

# Mobile Profit Analysis Project

Below is a brief description of Mobile project done in Tableau

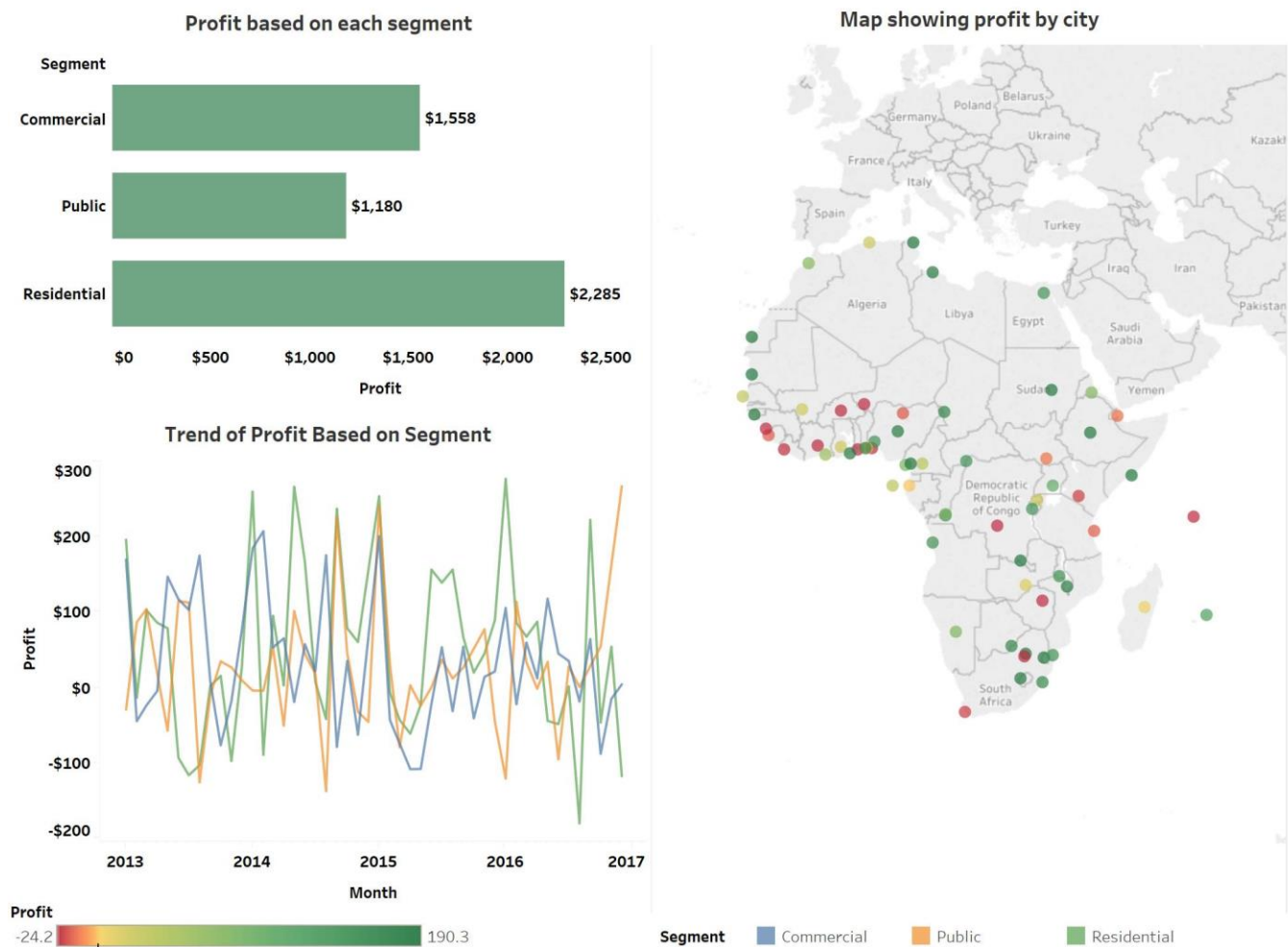
Objective 1:

This was an interactive dashboard for Mobile service showing Profit by City, tied to Profit by Segment and a Profit Trend (As we go from Red to Green profit increases)

Visualizations

- 1) Map showing profit based on region
- 2) Bar charts showing profits based on segment
- 3) Line graph/sparklines showing trend of profit based

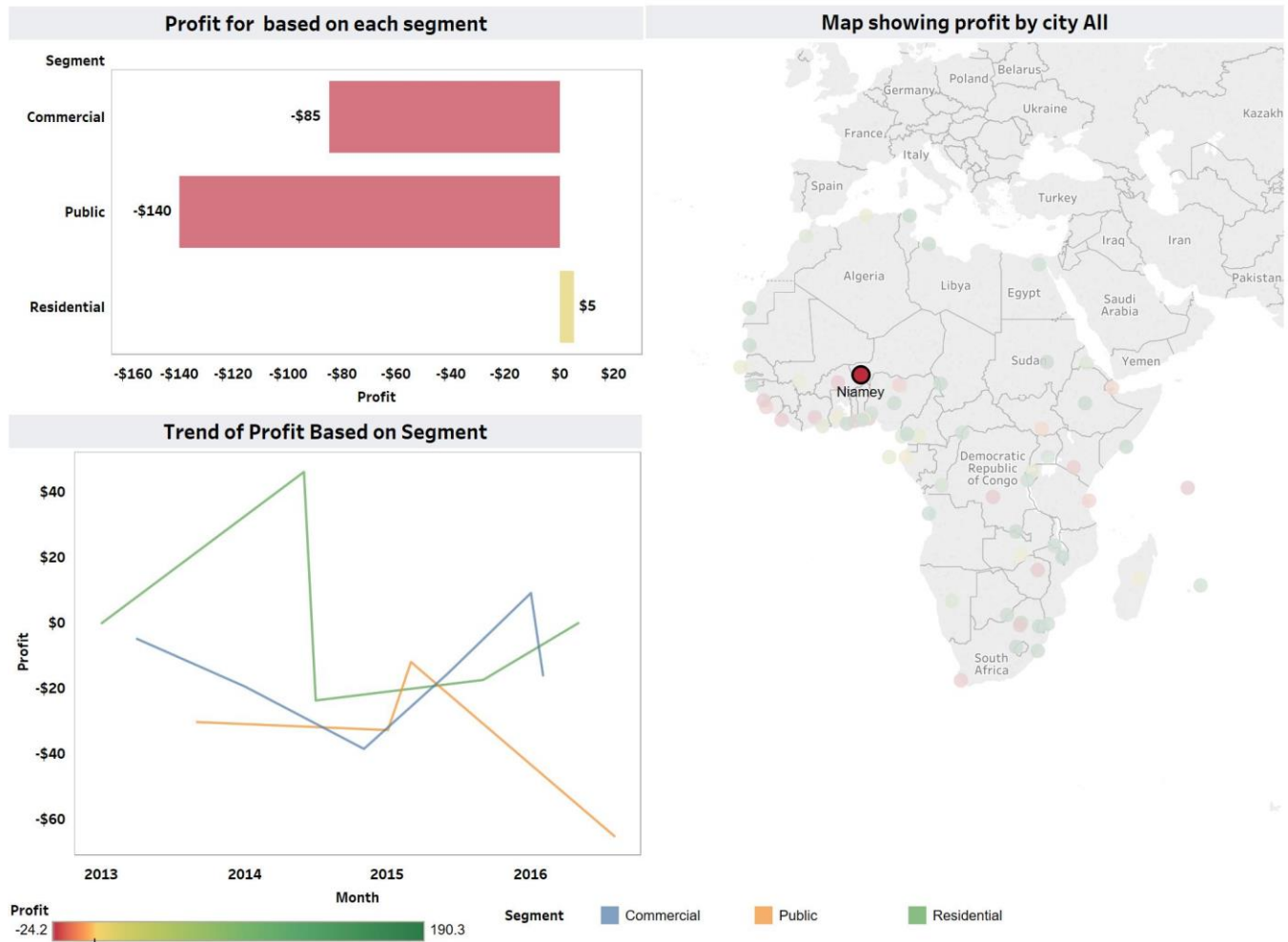
Interactive dashboard for Mobile service showing Profit by City, tied to Profit by Segment and a Profit Trend (As we go from Red to Green profit increases)



Once we select the city the profit based on segment and its trend changes based on the city. I am taking Niamey as reference to show cities with loss

# Mobile Profit Analysis Project

Interactive dashboard for Mobile service showing Profit by City, tied to Profit by Segment and a Profit Trend (As we go from **Red** to **Green** profit increases)

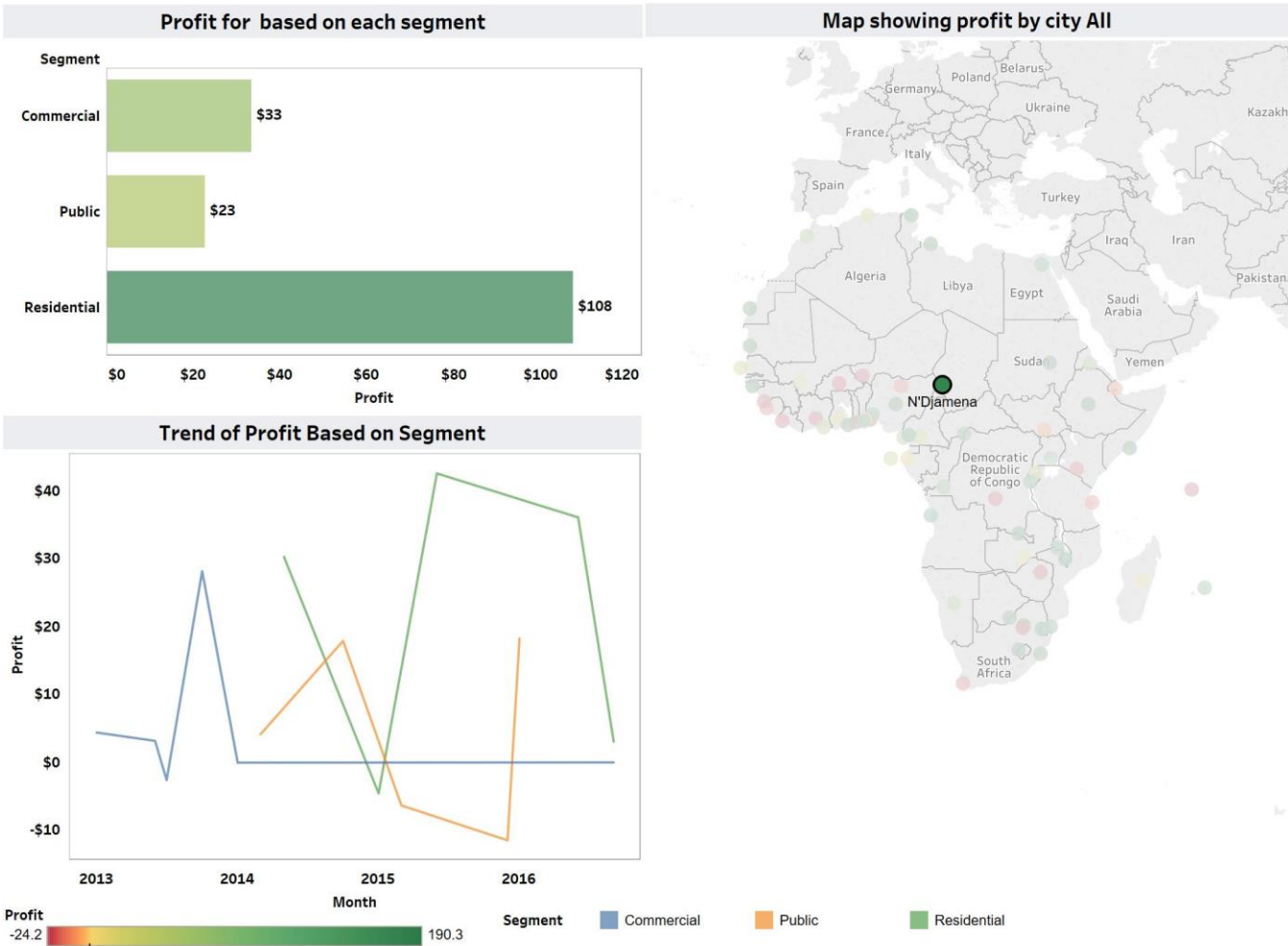


The red value is showing negative profit and as we move from red to green the profit increases.

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To show a positive profit vale I am taking N'Djamena as reference

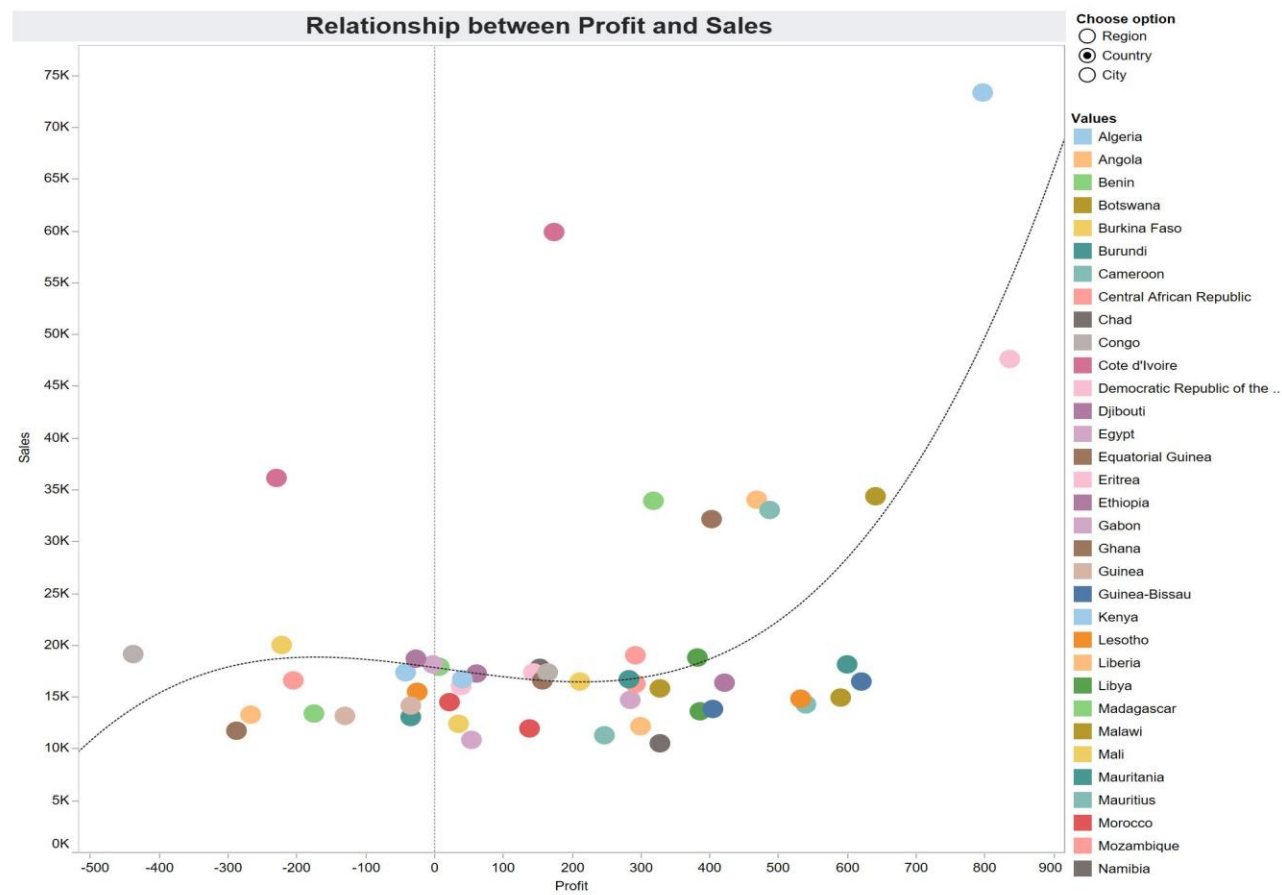
Interactive dashboard for Mobile service showing Profit by City, tied to Profit by Segment and a Profit Trend(As we go from Red to Green profit increases)



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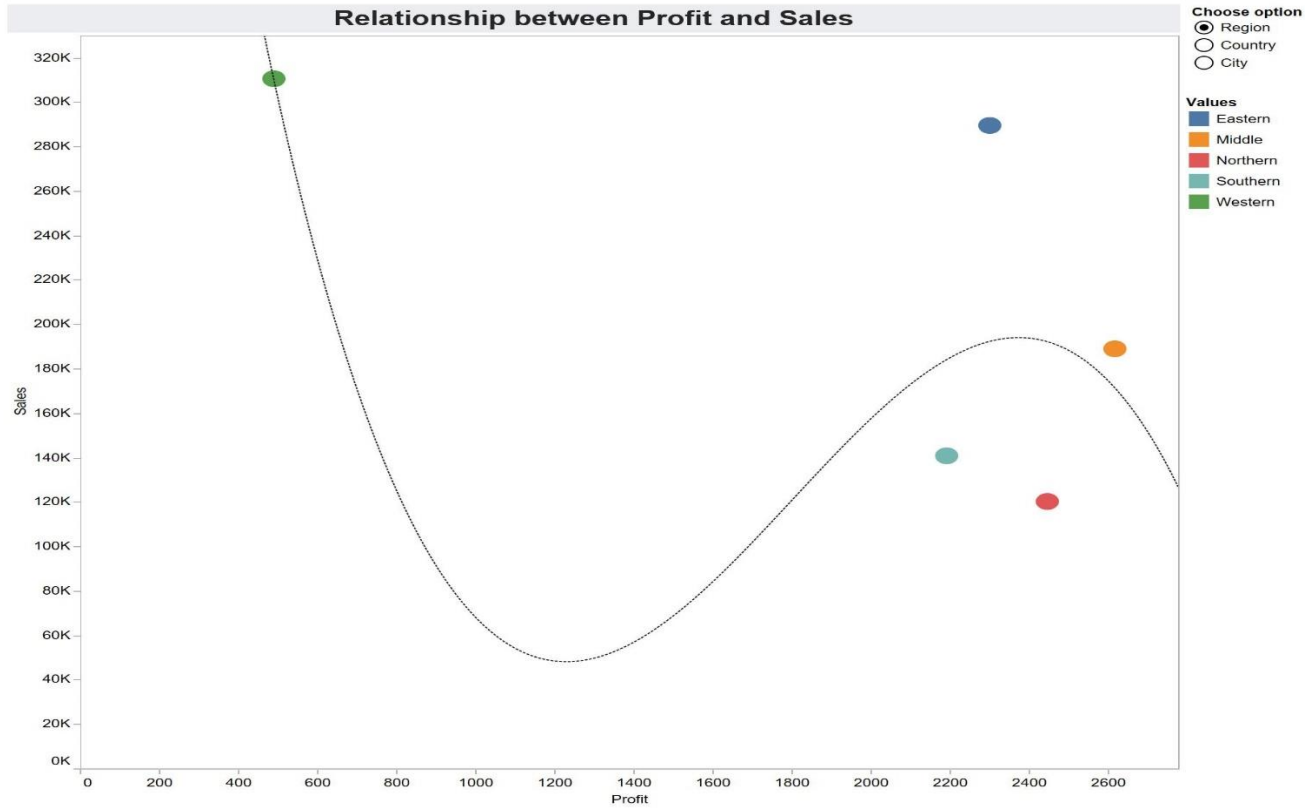
Objective 2:  
Interactive Profit and sales relationship based on user choice of region, country or city  
For reference I am using country first

Figure 1 Based on Country



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Figure 2 Based on Region



## Objective 3

Interactive analysis of contracts sold by each sales person

Visualization:

- 1) Bar Chart Showing the Contracts sold by a Salesperson and Also shows the difference in contracts sold from another sales person.

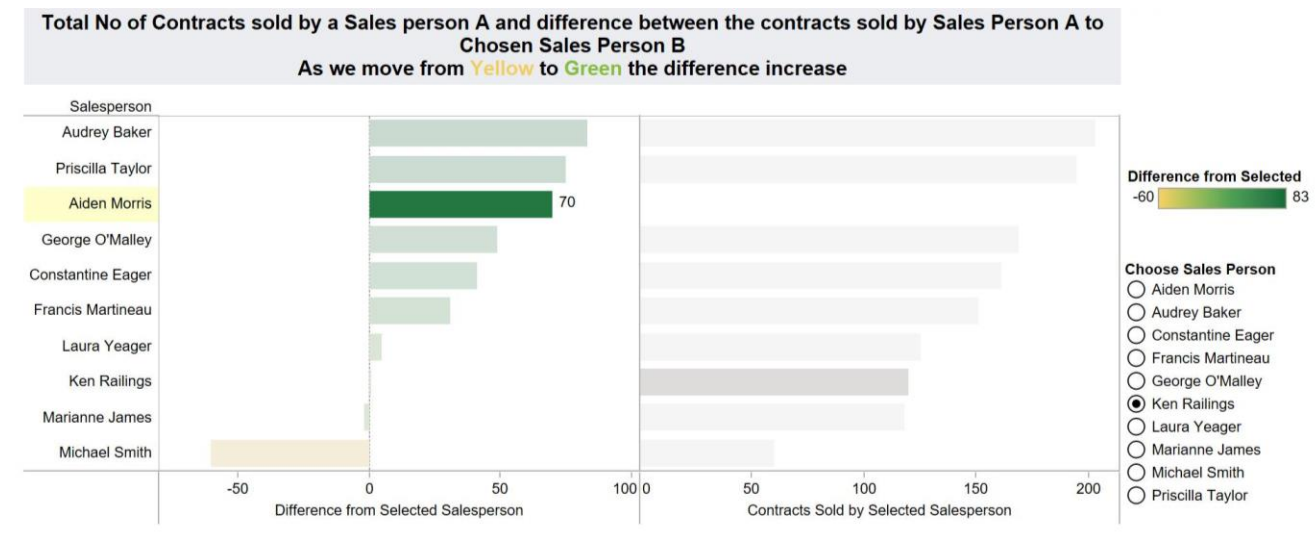
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2) A time, tracking scatterplot which measures salesperson quarterly performance against benchmarks.



For reference we are choosing Aiden Morris as the Sales person whose performance is to measured based on Ken Railings (another Sales person)

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Finding Aiden Morris is better performer than Ken Railings, hovering over the bars gives the exact difference via tooltips.

Below is the time tracking scatter charts showing how the salesperson have performed in every quarter from 2013 to 2016

The reference lines are drawn to analyze their performance based on set targets.

This can be also done for a single sales person by selecting them via above chart

(I recorded my worksheet screen to show the changes, the links for the same are given below)

<https://www.dropbox.com/s/vadde17wtqzq8br/without%20history.mp4?dl=0>

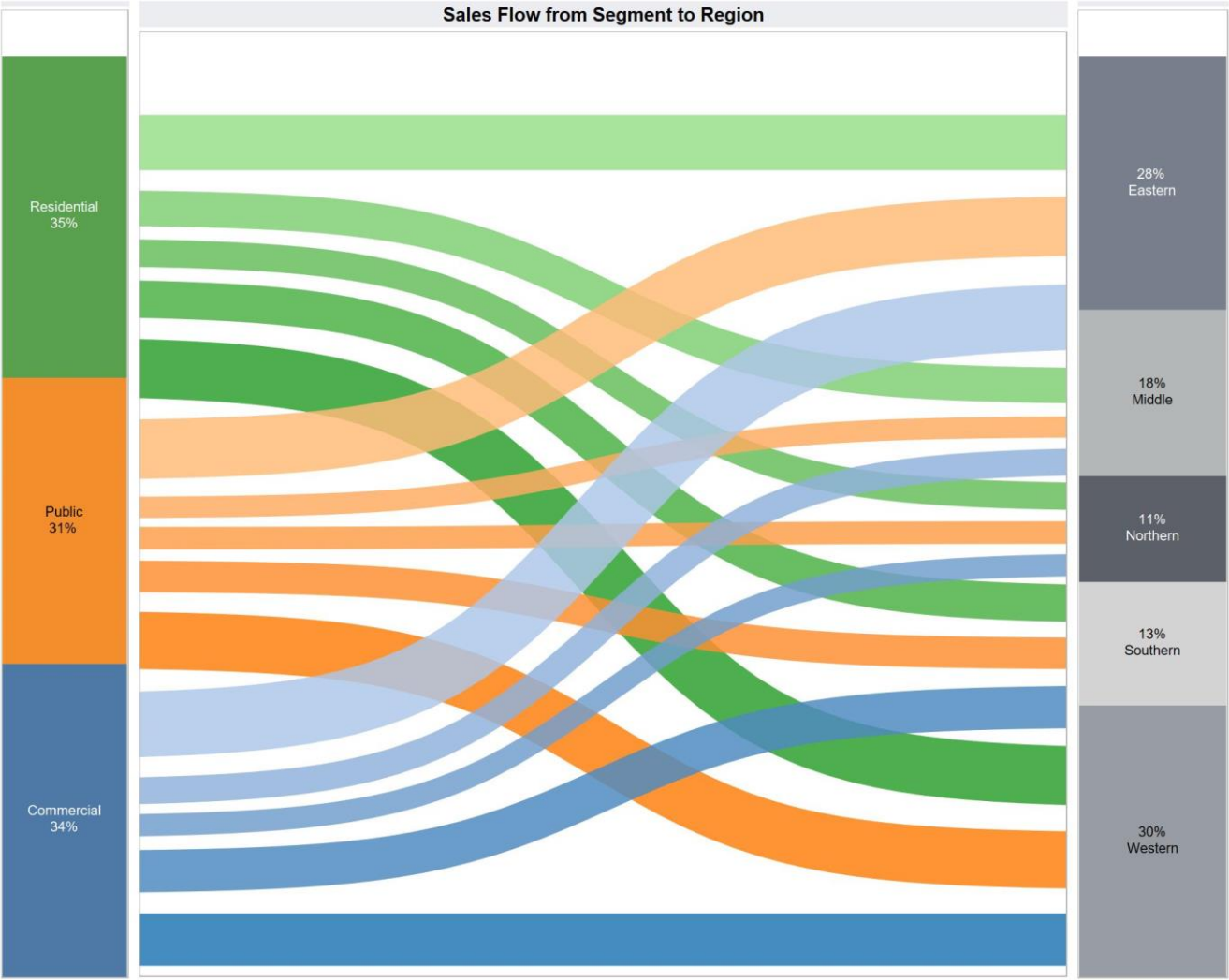
We can also view the changes based on history

<https://www.dropbox.com/s/yha1dk8mmfr0rzm/History.mp4?dl=0>

### Objective 4

This was last objective where I had to show the Sales flow between region and segment.

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hovering over each segment or region shows their respective sales flow highlighted



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