

# TABLEAU PROJECT: EDA OF SUPERSTORE PERFORMANCE #4

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**Rina Rafalski**  
Data Analyst

### Certificates

- Microsoft Data Science Professional Certificate
- IBM Certificate Python for Data Science

### Experience

- Data Analyst Intern
- 5+ years as Marketing Data Analyst

### Areas of Interest

- Data Analytics and data science
- Business intelligence
- Data storytelling

# About me

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# Introduction

- ▶ This project aims to provide a comprehensive overview of customer metrics, sales, and profitability, with a specific emphasis on establishing rankings based on customer sales and comparing statistics across different regions.
- ▶ Tableau serves as the primary tool for analysis and visualization in this project. Its interactive and user-friendly makes it a powerful tool for conducting exploratory data analysis.

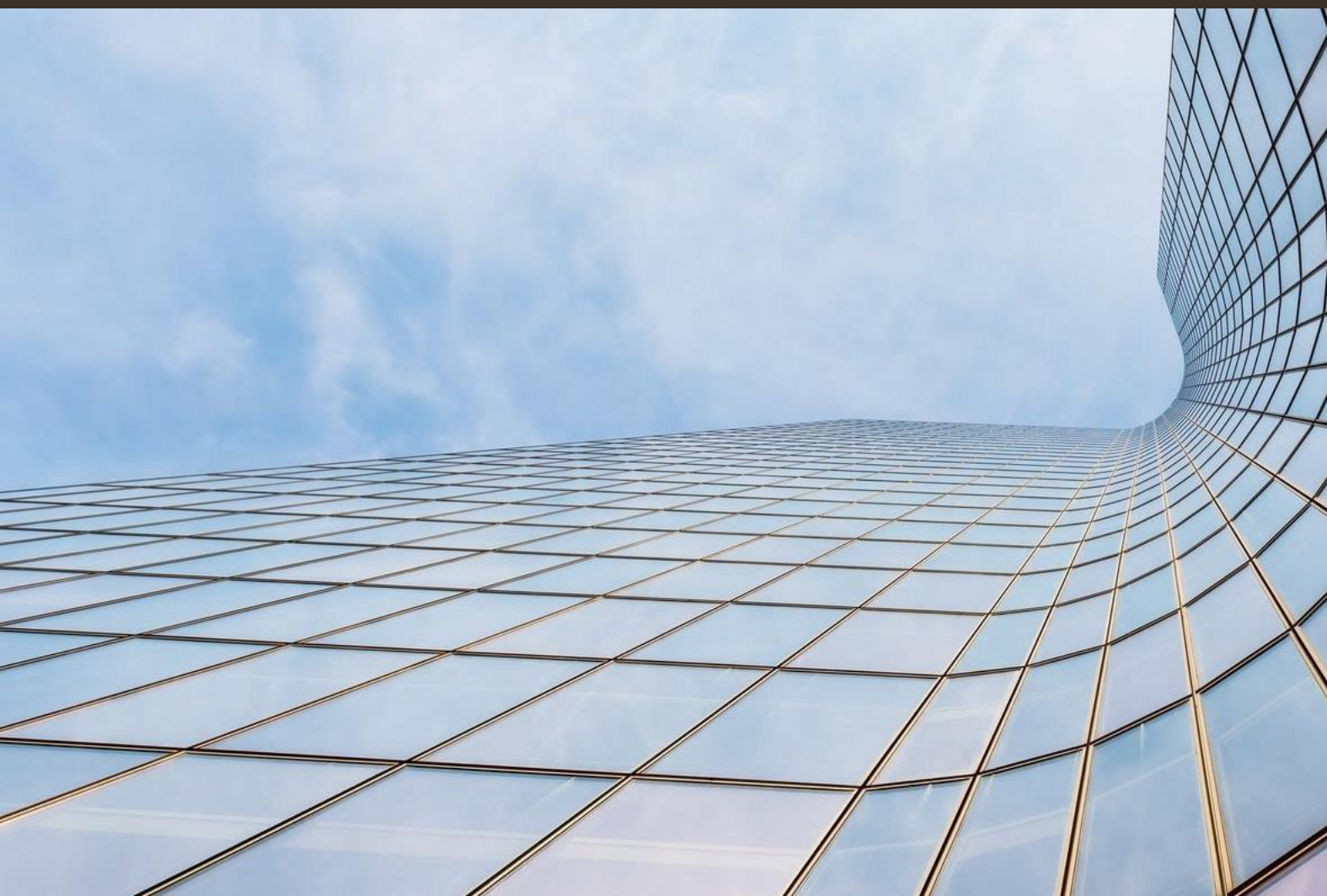




# Project description

- ▶ The dataset is in the form of small retail business located in the United States which is in the business of selling furniture, Office Supplies and Technology products etc.
- ▶ The dataset composed by 3 tables: Orders, Peoples and Returns. For this analysis it was used only the Orders table, to extract the insights and create the visualization. This table is consisting of 21 columns and 9994 rows.
- ▶ The project aims to evaluate various aspects of customer statistics, such as the total number of customers, product sales, product quantity, sales per customer, profit, and profitability per customer. Moreover, the project will focus on determining correlation between sales and profit by customer as well the Customer Sales Rank, involving client's performance examination and prioritization.

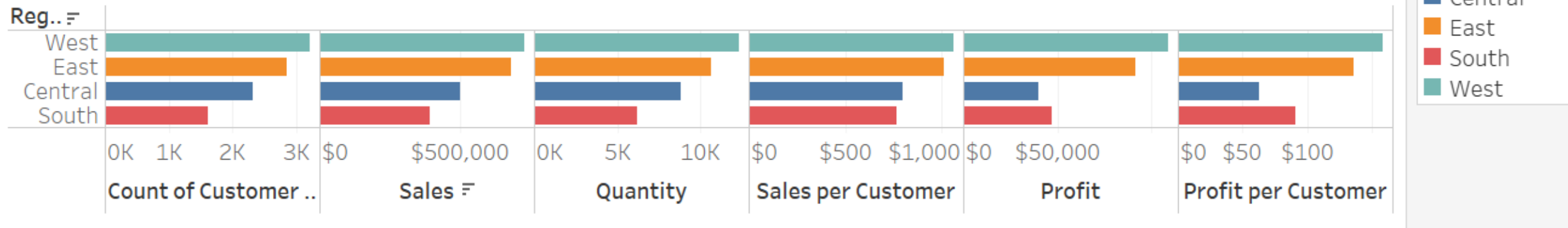




# EXPLORATORY DATA ANALYSIS

# Customer Statistics

## Customer Statistics

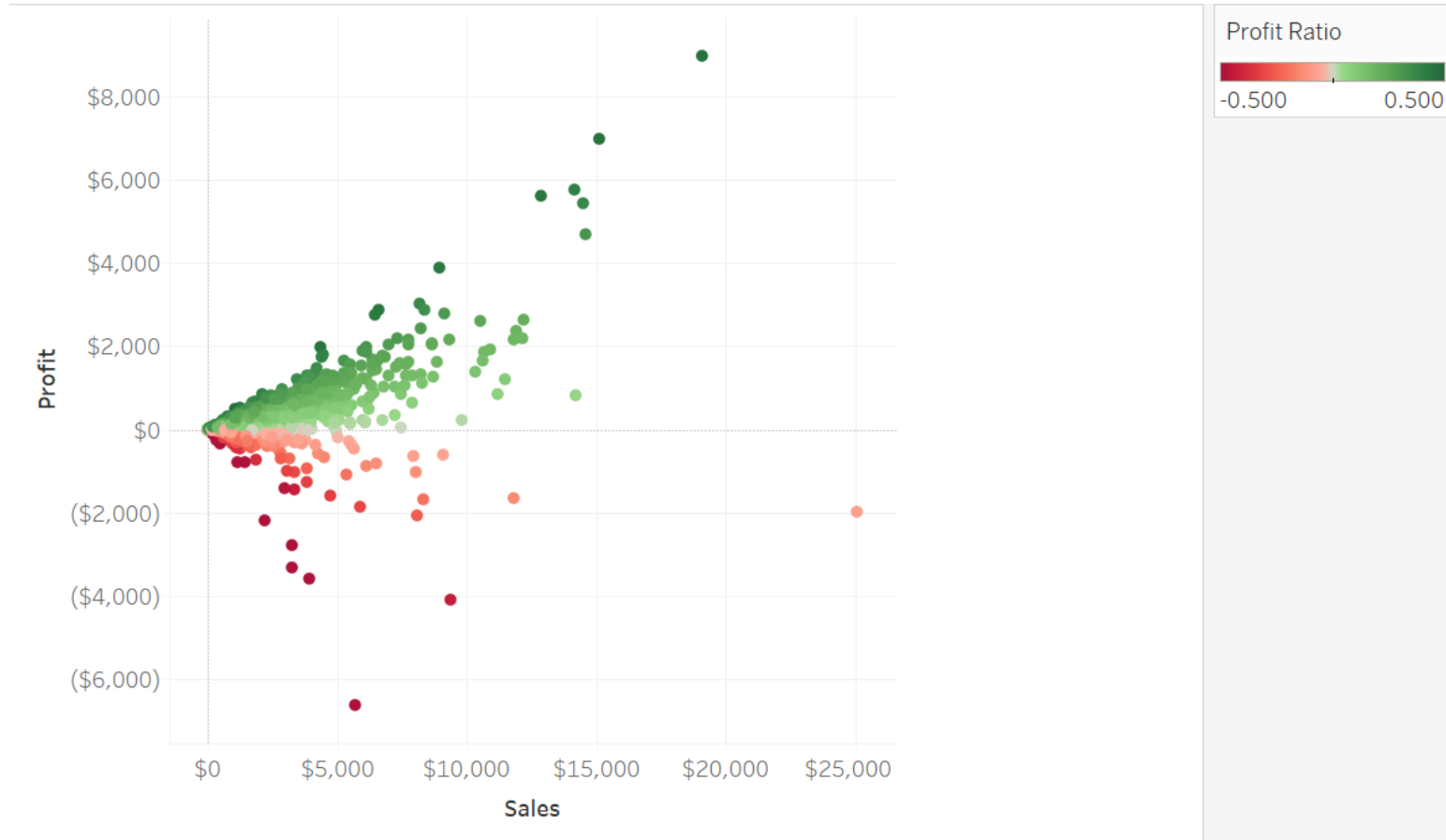


This bar chart illustrates the count of customers, sales, and profit per customer, along with the quantity, sales, and profits for each respective region.

The West region leads the pack with \$725,458 in sales, 3,203 customers, 12,266 products sold, and a profit of \$108,418. Following closely are the East and Central regions, while the South region trails with \$391,722 in sales, 6,209 products sold, 1,620 customers, and a profit of \$46,749.

# Sales and Profit by Customer

- This scatter graph shows the profit vs the sales by Customer.
- Profit ratio range has both positive and negative figures.
- Higher the ratio, better percentage of sales is converted into profit.
- A negative profit ratio signifies a loss, indicating that the company's expenses surpass its revenue.
- The correlation between sales and profit per customer is generally positive, though there are some outliers and instances of negative profit values for sales with lower values.

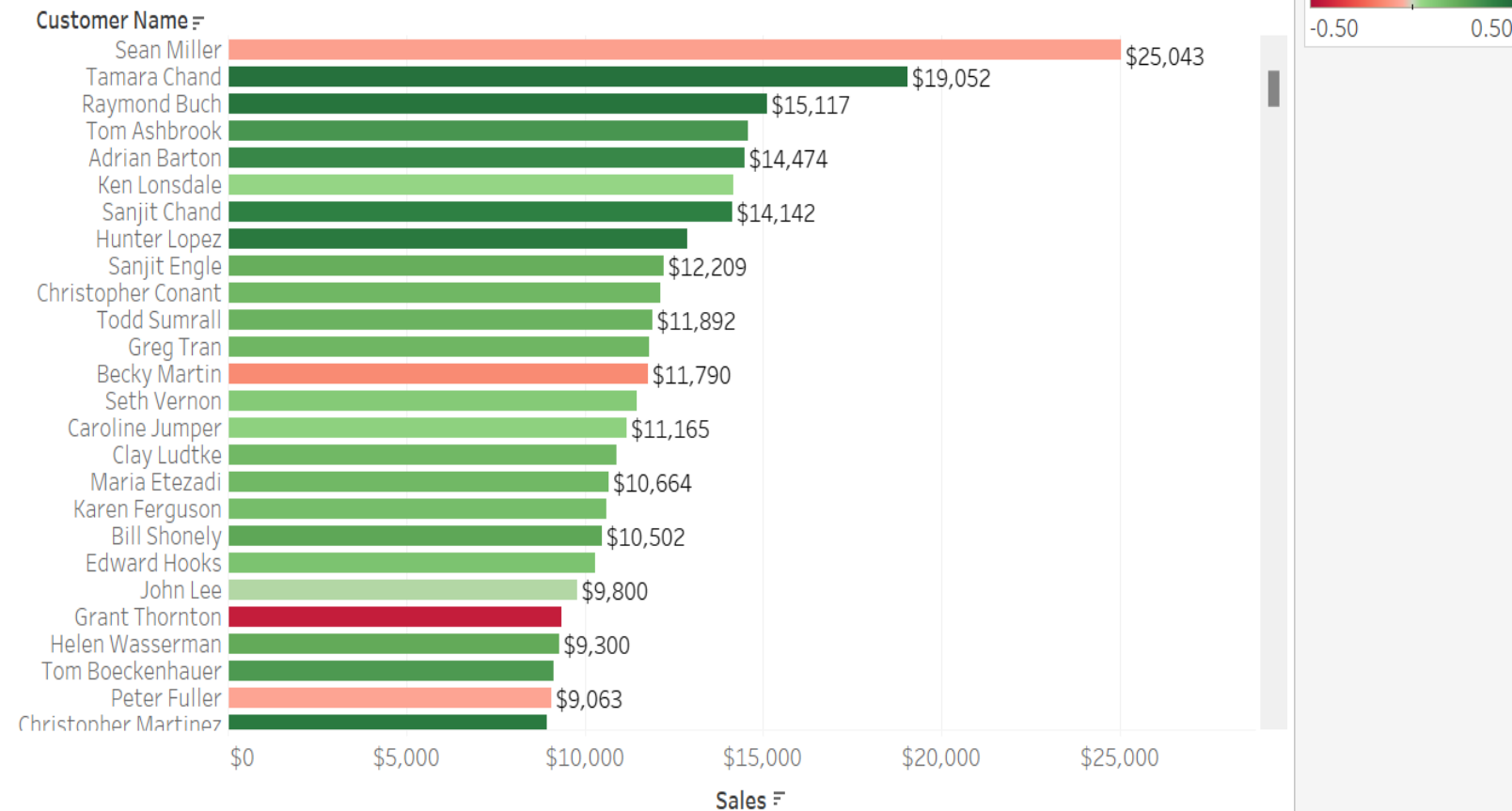




# Customer Sales Rank

- The given graph shows the customer sales rank in descending order.
- Sean Miller is the customer leading the customer sales rank with \$25,043 spent in products. The customer that came last in the rank had an expenditure of \$5.
- The elevated sales figures for Sean may suggest a positive customer perception, satisfaction, and trust in the product, whereas the lower sales could be attributed to potential challenges in customer satisfaction, and trust.
- The majority of customers sales fall within the range of \$0 to \$5,500.00.

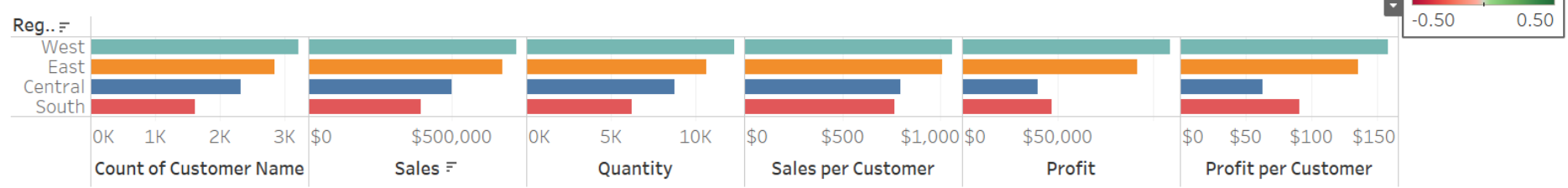
Customer Sales Rank



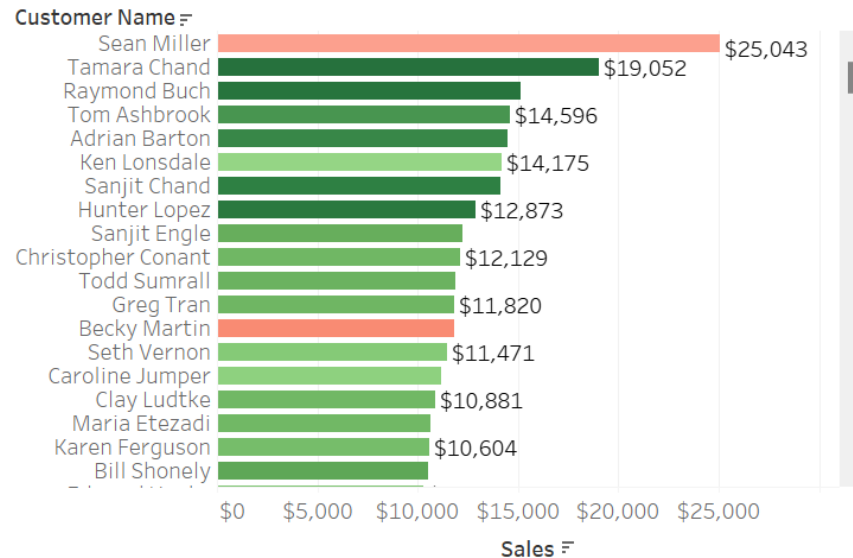
# Exploratory data analysis Dashboard

- The dashboard consolidates all the graphs and charts created in one place, making it easier for the company to view and understand the data.
- Additionally, the interactive nature of the dashboard allows the company to swiftly gain various insights, facilitating a better understanding of how customer statistics can drive business growth across different regions.

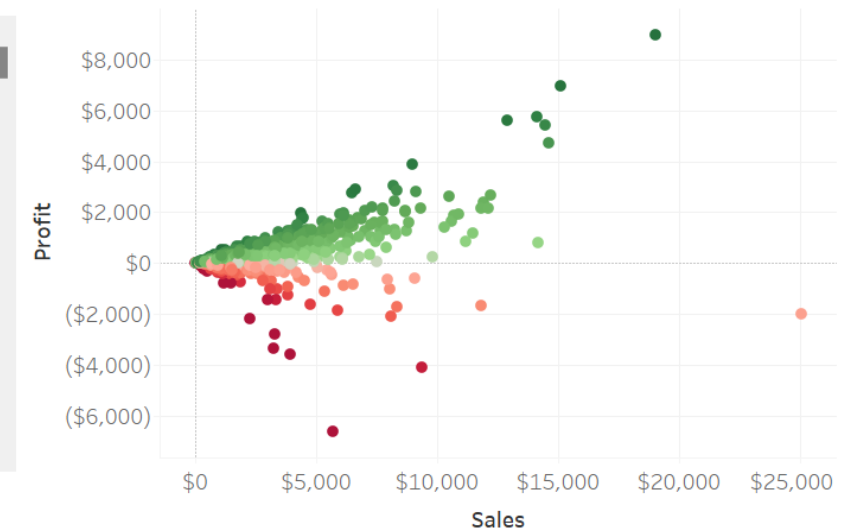
Customer Statistics



Customer Sales Rank



Sales and Profit by Customer Scatter





## Summary

- ▶ The company needs to explore and implement strategies aimed at boosting sales in regions where sales and profit are currently low. This could involve measures like price reductions, offering more discounts, and other promotional efforts.
- ▶ Conducting surveys can provide valuable insights into how to attract more customers from these regions. Providing incentives, such as gifts for high-spending clients, can encourage positive word-of-mouth and recommendations, ultimately helping to attract more clients.

# THANK YOU



## CONTACT

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[!\[\]\(e78f798d4ea5c530c9db49e7d26e6b95\_img.jpg\) Rina Rafalski](#)