

## Tableau Project Report

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### **About the dataset:**

In our implementation, we have used sales data for a fictional retail company. The dataset includes information on products, orders & customers.

The dataset included the following variables:

1. Order ID
2. Customer ID
3. Order Date
4. Ship Date
5. Ship mode (Standard, Same-day)
6. Region
7. Category (Furniture, Technology, etc.)
8. Sub-Category
9. Product Name
10. Sales
11. Quantity
12. Discount
13. Profite

Here are some inverstigations on the dataset using Tableau:

States with maximum Technology products sold

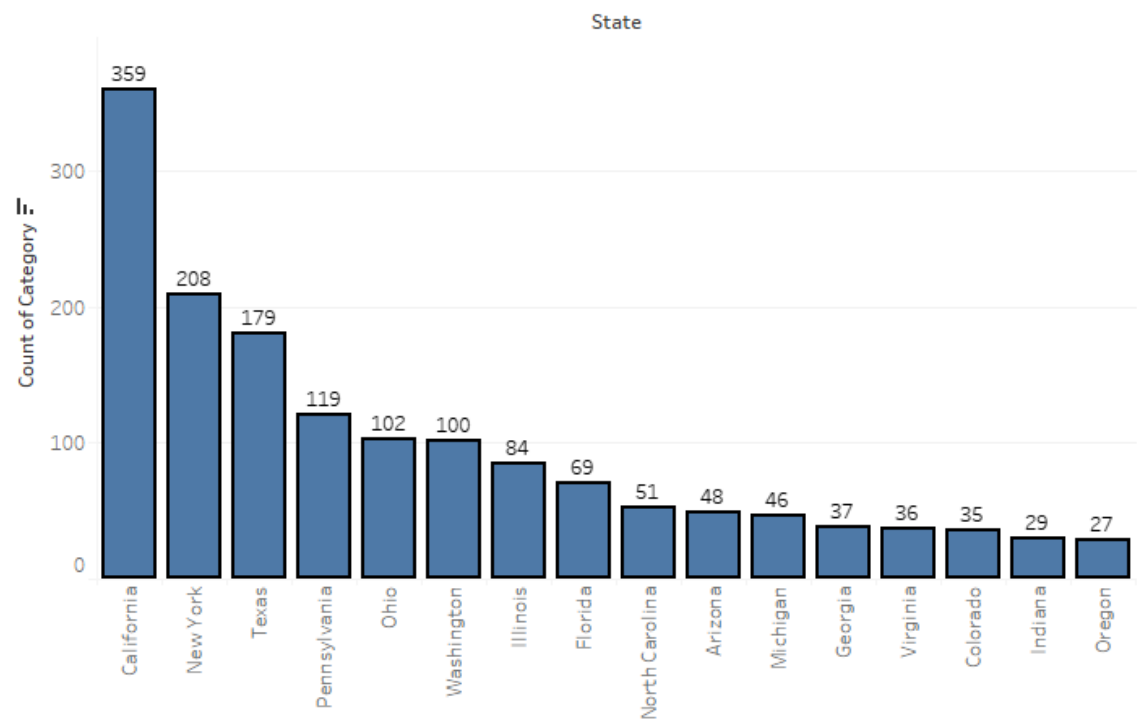


Figure 1: States with maximum Technology Products Sold

Figure 1 illustrates that the technology products are the most sold in California with 359 orders then in New York with 208 orders.

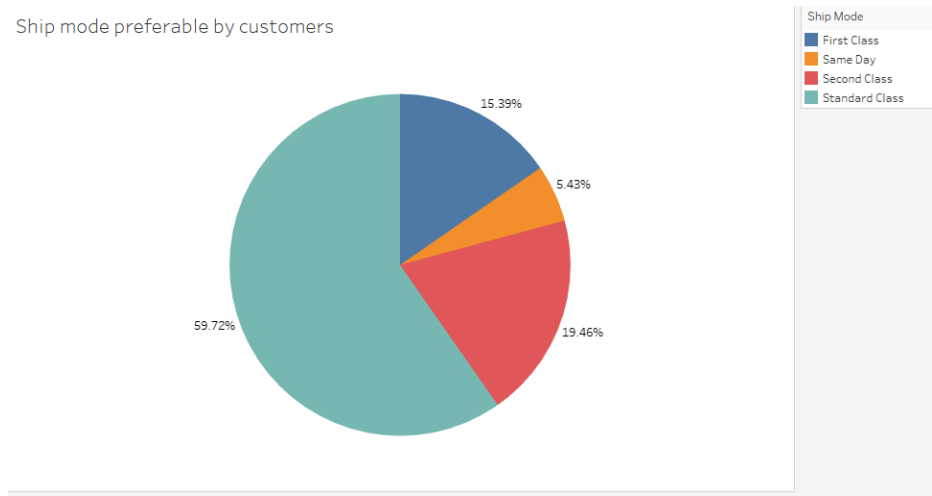


Figure 2 Most preferred Shipping mode

Figures 2 shows that the percentage of each shipping mode as preferred by customized.

The most sold sub-categories

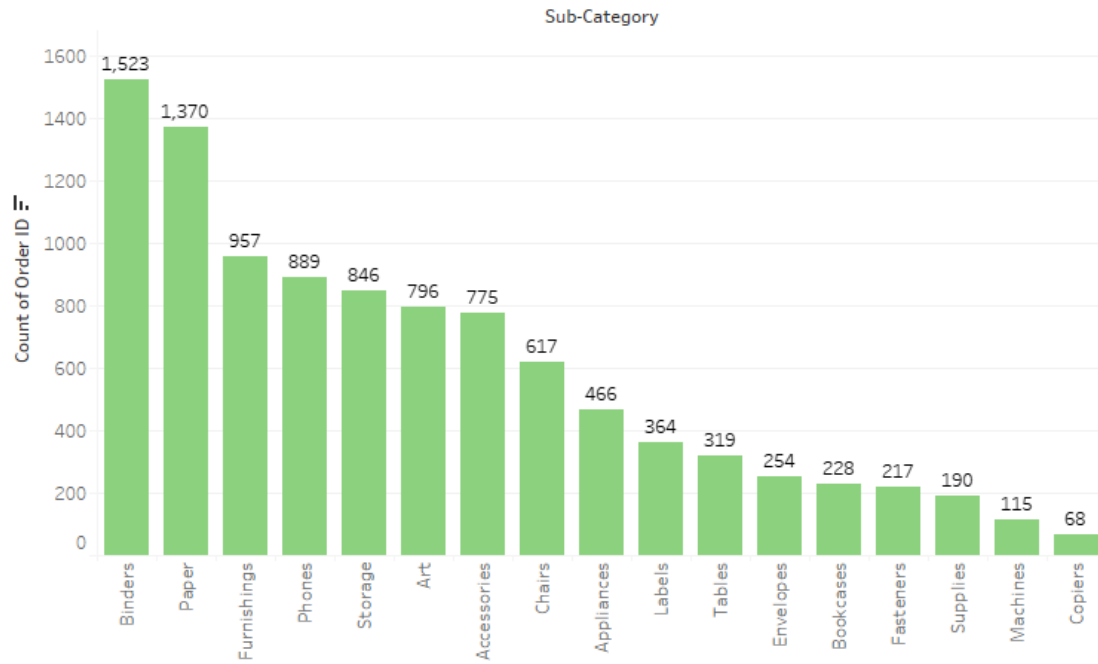


Figure 3 The most sold sub-categories

Figures 3 shows that the most sold sub category is Binders with 1523, then papers with 1370 orders.

## Top 10 products sold

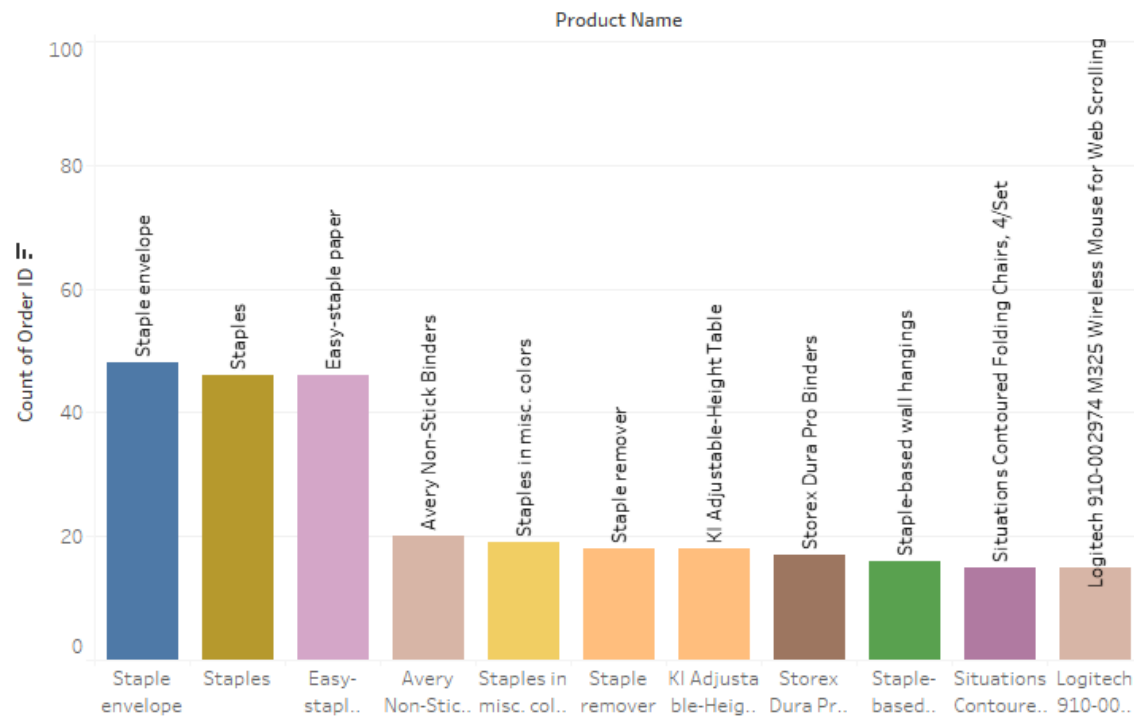


Figure 4 The Top 10 products sold

The figure above shows the top 10 products among the overall sub-categories.

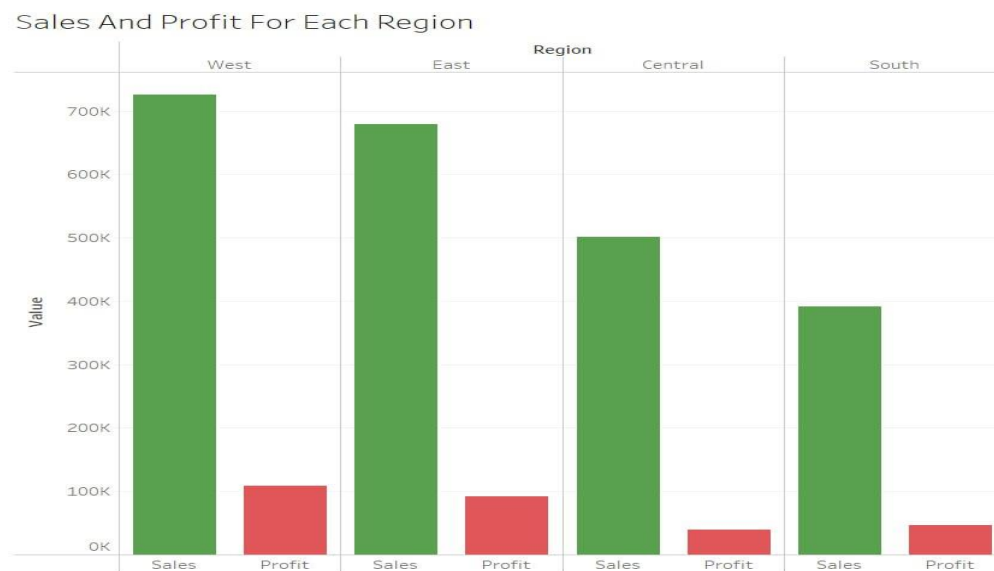


Figure 5 Sales and Profit for each region

The figure above shows the profite and the sales amounts for each region independently.

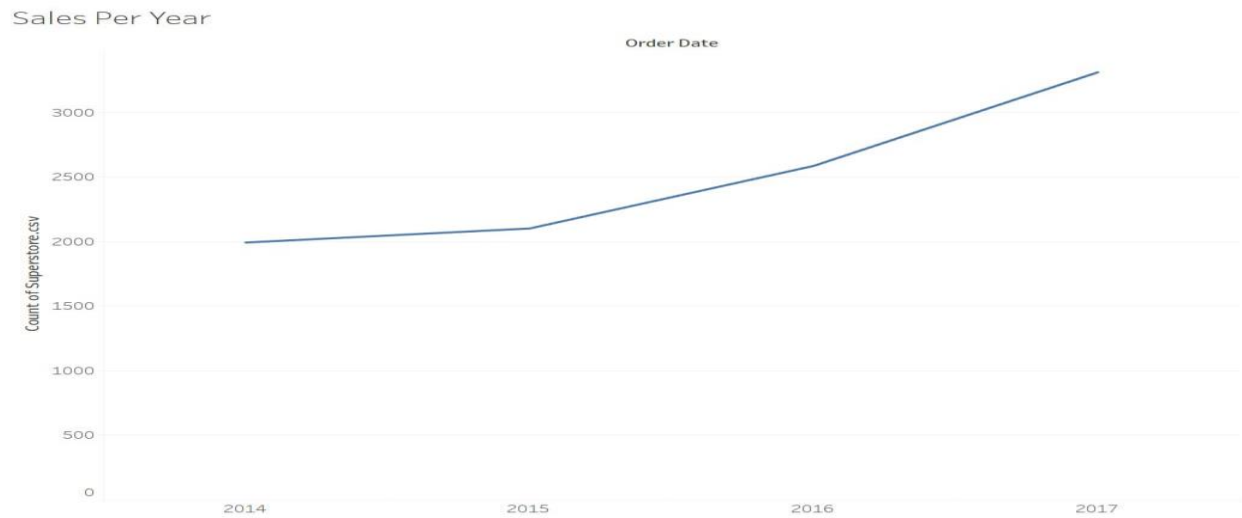


Figure 6 Sales Per Year

The figure shows the amount of orders in different years.

### Sub-Category Sales per Region

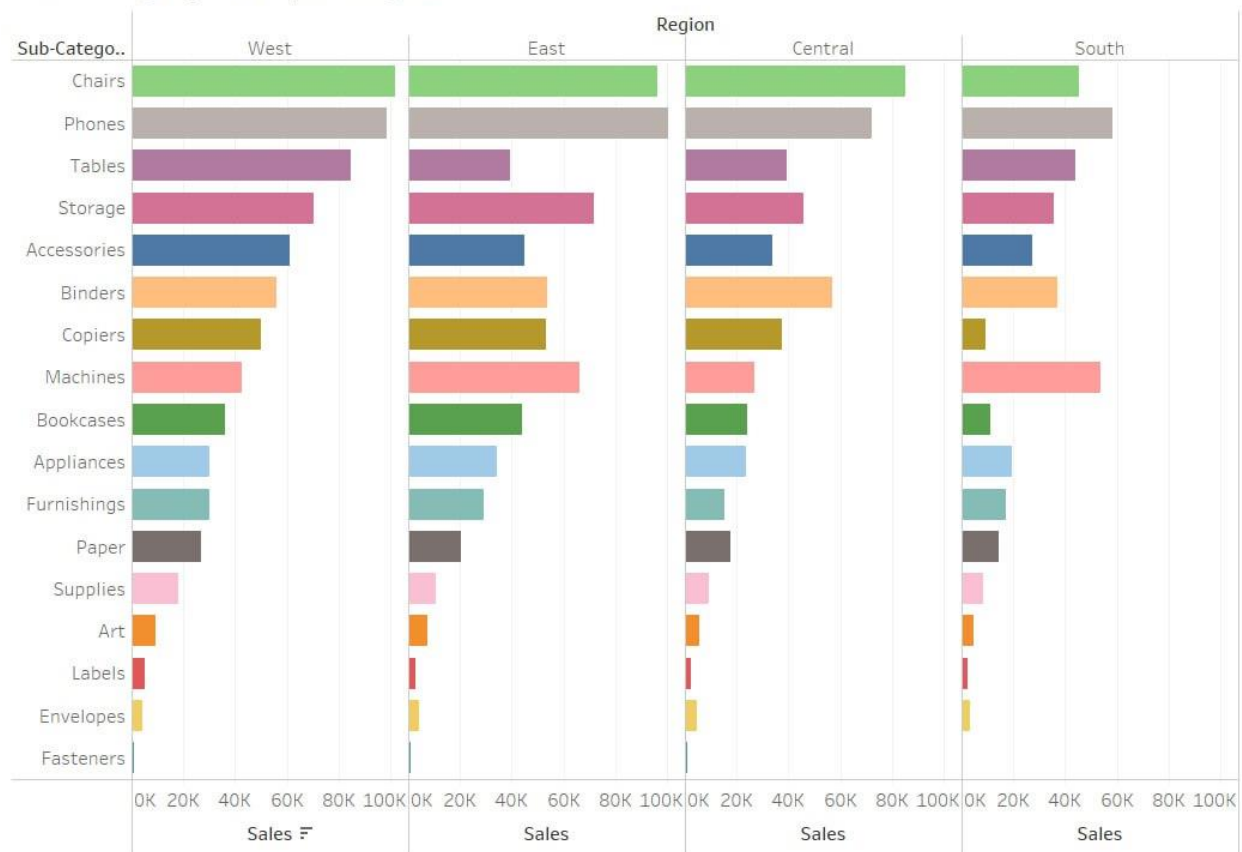


Figure 7 Sub-categories per region

The distribution of orders of sub-categories as per each region

### Avg Time till reach For Each Ship Mode

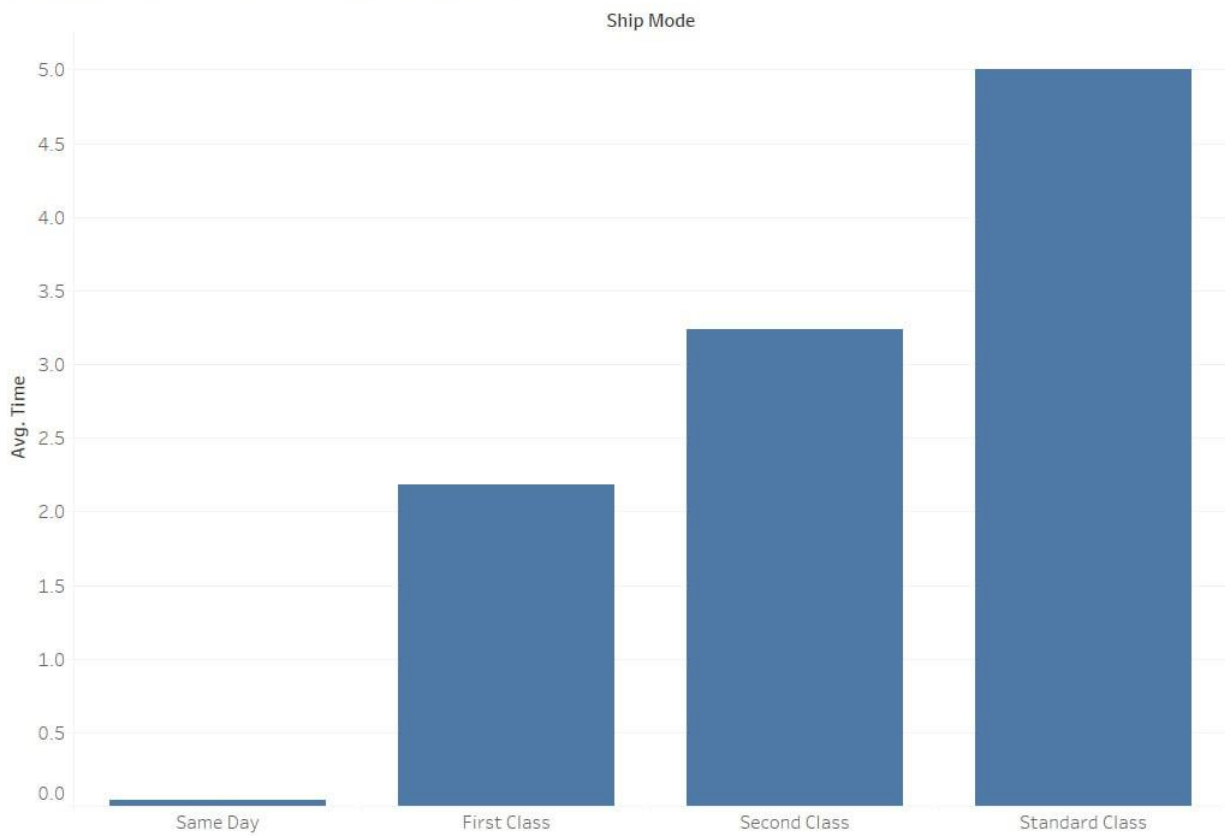


Figure 8 Average time consumed for each order mode

Average time consumed in days for different shipping mode.

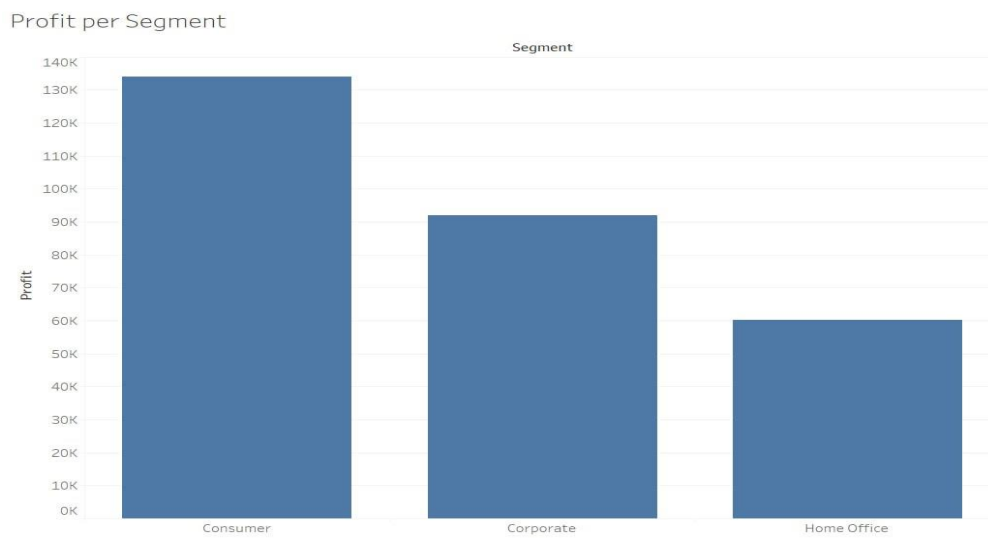


Figure 9 Profite per segment

Figure 9 shows the amount of profit distributed as per segment.

## Profit and Sales per Sub-Category

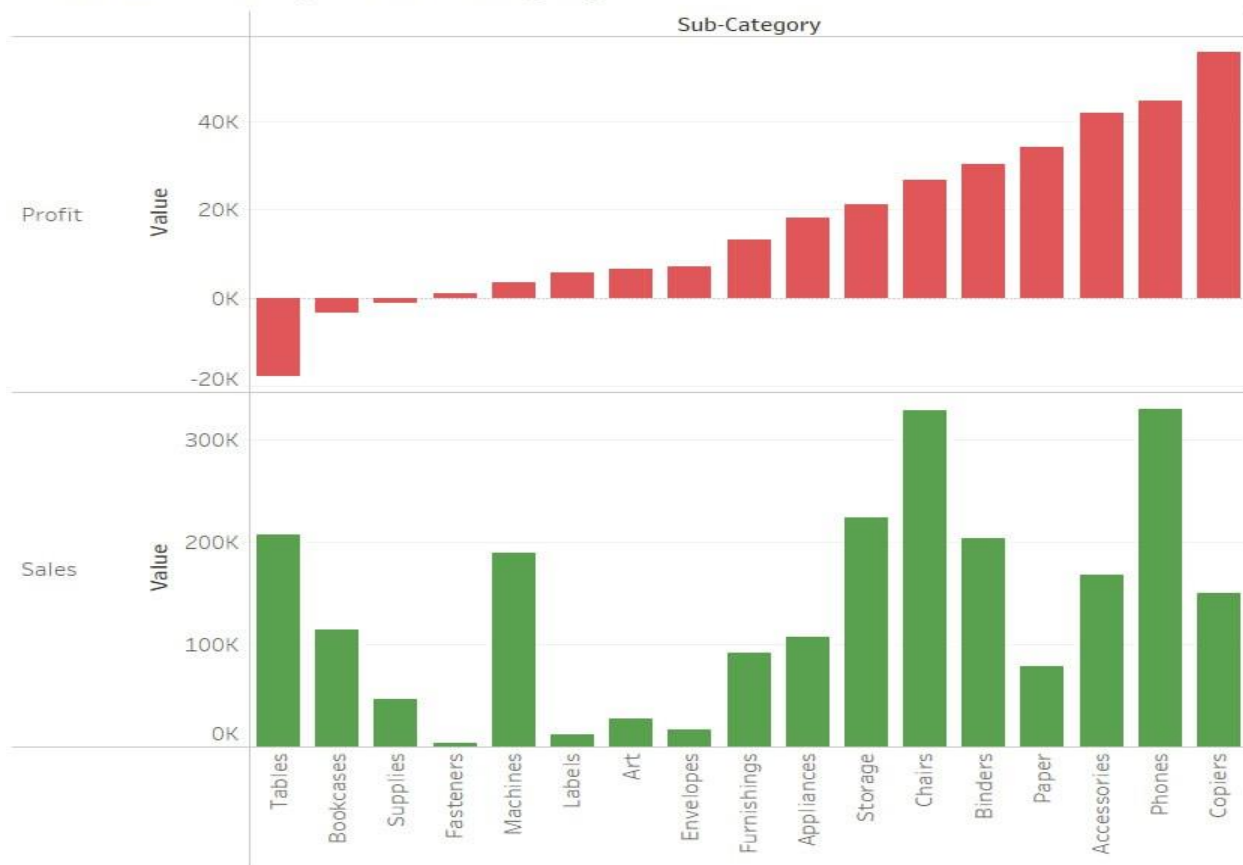


Figure 10 Profit and sales per sub-categories

Figure 10 shows the amount of profit(loss) for each sub-category.



Figure 11 The most profitable categories

The figure shows the amount of profite per each category. It is clear that the category of technology is the most profitable one with about 144K and then the Office supplies with about 122K.

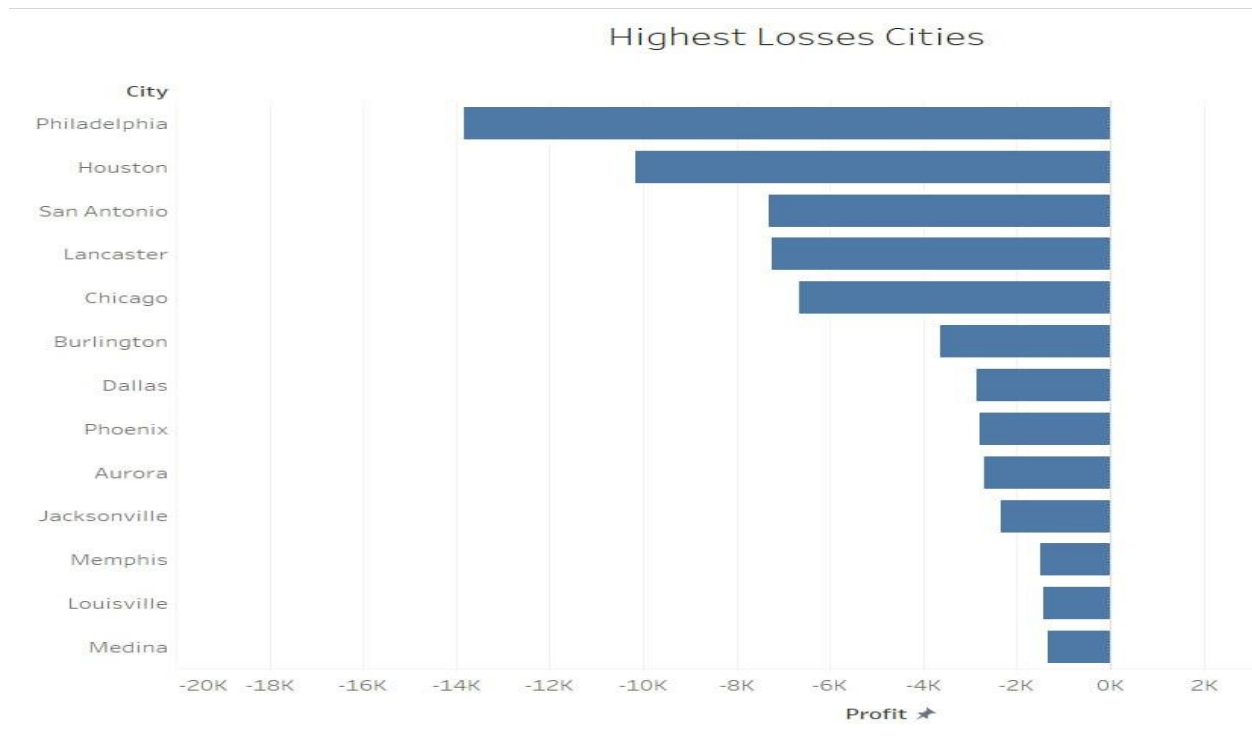


Figure 12 Cities with highest losses

From here we can see that the city of Philadelphia is the one with the highest loss amount with about 15K.

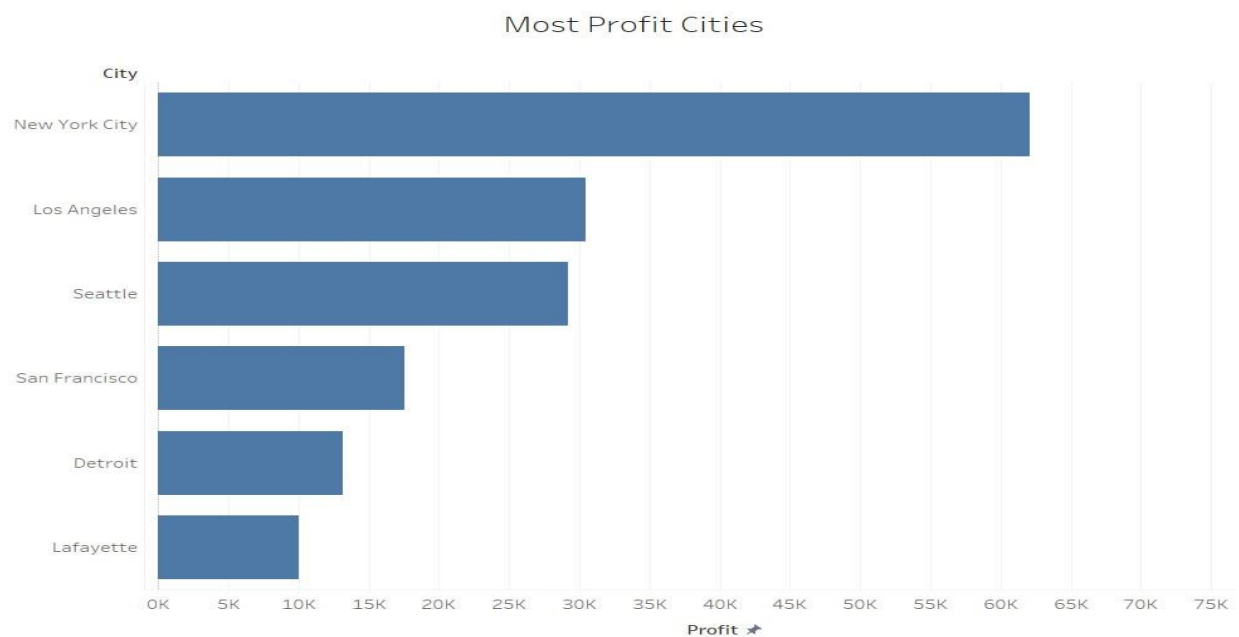


Figure 13 The most profitable cities



Figure 13 show that the most profitable city is New York with about 63K, then Los Anglos with about 33K.

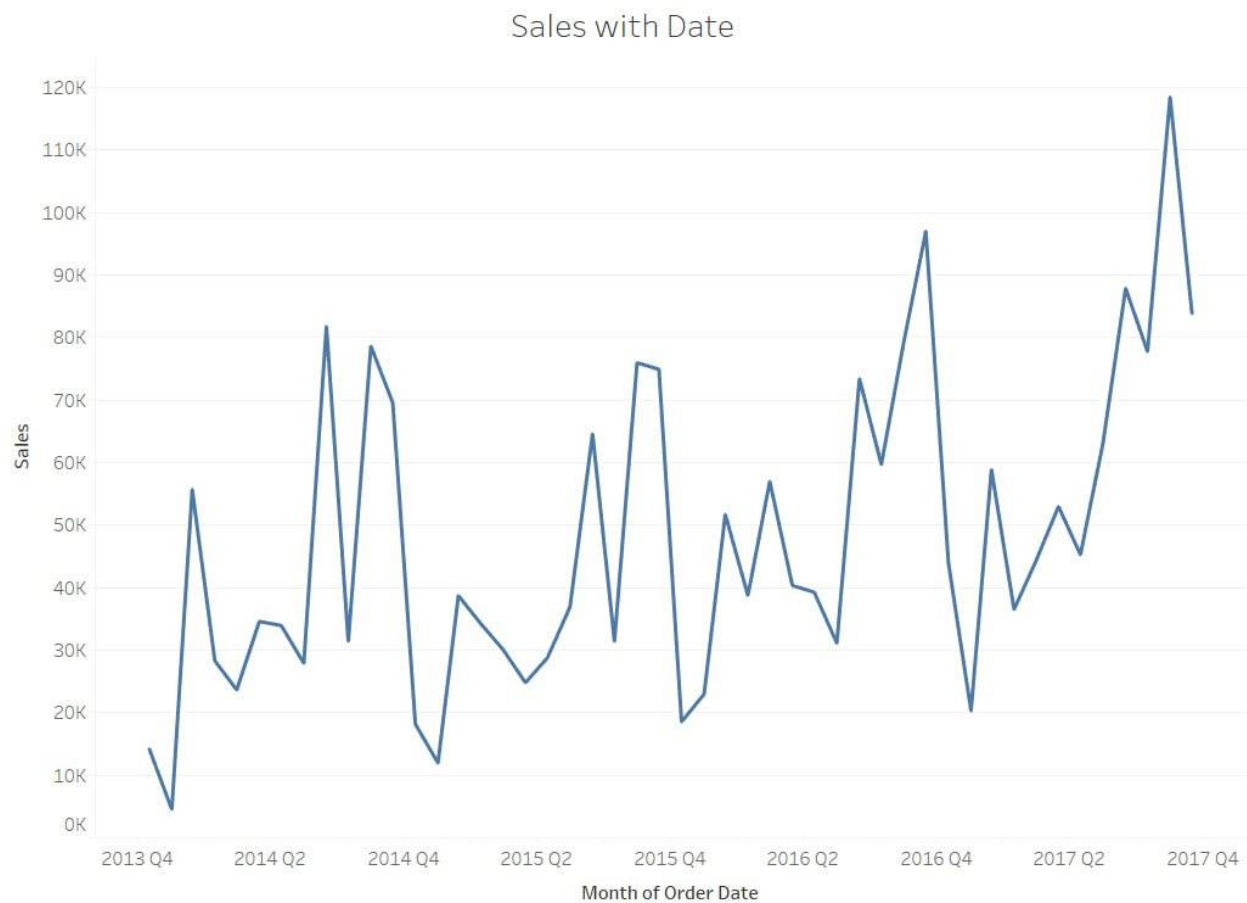


Figure 14 Sales amount w.r.t. different times

The figure shows the sales about with respect to different times.

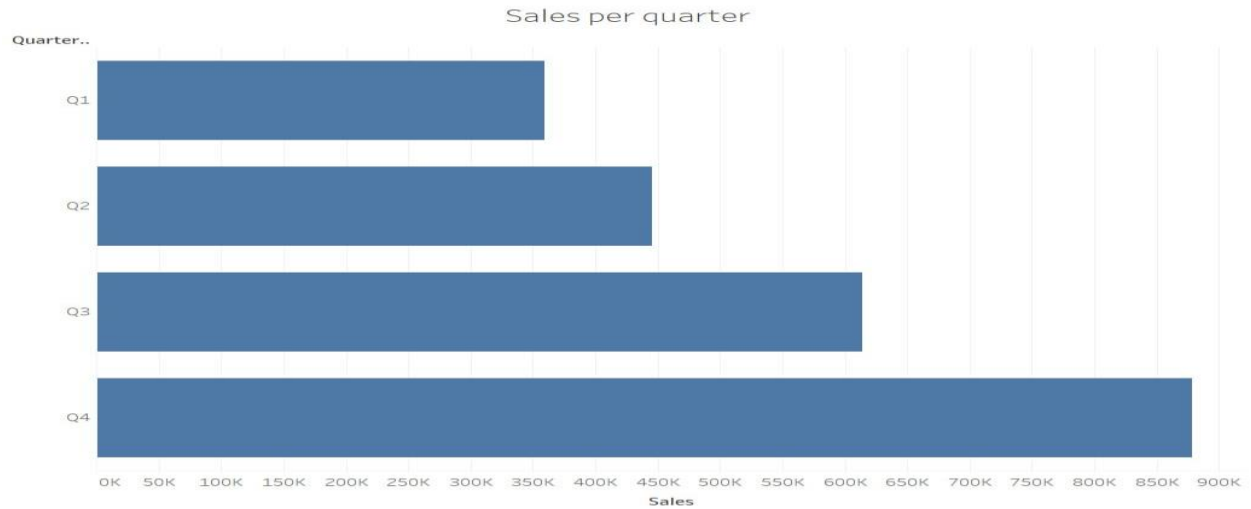


Figure 15 Sales per Quarter

We can see that the sales increases gradually as we approach Q4 but after that they decline dramatically.

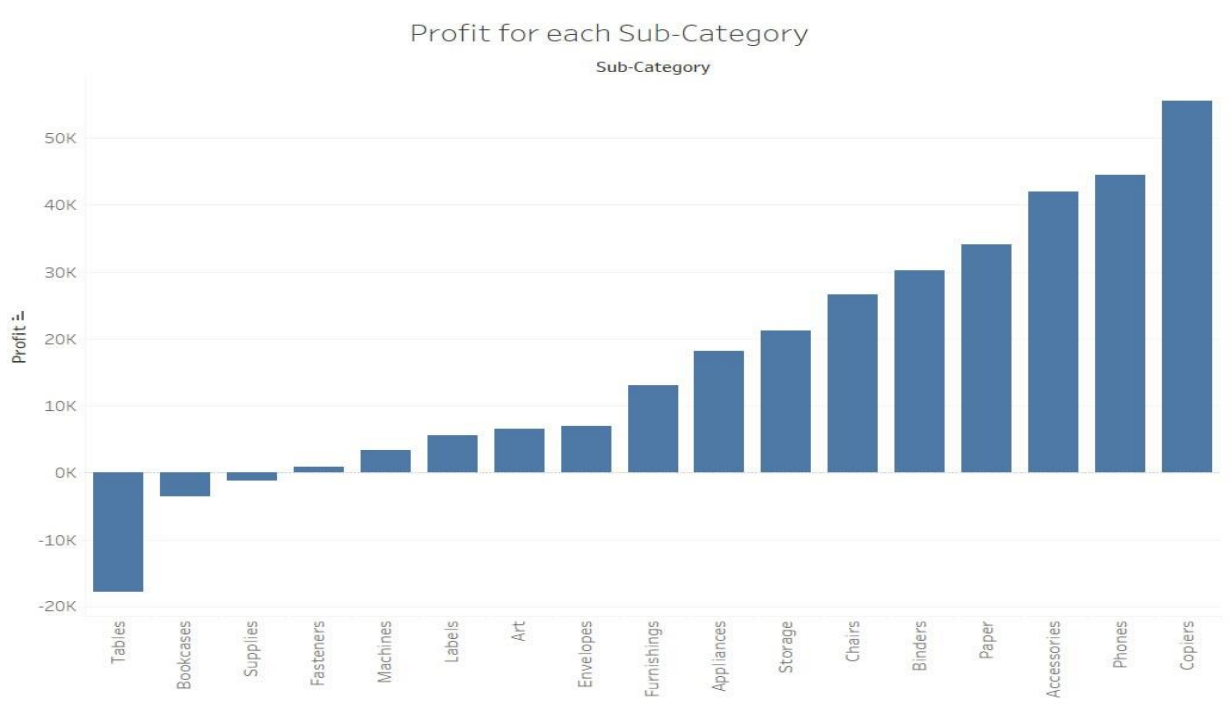


Figure 16 Profit (and loss) for each sub-category

The figure shows that the tables have the largest losses whereas phones and copiers have the largest profits.