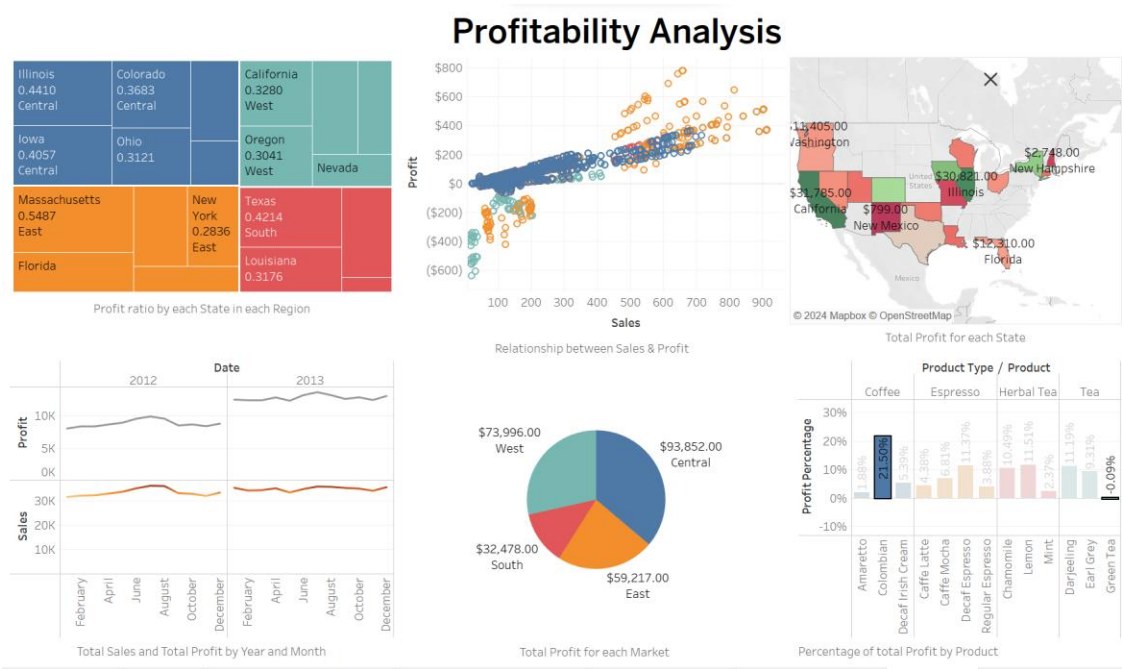
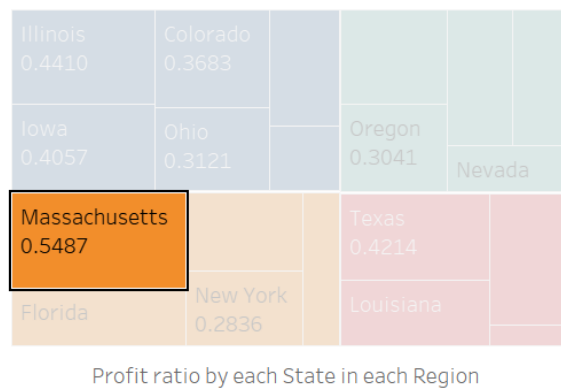


Coffee House Chain Data Visualization

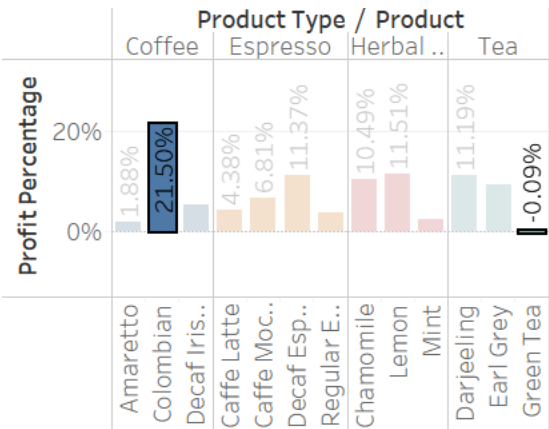
One of the actions I added in the dashboard was source sheet: Map (Total profit by State). This sheet displays total profit on a map, with different regions highlighted. The filter action allows users to interactively explore total profit by clicking on the section of the state in the map. Target sheet: Bar Chart (Percentage of Total Profit by Product), this sheet represents total profit in percentage format by each type of product and product using a bar chart. The bar chart updates to display total profit information only for the selected region. This type of interactivity enhances the user experience and provides a more insightful analysis of the data.



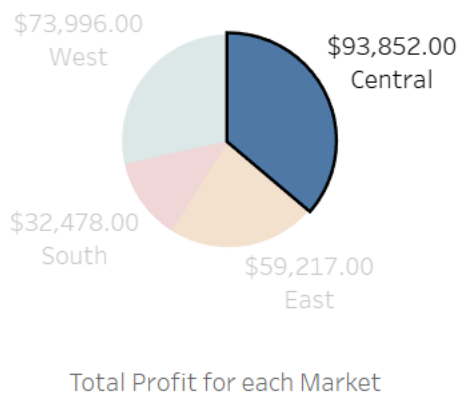
According to the results from the tree map, the state with the highest profit ratio is Massachusetts with 0.5487. This information can be crucial for evaluating the effectiveness of sales and marketing strategies. Knowing which markets and states have the highest profit ratios allows businesses to make informed strategic decisions.



Another discovery using the bar graph, the product with the highest total profit is coffee espresso with a 21.50% profit while green tea has the lowest total profit -0.09%. Identifying the product with the highest total profit helps businesses prioritize and focus on products that contribute significantly to overall revenue. This focus can guide marketing and sales to maximize returns.



Lastly, the following pie chart displays the total profit for each market. The market with the highest total profit was Central region with \$93,852 while South region has the lowest total profit with \$32,478. Focusing on the market with the highest total profit is essential for effective decision-making, resource allocation, and strategic planning. It provides a foundation for sustainable growth and long-term success in a competitive business environment.



Therefore, performing profitability analysis in Tableau offers several advantages for businesses, helping them gain insights into the financial performance of various aspects of their operations. With real-time data visualization and interactivity, Tableau enables quick decision-making based on the latest financial information. This agility is crucial in a rapidly changing business environment.