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**SEIS 632 Project Writeup**

**Opening:**

UNIQLO is a fast retailing brand and it is a Japanese casual wear designer, manufacturer and retailer. It entered the Chinese market in 2002, starting in Shanghai. Every week, the regional sales manager from Shanghai will have meeting with store manager from each store to analyze the weekly sales trend and plan effective strategies.

This weekend, the regional manager Ivy is about to hold the weekly meeting with the store managers from the 5 stores in Shanghai. Ivy will talk about the following topic in this week’s meeting:

1. Which city generated the highest revenue? How did revenue in Shanghai compared to other regions(cities)?
2. How many orders were placed online versus in store? Among those instore purchases, how many customers purchased on weekdays versus on weekend?
3. What are the top selling products in Shanghai? What are the least selling products?
4. Purchase pattern:
5. Which age group purchased seasonal new items more?
6. Gender and purchase preference

**Challenge 1: how to show the top/bottom 5 products by quantity?**

One of the goals of this project is to visualize the top or bottom 5 selling products by quantity. The audience should be able to adjust the slider to show top products or bottom products.

**Chart, bubble chart

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Figure 1: The Top/bottom 5 selling products

**Action:**

Step1: create a parameter called “best selling products”; right click and show the parameter. By now, you should be able to see a slider. However, by moving the slider, nothing has changed yet.

Graphical user interface, application

Description automatically generatedStep2: Right click “product” and crate a set; click the “top” button and change it to the “best selling product ” parameter that we created earlier and show it. Now, by sliding the slider to 5, tableau shows the top 5 selling products in the bubble chart.

Figure 2: Create set and show top N products

**Challenge 2: How to add a fixed average line?**

In order to compare the revenue of each city to the average value, an average line needs to be added. This can be done by selecting the “Analytics” panel and drag an “Average Line”. However, by doing so, the average value will be recalculated if we adjust a filter. Therefore, we need a fixed average line.

**Action:**

Step1: Add level of details(LOD). First, create a calculated field by right click. Then write the fixed calculation as {FIXED : SUM([Revenue]/10)}. This created a fixed average revenue across all 10 cities.

Step2: After creating the LOD, add it as detail on the tableau worksheet. Drag an average line to the table, edit the value of the line to SUM(Fixed\_avg\_sale), the LOD we just created.

Graphical user interface, text, application

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Figure 4: Change the value of average line to fixed average value

Figure 3: Level of Details (fixed calculation)

**Challenge 3: How to add filter on dashboard?**

By building an interactive dashboard, my audience should be able to drill down to a specific value by clicking the filter. For example, if the regional manager only wants to see the revenue of Shanghai, she can click “Shanghai” in the bar chart to see to values accordingly (Figure 5).

Chart, bar chart

Description automatically generated

Figure 5: Adding filter on dashboard

**Action:**

In order to do this, I created an action by clicking “action” under the Dashboard button. I used the bar chart “Top 10 selling city” as source, and all the other sheets as target. That means, the action will be applied to all the sheets when selecting a specific city in the source sheet (Figure 6).

Figure 6: Change the value of average line to fixed average value

Graphical user interface, application

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**Insights/Resolution:**

In terms of cities, the top 5 cities by sales are Shenzhen, Wuhan, Hangzhou, Shanghai, Guangzhou. Shanghai ranked 4th among all the cities. The average sales amount is 355643. There are 4 cities exceeds the average.

From the product perspective, the top selling products are t-shirts, seasonal new items, accessories, socks and shorts. The least selling products are dress, sweaters, fitness products, jeans and accessories. From the profit margin panel, socks (69%) have the highest profit margin, following by accessories (68.2%) and shorts (49%). Jeans (-0.19) have a negative profit margin, which indicates a loss of money

In terms of purchase pattern, more people prefer to purchase in store than online. In Shanghai, 69% of the customers paid in store compared to 30% customer purchase online. This data also showed that there were more customers purchased on weekdays than weekends. However, we don’t know the number of customers purchased on a specific day due to limitation of this dataset. In addition, females purchased more than male in every product. The 30-34 age group had the highest buying power compared to other groups.

To conclude, jeans and finesse products have low profit and low sell. Therefore, the stores should reduce the inventories on these two products. Socks and accessories had high profit but low sale. To maximize profit, each store can focus on promoting sales of socks and accessories.