1. Using these two Dashboards, describe Sales and Cost of Goods Sold (COGS) in

a short memo. In your memo, include a discussion about:

* The total number of stores from the summary shows a total of 79 stores. When also looking at the summary for the graph there is a total sold for the company of $483,891,954 for sales. For the cost of goods sold the total is 347,412,594. After adding the statistical stuff like mean, median, and the quartiles the average mean is 6,125,215 and the average median is 4,172,625 for sales by store. For the cost of goods sold the average mean is 4,397,628 and for the median its 3,024,716. The 5 larges store based on the graph for both sales and COGS are stores 76, 50, 34, 38, and 73. The 5 smallest stores based on the graph for both sales and COGS are store 3, 26, 29, 36, and 5. The 5 largest/smallest stores are the same for both sales and cost of goods sold. I would expect them to be the same because if the largest store has a higher cost of goods this typically means the direct cost is higher and the reason for a higher direct cost is because the sales are way higher in that store therefore the order should be the same when ranking highest to smallest. The only thing that could cause a difference is if your direct costs were high, but the stores’ activity/sales were low then this would make the two chart/graphs different.

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2. Using Tableau, recreate the first Dashboard (Sales by Store).

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Part II (Difficulty: Beginner/Intermediate)

The Bibitor, LLC CFO wants some additional analysis using Tableau. She is interested in differences between wine and spirits across the entire organization. She wants to know the differences in Sales Dollars and Quantities between the two categories, popular bottle sizes for wine and spirits, and the most popular vendor for wine and spirits. She is also interested in certain information at the Store level of detail.

Required:

Assist the CFO in creating Worksheets and Dashboards to answer these questions:

• What is the total Sales Dollars and percentage breakdown of wine and spirits? Hint: Use the Classification and Sales Dollars to separate the sales based on wine and spirits. Convert the data into a Pie Chart (Show Me Tab) and the Analysis Tab to convert data to percentages.

* The total sales dollar is $483,891,954 broke down Spirits (1) $318,286,944 and Wine (2) is $165,605,010 but, in percentage Spirits (1) is 65.78% and Wine (2) is 34.22%.
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• What is the most popular Size for wine and for spirits based on Sales Dollars and Quantity (include the total Sales Dollars and Quantity in your answer)? Provide the CFO with some reasons why this is important for managing the business.

* For spirits the most popular size for sales based on dollars is 1.75L but for sales quantity its 50mL. For Wine the most popular size for both sales dollars and sales quantity are 750mL.
* This is important to the CFO because based on which one is being sold the most, he can manage the sales quantity for that specific size and have more inventory of it for the specific stores.

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• Who is the most popular Vendor for wine and for spirits based on Sales Dollars and Quantity (include the total Sales Dollars and Quantity in your answer)? Provide the CFO with some reasons why this is important for managing the business.

* For Spirits the most popular vendor based on sales dollars and quantity is Diageo North America INC. For Wine the most popular vendor based on sales dollars and quantity is Martignetti Companies. This is important to the CFO because it allows the CFO to see where his highest shipment of inventory should be and where most of his sales are coming from. It will also allow him to help where sales are low and work on raising those areas. It also helps the CFO with managing the business because now they know who their biggest Vendor is based on sales and quantity and their lowest.

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• Which Stores have the highest and lowest weighted average sales price for wine and spirits. How does the weighted average sales price compare to a simple average of Sales Prices for SKUs (Brands) in each Store? What does a large difference between the simple average and the weighted average mean? Hint: Create a Calculated Field (Analysis Tab) and label it Average Sales Price. To accomplish this, drag the Sales Dollars pill divided by Quantity pill. You should see the Average Sales Price pill. Drag the Average Sales Price pill into columns and convert the variable from “SUM” to “AVG” by using the Dropdown Menu on the Pill. Drag the Classification pill into the Filter Card to help you determine the Average Sales Price for wine versus spirits.

* The Store highest weighted AVG sales prices based on Spirits is store 73 and for Wine it store 3. The store with the lowest weighted AVG sales prices for spirits is store 3 and for wine its store 45.
* It seems like the weighted average sales piece is lower than the simple average sales prices when compared. When you also add the average line the weighted average sales price AVG is 13.377 and the simple average is 16.902 for spirits. For Wine the weighted average sales price AVG is 12.184 and for its simple average its 12.825.
* It means that some data in the weighted average sales price has more of an influence on the calculation compared to a simple weighted average where all data is treated the same.

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• What seasons/months are sales the highest and lowest? Provide the CFO with some reasons why this is important for managing the business.

* Based on season summer is the highest at 134,134,939 when adding June + July + August and spring was the lowest season at 113,394,837 when adding March + April + may. The highest month is December (54,622,469) and the lowest month is January (28,941,316).
* This is important because it allows you to see when sales are the highest and for which month so since December is the highest, we can assume that it’s because most people buy drinks for Christmas parties or as gifts. It’s the lowest in January because people are probably trying to save money, and nothing really goes on in January. It’s also very important to the CFO because they can try to market a lot more in months that are lower. It is also the CFO to see where their biggest sales profit comes in based on months or season.

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• If you were the CEO or CFO, what other data/variables would you want to collect to improve your business and why?

* I think *customer satisfaction/customer data* that way you can collect feedback to improve areas such as stores or sizes or even prices based on customers responses. I think this would help the CEO and CFO because your customers are the ones buying so finding out what they want, and need is always the best because they’re the ones who keep the company running by buying the products.
* I also think some way to collect *discount data*. For instance, if someone buys wine or spirits and gets a discount, they should take that into factor because they are losing money when it is discounted. This will allow the CEO/CFO to see how much money and inventory they lost from discounts or like a buy one gets one free type of deal.
* *Inventory turnover* is another good piece of data to collect. This will allow the CEO/CFO to see how quickly inventory is sold or used, that way they can plan for the future for having more inventory ready to be shipped out or sold.