BELLEVUE UNIVERSITY

DSC 640 Data Presentation & Visualization

Spring 2021 Semester

Milestone 1a(Repeat): Support Documentation

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Problem Statement

I chose a new topic. Trying to show the sales report of an organization.

Trying to show how the sales are distributed across different parameters of the data, so that we can improve our market strategy for better profits.

Response

The first visual clearly shows, how much sales revenue we have for the period and how much was the profit. This has been simply put in as numbers so as audience quickly grasp the same.

The next bar chart, I try to show the profit(%age based on unit cost) by Category and as we see the furniture and office supplies category is making all the profits. Technology sales has no impact to the profits.

The next stacked bar chart shows sales by state and category. Some major findings here are Pennsylvania, Utah and California are the largest states by Sales. Their sales are distributed mainly into two categories. Texas and Nebraska are the only states selling Technology items, so may be company is trying to enter the Technology market with these two states and hence not trying to get profits initially and wants to establish itself in the market.

The next Tree Map shows, which are the largest customers. This can help us focus on large customers(Ken Black, Harold Pawlan) so as to have good customer satisfaction. Further, we can also focus on medium(Irene Maddox, Matt Damon) and small customers so that we can grow our sales there thus will have ability to expand.

The next pie chart shows the Sales by Category and shows that Office Supplies, Furniture and Technology was the order by which the sales were made and if we compare from profits bar chart, Furniture had most profit %age. So Furniture line seems more profitable and we should focus more funds there.

The next donut chart shows how many items by quantity we sold by each category. Furniture is the one where we made the most sale by quantity.

Overall, for future, there should be more focus on Furniture and smaller customers so as to make more growth and profit. However, there might be some other factors which should be discussed with the management to understand more about the overall strategy decisions.

References

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Customer-details.zip

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Order-details.zip

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Sales-details.zip

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Region-details.zip

https://data-flair.s3.ap-south-1.amazonaws.com/Tableau-data/Product-details.zip

GitHub link: https://github.com/abhigyanmisra/dsc640/FinalProject