**Project Topic:** Tableau Analysis on Super-Store data

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**Problem Statement:** Explore and review past transactional data to understand where profitability and customer experience  is lacking, Understand buying patterns of customer group with products that sold together , recommending products by suggesting "frequent sets"(pricing strategies, both are sold together on less price). Targeting customer by marketing campaigns offer discounts on products that they buy seasonally(customized emails with sales offer)

**Business Goal:** Revise the existing discounting strategy and developing a new discounting strategy.

**Approach:** Analyzing the data using Tableau, creating visualizations and dashboards, and studying about data clearly.

**Data Source:**

<https://data.world/stanke/sample-superstore-2018>

**Data Description:** The dataset provides information about the sales and profits from a US supermarket from the years 2014 to 2018.

**Exploratory Data Analysis:**

* **Basic** customer segmentation based on profitability,
* Order size, order value, categories and subcategories were used to divide best and worst **customer**
* Analysis to understand with **products** with discount have effect on **profits**
* Customer retention analysis was done using retention rate
* Delivery delays analyzed using expected date of delivery vs actual delivery date
* State Wise popularity and seasonality in sales were for recommendations

**Major Findings:**

* The most common shipping mode preferred is Standard Class as the price for shipping is low and most of the times is takes the same time as second class and sometimes it is also delivered on the same day.

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* The maximum profit performance is observed in the technology segment towards the east part of the United States. This is because of increase in the number of universities and new emerging industries.

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* New York State is the highest in sales among all other states. So investing more in this state would increase overall sales.

**Major issues with the super store:**

* **Customer Retention:**

Quarterly customer retention rate of the store over the period of 2 years lies between 40 and 65.

They can improve the Retention Rate by,

1. Analyzing customers through RFM and enticing them with price-match and other offers.
2. Improving Services
3. Expanding Offerings to Popular Brands

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* **Products sold with discount:**
  1. Products sold with 60% above discount rate incurred most of the losses to the store.
  2. Bookcases and Machines are mostly sold with a discount. They are also the ones where the store is incurring most loss.
  3. These discounts were very prominent in the state Texas.

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**DASHBOARD OVERVIEW**

**Graphical user interface

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The dashboard above can be customized to filter according to the requirement of the user. For example, in the Sales Performance view, we can filter to select either Furniture, Office supplies, Technology to view that part of requirement.

**Recommendations:**

1. The store should invest more on category Technology  as it as the highest sales & profit in the supermarket
2. The Store should invest more in New York State, as it is the highest profit state.
3. Furniture sales in 2018 -2019 follow the similar trend as the previous year.
4. Office Supplies Sales in 2018 -2019 show a downward trend but following the same seasonality.
5. The overall sales is the most Unprofitable in the state of Texas, so superstore should invest less in Texas.