

Sales & Returns Performance Analysis

This project analyzes **product return trends** and **sales performance** using the Sample Superstore dataset. It identifies **high-return categories**, quantifies **profit loss**, and provides **strategic recommendations** to reduce return-related risk and improve profitability.

Objectives

- Analyze annual **sales** and **profit performance** (2018 to 2021).
- Measure overall **return rate (%)** and **total profit loss (\$)**
- Identify **high-return subcategories** and top loss-driving items
- Highlight **regional return patterns** by state and product category

Tools Used

- **Excel** – Data cleaning & preparation
- **Tableau** – Dashboard design and visual analysis using calculated fields

Key Insights

- **Return Rate:** 8.0% of all orders were returned
- **Total Profit Loss:** \$23,232 due to returns (2018–2021)
- **Top Returned Subcategories:** Phones, Chairs, and Tables
- **Highest Profit Loss Categories:** Copiers, Paper, and Accessories
- **Top Return Regions:** California, Texas, and New York

Files Included

- *Cleaned_Sales_Performance_Dataset* – Cleaned dataset (.xlsx, .csv)
- *Sales_Returns_Analysis_Dashboard.twbx* – **Tableau dashboard file**
- *Sales_Returns_Analysis_Dashboard* – Dashboard preview (.png, .pdf)
- *Sales_Returns_Performance_Analysis_Report* – Final report (.docx, .pdf)
- *README.md* – This overview

Tableau Dashboard

- Published to **Tableau Public** with interactive filters
- Visualizes **return rates**, **profit loss**, and **regional product trends**

View Dashboard on Tableau Public: [Sales & Returns Performance Dashboard](#).

Final Notes

This project focuses on **sales performance** and **product return trends**, offering **clear reporting** and **strategic recommendations** to reduce **financial loss**. It is tailored for roles such as **Business Analyst**, **Operations Analyst**, and **CRM Specialist**.