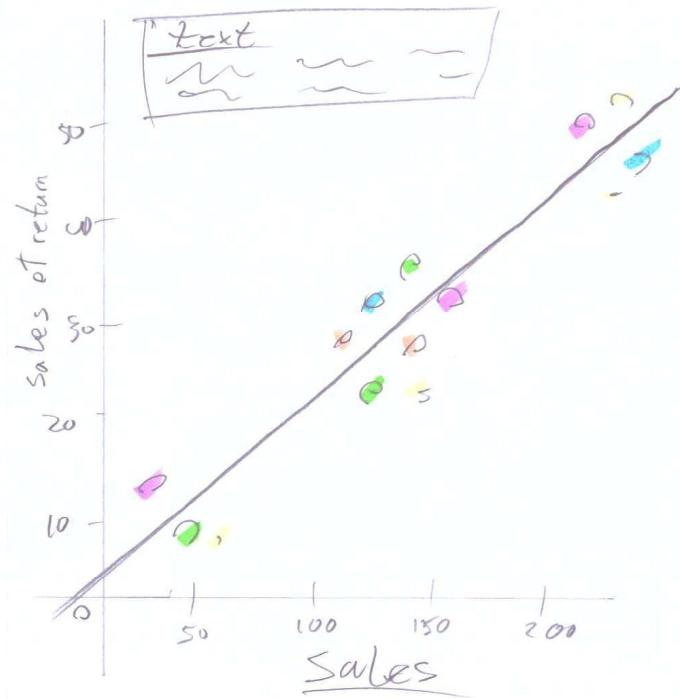


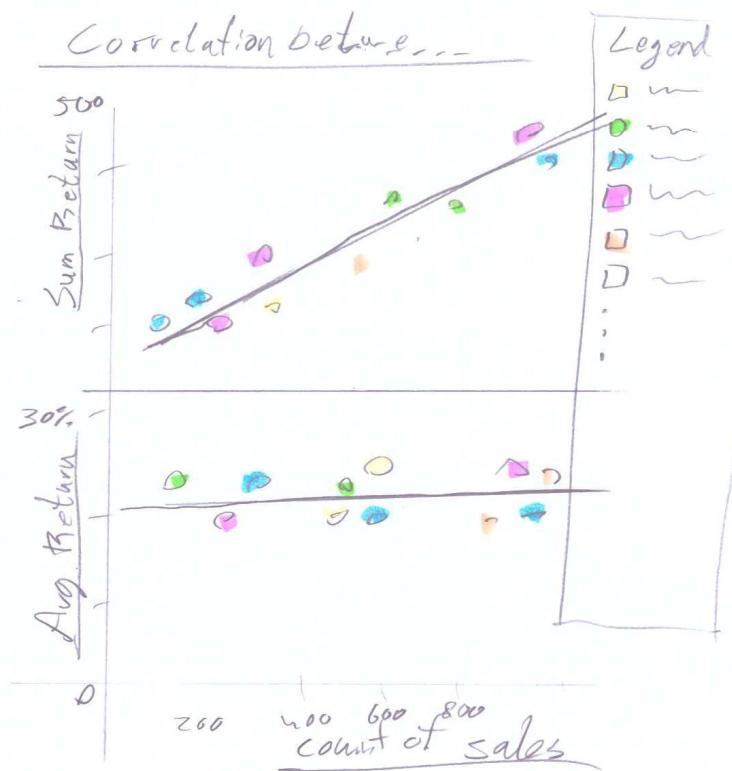
## SP\_04: Dash Board\_MockUP\_01

### Dashboard 01

#### Sales Vs. Sale of Returns



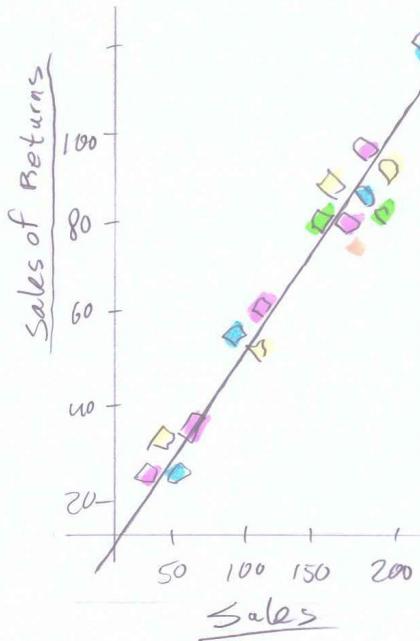
#### Correlation between...



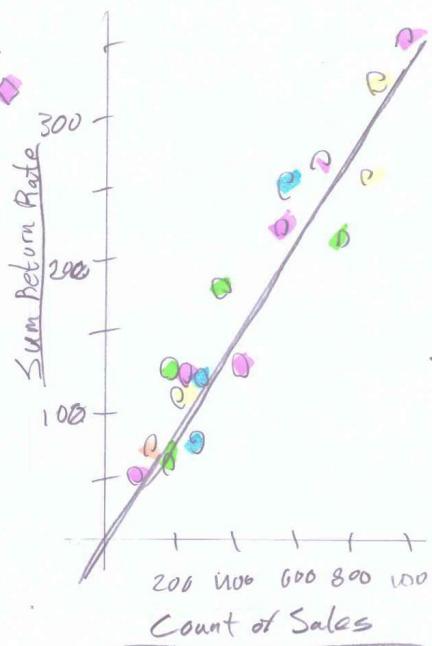
## SP\_04: Dash Board\_MockUP\_02

### Dashboard 02

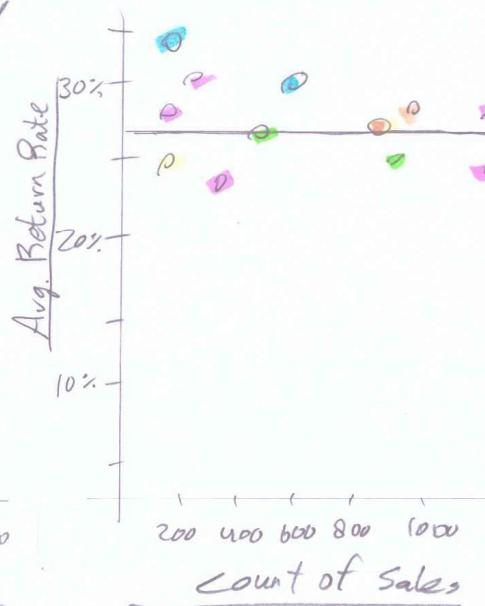
Sales vs. Sales



Correlation between\_Q1



Correlation Between\_Q2

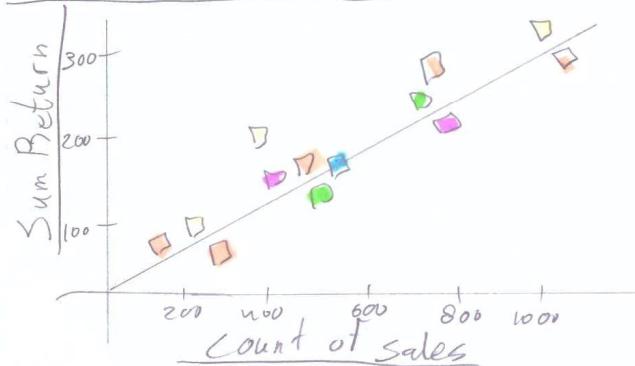


Legend: ■ --- □ --- ▲ --- △ --- ▨ ---

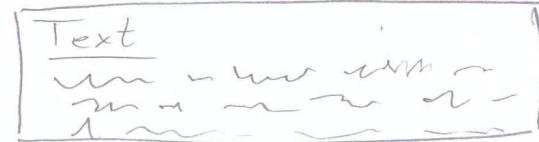
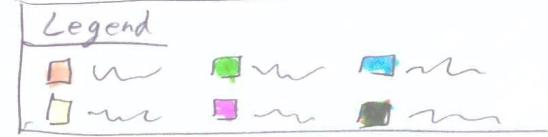
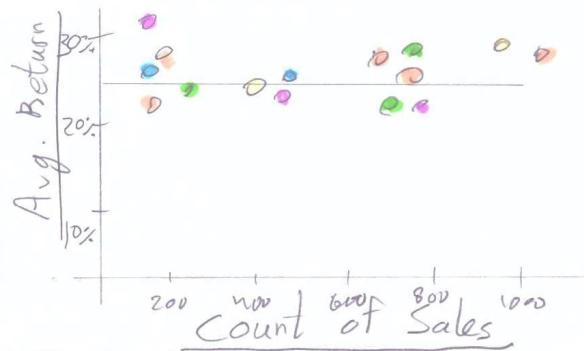
## SP\_04: Dash Board\_MockUP\_03

### Dashboard - 03

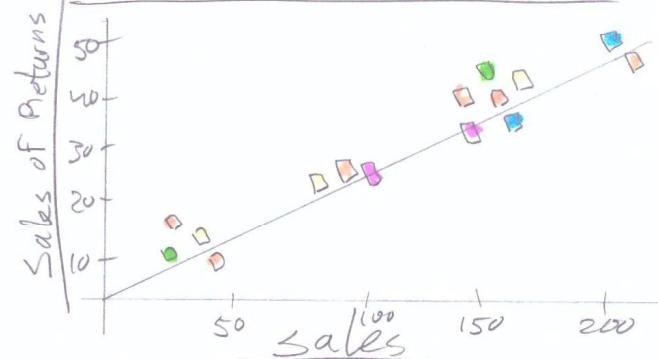
Correlations Between - -



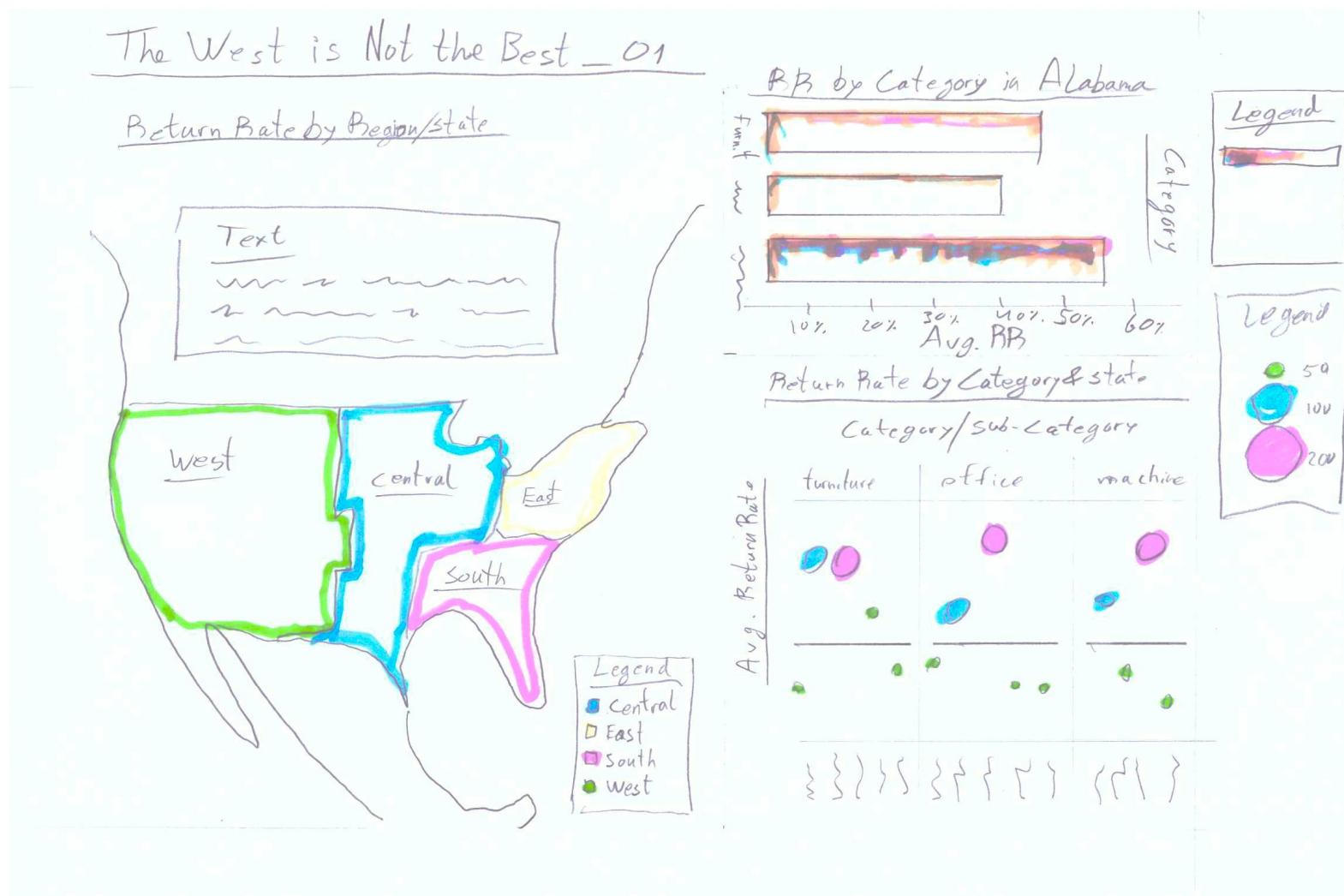
Correlation Between - -



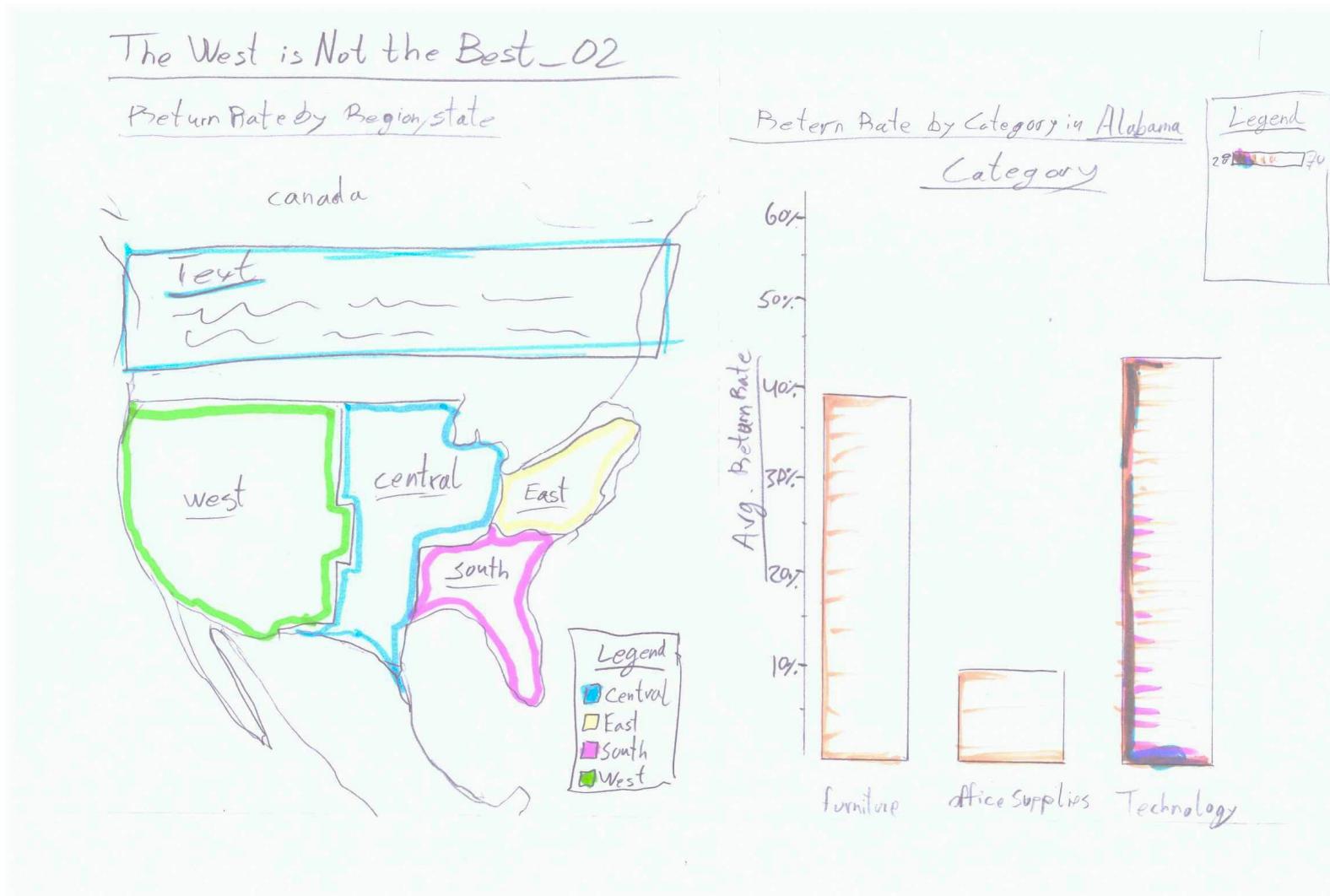
Sales Vs. Sales of Returns



## SP\_07: Dash Board\_MockUP\_01

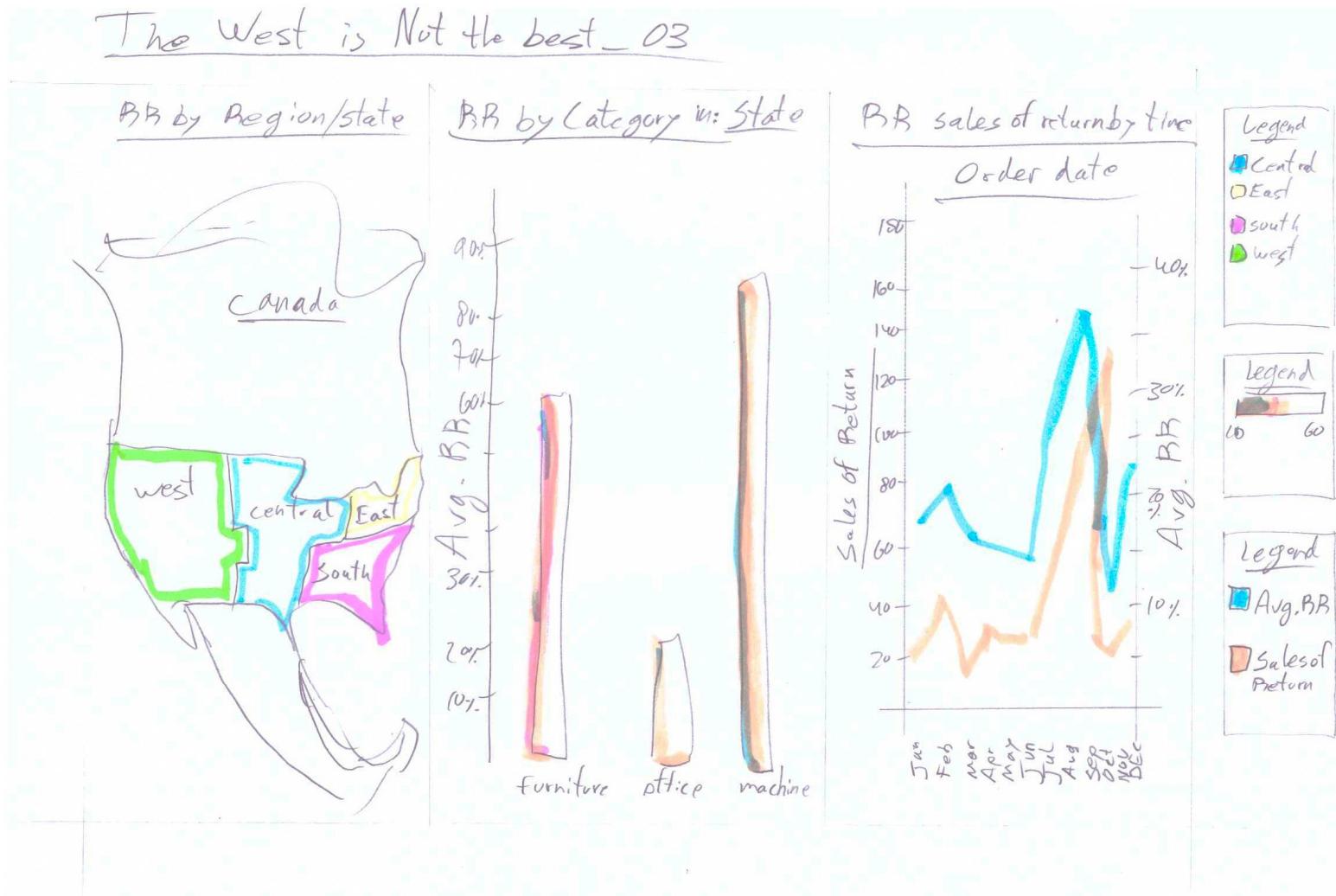


## SP\_07: Dash Board\_MockUP\_02

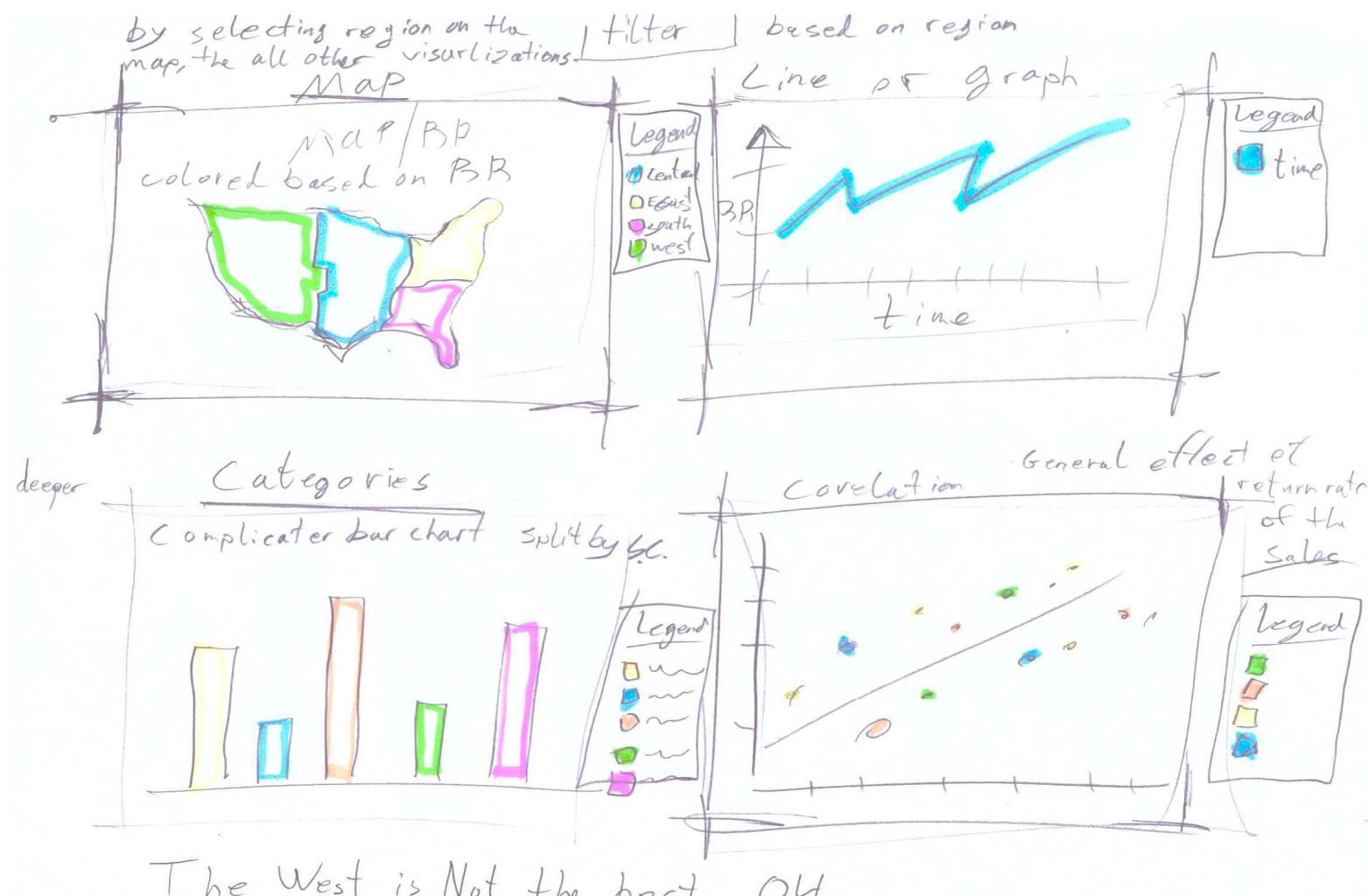


## SP\_07: Dash Board\_MockUP\_03

The West is Not the best\_03



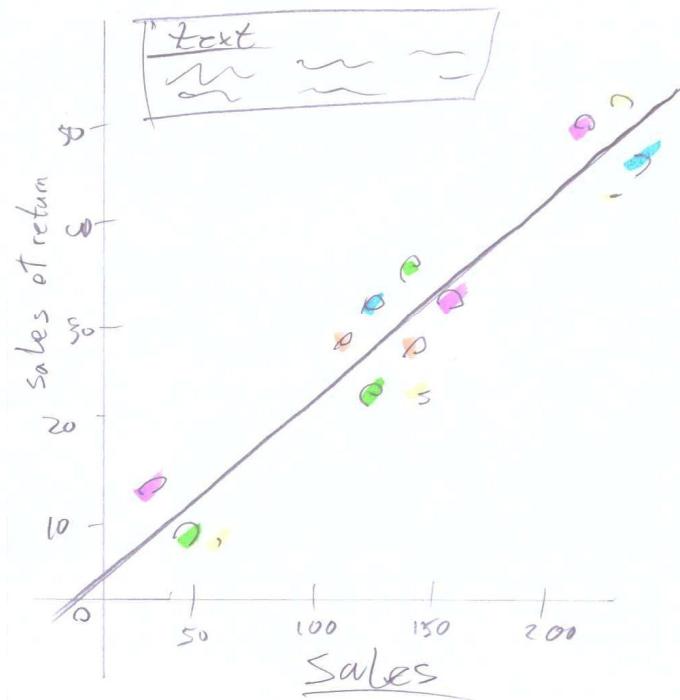
## SP\_07: Dash Board\_MockUP\_04



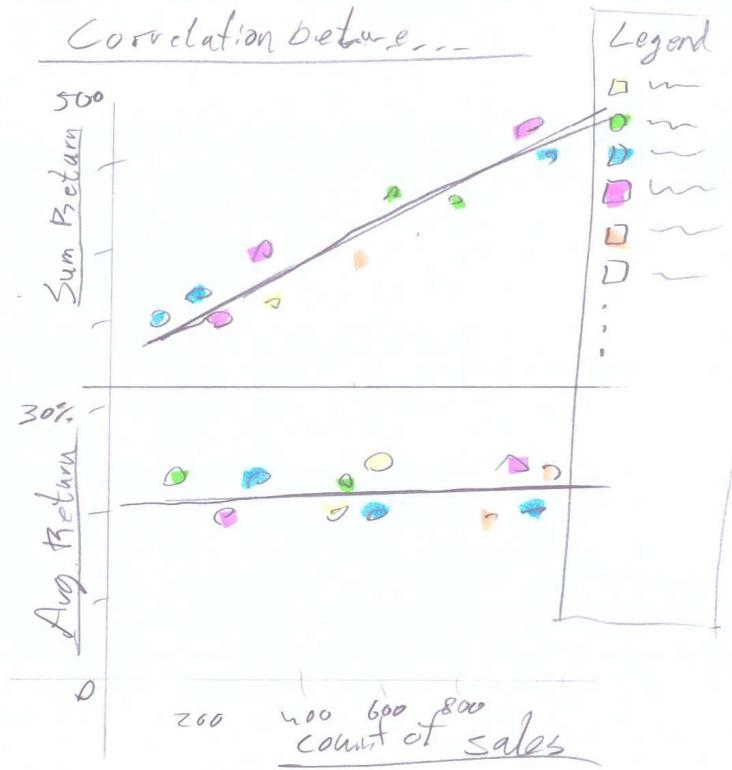
## SP\_04: Dash Board\_MOCK UP\_01 - FINAL CHOOSE

Dashboard 01

Sales Vs. Sale of Returns



Correlation between...



SP\_04: Dash Board\_CONTAINER - FINAL CHOOSE

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File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Show Me

Dashboard Layout

Default Phone Device Preview

Size Automatic

Sheets

- 1.2.6 Sales & ...
- 1.2 Return Rate
- 1.2.3 RR-by-...
- 1.2.2 RR-by-...
- 1.2.6 RR-by-Cat
- 1.2.1 Sum-Sales
- 1.2.1 Cor. Sales...
- 1.2.5 Avg.RR by...
- 1.2.5 Text
- 1.2.6 Sales & ...
- 1.2.4 RR-by-...
- 1.2.2 RR-by-...
- 1.2.4 Map\_RR-...
- 1.2.6 RR & ...
- 1.2.6 RR & ...
- 1.2.6 RR & ...

Objects

- Horizontal Container
- Vertical Container
- A Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page

Tiled Floating Show dashboard title

Empty Container

Text

SP\_04: Containers from Mock Up

Empty Containers

Sales vs. Sale of Returns

Scatter Plot

Correlations between sales and returns

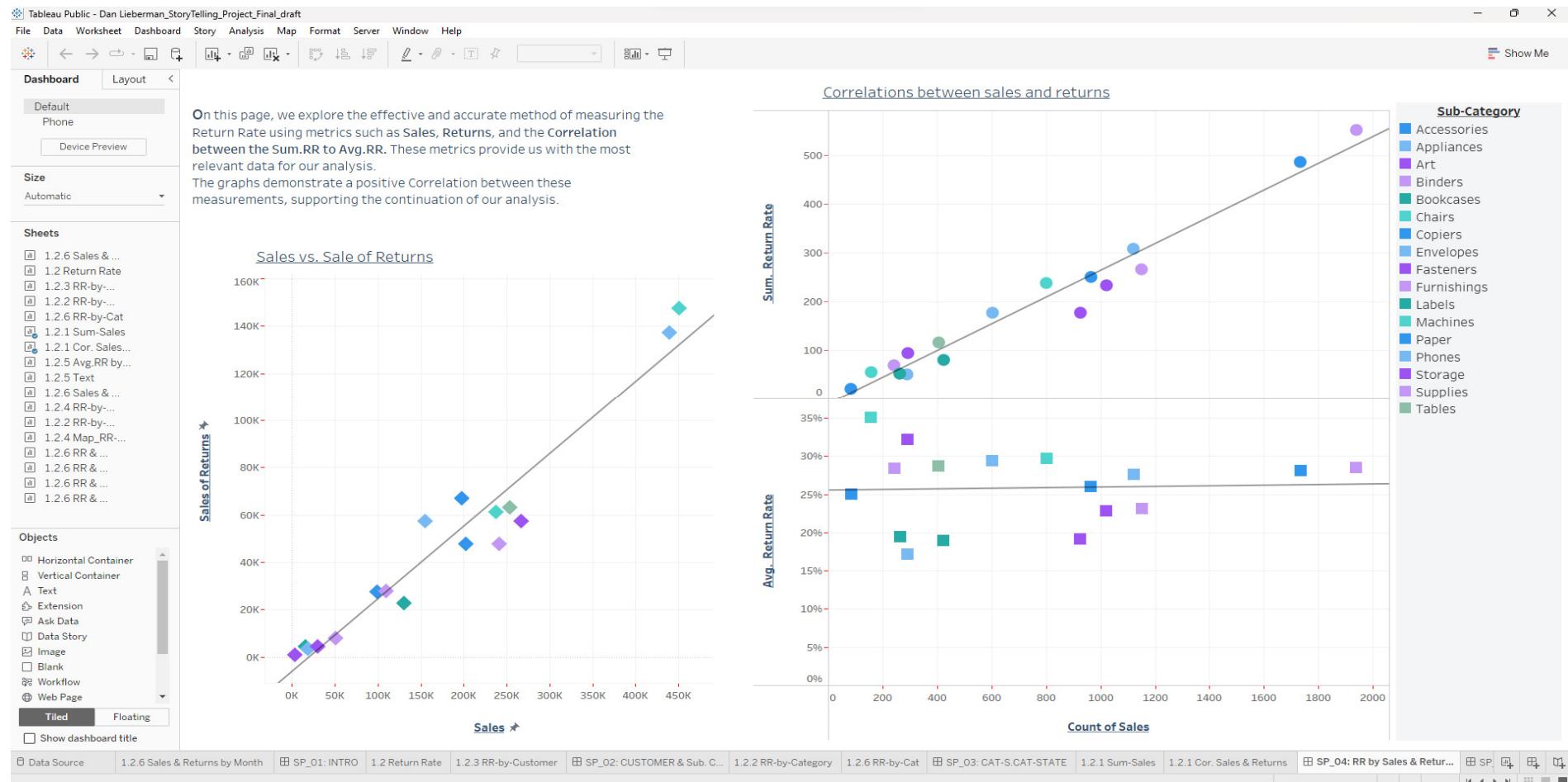
2x Scatter Plots

Legend

SP\_02: CUSTOMER & Sub. C... 1.2.2 RR-by-Category 1.2.6 RR-by-Cat SP\_03: CAT-S.CAT-STATE 1.2.1 Sum-Sales 1.2.1 Cor. Sales & Returns SP\_04: RR by Sales & Returns SP\_04: Container 1.2.5 Avg.RR by Time 1.2.5 Text 1.2.6 Sales & Returns by Time SP\_0

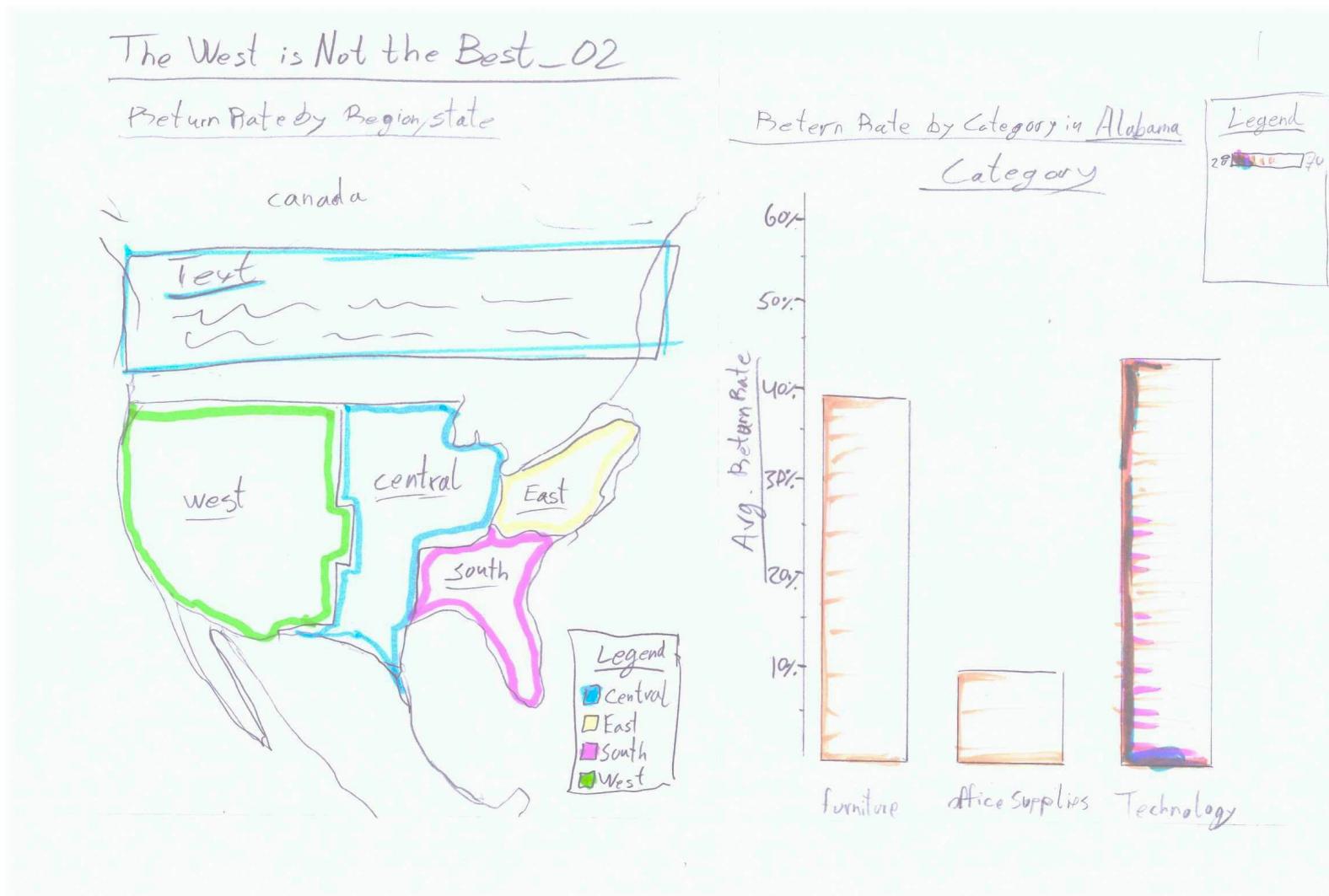
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## SP\_04: Dash Board - FINAL CHOOSE



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## SP\_07: Dash Board\_MOCK UP\_02 - FINAL CHOOSE



## SP\_07: Dash Board\_CONTAINER - FINAL CHOOSE

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Dashboard Layout < Default Phone Device Preview

Size Automatic

Sheets

- 1.2.6 Sales & ...
- 1.2 Return Rate
- 1.2.3 RR-by-...
- 1.2.2 RR-by-...
- 1.2.6 RR-by-Cat
- 1.2.1 Sum-Sales
- 1.2.1 Cor. Sales...
- 1.2.5 Avg.RR by...
- 1.2.5 Text
- 1.2.6 Sales & ...
- 1.2.4 RR-by-...
- 1.2.2 RR-by-...
- 1.2.4 Map\_RR...
- 1.2.6 RR & ...

Objects

- Horizontal Container
- Vertical Container
- Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page

Tiled Floating Show dashboard title

Empty Container

Text

SP\_07: Containers from Mock Up

Empty Containers

Return Rate by Category in: <State\_Name>

BAR CHART

Return Rate by Region/State

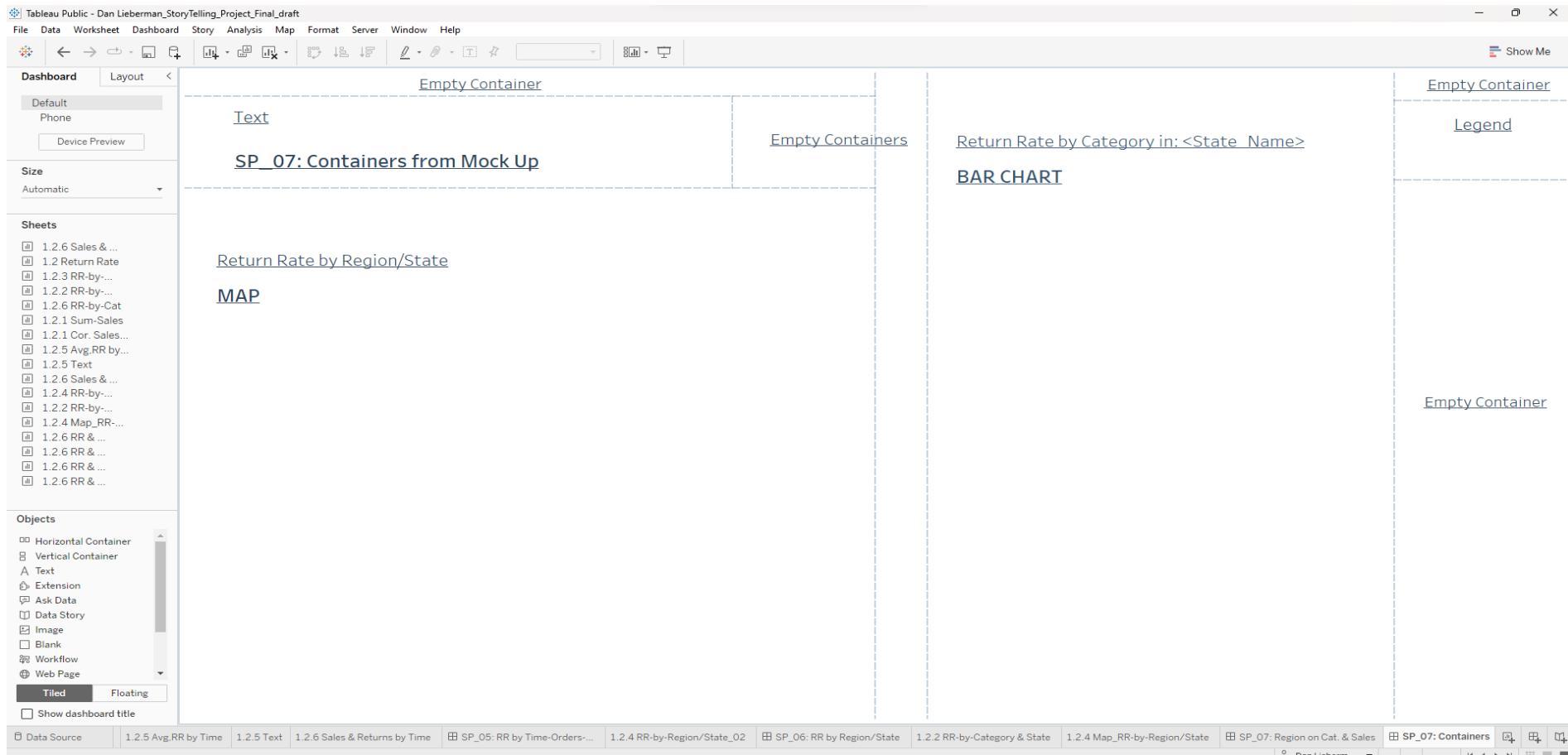
MAP

Legend

Empty Container

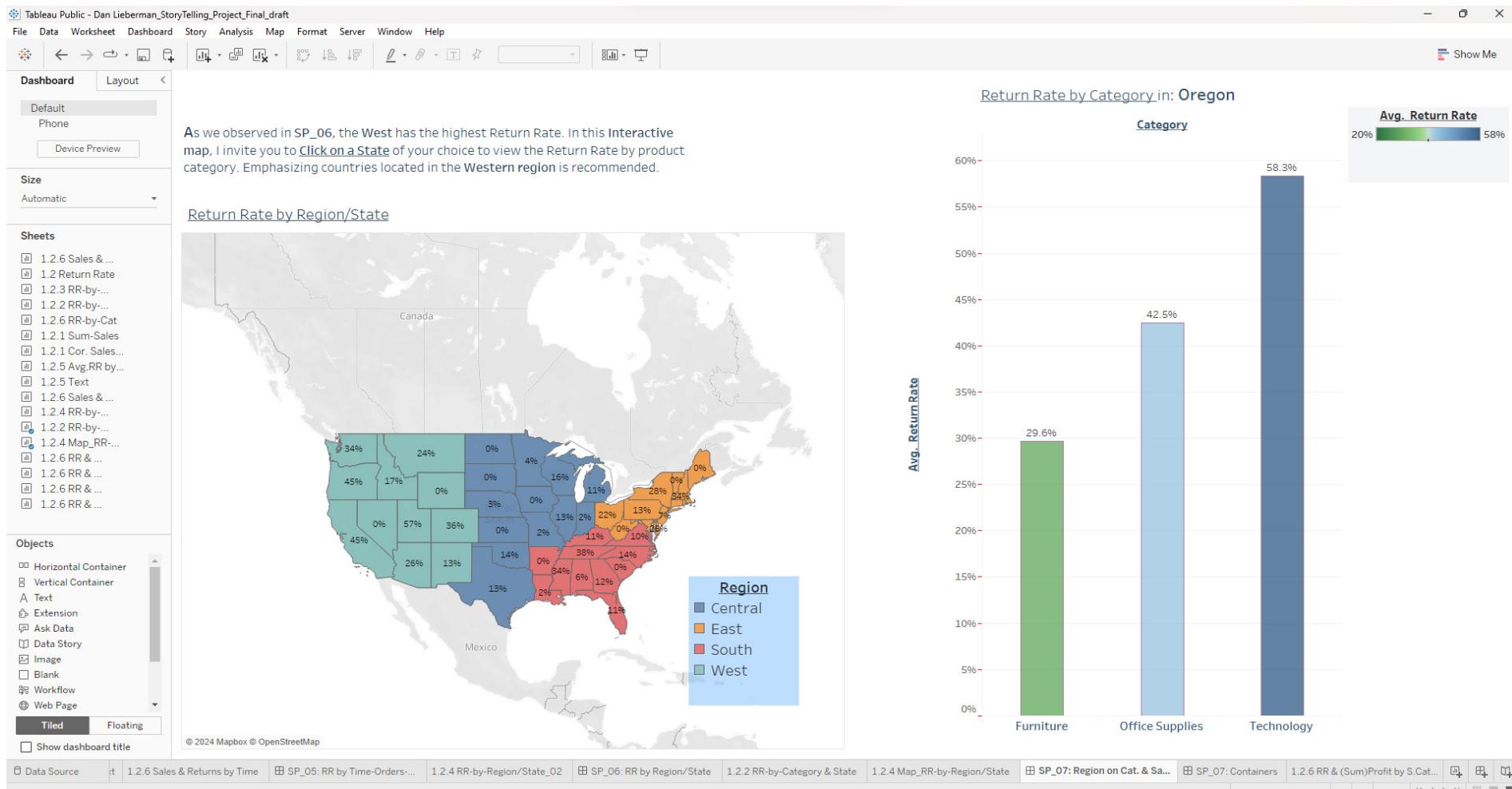
Empty Container

Data Source 1.2.5 Avg.RR by Time 1.2.5 Text 1.2.6 Sales & Returns by Time 1.2.6 Sales & Returns by Time-Orders-... 1.2.4 RR-by-Region/State\_02 1.2.4 RR-by-Region/State 1.2.2 RR-by-Category & State 1.2.4 Map\_RR-by-Region/State 1.2.7 Region on Cat. & Sales 1.2.7 Containers Dan Lieberm...



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## SP\_07: Dash Board - FINAL CHOOSE



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## SP\_01: INTRO - CAPTION DRAFT

Super Store - Return Rate								
SP_01: INTRO Avg. RR + Sum RR Goal   Flow   Conclusion   Recommendations	SP_02: CALCULATED FIELD Return Rate by: Customer   Sub-Category	SP_03: INTERACTIVE Return Rates by: State   Category   Sub-Category	SP_04: SCATERPLOTS Sales Vs. Returns & Correlations	SP_05: TIME MEASURES Month   Week   WeekDay	SP_06: GEO-MAP Return Rate by: Category   Region   State	SP_07: INTERACTIVE Return Rate by: Category   State	SP_08: COMPOSITE CHART RR by: Sub-Cat   Sum Profit & Avg. Profit	SP_09: COMPOSITE CHART RR Vs. Profit by Sub-Cat & Region Product name

(Avg)Return Rate / (Sum)Return Rate / Profit - By Time

### The Goal:

Understanding the root causes of Returns in our SuperStore.

### Story Flow:

We begin by analyzing Return Rates (RR), considering factors such as time trends, customer segments, product categories, and profitability metrics.

As we advance through the Story Points (SP), we compare RR with profitability metrics, such as total Profit and average Profit, to uncover correlations and trends.

Notably, RR are significantly higher in the West Region, indicating potential product issues in this area.

### Conclusions:

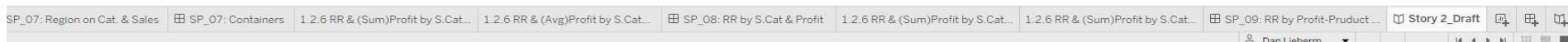
The data does not provide a clear explanation for RR. Further analysis is needed, focusing on product Categories and specific products.

### Recommendations:

Given the higher RRs in the West region, it is recommended to:

- Conduct work sessions and quarterly meetings with regional managers to address this and other regional discrepancies.
- Additional data should be incorporated to gain further insights into these issues.
- It is also advisable to conduct customer satisfaction surveys for products, with a particular focus on Tables and Machines.

In the upper right graph, there is a noticeable correlation between the average Return Rate (Avg RR) and the total Return Rate (Sum RR). Particularly high values are observed in August, September, and December. Upon comparing this data with the lower graph depicting profits (Sum Profit) during those months, it is evident that a more thorough examination is required for these periods to minimize returns and maximize profits.



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## SP\_02: CALCULATED FIELD - CAPTION DRAFT

Super Store - Return Rate								
SP_01: INTRO Avg. RR - Sum RR Goal   Flow   Conclusion  Recommendations	SP_02: CALCULATED FIELD Return Rate by: Customer   Sub- Category	SP_03: INTERACTIVE Return Rates by: State  Category  Sub- Category	SP_04: SCATERPLOTS Sales Vs. Returns & Correlations	SP_05: TIME MEASURES Month   Week   WeekDay	SP_06: GEO-MAP Return Rate by: Category   Region   State	SP_07: INTERACTIVE Return Rate by: Category   State	SP_08: COMPOSITE CHART RR by: Sub- Category Vs. Sum Profit & Avg. Profit	SP_09: COMPOSITE CHART RR Vs. Profit by Sub-Cat & Region Product name

[Return Rate by Customer](#)

[Avg. Return Rate by Sub-Category](#)

On this page and the following two pages, we conducted various tests on the Return Rate\* against different parameters. This approach allowed us to gain initial insights and a broad understanding of the Return Rate, as well as explore other avenues in our analysis story.

\* For this page we have implemented a Calculated Field to compute the Return Rate as a percentage. This metric is crucial for our analysis and has been extensively used and validated.

SP_07: Region on Cat. & Sales	SP_07: Containers	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Avg)Profit by S.Cat...	SP_08: RR by S.Cat & Profit	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Sum)Profit by S.Cat...	SP_09: RR by Profit-Product ...	Story 2_Draft	Print	Print	Print
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## SP\_03: INTERACTIVE - CAPTION DRAFT

Super Store - Return Rate								
SP_01: INTRO Avg. RR - Sum RR Goal   Flow   Conclusion  Recommendations	SP_02: CALCULATED FIELD Return Rate by: Customer   Sub- Category	SP_03: INTERACTIVE Return Rates by: State   Category   Sub- Category	SP_04: SCATERPLOTS Sales Vs. Returns & Correlations	SP_05: TIME MEASURES Month   Week   WeekDay	SP_06: GEO-MAP Return Rate by: Category   Region   State	SP_07: INTERACTIVE Return Rate by: Category   State	SP_08: COMPOSITE CHART RR by: Sub- Category Vs. Sum Profit & Avg. Profit	SP_09: COMPOSITE CHART RR Vs. Profit by Sub-Cat & Region Product name

[Return Rate by Category](#)

[Return Rate by Category & State](#)

On this page, we further explore the reasons for a high Return Rate. On the left side, a bar chart illustrates the overall Return Rate by category. On the right side, a table provides a detailed view of the Return Rate by categories and subcategories, with the option to [Choose State](#) using the attached filter.

SP_07: Region on Cat. & Sales	SP_07: Containers	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Avg)Profit by S.Cat...	SP_08: RR by S.Cat & Profit	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Sum)Profit by S.Cat...	SP_09: RR by Profit-Product ...	Story 2_Draft	+	+	+
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## SP\_04: SCATTER PLOTS - CAPTION DRAFT

<u>Super Store - Return Rate</u>								
SP_01: INTRO Avg. RR - Sum RR Goal   Flow   Conclusion  Recommendations	SP_02: CALCULATED FIELD Return Rate by: Customer   Sub-Category	SP_03: INTERACTIVE Return Rates by: State   Category   Sub-Category	SP_04: SCATERPLOTS Sales Vs. Returns & Correlations	SP_05: TIME MEASURES Month   Week   WeekDay	SP_06: GEO-MAP Return Rate by: Category   Region   State	SP_07: INTERACTIVE Return Rate by: Category   State	SP_08: COMPOSITE CHART RR by: Sub-Catogty Vs. Sum Profit & Avg. Profit	SP_09: COMPOSITE CHART RR Vs. Profit by Sub-Cat & Region Product name

On this page, we explore the effective and accurate method of measuring the Return Rate using metrics such as Sales, Returns, and the Correlation between the Sum.RR to Avg.RR. These metrics provide us with the most relevant data for our analysis.

The graphs demonstrate a positive Correlation between these measurements, supporting the continuation of our analysis.

### Correlations between sales and returns

#### Sales vs. Sale of Returns

SP_07: Region on Cat. & Sales	SP_07: Containers	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Avg)Profit by S.Cat...	SP_08: RR by S.Cat & Profit	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Sum)Profit by S.Cat...	SP_09: RR by Profit-Pruduct ...	Story 2_Draft	+	+	1
Dan Lieberman...											

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## SP\_05: TIME MEASURES - CAPTION DRAFT

### Super Store - Return Rate

SP_01: INTRO Avg. RR - Sum RR Goal   Flow   Conclusion  Recommendations	SP_02: CALCULATED FIELD Return Rate by: Customer   Sub-Category	SP_03: INTERACTIVE Return Rates by: State   Category   Sub-Category	SP_04: SCATERPLOTS Sales Vs. Returns & Correlations	SP_05: TIME MEASURES Month   Week   WeekDay	SP_06: GEO-MAP Return Rate by: Category   Region   State	SP_07: INTERACTIVE Return Rate by: Category   State	SP_08: COMPOSITE CHART RR by: Sub-Category Vs. Sum Profit & Avg. Profit	SP_09: COMPOSITE CHART RR Vs. Profit by Sub-Cat & Region Product name
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This page displays the Return Rate based on time measurements: month, week, and day of the week.  
In the left graph, we observe the relationship between the Return Rate and the Sales of Return across the months of the year.  
In the right graph, we can further enhance our understanding by [Choose the Time Measure](#) for the Return Rate as desired.

#### Average Return Rate by: Month

[Return Rate/Sales of Return by Time](#)

SP_07: Region on Cat. & Sales	SP_07: Containers	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Avg)Profit by S.Cat...	SP_08: RR by S.Cat & Profit	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Sum)Profit by S.Cat...	SP_09: RR by Profit-Product ...	Story 2_Draft	+	+	+
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## SP\_06: GEO-MAP - CAPTION DRAFT

Super Store - Return Rate								
SP_01: INTRO Avg. RR + Sum RR Goal   Flow   Conclusion   Recommendations	SP_02: CALCULATED FIELD Return Rate by: Customer   Sub- Category	SP_03: INTERACTIVE Return Rates by: State  Category   Sub- Category	SP_04: SCATERPLOTS Sales Vs. Returns & Correlations	SP_05: TIME MEASURES Month   Week   WeekDay	SP_06: GEO-MAP Return Rate by: Category   Region   State	SP_07: INTERACTIVE Return Rate by: Category   State	SP_08: COMPOSITE CHART RR by: Sub- Categoty Vs. Sum Profit & Avg. Profit	SP_09: COMPOSITE CHART RR Vs. Profit by Sub-Cat & Region Product name

### Return Rate by Region & State

In the geographic context of our map visualization, it's clear that states in the western region demonstrate the Highest Return Rate, as shown by the line thickness\*. This highlights the importance of implementing strategic measures to address Return Rate challenges and enhance profitability, especially in the West Region.

\* In this map, a direct correlation exists between line thickness and Return Rate, with thicker lines representing higher Return Rates.



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## SP\_07: INTERACTIVE - CAPTION DRAFT

Super Store - Return Rate								
SP_01: INTRO Avg. RR - Sum RR Goal   Flow   Conclusion   Recommendations	SP_02: CALCULATED FIELD Return Rate by: Customer   Sub-Category	SP_03: INTERACTIVE Return Rates by: State   Category   Sub-Category	SP_04: SCATERPLOTS Sales Vs. Returns & Correlations	SP_05: TIME MEASURES Month   Week   WeekDay	SP_06: GEO-MAP Return Rate by: Category   Region   State	SP_07: INTERACTIVE Return Rate by: Category   State	SP_08: COMPOSITE CHART RR by: Sub-Categoty Vs. Sum Profit & Avg. Profit	SP_09: COMPOSITE CHART RR Vs. Profit by Sub-Cat & Region Product name

### Return Rate by Category in:

As we observed in SP\_06, the West has the highest Return Rate. In this **Interactive** map, I invite you to [Click on a State](#) of your choice to view the Return Rate by product category. Emphasizing countries located in the Western region is recommended.

[Return Rate by Region/State](#)

SP_07: Region on Cat. & Sales	SP_07: Containers	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Avg)Profit by S.Cat...	SP_08: RR by S.Cat & Profit	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Sum)Profit by S.Cat...	SP_09: RR by Profit-Product ...	Story 2_Draft	+	+	+
								Dan Lieberm...			

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## SP\_08: COMPOSITE CHARTS - CAPTION DRAFT

Super Store - Return Rate								
SP_01: INTRO Avg. RR - Sum RR Goal   Flow   Conclusion  Recommendations	SP_02: CALCULATED FIELD Return Rate by: Customer   Sub-Category	SP_03: INTERACTIVE Return Rates by: State  Category  Sub-Category	SP_04: SCATERPLOTS Sales Vs. Returns & Correlations	SP_05: TIME MEASURES Month   Week   WeekDay	SP_06: GEO-MAP Return Rate by: Category   Region   State	SP_07: INTERACTIVE Return Rate by: Category   State	SP_08: COMPOSITE CHART RR by: Sub-Catogty Vs. Sum Profit & Avg. Profit	SP_09: COMPOSITE CHART RR Vs. Profit by Sub-Cat & Region Product name

[Return Rate vs. \(SUM\) Profit by Sub-Category](#)

[Return Rate vs. \(AVG.\) Profit by Sub-Category](#)

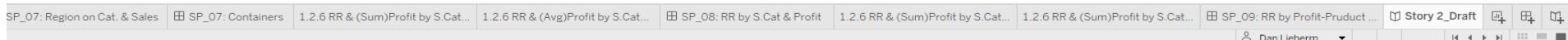
Given the unusual data observed in the West Region during our analysis, further investigation is necessary. We have continued to explore additional parameters, which are presented on this page.

In the Right graph, we tested the Return Rate against the Average Profit, while in the Left graph, we tested it against the Sum Profit.

These analyses led us to focus on two specific Sub-Categories:

**Tables:** This Sub-Category exhibited significantly lower profits compared to others, both in terms of Sum Profit and Ave. Profit.

**Machines:** This Sub-Category showed the highest Return Rate and one of the highest losses among the five least profitable sub-categories.



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## SP\_09: COMPOSITE CHARTS - CAPTION DRAFT

Super Store - Return Rate								
SP_01: INTRO Avg. RR - Sum RR Goal   Flow   Conclusion   Recommendations	SP_02: CALCULATED FIELD Return Rate by: Customer   Sub-Category	SP_03: INTERACTIVE Return Rates by: State   Category   Sub-Category	SP_04: SCATERPLOTS Sales Vs. Returns & Correlations	SP_05: TIME MEASURES Month   Week   WeekDay	SP_06: GEO-MAP Return Rate by: Category   Region   State	SP_07: INTERACTIVE Return Rate by: Category   State	SP_08: COMPOSITE CHART RR by: Sub-Catogty Vs. Sum Profit & Avg. Profit	SP_09: COMPOSITE CHART RR Vs. Profit by Sub-Cat & Region Product name

[Return Rate vs. \(SUM\) Profit by Sub-Category & Region](#)

On this page, we have filtered the five Sub-Categories displaying the lowest profits, as we observed on page SP\_08.

Of particular interest are the Inconsistencies and Potential Outliers clearly identified in the graphs representing the Sub-Categories: Tables and Machines.

From this analysis, the clear conclusion is drawn that to identify the Root Causes of Returns, further examination of these Sub-Categories is necessary. It is essential to delve deeper into the analysis and even scrutinize specific products within the Tables and Machines Sub-Categories.

[Return Rate vs. \(SUM\) Profit by Sub-Category & Product Name](#)

SP_07: Region on Cat. & Sales	SP_07: Containers	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Avg)Profit by S.Cat...	SP_08: RR by S.Cat & Profit	1.2.6 RR & (Sum)Profit by S.Cat...	1.2.6 RR & (Sum)Profit by S.Cat...	SP_09: RR by Profit-Product ...	Story 2_Draft	+	+	+
								Dan Lieberm...			

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