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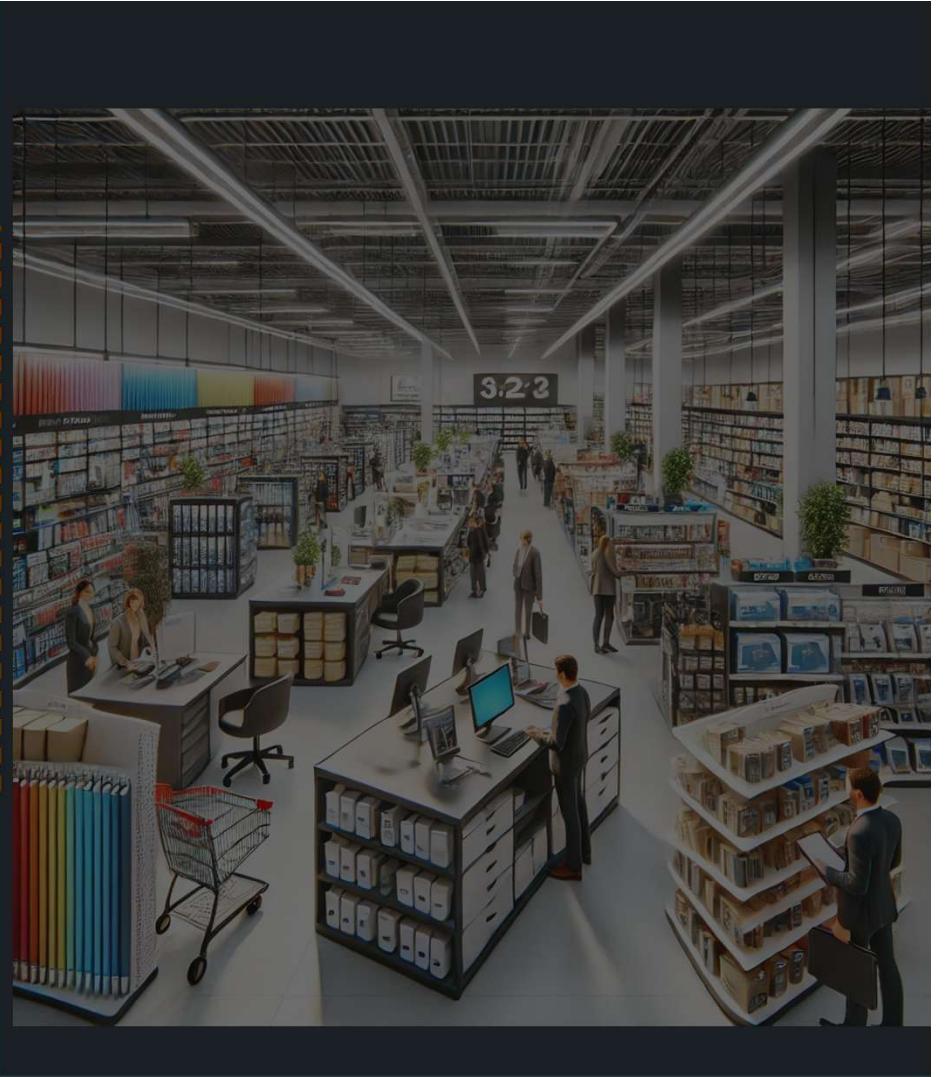
**Case Study: Optimizing Sales Performance
for
*Just-store***

Data

Business Overview

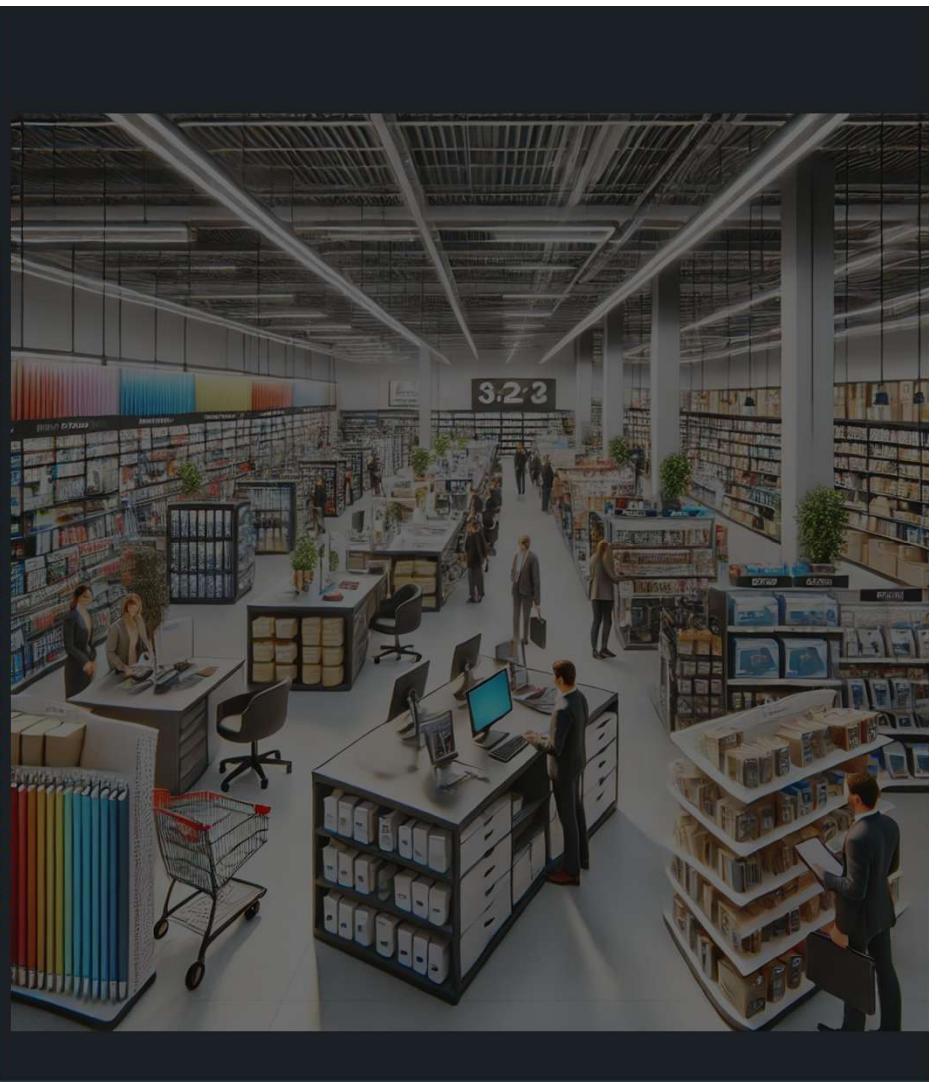
Just-store operates in a competitive retail market, offering diverse products. The company targets individual and corporate customers across multiple geographies.

As it expands its reach, understanding sales performance, customer segments, and operational efficiency is critical.



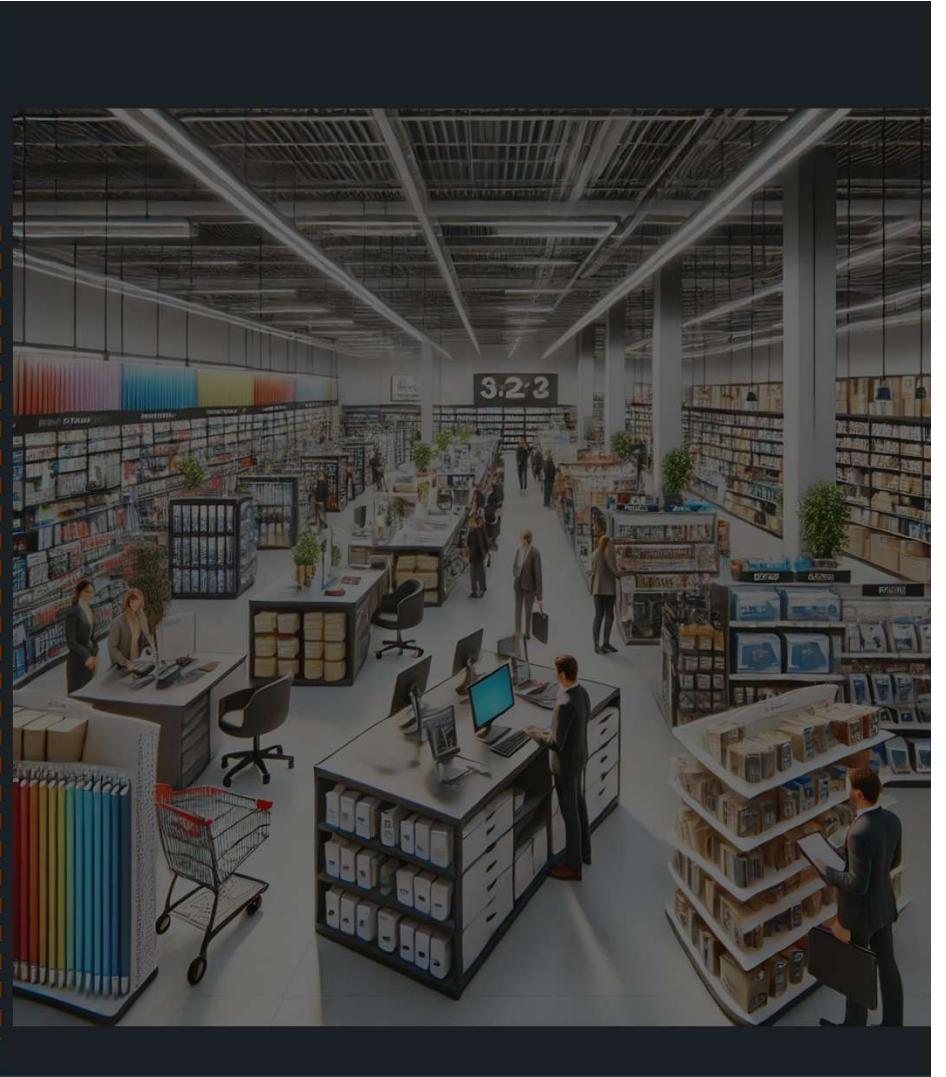
Problem Statement

- Sales performance varies significantly across regions.
- High customer churn in specific categories.
- Suboptimal product profitability and underperforming product segments.
- Limited understanding of time-series trends for planning.
- Inconsistent data preparation methods leading to inefficiencies.



Aim of Project

- Explore and analyze Just-store's sales performance across regions, categories, and time.
- Identify high-performing and underperforming products and segments.
- Optimize the decision-making process with actionable insights.
- Develop a Tableau dashboard for efficient data visualization and real-time decision support.



- What key metrics (e.g., Sales, Profit, Quantity) should be included in your dashboard?
- What do the Sales by different Region look like?
- How can you use filters to analyze data by region or category?
- How would you visualize sales trends over time in a dashboard?
- What chart type is best for comparing sales and profit by category?

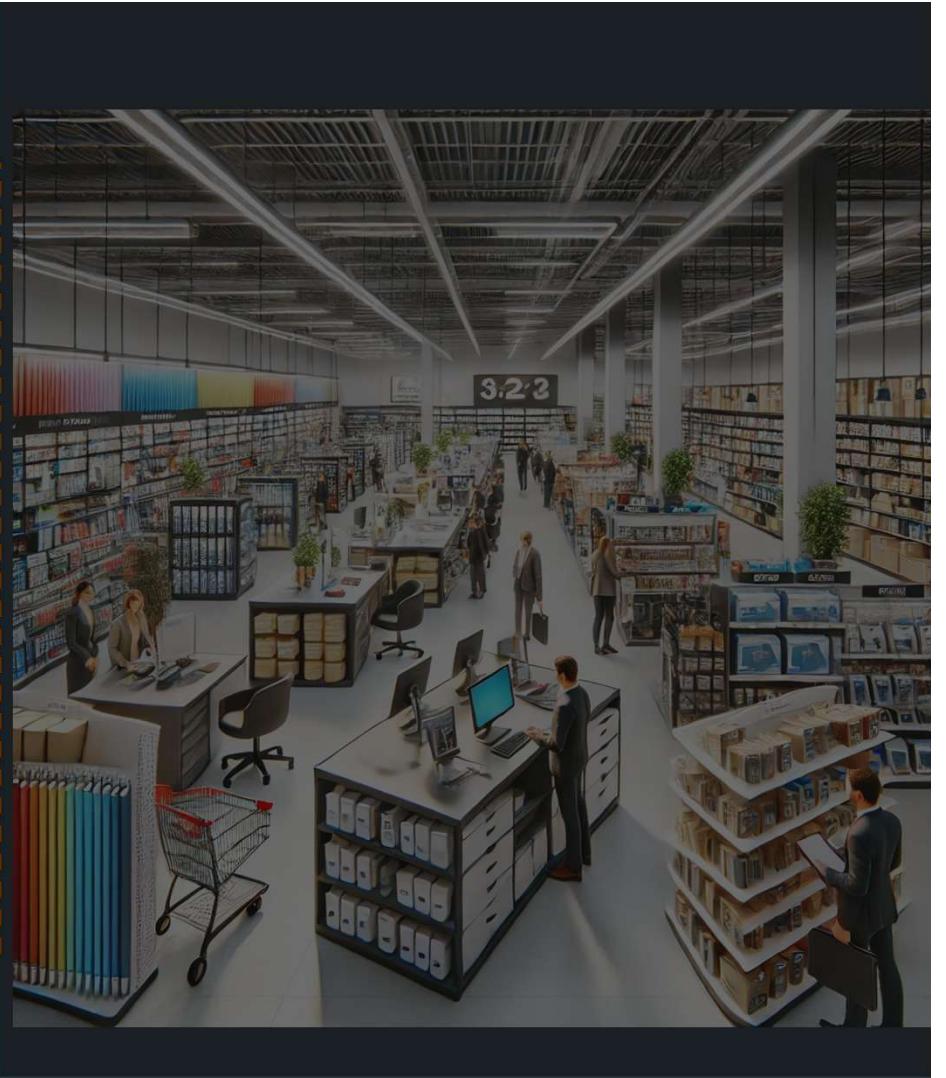


Tableau Desktop Public Edition

Dashboard

Layout

Welcome to Just-Store Dashboard

Executive Level Overview

Just-Store Dashboard

Executive View

Table View

Region (All)

Customers 247

Orders 296

Profit 23K

Sales 181K

Quantity 3,053

2014 2015 2016 2017

Sales by Region

Region	Sales (\$)
West	107K
East	42K
South	17K
Central	14K

Sales over Time

Sales by category

Sales & Profit by Category

Category	Sales (\$)	Profit (\$)
Technology	73K	2K
Furniture	59K	7K
Office Supplies	49K	14K

Data Source Quantity Sales Profit Orders Customers Sales by Region Sales by category Sales & Profit by Category Sales over Time Customer Overview Year Switcher Executive View Table View

Tableau Desktop Public Edition

Welcome to Just-Store Dashboard

2014 2015 2016 2017

Order Id	CustomerID	Sales	Profit	Quantity
AA-10645	CA-2017-157196		OK	2
AB-10105	CA-2017-153822	1K	OK	10
AB-10255	CA-2016-151323	OK	OK	5
AC-10450	CA-2017-158729	2K	OK	2
AG-10390	CA-2016-136483	OK	OK	2
AG-10495	CA-2015-111948	1K	OK	9
	CA-2016-168921	OK	OK	3
AG-10675	CA-2016-133368	OK	OK	10
AG-10900	CA-2015-130785	1K	OK	13
	CA-2017-161557	OK	OK	5
AH-10120	CA-2016-145261	1K	OK	25
AH-10465	CA-2015-151547	OK	OK	8
AH-10690	CA-2015-113628	1K	OK	19
	CA-2016-138282	OK	OK	8
AJ-10780	CA-2014-108609	1K	-1K	8
AJ-10795	CA-2014-110786	1K	OK	36
	CA-2017-142342	1K	OK	17
AP-10915	CA-2014-105270	OK	OK	4
AR-10540	US-2015-136987	1K	OK	6
AS-10225	CA-2017-117926	OK	OK	1
AS-10285	CA-2016-134775	OK	OK	10
AY-10555	CA-2017-137428	OK	OK	11
	CA-2014-102652	OK	OK	13
BD-11320	CA-2016-130680	OK	OK	4
BD-11605	US-2014-164406	1K	OK	17
BD-11635	CA-2015-110814	OK	OK	10
BD-11725	CA-2017-101574	OK	OK	3
BE-11335	US-2017-105046	OK	OK	11
BF-11005	CA-2017-103380	1K	OK	10
BH-11710	CA-2016-112123	1K	OK	15

Data Source Quantity Sales Profit Orders Customers Sales by Region Sales by category Sales & Profit by Category Sales over Time Customer Overview Year Switcher Executive View Table View

Strategic Recommendations

1. **Invest in Regional Growth** – Focus marketing in Central and South.
2. **Category Optimization** – Reassess pricing and promotion strategies for low-margin categories.
3. **Data Hygiene** – Standardize data input to prevent skewed insights.
4. **Seasonal Promotions** – Use insights from time-series trends for strategic sales planning.
5. **Customer Retention** – Address high churn in low-profit categories with loyalty incentives.

