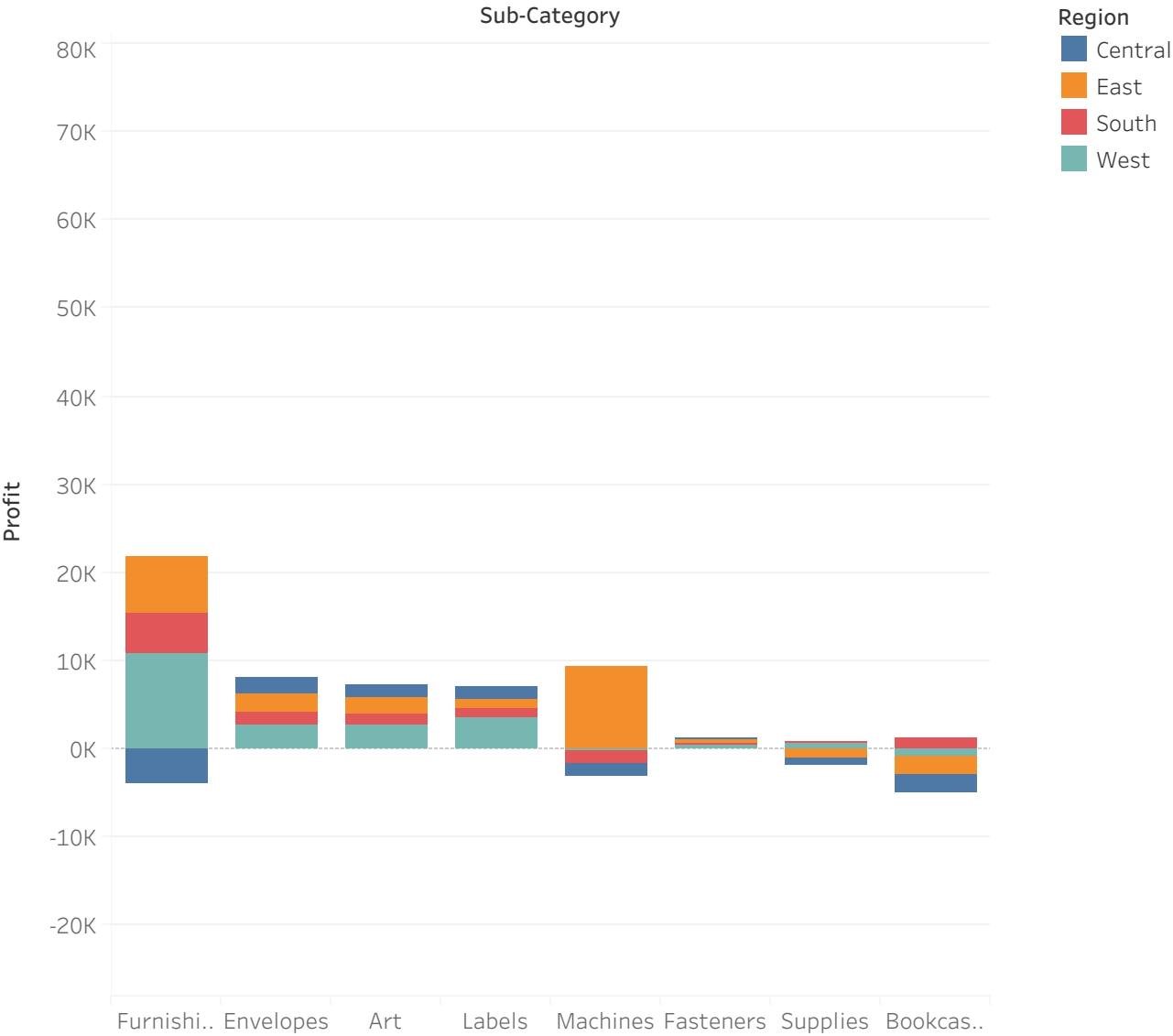


Top 3 profit making products by sub-categories & Region are Copiers, Phones & Accessories. Highest loss makers by sub-categories & region are Tables, bookcases and supplies.



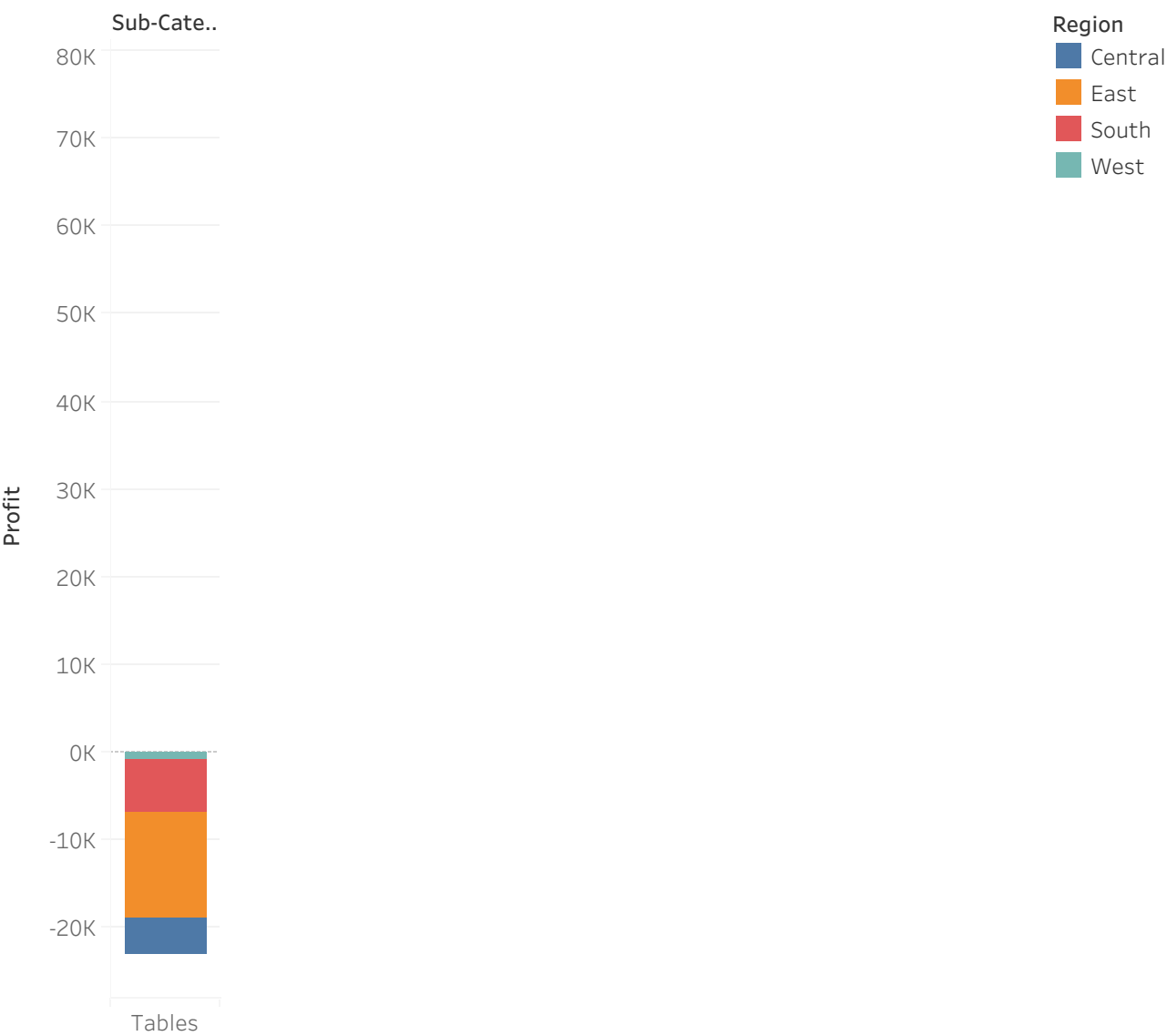
Sum of Profit for each Sub-Category. Color shows details about Region. Top 3 profit making products by sub-categories & Region are Copiers, Phones & Accessories. Highest loss makers by sub-categories & region are Tables, bookcases and supplies.

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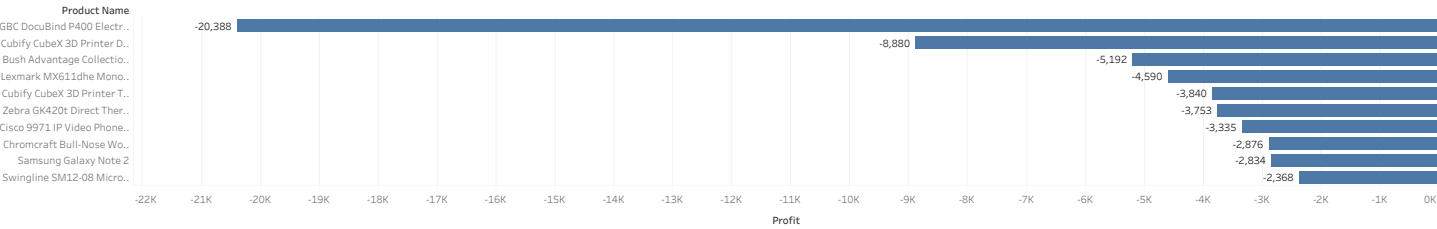
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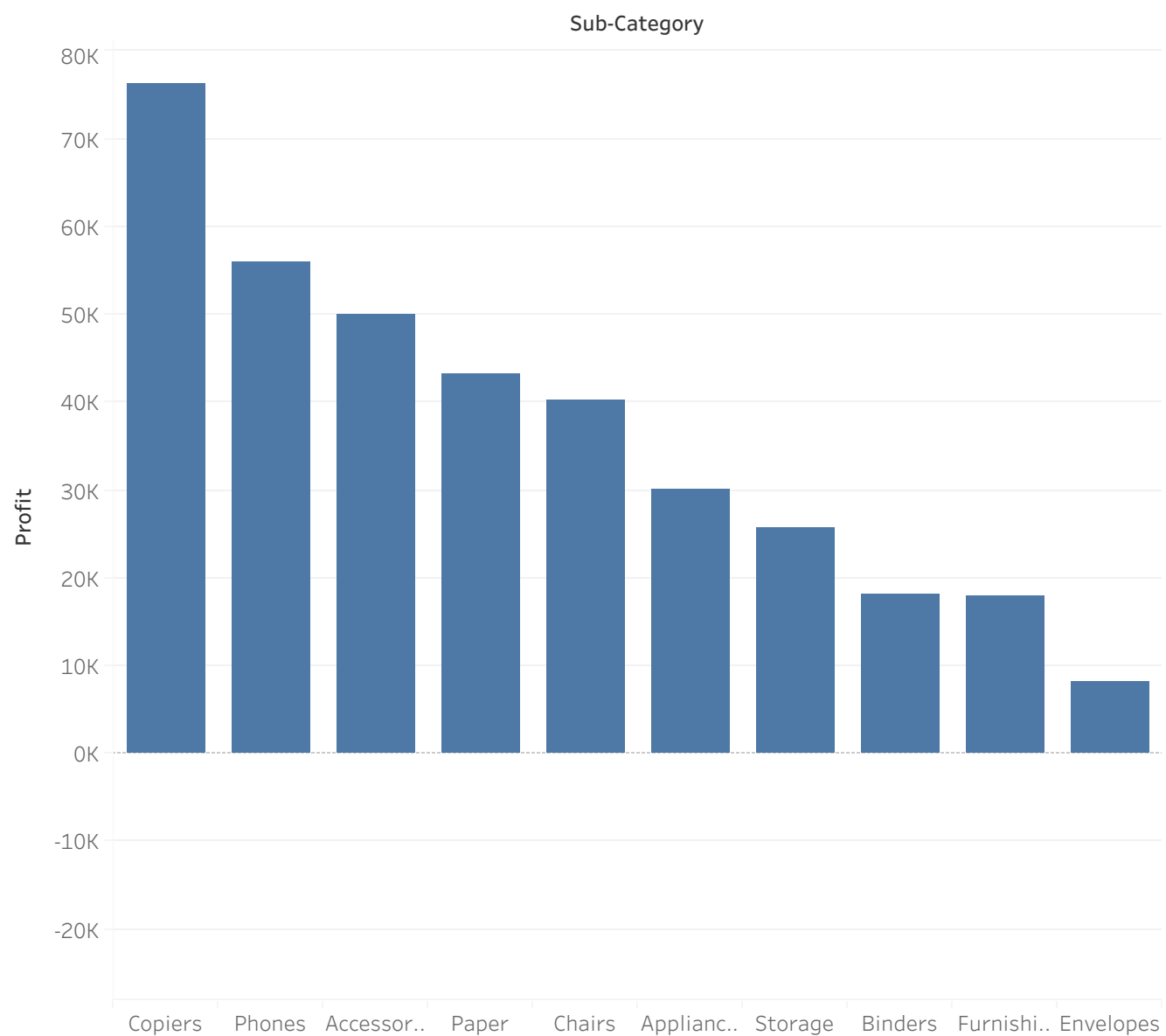
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The Superstore should stop selling the GBC DocuBind P400, The Cubify CubeX 3D Printer and the Bush Advantage Collection racetrack conference table because they are generating the highest losses of (20,388), (8,880) and (4,590).



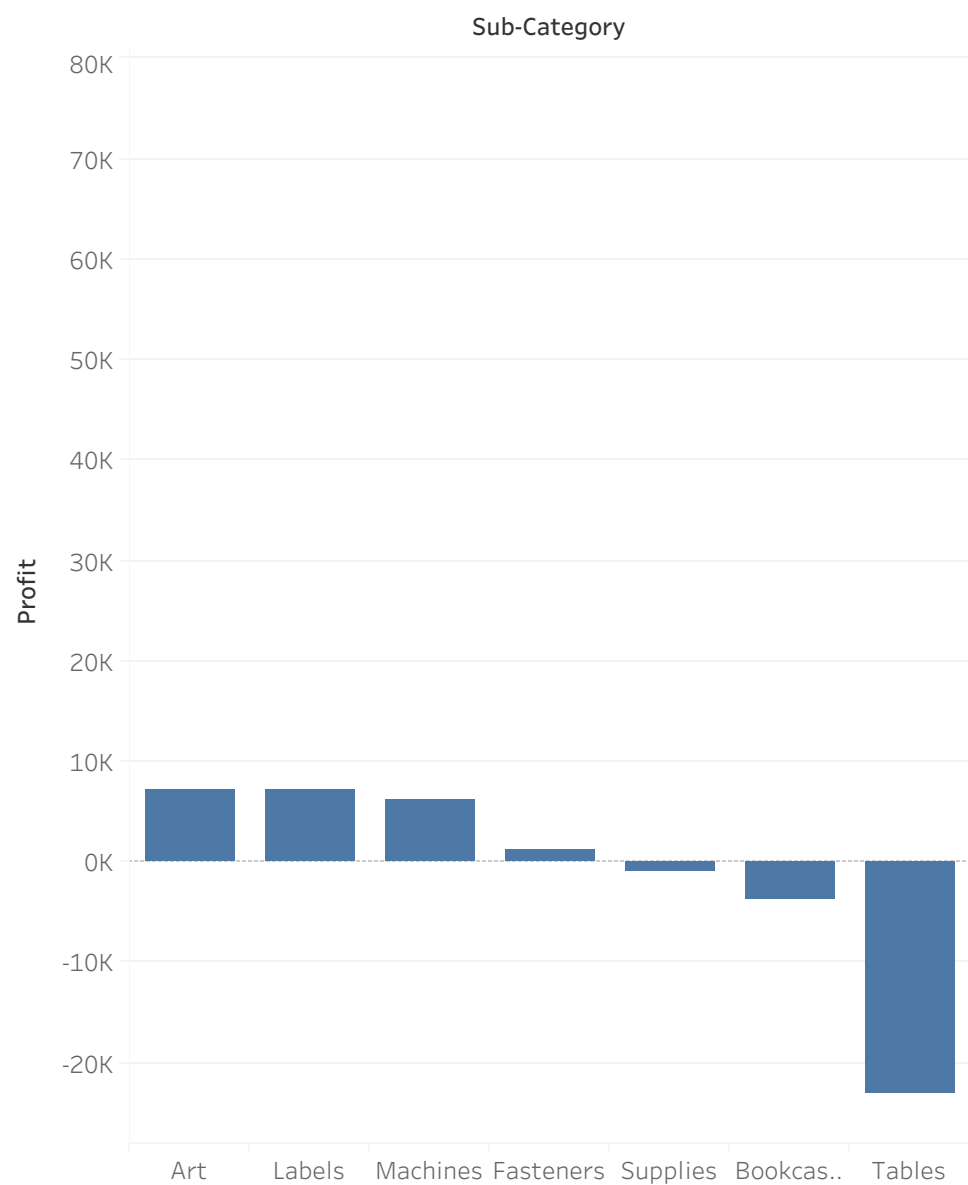
Sum of Profit for each Product Name. The data is filtered on Ship Mode, Sub-Category, Category and Customer Name. The Ship Mode filter keeps First Class, Same Day, Second Class and Standard Class. The Sub-Category filter keeps 17 of 17 members. The Category filter keeps Furniture, Office Supplies and Technology. The Customer Name filter keeps 793 of 793 members. The view is filtered on Product Name, which keeps 10 of 1,849 members.

The store should focus on the Copiers, Phones and Accessories sub-categories and stop selling the Supplies, Bookcases & Tables sub-categories.



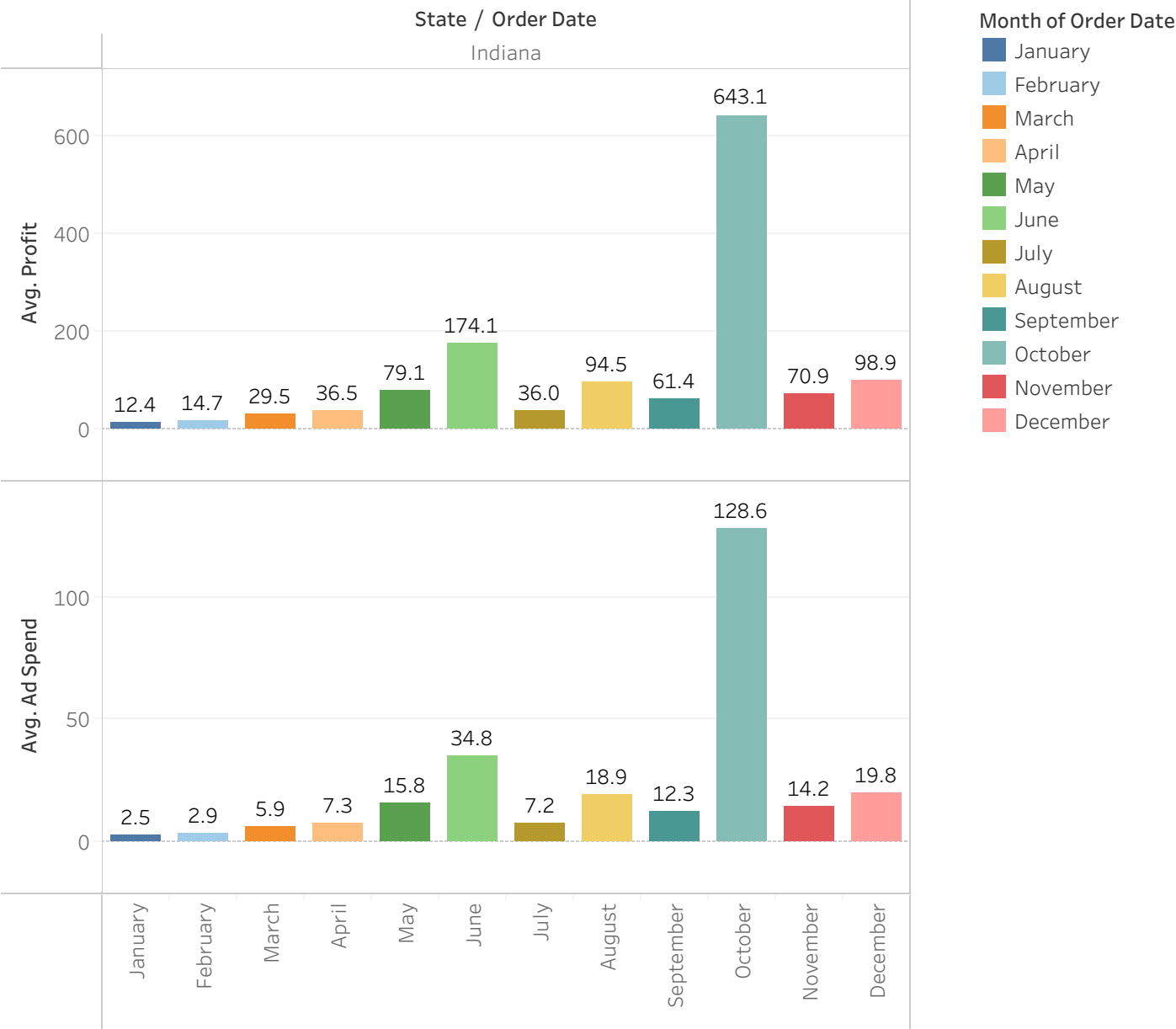
Sum of Profit for each Sub-Category. The data is filtered on Region, State, Product Name and City. The Region filter keeps Central, East, South and West. The State filter keeps 49 of 49 members. The Product Name filter keeps 1,849 of 1,849 members. The City filter keeps 531 of 531 members. The view is filtered on Sub-Category, which keeps 17 of 17 members.

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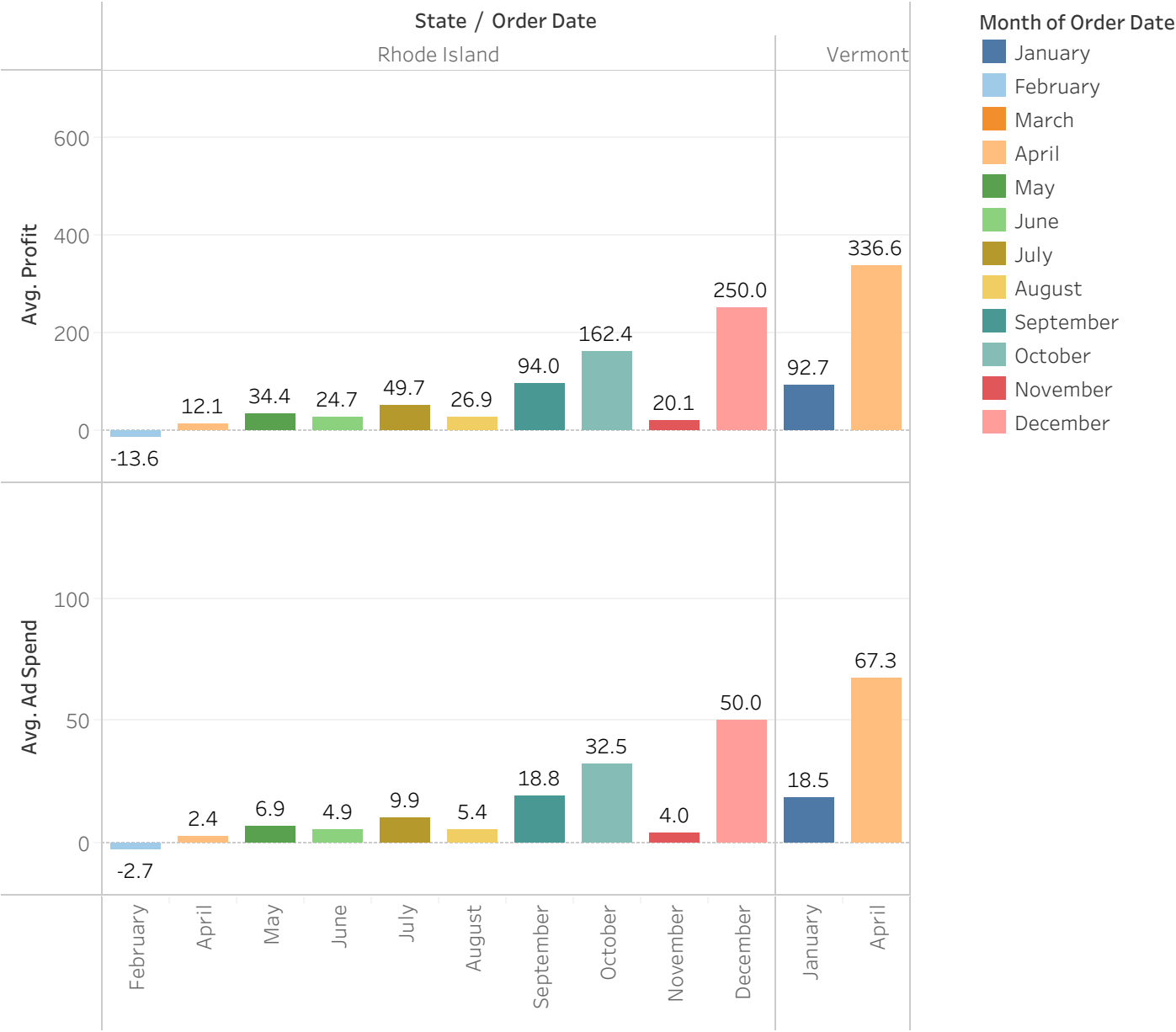


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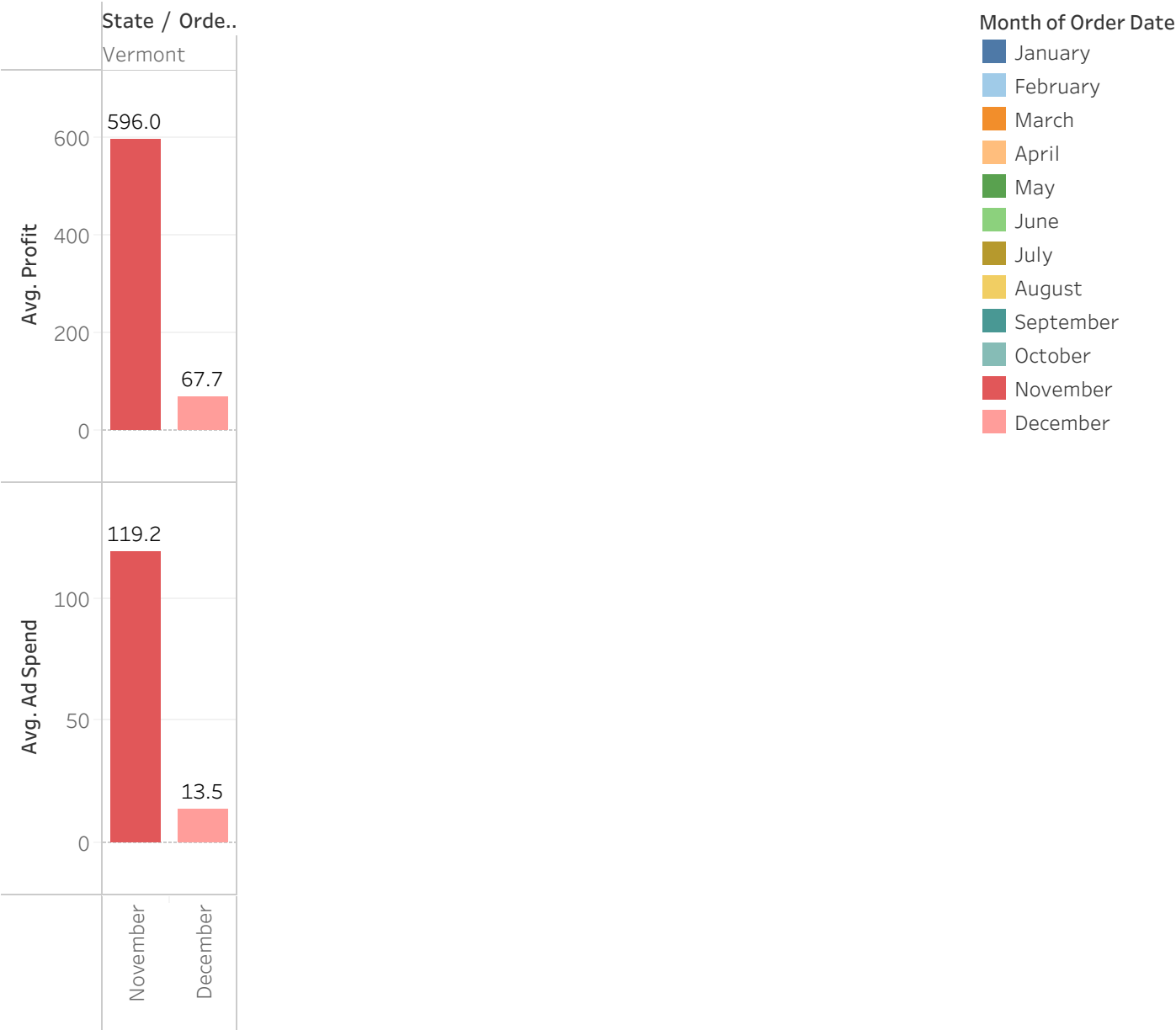
The 3 best combinations of states and month of the year to adverstise in are Indiana in October, Rhode Island in December and Vemont in November. We would be willing to spend \$128.60, \$50 & \$119.20 respectively on Advertising



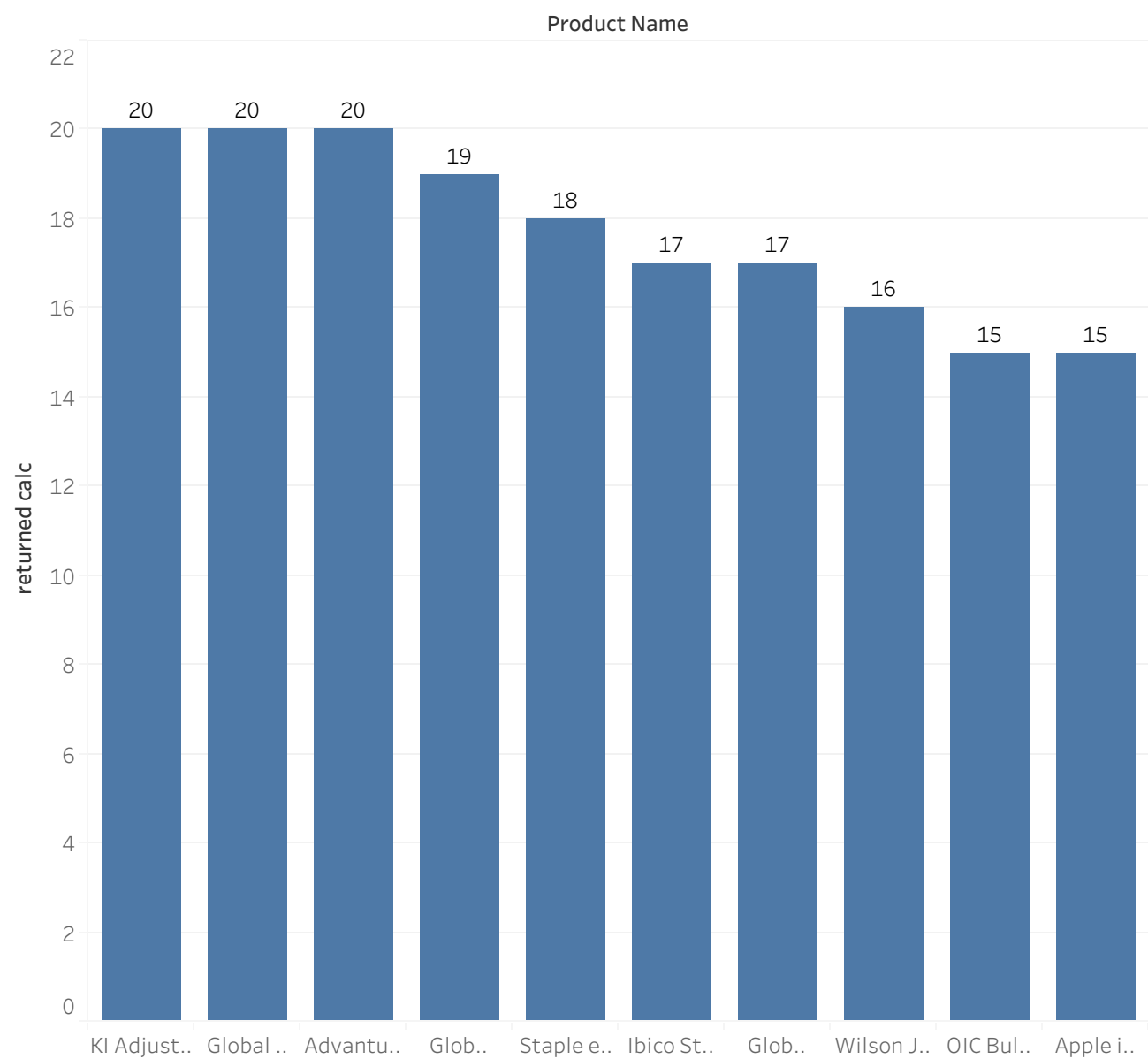
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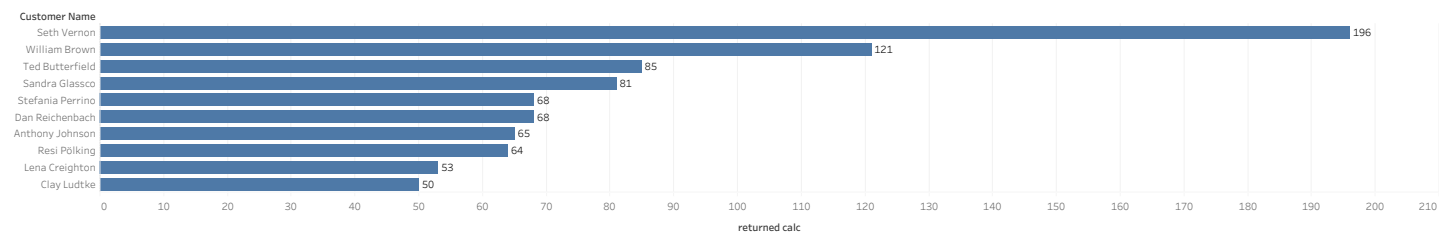
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The products with the highest rate of return are the Ki Adjustable-Height Table, Global Leather Task Chair & Advantus Push Pins.

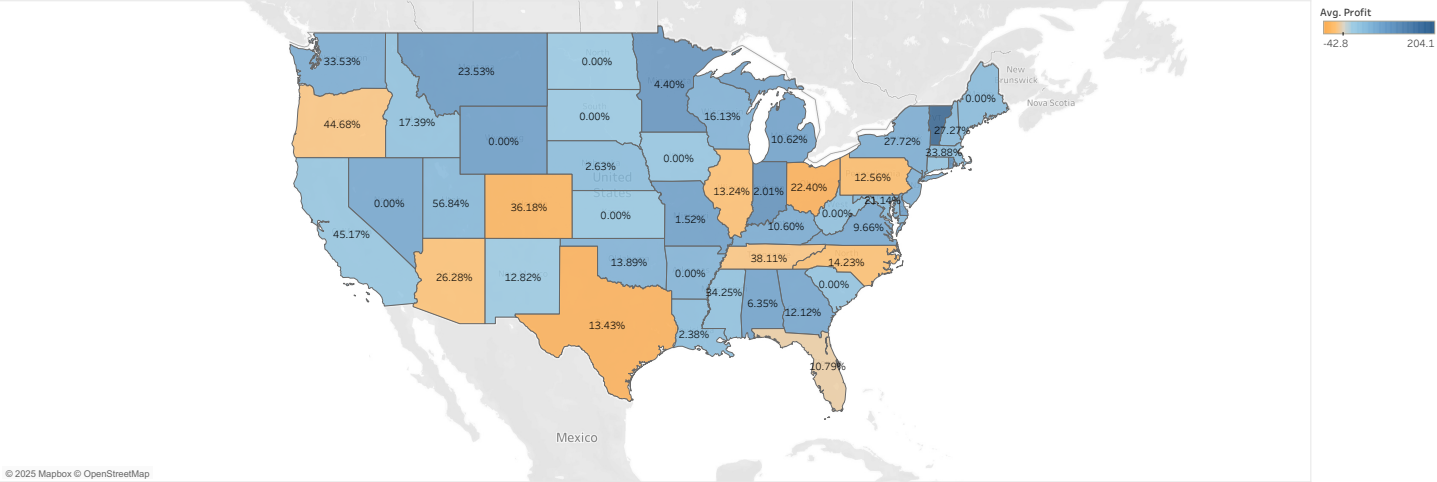


The Customers with the highest return rate are Seth Vernon, William Brown & Ted Butterfield.



Sum of returned calc for each Customer Name. The data is filtered on Ship Date, Ship Mode, Country/Region and Category. The Ship Date filter ranges from 1/14/2018 to 12/27/2021. The Ship Mode filter keeps First Class, Same Day, Second Class and Standard Class. The Country/Region filter keeps United States. The Category filter keeps Furniture, Office Supplies and Technology. The view is filtered on Customer Name, which keeps 10 of 793 members.

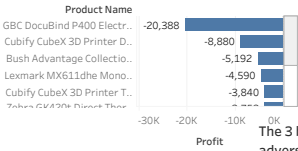
The superstore should consider to stop selling in Oregon, Arizona, Colorado, Texas, Ohio, Illinois, Tennessee, Pennsylvania, North Carolina & Florida due to the combination of high average losses and average return rates.



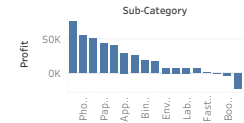
Map based on Longitude (generated) and Latitude (generated). Color shows average of Profit. The marks are labeled by average of returned calc. Details are shown for State. The data is filtered on City, Region, Sub-Category and Order ID. The City filter keeps 531 of 531 members. The Region filter keeps Central, East, South and West. The Sub-Category filter keeps 17 of 17 members. The Order ID filter keeps 5,009 of 5,009 members. The view is filtered on State, which keeps 49 of 49 members.

Data Visualization with Tableau Project

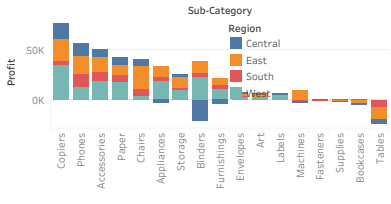
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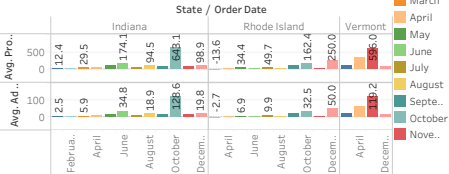
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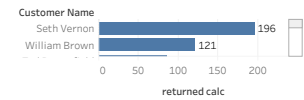
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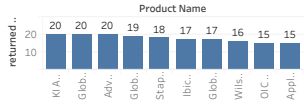
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