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# Retail dataset

# Using Excel and Tableau

**Domain – Supply Chain / Retail Sales**

In this case study, we will look at a sale dataset by Tesco Supermarkets with over 3400 stores in Europe.

Data Source Link:

https://docs.google.com/spreadsheets/d/1kCmyw4j0oIv_AgRzE37lIFk3PENNCqSh/edit?usp=sharing&ouid=110775913266969305676&rtpof=true&sd=true

**Challenge:** The customer is having a sales records for the year 2011-2014 with 3 Product, 17 sub-categories over different segments and is looking for expansion in profitable regions based on the growth percentage and profits. The customer is currently using excel to evaluate and analyse the data.

**Need:** The Senior Management and the Zonal Managers want to understand statistical inferences through an interactive dashboard on Tableau on different profitable regions to invest. Identify best performing product / sub product categories. Provide an year over year(YOY) analysis and highlight the profit ratio.

**What is expected:**

You are a data consultant, who has been provided with data and you are expected to come up with an easy-to understand data analysis story with data for better actionable insights for key stakeholders of the organization.

- Understanding
- Data Exploration
- Strategies
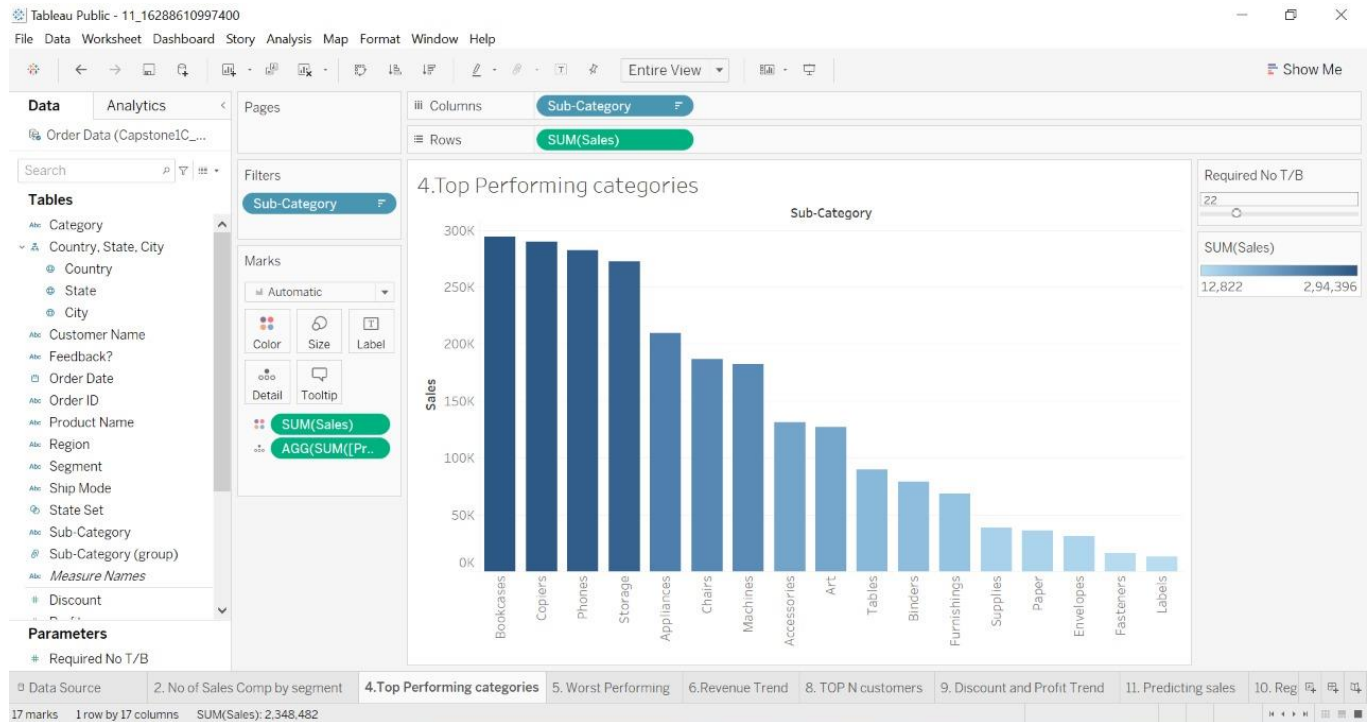- Dashboard Implementation
- Create Insights & Actionable

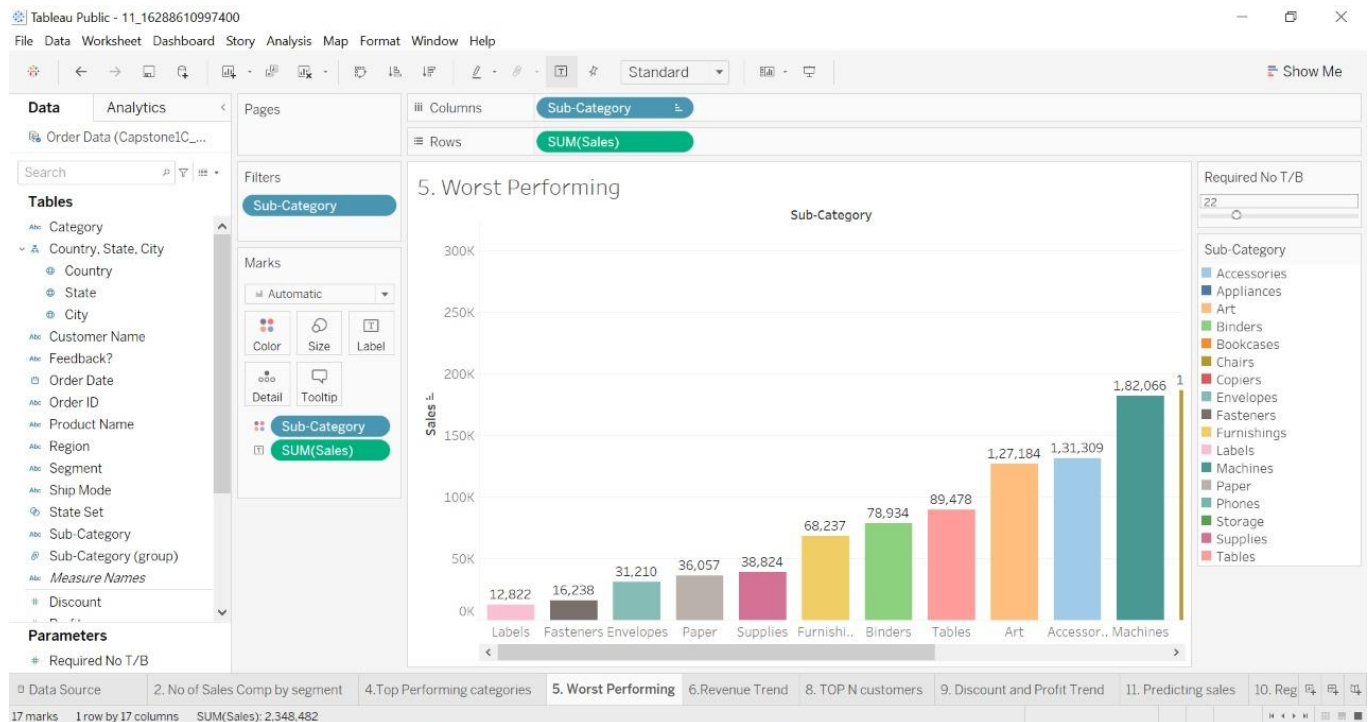• Number of Sales comparisons by each segment
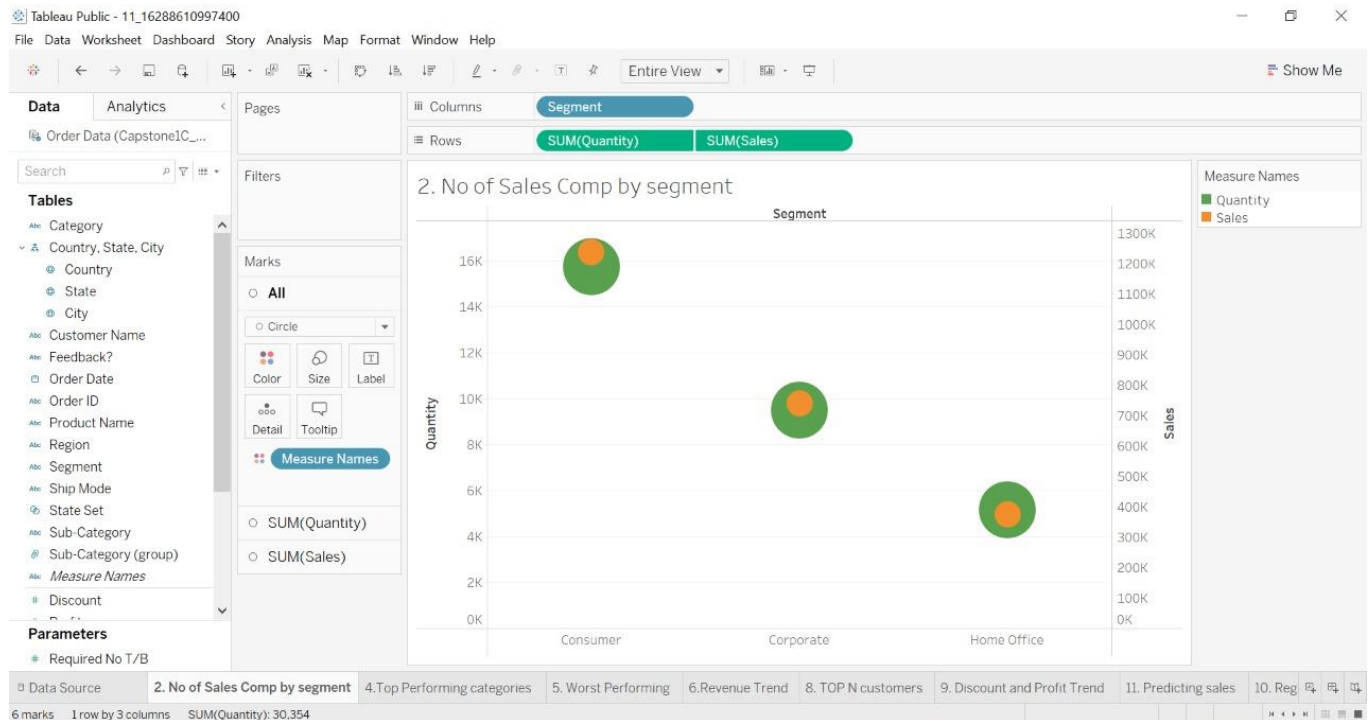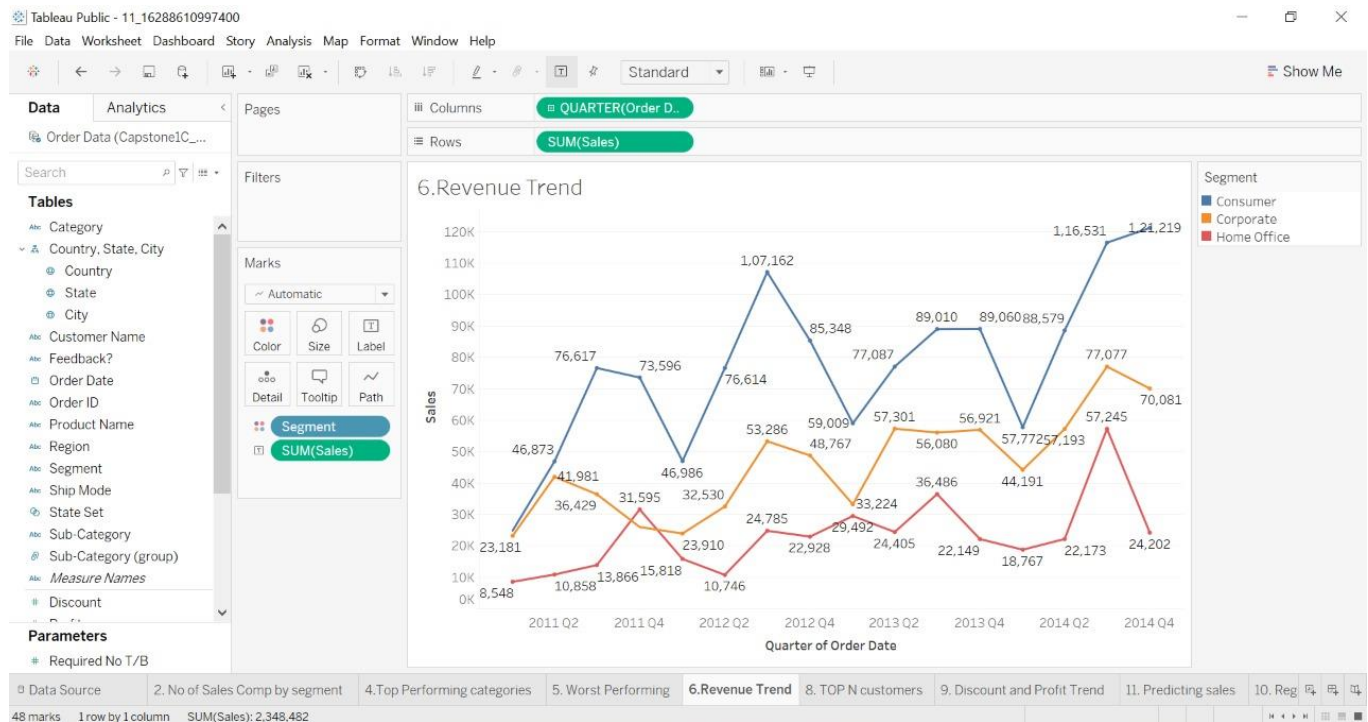


• Which state(s) is Tesco most successful?
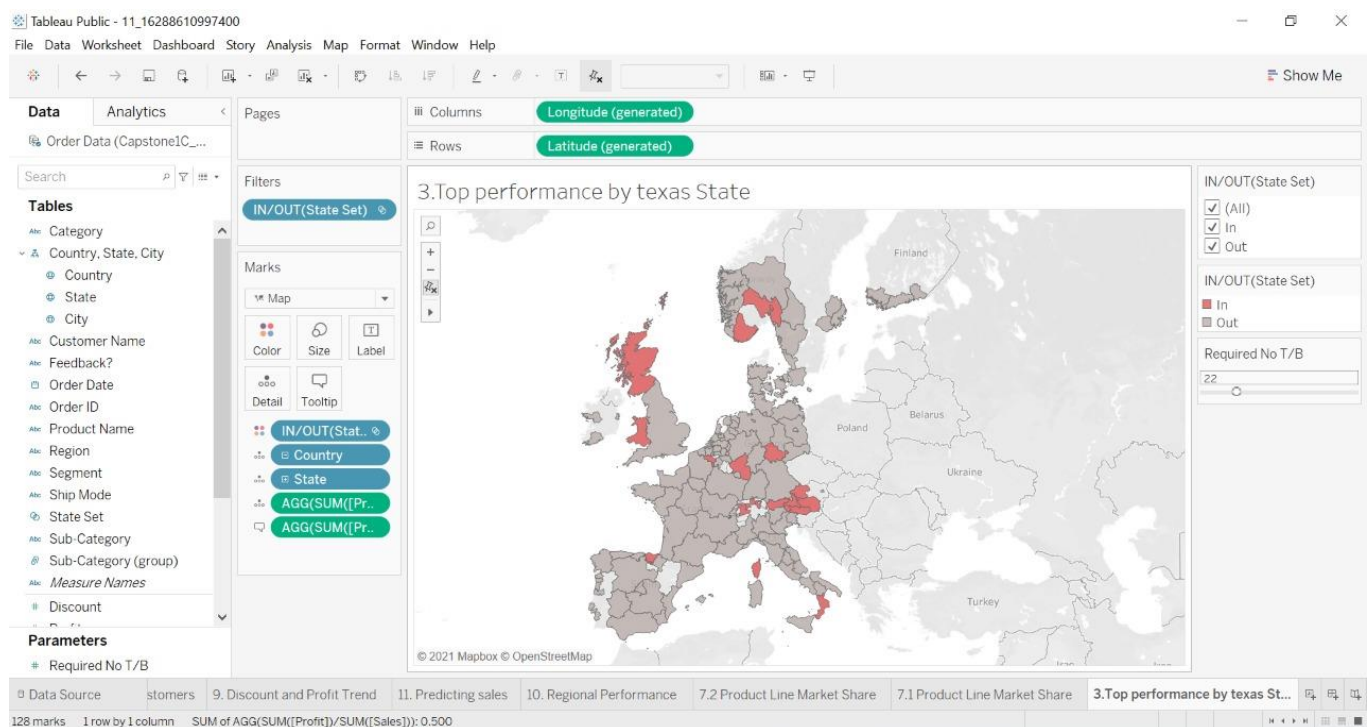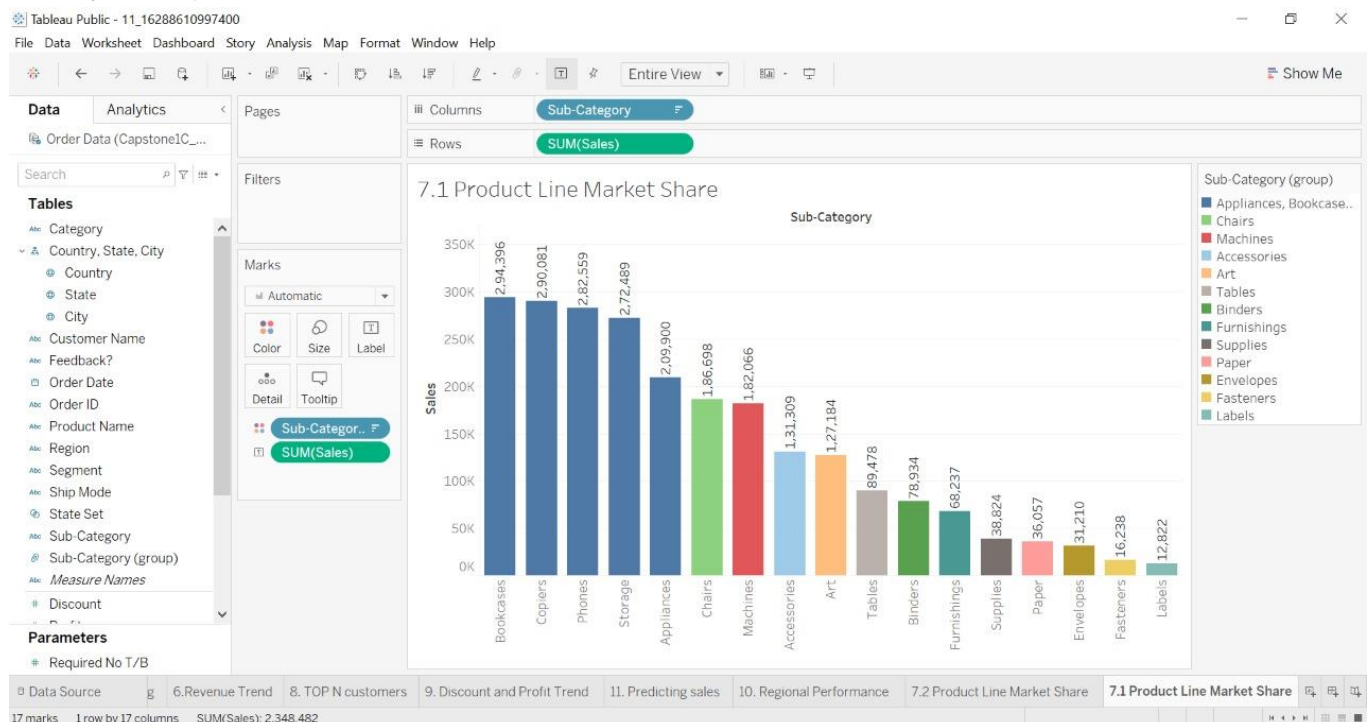
• Which are the most selling sub-categories?
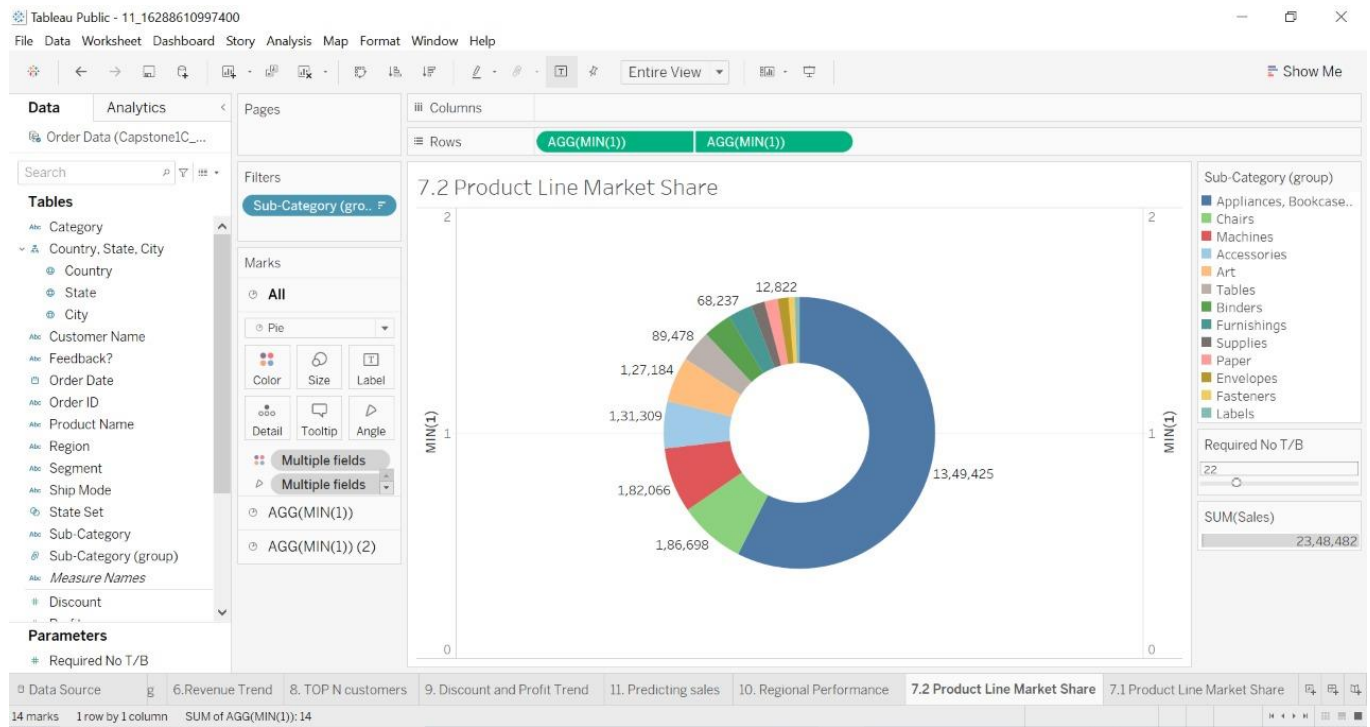


• Which are the worst performing sub-categories?
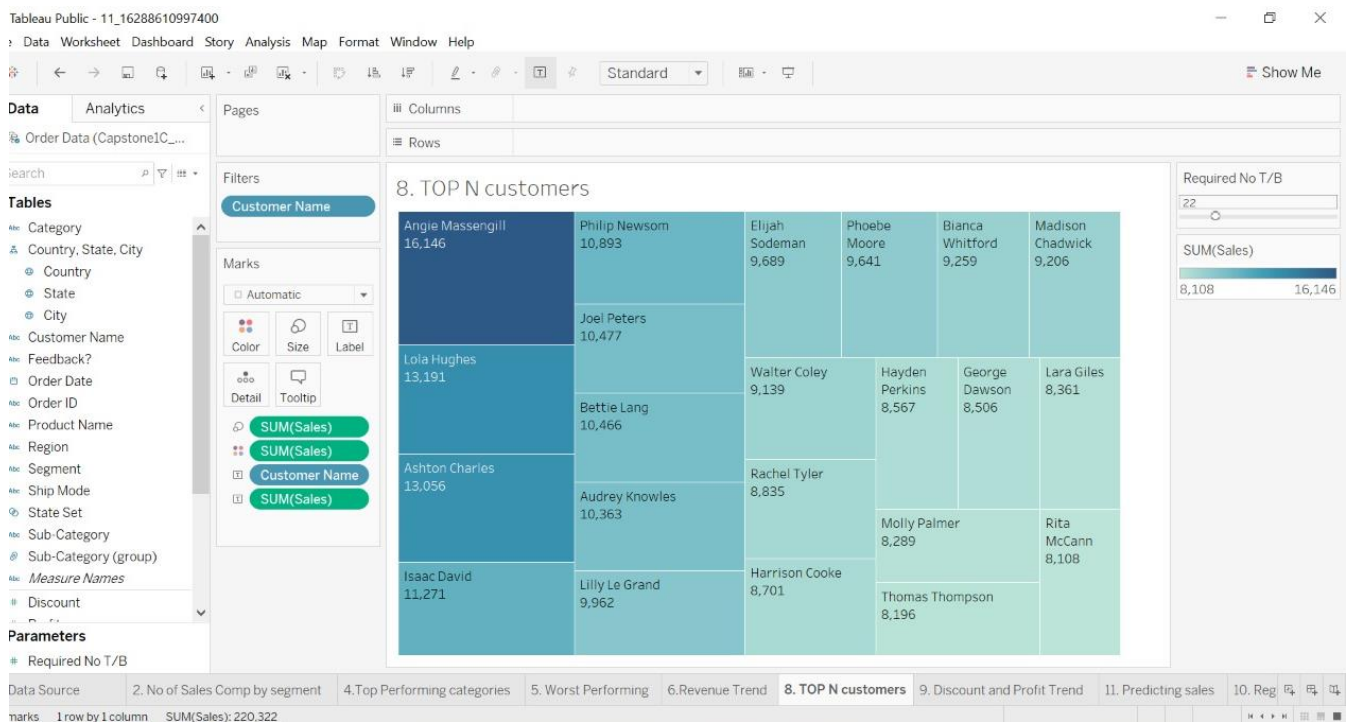
• Annual Trend of revenue by different segments.



• Analyse the product Line Market share.

• Identify the Top 'n' customers.

• Identify Discount & Profit Trend and provide inference and suggestions.



• Relation between sales and quantity based on product