🧩 Case Study: Optimizing Sales Performance for Just-store

🏢 Business Overview

Company Profile

Just-store operates in a competitive retail market, offering diverse products.

Customer Base

It serves both **individual** and **corporate customers** across multiple geographies.

Growth Challenges

As the company expands, understanding **sales performance**, **customer segments**, and **operational efficiency** becomes crucial.

❗ Problem Statement

Sales performance **varies significantly across regions**

High customer churn in specific categories

Suboptimal product profitability and underperforming segments

Limited understanding of time-series trends for planning

Inconsistent data preparation methods leading to inefficiencies

Aim of the Project

Analyze Sales Performance

Analyze Just-store's **sales performance** across:

- Regions
- Categories
- Time

Identify Performance

Identify **high-performing** and **underperforming** products and segments

Support Decisions

Support **data-driven decisions** through actionable insights

Develop Dashboard

Develop a Tableau dashboard for real-time visualization and decision support

💡 Guiding Questions for Dashboard Development

Key Metrics

What **key metrics** (e.g., Sales, Profit, Quantity) should be included?

Regional Analysis

What does **Sales by Region** look like?

Filter Implementation

How can filters be used to analyze data by **region or category**?

Time Trends

How can you visualize **sales trends over time**?

Chart Selection

What **chart type** is best for comparing **Sales vs Profit by Category**?