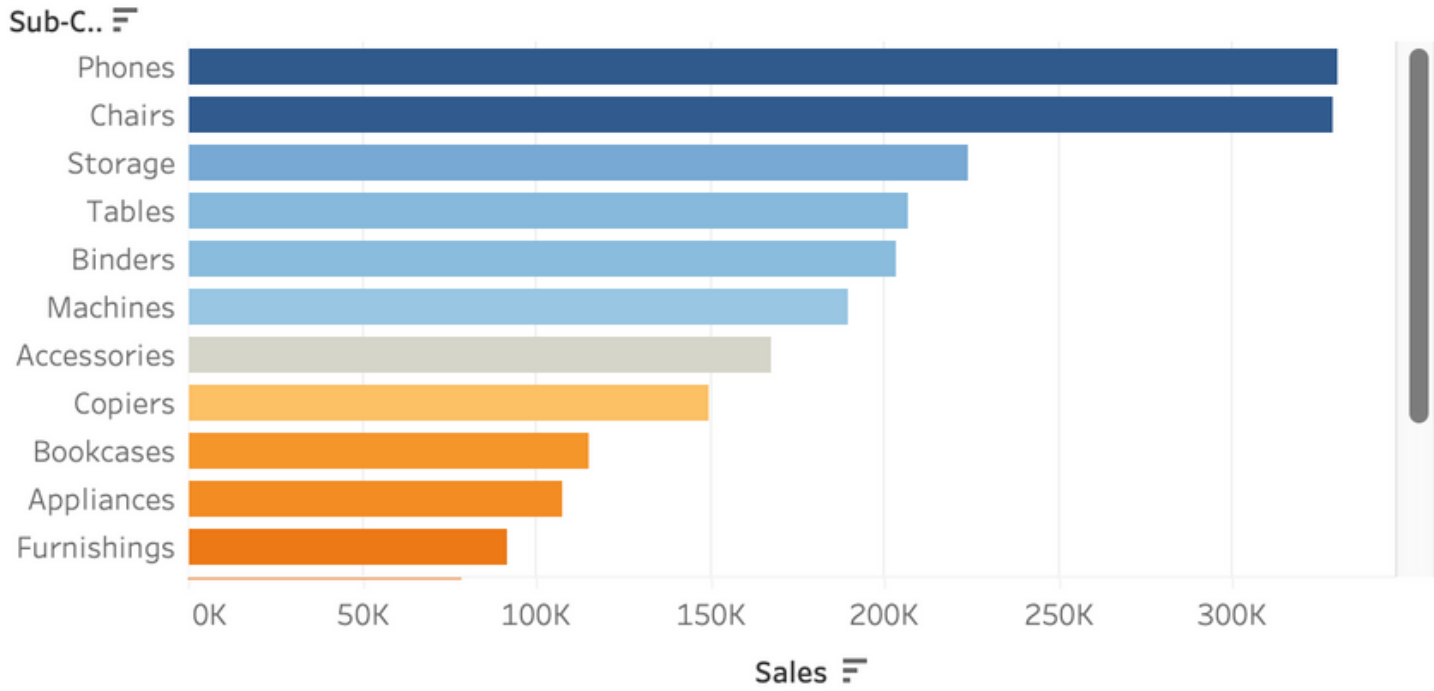
Insights about possible business problems

- The sales for the furniture category are very high; however, we get the lowest profit from it. Therefore, the business should consider decreasing furniture sales.
- It is quite interesting that the sales of the tables are high, but the profit is negative. The reason behind this could be the higher discount for tables. Therefore, decreasing the discount rate for tables will be helpful for increasing the profits and, in turn, improving the business.
- Some of the business problems could be solved by decreasing the discount rate.
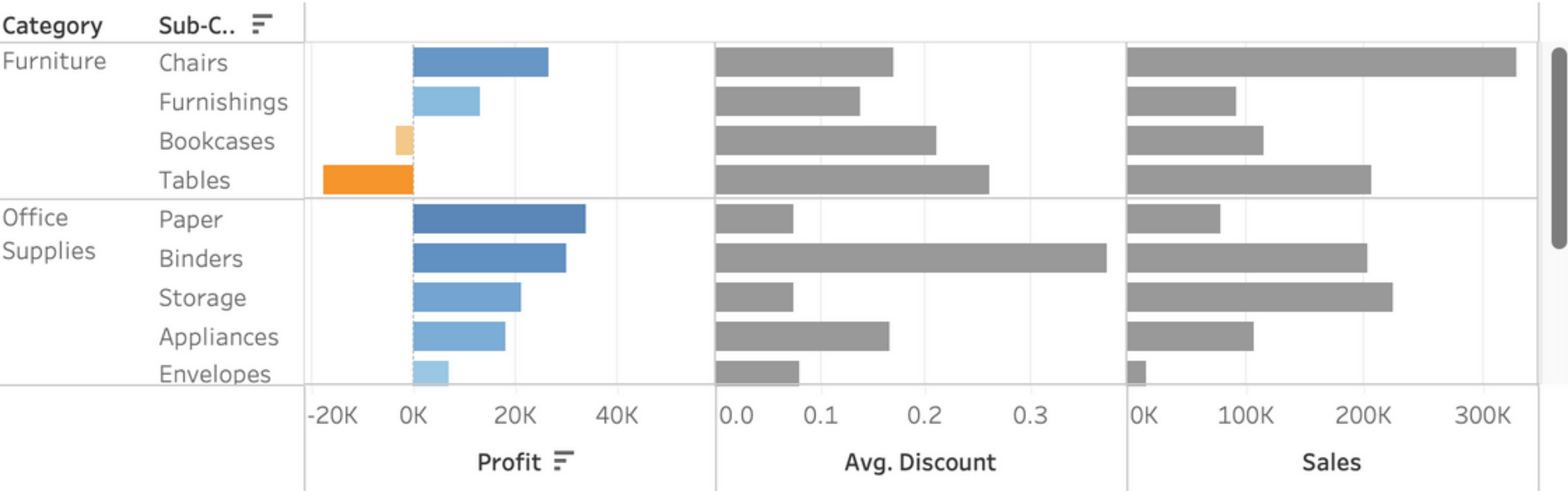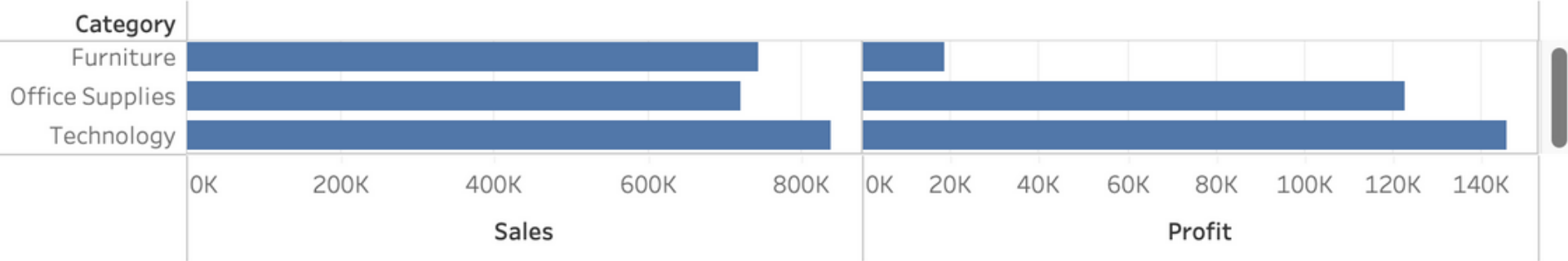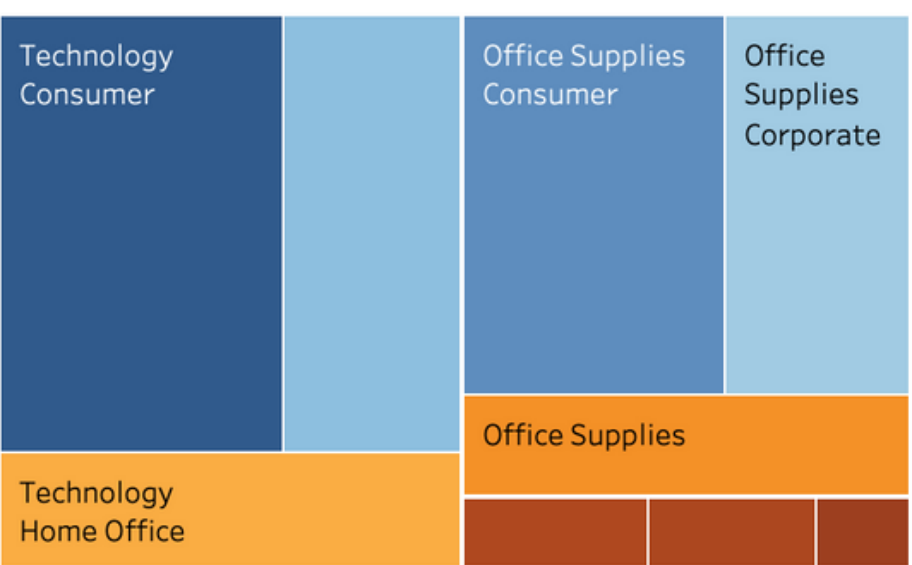
Product Sales Analysis

Profit/Sales by State

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Profit

-25,729 ──────────────────── 76,381

Highest Selling Product

Sub-C..

	Sales
Phones	
Chairs	
Storage	
Tables	
Binders	
Machines	
Accessories	
Copiers	
Bookcases	
Appliances	
Furnishings	

0K 50K 100K 150K 200K 250K 300K
Sales

Sales

3,024 ──────────────────── 330,007

Profit/ Discount by Category

Category	Sub-C..	Profit	Avg. Discount	Sales
Furniture	Chairs			
	Furnishings			
	Bookcases			
	Tables			
Office Supplies	Paper			
	Binders			
	Storage			
	Appliances			
	Envelopes			

Profit: -20K 0K 20K 40K
Avg. Discount: 0.0 0.1 0.2 0.3
Sales: 0K 100K 200K 300K

Sales/Profit by Category

Category	Sales	Profit
Furniture		
Office Supplies		
Technology		

Sales: 0K 200K 400K 600K 800K
Profit: 0K 20K 40K 60K 80K 100K 120K 140K

Customers

Technology Consumer
Office Supplies Consumer
Office Supplies Corporate
Office Supplies
Technology Home Office

Sub-Category
- ☑ (All)
- ☑ Accessories
- ☑ Appliances
- ☑ Art
- ☑ Binders
- ☑ Bookcases
- ☑ Chairs
- ☑ Copiers
- ☑ Envelopes
- ☑ Fasteners
- ☑ Furnishings
- ☑ Labels
- ☑ Machines
- ☑ Paper
- ☑ Phones

Sales by Ship Mode

Standard Class
First Class
Second Class