Discounted Products And Profitability

Key Findings:

1. Central Region Is Getting Over Discount On Products which cause us Losses
2. Furniture Category Is Making Most Of The Losses Especially "Tables" And "Bookcases".
3. Discounted Products Are Making More Losses With No Significant Increase In Sales Compared To Non-Discounted And Average Discounted Products.

Note:

For Any Query Feel Free To Contact xyz Via Mail xyz@abc.com

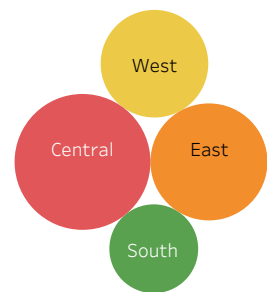As Data shows that we offered a highest average discount to the central area still it's not showing that much sales and profit compared to other regions.

Profit by Region

Region
West

Average Discounts by region

Total sales by region

Despite of Getting More Discounts, Central Region Is Not Making Much Pr..

West

Central   East

South

Central Region is Getting Maximum Average Discount from us

Central

East
678,834

West
725,514

South
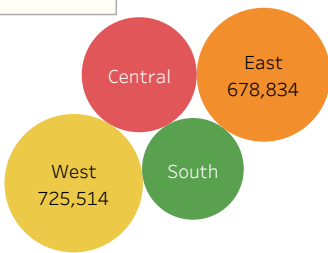
West Region is contributing the most in Total Sales Followed by East Region

Overall Performance of Products in Each Region

Profit by Category

Region	Category
Central	Furniture
	Office Supplies
	Technology
East	Furniture

Furniture is the Major Loss Making category in all the reagion

There are two products "Tables" and "Bookcases" from Furniture which are making big losses
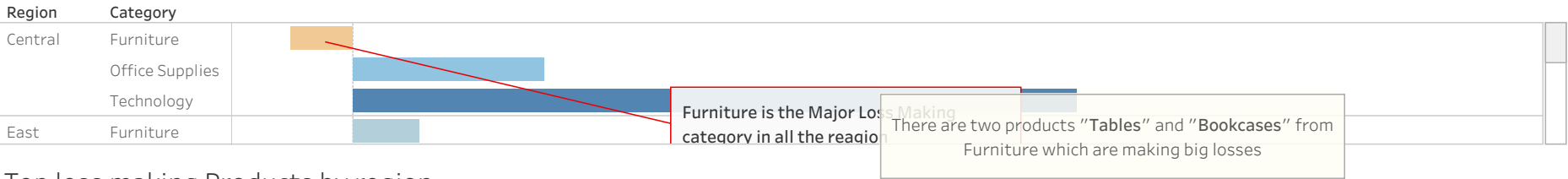
Top loss making Products by region

Category	Sub-Catego..	Central	East	South	West
Furniture	Tables				
	Bookcases				
	Furnishings				
	Chairs				
Office Supplies	Supplies				
	Fasteners				
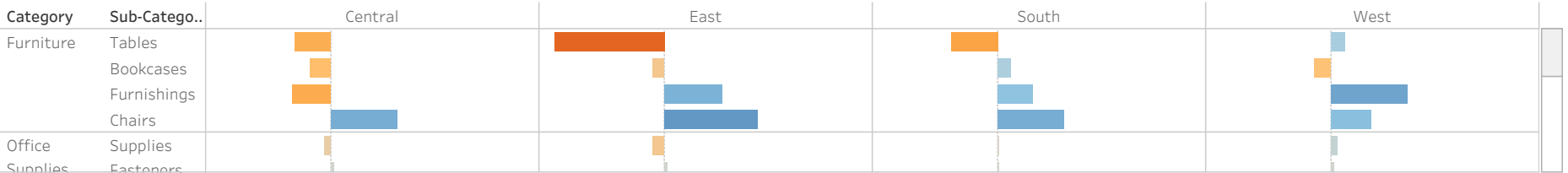
Comparision between Discounted and Non-Discounted Products by Region
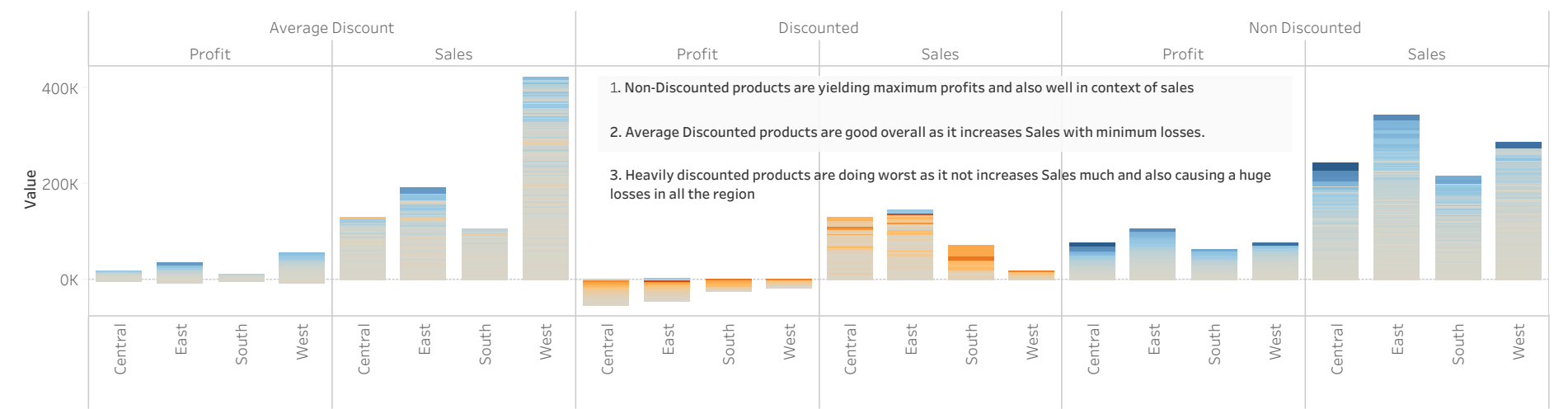
Average Discount — Profit / Sales

Discounted — Profit / Sales

Non Discounted — Profit / Sales

1. Non-Discounted products are yielding maximum profits and also well in context of sales

2. Average Discounted products are good overall as it increases Sales with minimum losses.

3. Heavily discounted products are doing worst as it not increases Sales much and also causing a huge losses in all the region

Recommendations

1. Do Not Provide More Than 20% Discount on Products.

2. Closely Examine The Discount Policy And Revise It To Cut Down Losses From Central Region

3. Focus On Major Loss Making Products Especially Furniture Category ("Tables" and "Bookcases")

Design Choices

Dashboard 1: I choose simple horizontal bar chart and Bubble chart to give overview at glance and keep it simple to get instant insight from data rather wasting audiance's time in understanding the chart

Dashboard 2: I put 2 horizontal chart in one dashboard one showing overall category performance in each region and second for comparision of each products in category which shows losses in above chart.

Dashboard 3: I thought people understand more by comparision and they can easily convienced by comparision hence i use stackbar chart which compares discounted vs non discounted as well as profit and sales in each region which gives a solid conclusion of context