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Tableau Questionnaire
6/23/2021

Question 2: Sales declined 2.8% from 2018 to 2019, but profit increased 24.4%; why has profit increased faster than sales?

***My version of the Superstore data source has years 2018 - 2021**

Visualizations:

1. Sales vs Profit 2018-2019 Percentage Comparison
   a. This visualization confirms that Sales declined 2.8% from 2018 to 2019, but profit increased 24.4%.
2. Product Percentage Total of Profit with Profit Ratio
   a. This shows the products that have high returns and the products that do not. There is a scroller for each Quarter.
3. Quarterly Sales, Profit, and Profit Ratio of 2018 by Location
   a. This shows the Regional Statistics in a table.
4. Quarterly Sales By Location with Percentage of Quarterly Total Sales 2018-2019
   a. This illustrates the Sales of figure 3
5. Quarterly Profit By Location with Percentage of Quarterly Total Profit 2018-2019
   a. This illustrates the Profit of figure 3
6. Quarterly Profit Ratio By Location 2018-2019 Quarterly Sales Pie
   a. This illustrates the Profit Ratios of figure 3

Answer:

Tables, Machines, Book cases, and Appliances in Quarter 1 of 2018 have negative profit ratios, and were causing significant loss. (See figure 2) By Quarter 4, Supplies, Binders, and Tables had more of a break even Profit ratio, while the rest were profitable. This suggests that the cost of these items was not worth the sale of the items at the beginning of the year. This changed significantly by Quarter 4. Profit was increasing faster than sales because the return on Tables, Machines, Bookcases, and Appliances increased. I also noticed that there were negative returns in the Central regions of the US in Quarter 1. By Quarter 4, Central USA had the highest returns comparatively. There could have been increased cost with the deliveries in the Central parts of the US.

With the data given, an exact answer isn't known as to why those items were costing more, but here are some things that COULD have happened:

1. There may have been a large back stock of those, and the holding cost in Q1 was very high.

2. There may have been supply chain/shipping issues with the Central region of the US due to rapid expansion.
3. The cost of the parts in production of those products may have decreased by the end of 2018.