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TripleTen- Sprint-04 Storytelling with Tableau- Project

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*Links to the story presentations provided further in this document (3 pages).

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 sales 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, **Return Rates are significantly higher in the West Region**, indicating potential product issues in this area.

Towards the end of our analysis, we will **identify potential outliers and anomalies in the Return Rates of Tables and Machines**.

Conclusions:

Further analysis is required - as the data currently does not offer a clear explanation for the Return Rate (**RR**). This deeper examination should focus on product categories and specific products to uncover underlying factors.

Examining the Return Rate data in relation to the **Gender of customers** is an intriguing prospect. It is highly likely that this analysis will uncover significant insights that could enhance our understanding of the reasons behind the high Return Rate in the specified regions and subcategories.

Recommendations:

Given the higher Return Rates (RRs) in the **West region**, especially concerning **Tables and Machines**, the following actions are recommended:

1. Conduct **Work sessions** and quarterly meetings with **Regional managers** to address this issue, as well as other regional discrepancies.
2. Conduct **Customer satisfaction surveys** for products, with a particular focus on Tables and Machines.
3. Incorporate additional data to gain further insights into these issues.
4. It is highly recommended to **enhance the superstore database by including the Gender of customers**. This addition will allow for more comprehensive tests and more precise conclusions to be drawn.

Presentation content:

1. A file and a link to the **Final Story** on Tableau Public:

1.1. Final Story PDF- File:

Dan Lieberman_Tableau_Storytelling_Project_Final.pdf

1.2. Link to Tableau Public:

https://public.tableau.com/views/DanLieberman_Tableau_Storytelling_Project_Final/Super-Store_RR_Story?:language=en-US&:sid=&:display_count=n&:origin=viz_share_link

2. A file and a link to the **Final Story DRAFT** (includes: MockUPs, Empty Container Templates, Finalized DashBoards, and Captions Draft), on Tableau Public:

2.1. Final Story Draft- PDF File:

Dan Lieberman_Tableau_Storytelling_Project_Final_DRAFT.pdf

2.2. Link to Tableau Public:

https://public.tableau.com/views/DanLieberman_Tableau_Storytelling_Project_Final_DRAFT/Story2_Draft?:language=en-US&:sid=&:display_count=n&:origin=viz_share_link

ZIP archive content:

1. 1 PDF file- project document (the current document)
2. 1 PDF file – Final Story
3. 1 PDF file – Final Story Draft
4. 1 README.md file – Link to presentations (Dan Lieberman README.md)

Thank you very much,

Dan Lieberman