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1.1 Subcategory & Region VS Shipping Mode & Product ID	Tableau Tables:	"1.1 Profit and Losses by Sub-category and Region"
		"1.1 Profit and Losses by sub-category and region (organized by region)"
		"1.1 Shipping mode profits"
		"1.1 Shipmode and Product ID Profits"
		"1.1 Shipmode and Product ID Losses"
Among sub-category and region, the sub-category "tables" accounted for the biggest loss in profit (total -\$23,067 across all regions). Nationwide this is followed by bookcases, which reported a slight profit in the South (\$1,339) but losses in the rest of the regions for an overall net loss of -\$3655.38.		
The east and the west also had their biggest losses on tables and bookcases. The south also reported losses on tables but also a loss in machines. The central region reported largest losses on Binders followed by tables,		
It's important to note that Binders in the central region also accounted for a huge loss (-\$20,585) and binder sales there should be stopped or reexamined.		
Copiers and Phones were the biggest profit centers nationwide (\$76,304 and \$56,052 respectively) with the West reporting leading sales for copiers (\$35,293) and the East leading sales for phones (\$17,261).		
The central region also followed this pattern (copiers and phones leading sales). The east showed similar patterns only with chairs also having just as high sales as copiers. The south did not see high sales in copiers but still saw high sales in phones while the west still saw sales in phones but had copiers and binders lead their sales. Accesories also showed high sales across all regions.		
Shipmode and Product ID		
Regarding shipping methods, the superstore reported profits with all shipping modes, and the most with standard shipping.		
Looking at products and shipping modes, the copiers (Canon imageCLASS 2200) reported the biggest profit with first class shipping (\$24,080), followed by standard (\$24,560) and the Ativa paper shredding shipping same day also had a large profit.		
The GBC DocuBind P400 Electric Binding System (ID OFF-BI-10004995) reported a huge loss of -\$24,307 (standard shipping) with the Cubify CubeX 3D Printer Double Head Print (ID TEC-MA-10000418) coming in behind for second for a loss of -\$6,599)		
These finders are consistant with the losses found in the next section (1.2 Products to Discontinue) and the findings here only support that customers prefer standard shipping but the store still makes a large profit off of other faster shipping methods and should still be kept for customer satisfaction		

1.2 Products to Discontinue

Tableau Tables: ["1.2 Product Losses"](#)
["1.2 Product Profits"](#)

Table 1: Main Products to Discontinue

Product ID	Product Name	Sum Loss	Average Loss
OFF-BI-10004995	GBC DocuBind P400 Electric Binding System	-\$20,388	-\$1,853
TEC-MA-10000418	Cubify CubeX 3D Printer Double Head Print	-\$8,880	-\$2,960
FUR-TA-10001889	Bush Advantage Collection Racetrack Conference Table	-\$5,192	-\$472
TEC-MA-10004125	Cubify CubeX 3D Printer Triple Head Print	-\$3,840	-\$3,840
TEC-MA-10002412	Cisco TelePresence System EX90 Videoconferencing Unit	-\$1,811	-\$1,811
	Total	-\$40,111	

The superstore should definitely discontinue selling the "GBC DocuBind P400 Electric Binding System", "Cubify CubeX 3D Printer Double Head Print" and "Bush Advantage Collection Racetrack Conference Table". They should also consider dropping the "Cubify CubeX 3D Printer Triple Head Print" and the "Cisco TelePresence System EX90 Videoconferencing Unit" products. To prevent further losses, the store can discontinue any products that have a loss (a total of -\$156,131.29 see Table 2 below).

When looking at the overall sum of losses, "GBC DocuBind P400 Electric Binding System" reported the biggest loss (-\$20,388). "Cubify CubeX 3D Printer Double Head Print" was the second least profitable product (-\$8,880), followed by "Bush Advantage Collection Racetrack Conference Table" (-\$5,192).

However, when considering these values with the average profit per item, it can be seen that the "Cubify CubeX 3D Printer Triple Head Print" has the largest average loss (-\$3,840). This product only came in sixth in greatest total losses because it was only sold once but should also be discontinued since it has such a large average loss. This is also true for the 12th greatest total loss, the "Cisco TelePresence System EX90 Videoconferencing Unit" had the fourth biggest average loss per item (-\$1,811). Since these are not popular items and have such a high loss, it may be wise to discontinue these products as well.

Table 2 - Products with a loss in profit for sales overall.

Product Name	Product ID
GBC DocuBind P400 Electric B	OFF-BI-10004995
Cubify CubeX 3D Printer Doubl	TEC-MA-10000418
Bush Advantage Collection Rac	FUR-TA-10001889
Lexmark MX611dhe Monochro	TEC-MA-10000822
Cubify CubeX 3D Printer Triple	TEC-MA-10004125
Zebra GK420t Direct Thermal/T	TEC-MA-10001695
Cisco 9971 IP Video Phone Ch	TEC-MA-10000864
Chromcraft Bull-Nose Wood Ov	FUR-TA-10000198
Samsung Galaxy Note 2	TEC-PH-10002200
Swingline SM12-08 MicroCut J	TEC-MA-10001148
Iceberg OfficeWorks 42" Round	FUR-TA-10002530
Cisco TelePresence System EX	TEC-MA-10002412
KI Adjustable-Height Table	FUR-TA-10004086
KI Adjustable-Height Table	FUR-TA-10001039
Hon Racetrack Conference Tab	FUR-TA-10001768
BoxOffice By Design Rectangu	FUR-TA-10004289
Martin Yale Chadless Opener E	OFF-SU-10002881
Balt Solid Wood Round Tables	FUR-TA-10001950
Bevis Round Bullnose 29" High	FUR-TA-10002903
Riverside Furniture Oval Coffe	FUR-TA-10004154
Epson TM-T88V Direct Thermo	TEC-MA-10002210
Hon 2090 "Pillow Soft" Series M	FUR-CH-10003312
O'Sullivan 4-Shelf Bookcase in	FUR-BO-10001972
Bretford "Just In Time" Height-A	FUR-TA-10004256
Global Wood Trimmed Manage	FUR-CH-10003774

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1.3 3 Best and 3 Worse Subcategories Nationwide				Tableau Tables: "Profit by Subcategory"
Nationwide, the sub-categories "tables", "bookcases" and "supplies" accounted for the greatest total profit loss. "Tables" accounted for the biggest loss in profit (total -\$23,067 across all regions). Nationwide, book cases also resulted in a loss of profit (-\$3,655). The third biggest loss in profit (-\$923) was "supplies." (However, it would be useful to stop selling binders in the central region because accounted for the second biggest loss (-\$20,585) even though the store still made a net \$18,058 nationwide.)				
Table 3 - Greatest Profit Loss by Sub-Category				
	Sub-Category	Loss		
	Tables	-\$23,067		
	Bookcases	-\$3,655		
	Supplies	-\$923		
The sub-categories "copiers", "phones", and "accessories" accounted for the largest profits nationwide. (\$76,304, \$56,053, and \$49,993 respectively) with all regions also reporting a profit in these categories.				
Table 4 - Greatest Profit by Sub-Category				
	Sub-Category	Profit		
	Copiers	-\$76,304		
	Phones	-\$56,053		
	Accessories	-\$49,993		

2. Adverstising - Best States and Times to Advertise In					Tableau Tables:	"2. Month vs Avg(profit)"		
						"2. state vs profit"		
						"2. Profit by Month for Indiana, Rhode Island and Vermont"		
Table 7 - Advertising						"2. Vermont profit timeline"		
						"Profit Timeline"		
State	Month	Profit	Advertising Budget (1/5 of profits)	ROAS				
Indiana	October	\$643	\$129	5				
Vermont	November	\$596	\$119	5				
Rhode Island	October	\$162	\$32	5				
The three states that have the highest average profit are Vermont, Rhode Island and Indiana. In relation to months of the year, Octobers in Indiana had the highest average profit (\$643), followed by November in Vermont (\$596) and December (\$250) and October (\$162) in Rhode Island.								
November in Vermont is the month with the highest average profit (but very little sales are shown for any summer month.								

3. Products with Highest Return Rates:		Tableau Tables:	"3. Percentage/ sum of Products with highest return rates"
			"3. Products with most returns"
			"3. Returned Products with highest profit loss"
<p>"Logitech Wireless Boombox Speaker - portable - wire - wireless, wired" (Product ID TEC-AC-10002647), "DAX Clear Channel Poster Frame" (Product ID FUR-FU-10004666), and "TOPS "Important Message" Pads, Canary, 4-1/4 x 5-1/2, 50 Sheets per Pad" (Product ID OFF-PA-10000807) were all returned around 90% of the time but also still had a profit, especially the Logitech Speakers.</p>			
<p>Most returned items:</p> <p>"Adventus Push Pins" (Product ID OFF-FA-10000304), and "Global Leather Task Chair, Black" (Product ID FUR-CH-10003061) were each returned 20 times. These returns accounted for 83% and 76% of total sales. However, overall, the they both still turned a small profit. The third most returned item, "Global Troy Executive Leather Low-Back Tilter" (Product ID FUR-CH-10001215), was returned 19 times (73%) of sales) but it turned a very large profit of \$6,037.</p>			
<p>Returned Products with Highest Profit Loss:</p> <p>However, the "Global Wood Trimmed Manager's Task Chair, Khaki" (Product ID FUR-CH-10003774) was returned 59% of the time and accounted for the most overall profit loss when compared returned items (-\$917). "KI Adjustable-Height Table" (Product ID FUR-TA-10004086) and "SAFCO Bottless Steel Shelving" (Product ID OFF-ST-10002743) were also frequently returned items that showed an overall loss (-\$598 and -\$412 respectively). See visualization "3. Returned Products with highest profit loss"</p>			
3.2.1 Customers with Highest Return Rates			
<p>Seth Vernon had the most returns followed by William Brown, Ted Butterfield and Sandra Glasco. Other customers that had a high return rate (i.e returning 100% of their items) bought only a low number of items one time.</p>			
Customer ID	Customer Name	Percent of sales returned	sum of returns
SV-20365	Seth Vernon	0.915888	196
WB-21850	William Brown	0.823129	121
TB-21055	Ted Butterfield	0.944444	85
SG-20080	Sandra Glasco	0.975904	81
3. Sub Categories and Returned Products with Low Profits		Tableau Table:	3. Sub Categories and Returned Products with Low Profits"
<p>Among sub categories with frequently returned items and low profits (Bookcases, Supplies, and Tables), Tables accounted for the largest loss (-\$23,067) especially the "Bush Advantage Collection Racetrack Conference Table" (Product ID FUR-TA-10001889) (-\$5,192.33).</p>			
<p>***note: I'm not sure this comparison is what the question asked**</p>			
3.3 Percent of sales returned vs Profit		Tableau Tables:	3.3 Percent of sales returned vs Profit
			"3. Returns and Profits by Sub - Category"
<p>Sub-Categories "Bookcases", "Supplies", and "Tables") had frequently returned items and low profits, Tables accounted for the largest loss (-\$23,067) especially the "Bush Advantage Collection Racetrack Conference Table" (Product ID FUR-TA-10001889) (-\$5,192.33).</p> <p>Sub-Category "Machines" were most frequently returned and showed a low profit (-\$6,194) albeit a positive one). However three products were frequently returned and had a large loss in profit: "Zebra GK420t Direct Thermal/Thermal Transfer Printer" (Product ID TEC-MA-10001695), "Cisco 9971 IP Video Phone Charcoal" (Product ID TEC-MA-10000864) and "Swinidline SM12-08 MicroCut Jam Free Shredder" (Product ID TEC-MA-10001148).</p>			