

1. Introduction to the Analysis

The dashboards created using Tableau from the SuperStore dataset provides a comprehensive perspective on the financial losses incurred by the company throughout its many operations. This analytical review reveals critical regions and product categories where the business is encountering financial obstacles. By viewing these dashboards (Analysed), focus groups will be the senior management team, which includes financial analysts, regional managers, and strategic planners, can employ this knowledge to reduce risks and develop recovery solutions.

2. Dashboards

Top 10 declining companies generated Loss in USD by Region and Manufacturers

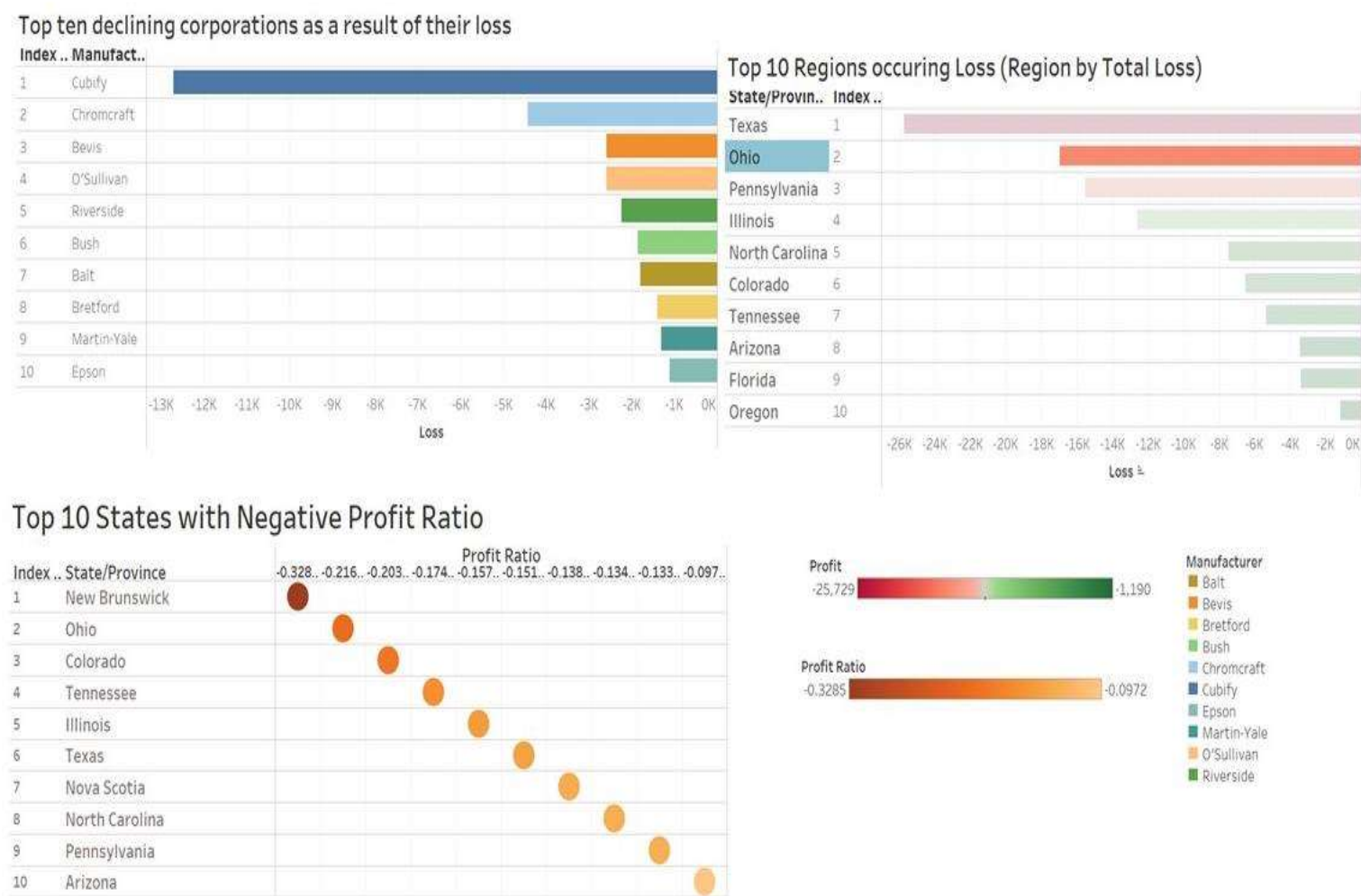


Fig 1: Top 10 declining companies generated Loss in USD by Region and Manufacturers

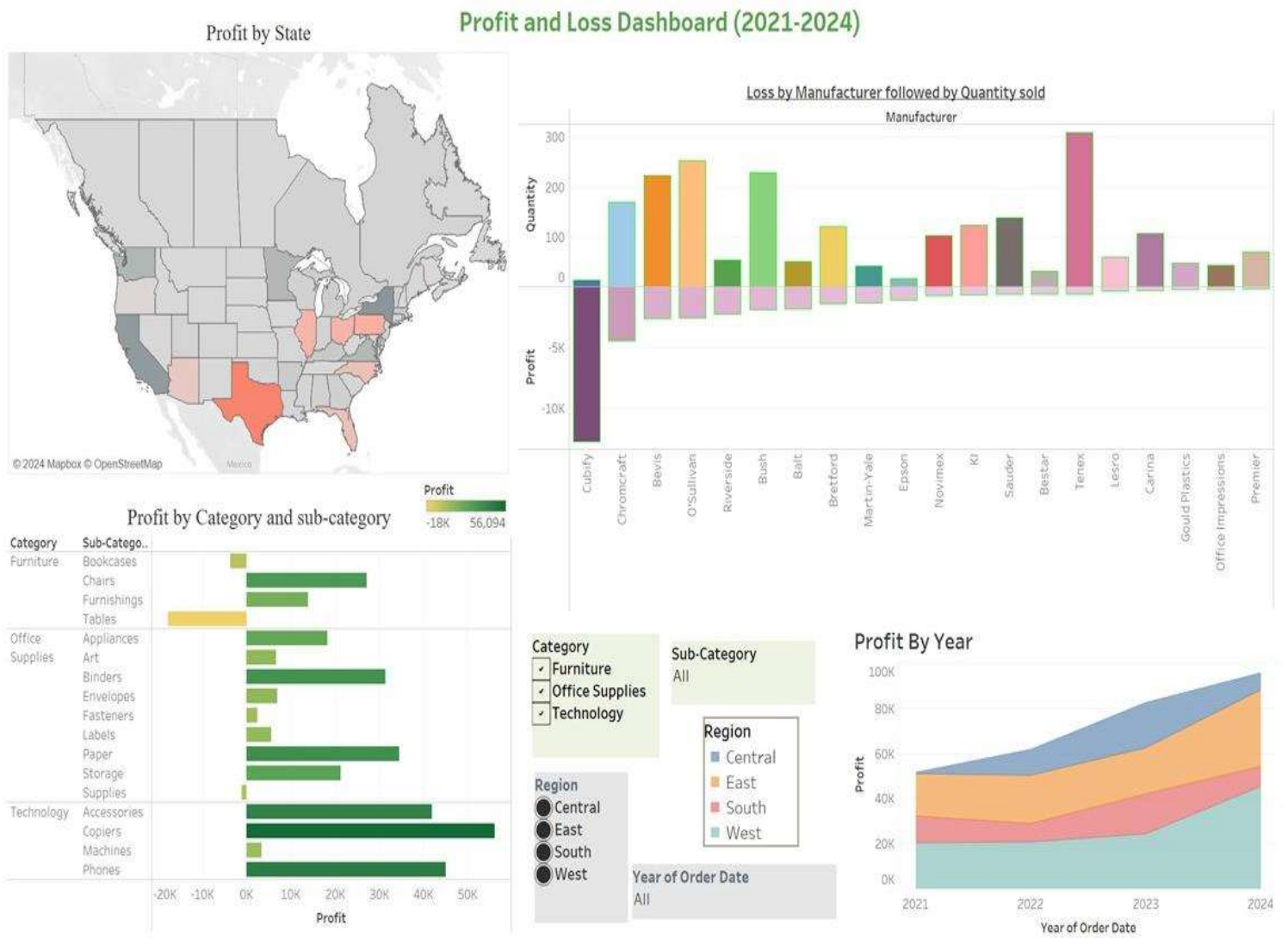


Fig 2: Profit and Loss Dashboard (2021-2024)

Top 10 highest profit generated by Region and Manufacturers

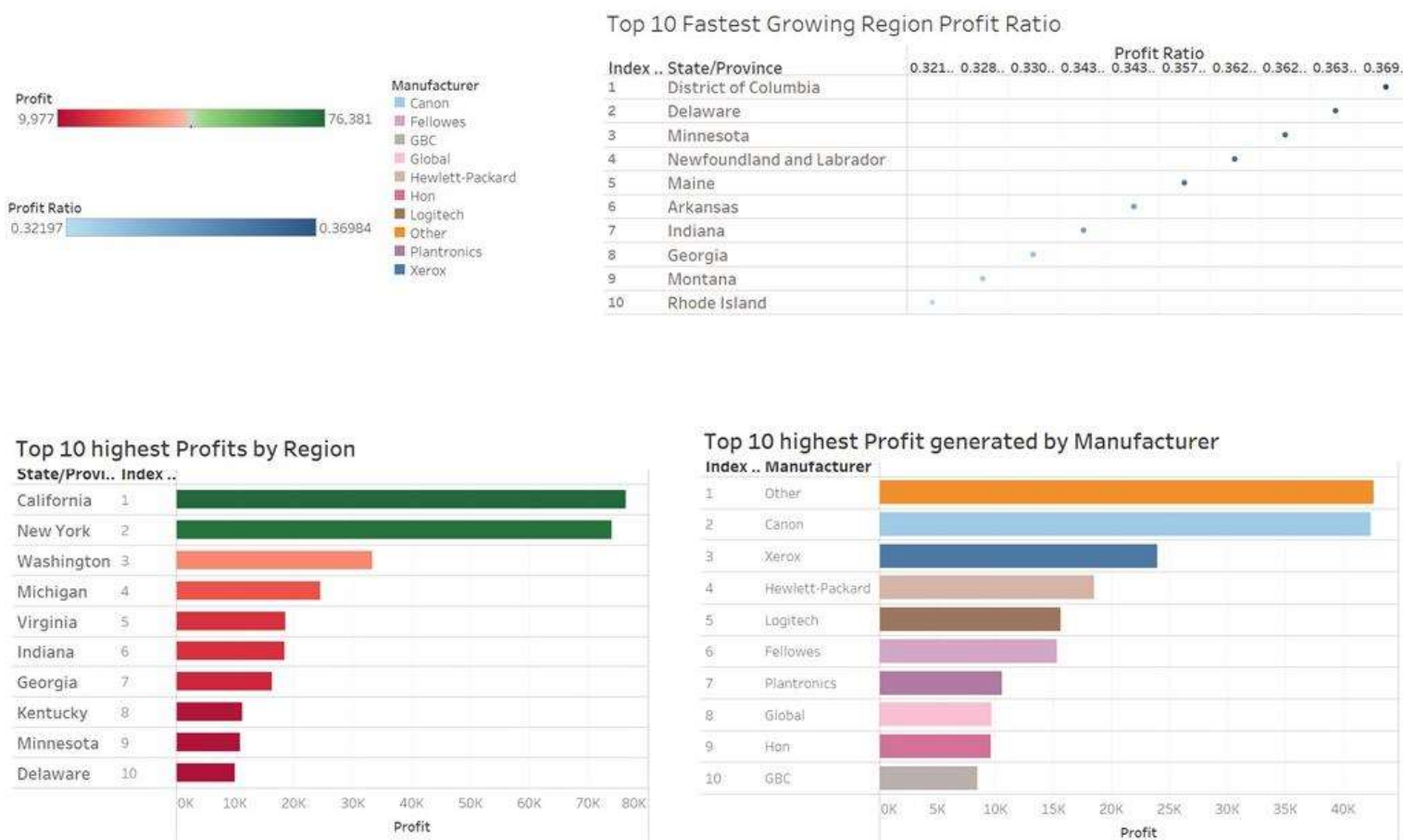


Fig 3: Top 10 highest profit generated by Region and Manufacturers

3. Analysis and Perceptions

- Least 10 manufacturers experiencing the most significant decline**

The bar chart (Fig 1) in the upper left corner showcases manufacturers who are undergoing substantial financial losses. 'Cubify' tops the list, highlighting the pressing need to assess its product offerings. This section functions as a notification to procurement and product teams to reevaluate supplier relationships and cost structures.

- Top 10 regions with the highest occurrence of loss**

The bar chart (Fig 1) in the upper right corner displays the regions that have incurred the highest overall losses. Texas and Ohio are recognized for experiencing substantial financial setbacks, indicating the necessity for area sales and marketing teams to develop customized strategies to enhance performance.

- ***Ranking of the 10 states having a negative profit ratio***

The lower graphic (light coloured) displays states with the most concerning profit ratios, with New Brunswick and Ohio exhibiting problems with profitability. This shows a necessity of a comprehensive examination of market circumstances and competitive forces in these specific areas.

4. Strategic Suggestions

Supplier Evaluation: From Fig 2 and 3 dashboards, Manufacturers that are producing substantial financial losses should undergo a review to assess the need for contract renegotiations, address product quality concerns, or consider replacing them with more lucrative alternatives.

Regional Action Plans: Texas and Ohio require focused initiatives to reverse sales figures. These possibilities encompass promotional activities, enhanced sales representation, or optimized logistical operations.

Market analysis should focus on states with negative profit ratios to examine customer patterns, price strategies, and product mix optimization.

5. Conclusion

The dashboard functions as a crucial instrument for pinpointing vulnerabilities in the company's profit framework. Taking immediate action based on these results can result in enhanced financial well-being and a stronger business framework.