

Investigating Negative Profit (Losses) Generated by the Product Subcategories

Introduction

The Data Analytics Team investigated and found that there is consistent negative profit (loss) with respect to the Product Subcategories.

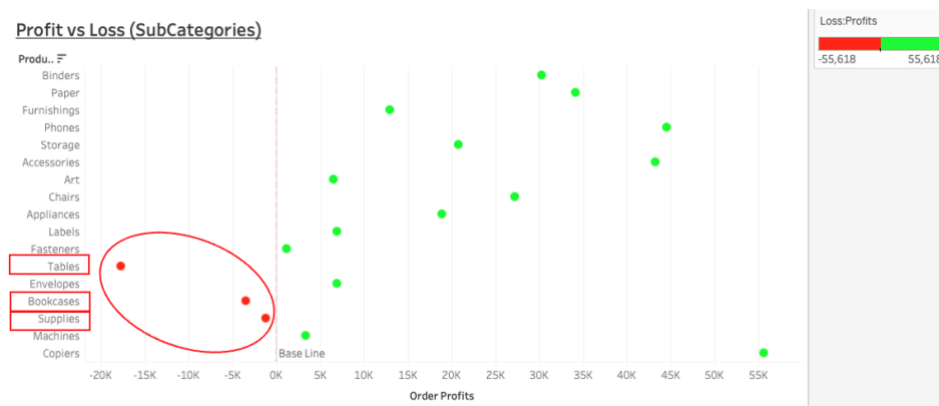
Further analysis of product subcategories across the United States is imperative to elucidate the factors contributing to sustained negative profits. Understanding causative elements is essential for devising targeted remedial measures aimed at restoring profitability and ensuring long-term viability.

Data

The subcategories are composed of 17 types, out of which only 3 subcategories (Tables, Bookcases & Supplies) show negative profit.

While exploring the data, the team found that the subcategory “**Tables**” shows consistent negative profits in the span of 2015 to 2018 totaling **\$17,733**, which is **79.17%** of the total loss, even considering that the subcategory “Tables” generates the 4th highest revenue (**\$206,968**) across all over the United States.

We can clearly observe visualization below, plotting profit vs loss, where the three points on the left side of the base line shows the negative profit scenario.



Also, the table below shows the contribution of the subcategory “**Tables**” in the total revenue and the total losses.

	Total	SubCategory “Table”	Percentage	Rank
Sales	\$2,307,249	\$206,968	8.97%	4th
Loss	\$22,399	\$17,733	79.17%	1st

Recommendations

From the above, a further analysis of the complete data is highly recommended, especially the Specific Products and the Manufacturers to find out root cause of the losses in these subcategories. Research on the Market Trend of this Subcategory is also recommended that can help make clear decisions which may transform the future losses into profits.

Embedded Links:

- [Spreadsheet](#)
- [Presentation Slides](#)
- [SQL queries in Docs](#)