

# Tableau Visualization

UOL ID: 210501867

# Southeast Asia Dashboards

One of the lowest profits made but has the highest profitability.

Tables has the highest loss in SEA. Decrease in sales distribution by Consumer.

Tables had high cost and low quantity sold among the other smaller products.

A 30% increase in sales and 50% decrease in cost, Tables is able to earn some profits.

The new changes would have been better for a higher profitability shown by trend.

## Overall Outlook

### Total Profit and Sales by Region

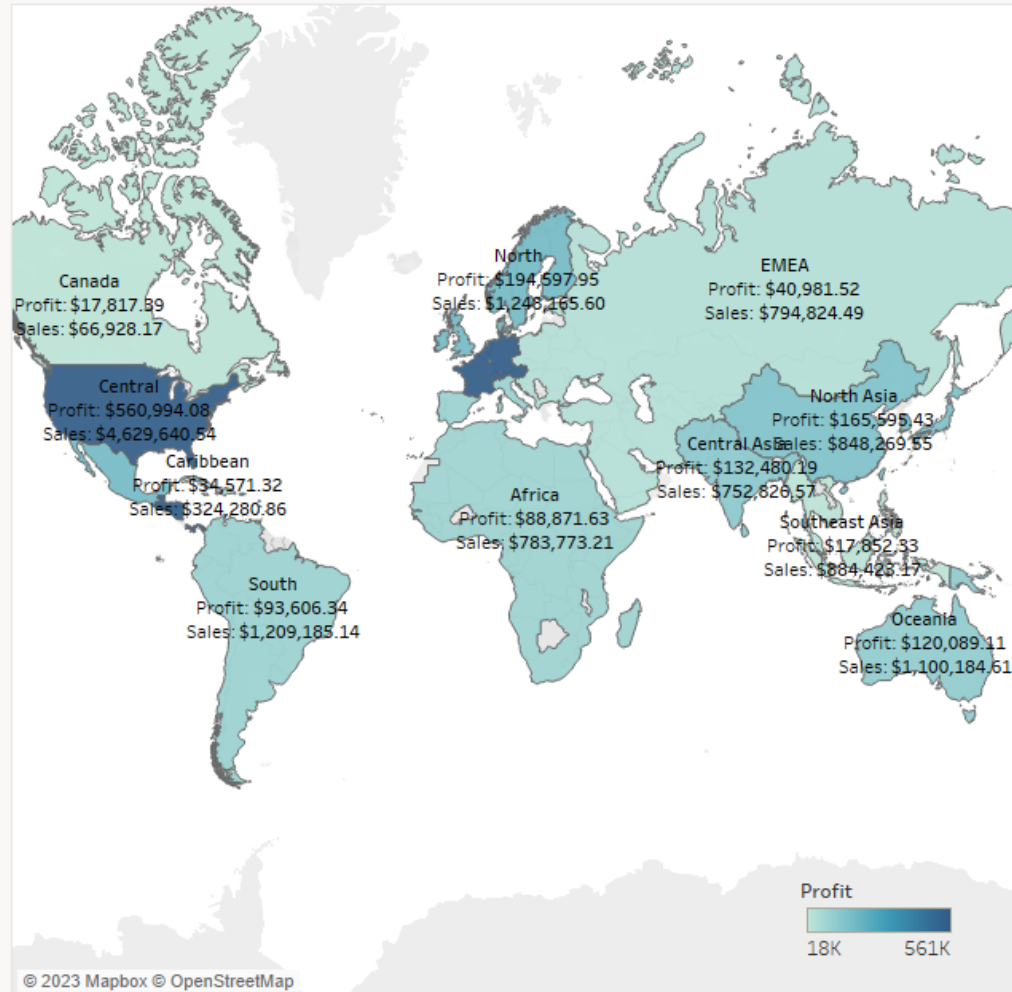


Figure 1.1

### Profitability by Region

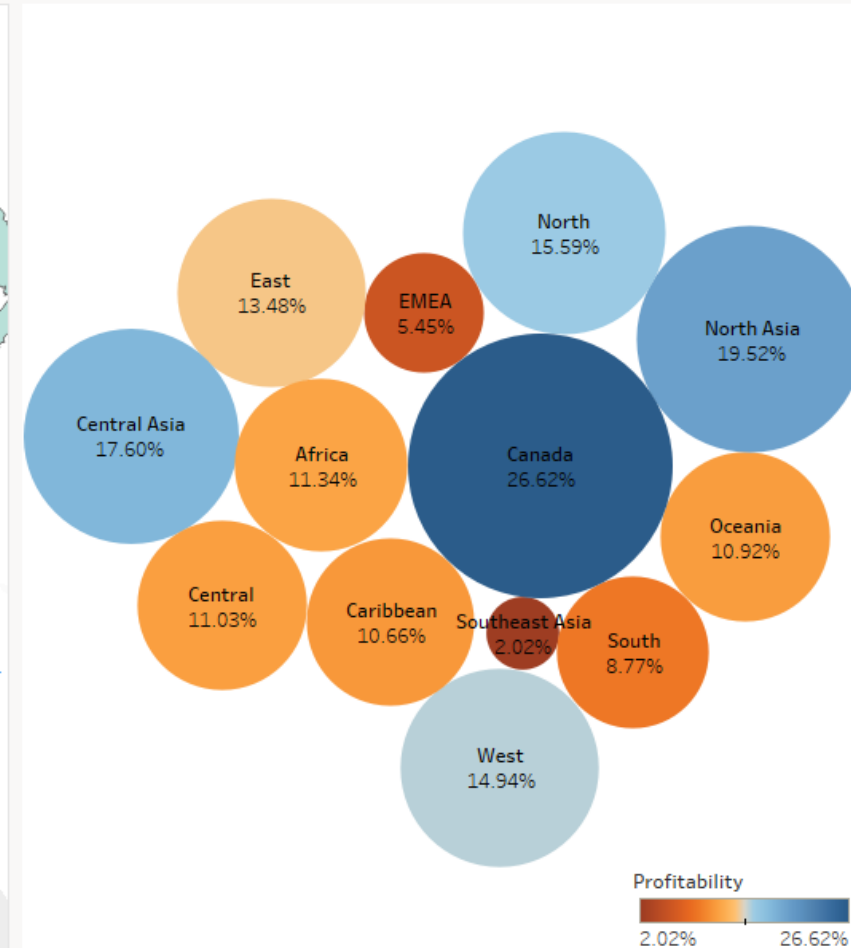


Figure 1.2

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### Southeast Asia Analysis

#### Sales & Profit by Sub-Category

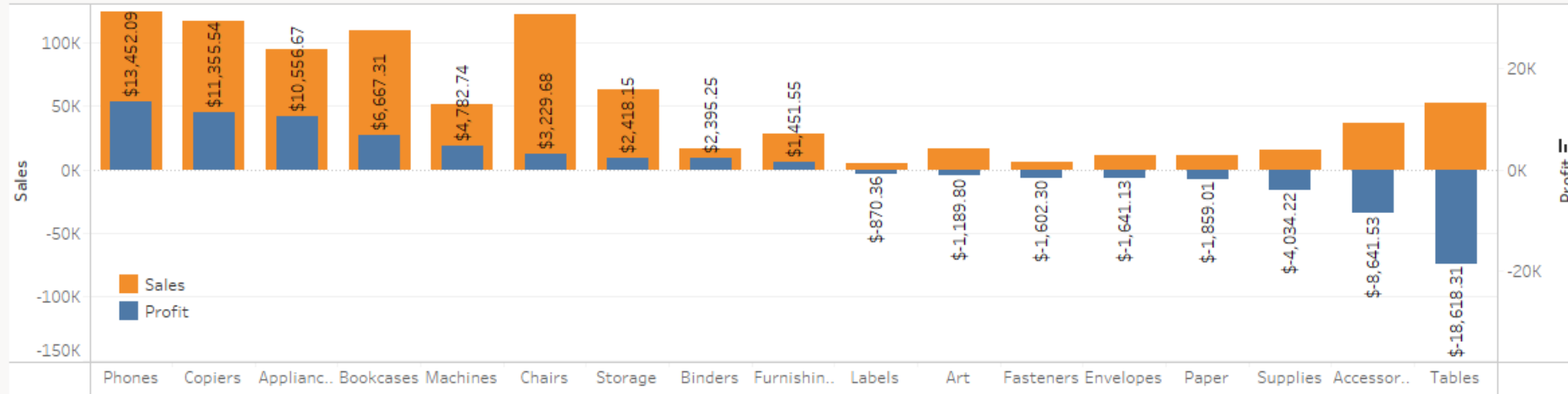


Figure 2.1

#### Sales Distribution by Customer Segment

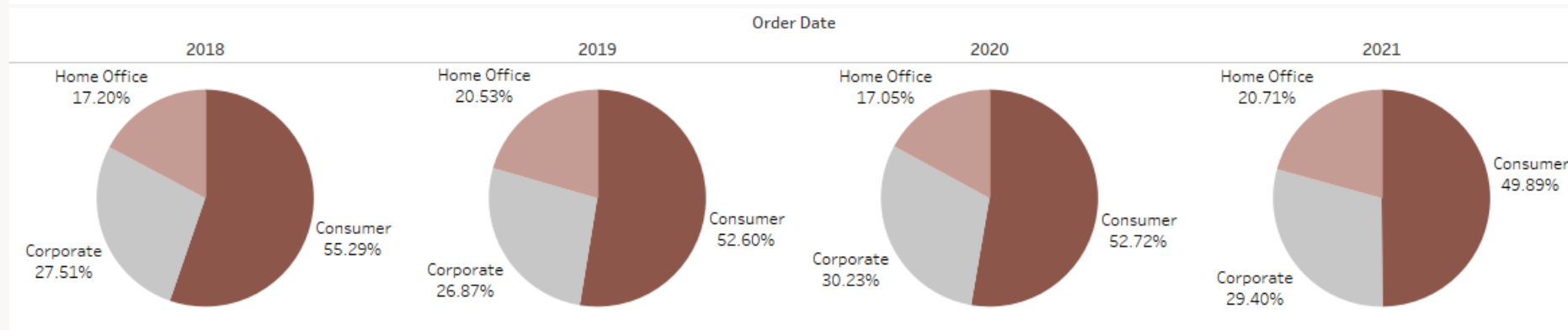


Figure 2.2

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## Non-Profitable Sub-Categories Analysis

Correlation of Average Shipping Duration and Cost

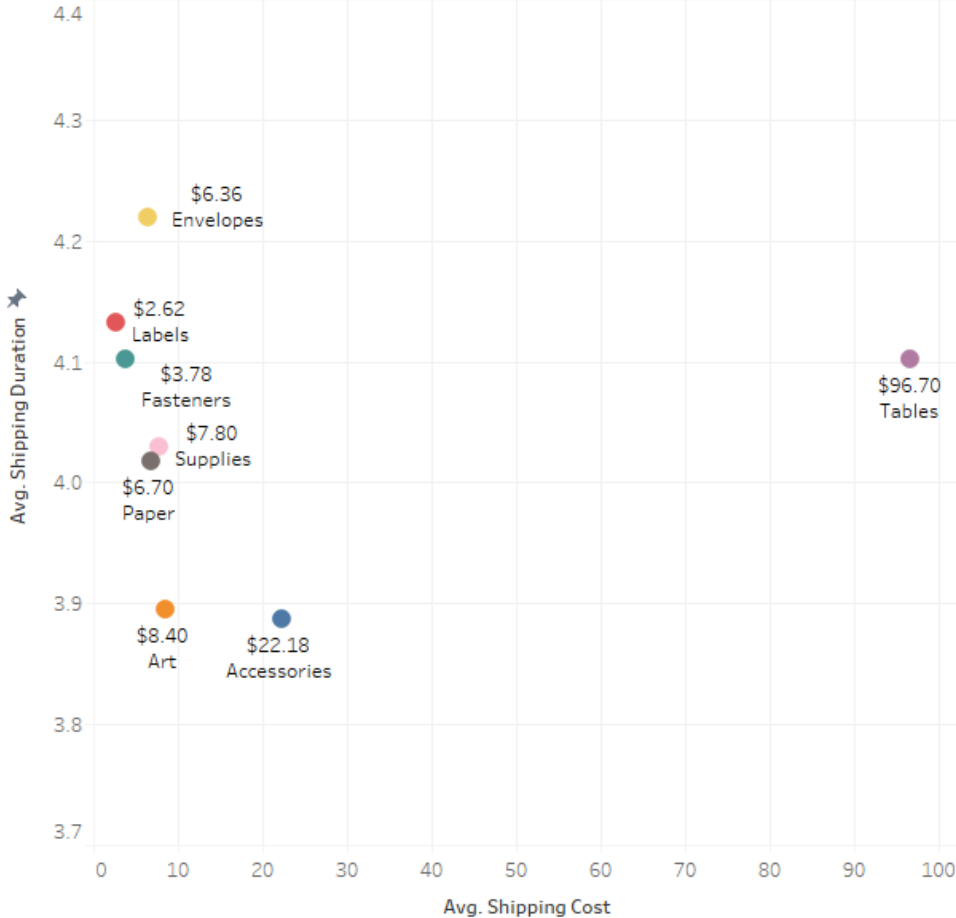


Figure 4.1

Envelopes Fasteners Labels Supplies Tables Accessories Art Paper

Manufacturing Cost of Product

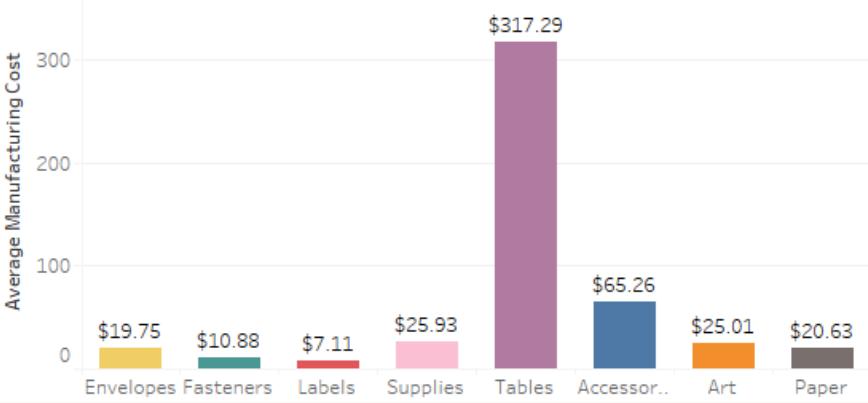


Figure 4.2

Percentage Quantity Sold

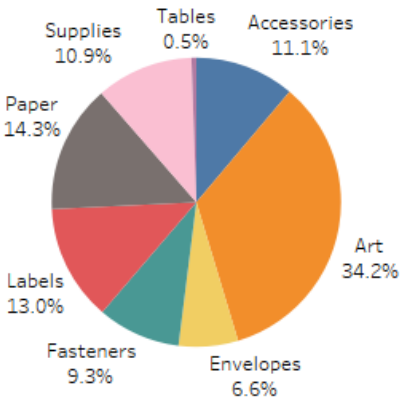


Figure 4.3

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### Changes to Consider

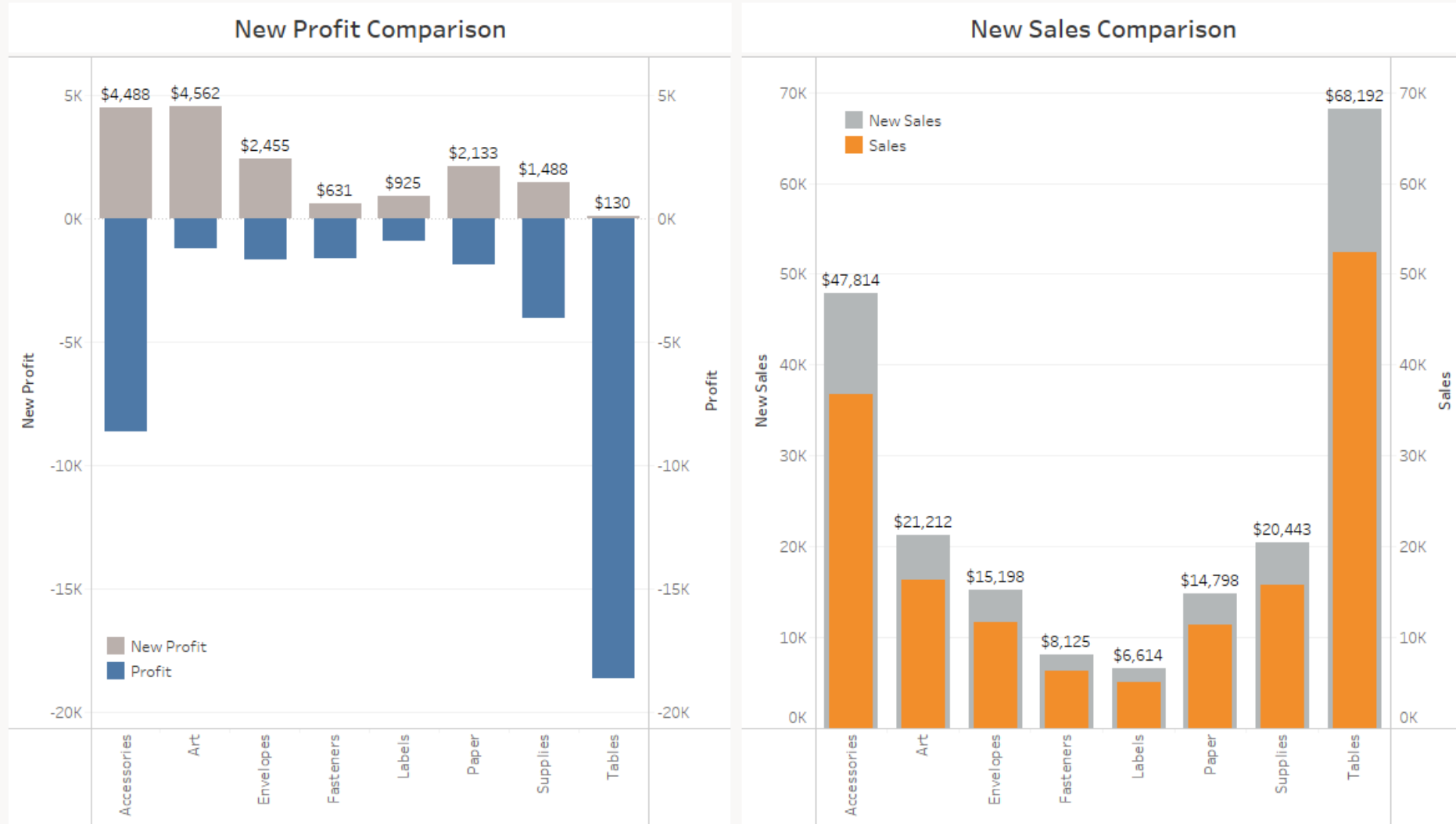


Figure 4.1

Figure 4.2

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## Forecast and Trend

### Overall Sales Forecast

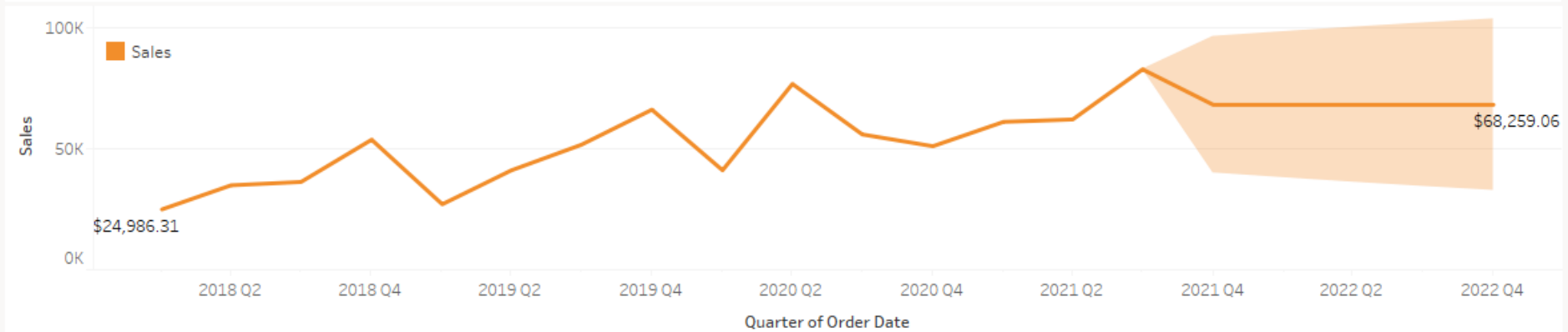


Figure 5.1

### Non-Profitable Sub-Categories

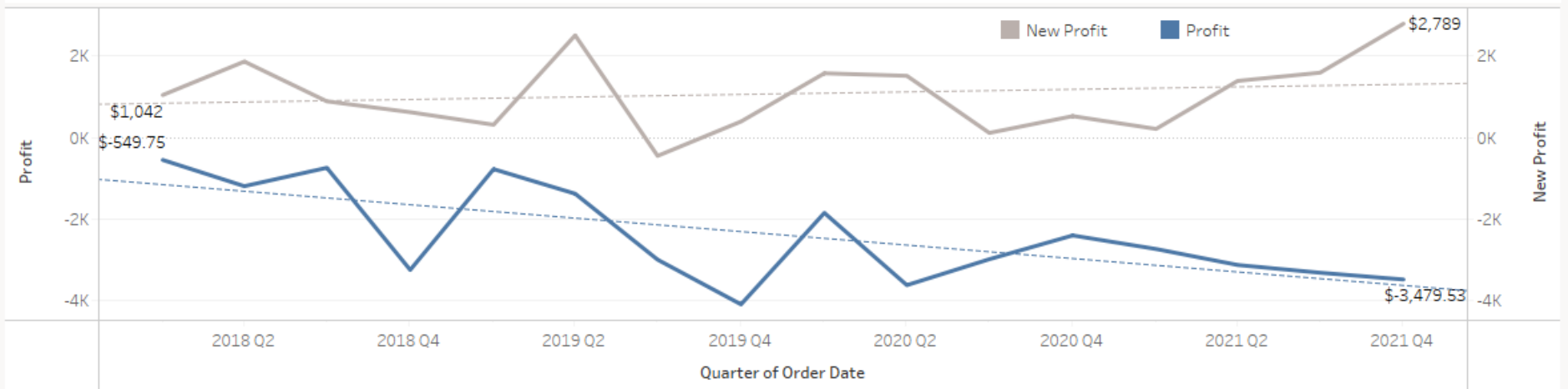


Figure 5.2