Data Analysis and Visualization

Author: **Vladyslav Goncharuk**
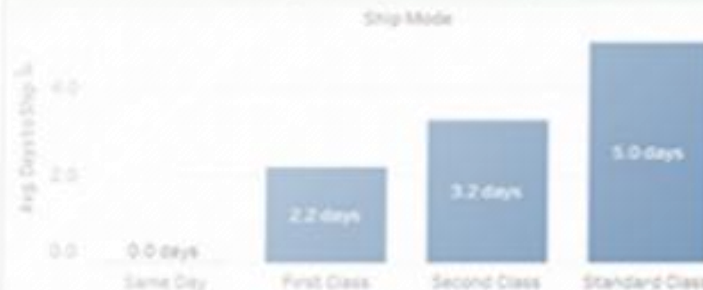
Project Goal: To research key metrics of sales, profitability, and logistics efficiency using interactive Tableau dashboards

Project completed as part of the Data Analytics course from **GoIT School**
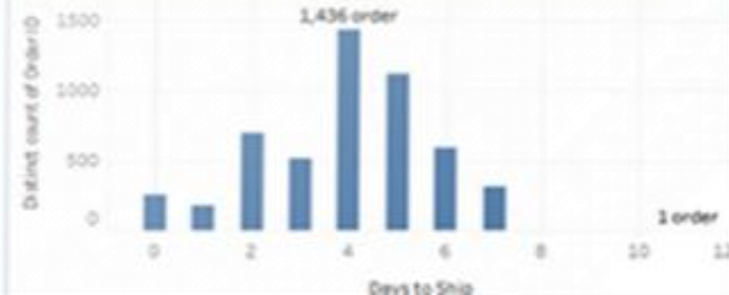
Average Days to Ship

Ship Mode

Same Day 0.0 days
First Class 2.2 days
Second Class 3.2 days
Standard Class 5.0 days

Orders by time to delivery

1,436 order

1 order

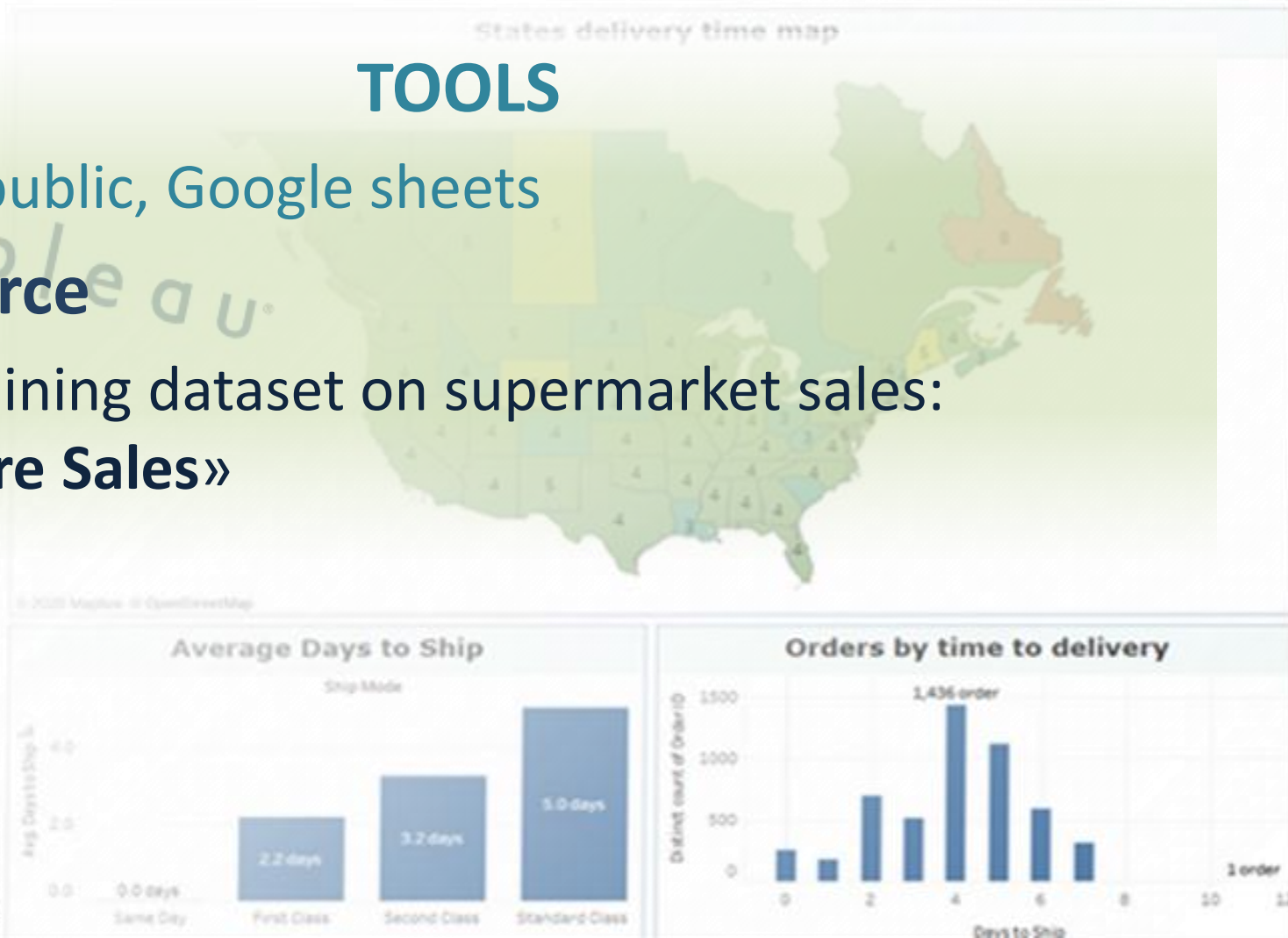Days to Ship

Data and Environments for Analysis

TOOLS

- Tableau public, Google sheets

Data Source

- Public training dataset on supermarket sales:
«**Superstore Sales**»

Objects and Goals of Analysis

Sales Analysis in the Superstore

Objective: Researching the dynamics of sales, profitability, and logistics processes

Goal: To determine overall sales trends, identify the most profitable and loss-making product categories, and evaluate the efficiency of shipping times (delivery terms)

Sales Funnel Analysis

Objective: Tracking the user's path from registration to their first purchase

Goal: To calculate the conversion rate at each stage of the funnel, identify the "bottlenecks" that slow down or stop user progress, and estimate the time required to achieve key events.
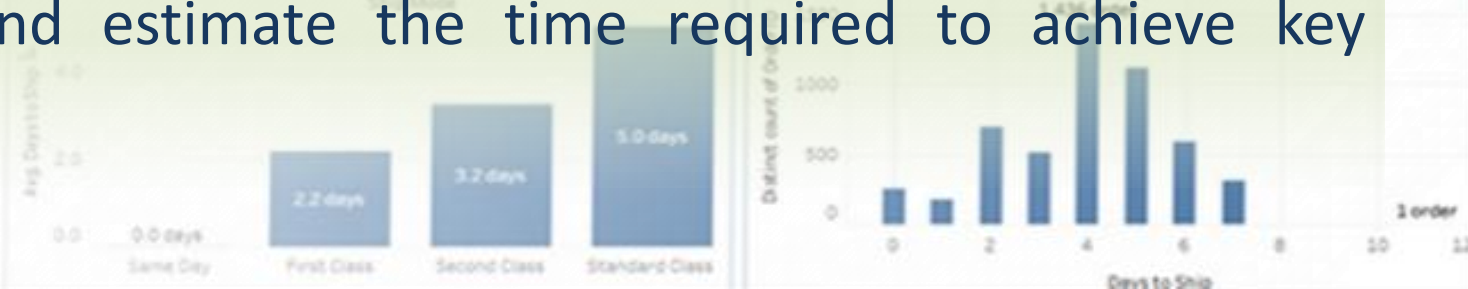
Analysis Results

Profitability by Category

Significant differences in profitability were found between categories. The highest profit is generated by the "Office Supplies" category, while some sub-categories, such as "Tables" and "Supplies," were found to be loss-making

Shipping Time Analysis

The average shipping time for the "Standard Class" is 5 days, making it the longest delivery term among all shipping types

The majority of orders are delivered within 4 days, which indicates overall logistical efficiency

Conversion Funnel

There is a high conversion rate from registration to email verification, but a noticeable drop at the stages of profile completion and setup, pointing to potential UX (User Experience) issues. The largest percentage of users who start the trial period ultimately make a purchase.

Time to Conversion

The average number of days between registration and payment ranges from 25 to 69 days, which is an important metric for evaluating the sales cycle.
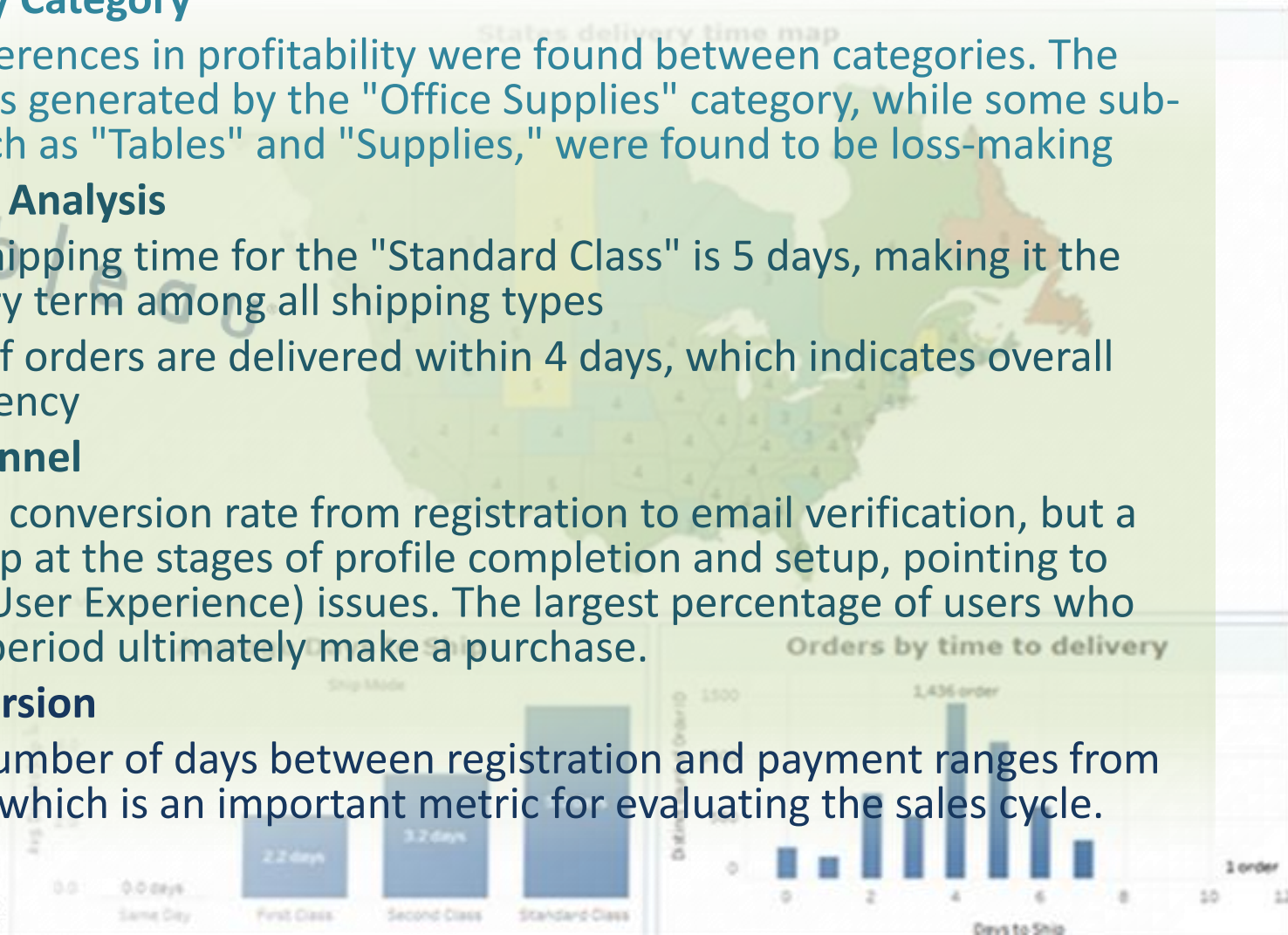
Summary & Insights

This project demonstrated how data visualization enables the rapid detection of non-obvious insights. For example, we identified the most problematic categories generating losses and the key stages where users drop off the funnel.

Key Skills and Competencies

➢ Effective use of Tableau Public to create interactive visualizations.

➢ Calculation and aggregation of key business metrics such as profitability, conversion rates, and time-to-event.

➢ Construction of complex dashboards with filters and dynamic interaction.

➢ These skills form the foundation for building analytical reports in any BI system, making them a universal tool for product analytics and business decision-making.

Thanks for attention!

READY TO COOPERATION

CONTACTS

Email   LinkedIn   GitHub

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