

Case Study 4

While working as an analyst for a superstore, it has been analyzed that many customers' feedbacks are not satisfactory regarding the delivery of product. Ecommerce Company wants to check the sales seasonality for products and wants to emphasis accordingly on such category. Every Company wants to increase their sales and accordingly they plan their strategies of giving discounts and earning no. of users.

1. Display how many sub categories are providing profit and loss to the company.
2. Display sales and profit for each state on the tree map.
3. Display profit of the company from one sub category to another sub category every year.
4. What is the percentage of total sales for the ' Home office' customer segment in July 2021?
5. When was the highest sales, Profit?
6. The top 5 customers by sales
7. Create a dashboard visualizing above work sheets.