

Consulting 4.0 - Data Visualisation with Tableau

case study

A EUROPE OF THE FUTURE - HIGHER PROFITS FOR AMAZING MART

The famous Australian office outfitter **Amazing Mart** has commissioned your student consultancy to prepare an urgent strategy meeting for the heads of European business. The European management is looking for suitable strategies to increase the profitability of the European arm of the company. For this purpose, the European management requires a well-prepared dashboard which presents the most important key figures on the product portfolio, market position and regional strengths and provides targeted information within the framework of a discussion.

To create the dashboard, **Amazing Mart** provides you with data on individual sales of all its European businesses as well as the objectives of previous years. Your task is to organize this data in such a way that hypotheses arising in the discussion can be quickly checked. For this you have to define suitable sizes and make them visually tangible. In order to keep the discussion flowing, your visualizations should be interactively available to the decision makers.

During the preliminary talks, you were already informed that the European management had the hypothesis that the **product portfolio would** require **regional adjustments**. However, it is not clear at what level regions should be located and what a sensible portfolio design should look like.

In order to be able to present a usable product, you should first look at the **distributions of each variable** individually. Of course, it should be noted that not every column of the table corresponds to a variable and not all interesting variables are already contained in the data set. Appropriate visualizations are the fastest way to reach your goal.

Once you have **developed a feeling for the data set**, you should visualize as many interactions and common distributions of the informative variables as possible. Note that correlations can take different forms. The **change of perspectives** promises the best results in this phase. Such a change of perspective can (and should) usually also include the generation of new variables.

After you've already identified several hypothesis classes, the next step is to **select the most relevant ones** and **prepare them in a dashboard row**. So that these can be used in the context of a board discussion, you should integrate interactive elements and, if necessary, provide simple summary models.

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In the preliminary talks, you were already informed that the European management was pursuing the hypothesis that some **national companies were prioritising sales increases to the detriment of profits**. However, it is not clear in which countries or individual businesses this occurs and how strong the **negative impact on the company's profit is**.

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In the preliminary talks, you were already informed that the European management would like to investigate the hypothesis that individual sub-markets in Europe are already saturated. However, it is not clear whether these are product-related or regional supersaturations.

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In the preliminary talks you were already informed that the European management suspects that the sales and delivery strategies significantly increased the costs. However, it is not clear whether this is a product-related trend or a general trend.

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