

Sales Analysis Report

2014-2017

1. Overview

- Data is collected from [Forum Tableau Community](#)
- The data records the details of the company's purchase invoices: Order date, delivery date, customer, location, item type, item quantity, sales, profit, discount, etc.
- Transaction record data in the [US States](#).
- The data clearly indicates that the company deals in 3 categories of products: [Furniture](#), [Office Supplies](#), [Technology](#).

2. Problems

What questions can be answered from the dataset?

1. Business situation of the enterprise in 4 years (2014 - 2017)? What are details?
2. Return issues of each area?
3. Correlation between revenue and profit. If there is a contradiction, what is the cause?
4. Business situation by months of the year? We will know when is the time of the highest consumer demand.
5. What items are usually sold together?
6. Which products are selling best?

Conclusion: Solutions to stimulate consumption?

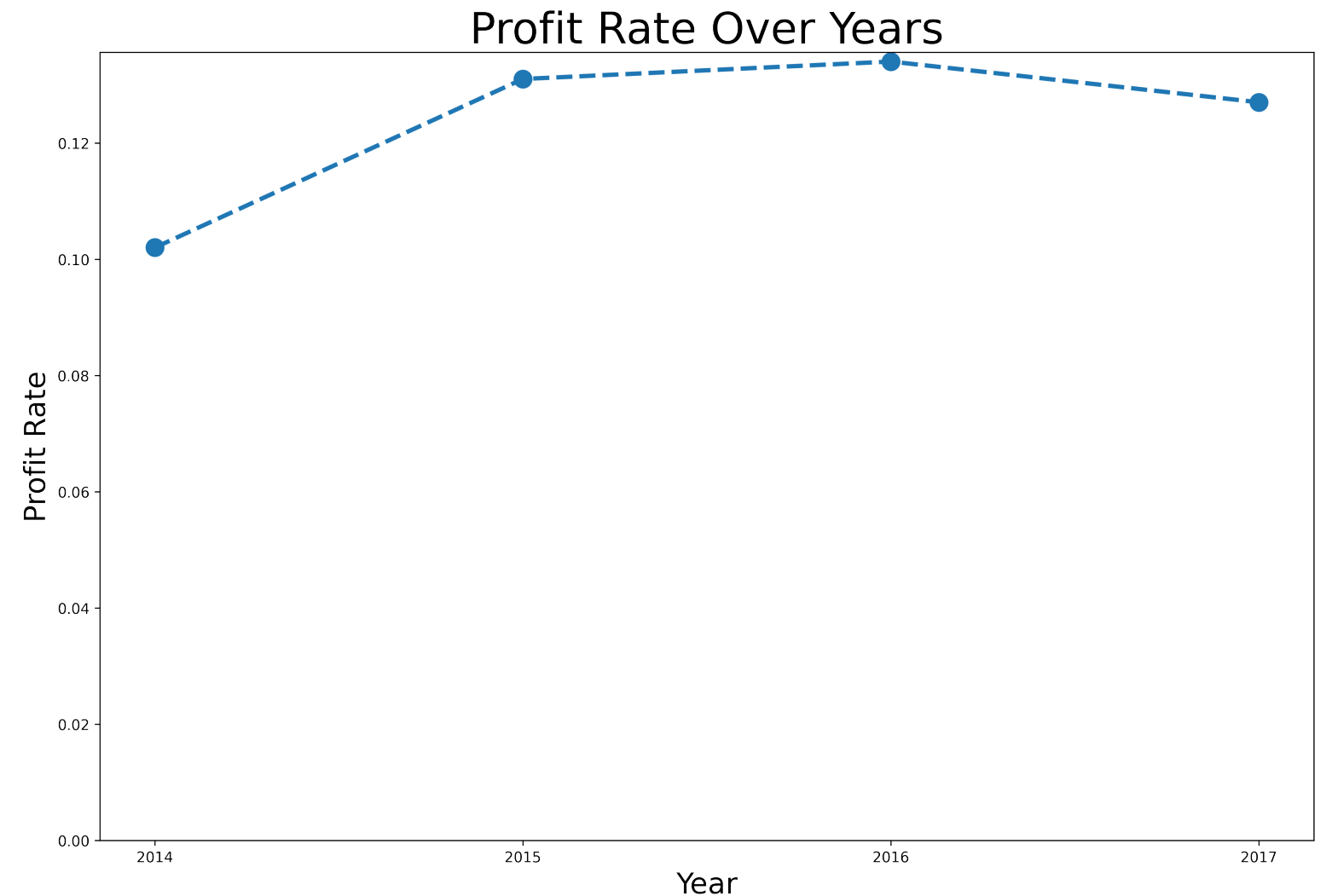
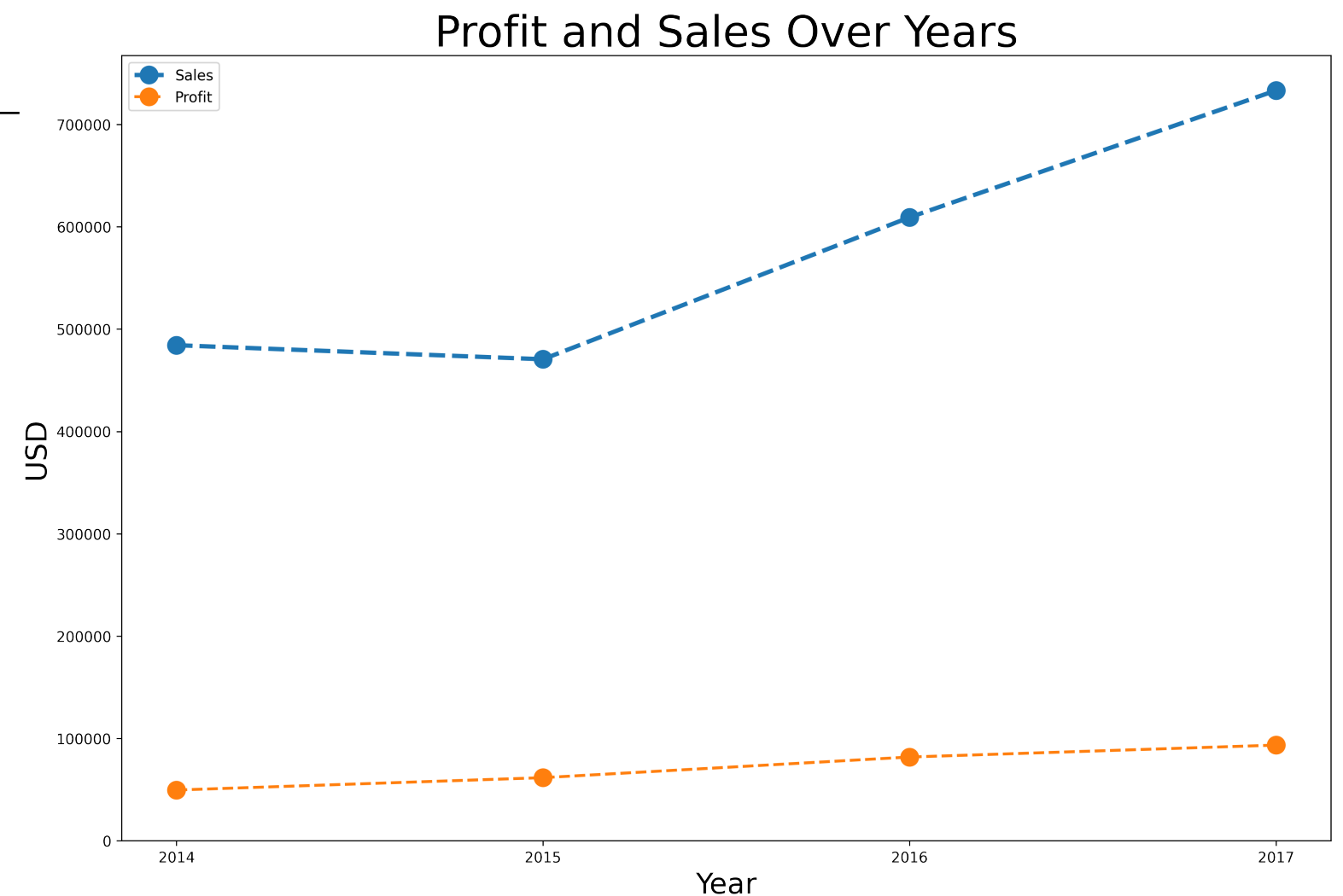
3. Analysis

How have profits and sales changed over the years?

Sales from 2014 to 2017 tend to increase significantly, except in 2015 when Sales decreased by 2.83% compared to 2014.

However, Profit has increased steadily over the years

In 2017, although there was an increase in sales compared to 2016, the profit rate decreased compared to 2016 (0.134 to 0.127)



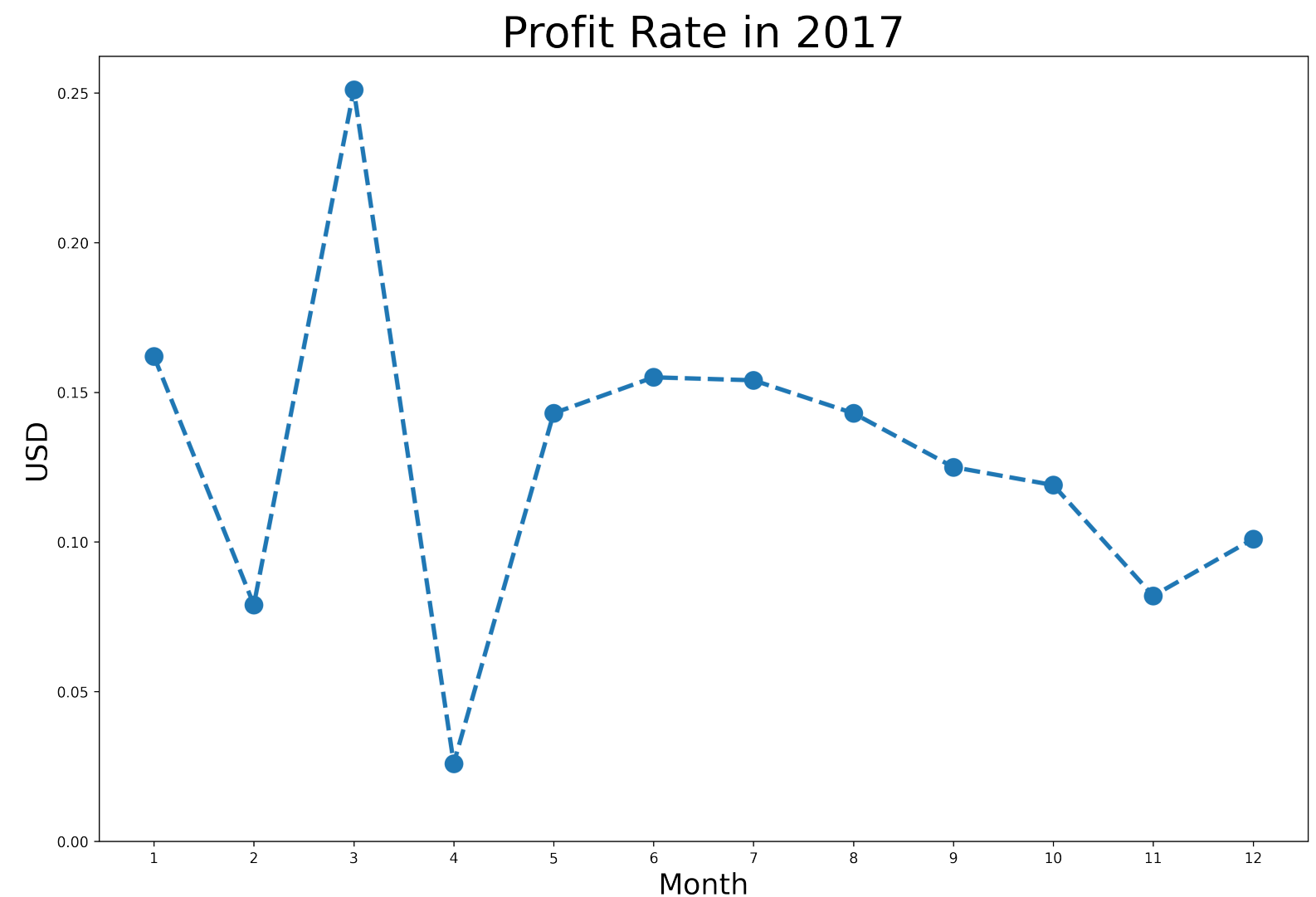
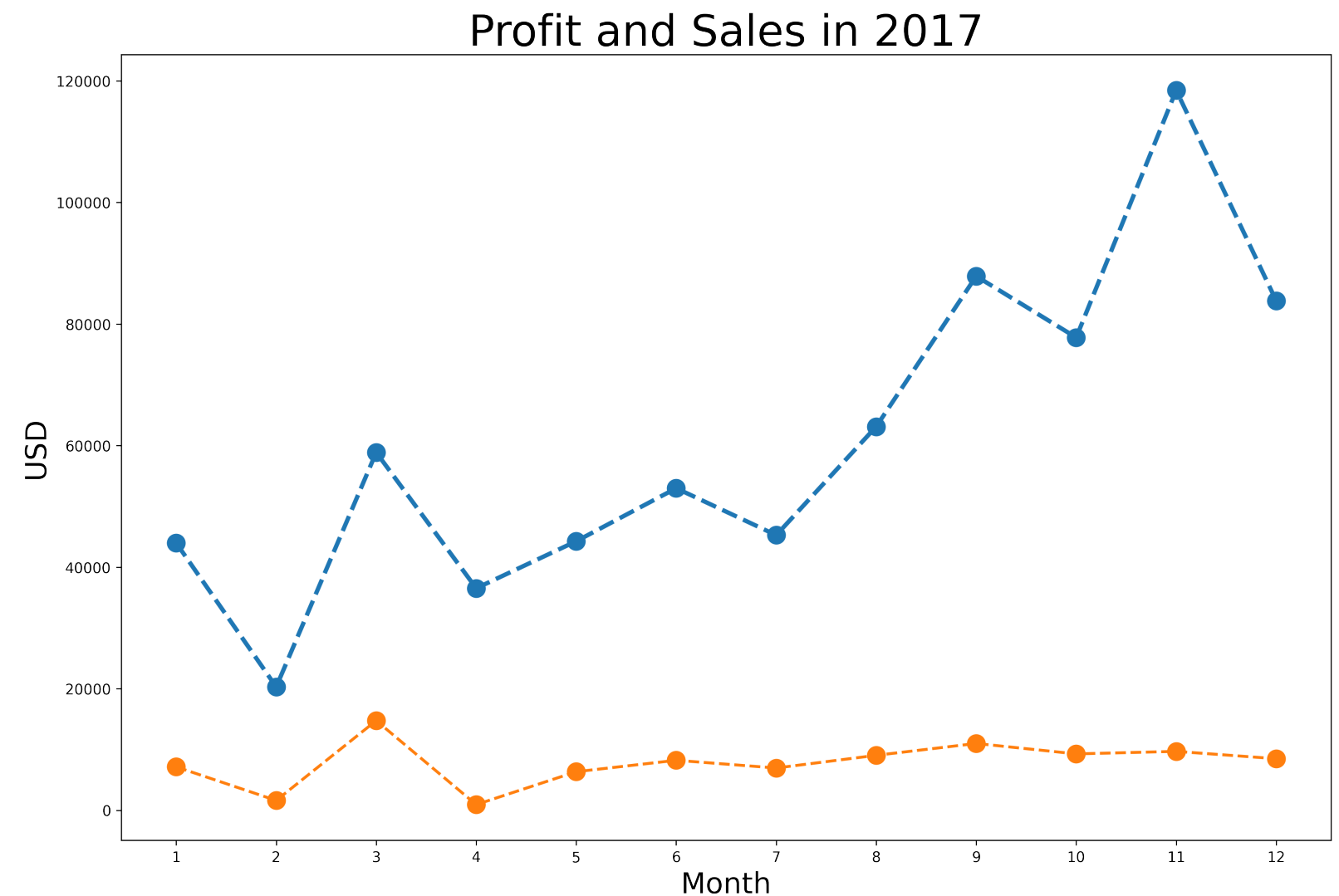
How do profits and sales change over months in 2017?

In general, sales tend to increase, but it is not regular. Lowest in **February** (**20301.1334** USD) and highest in **November** (**118447.8250** USD).

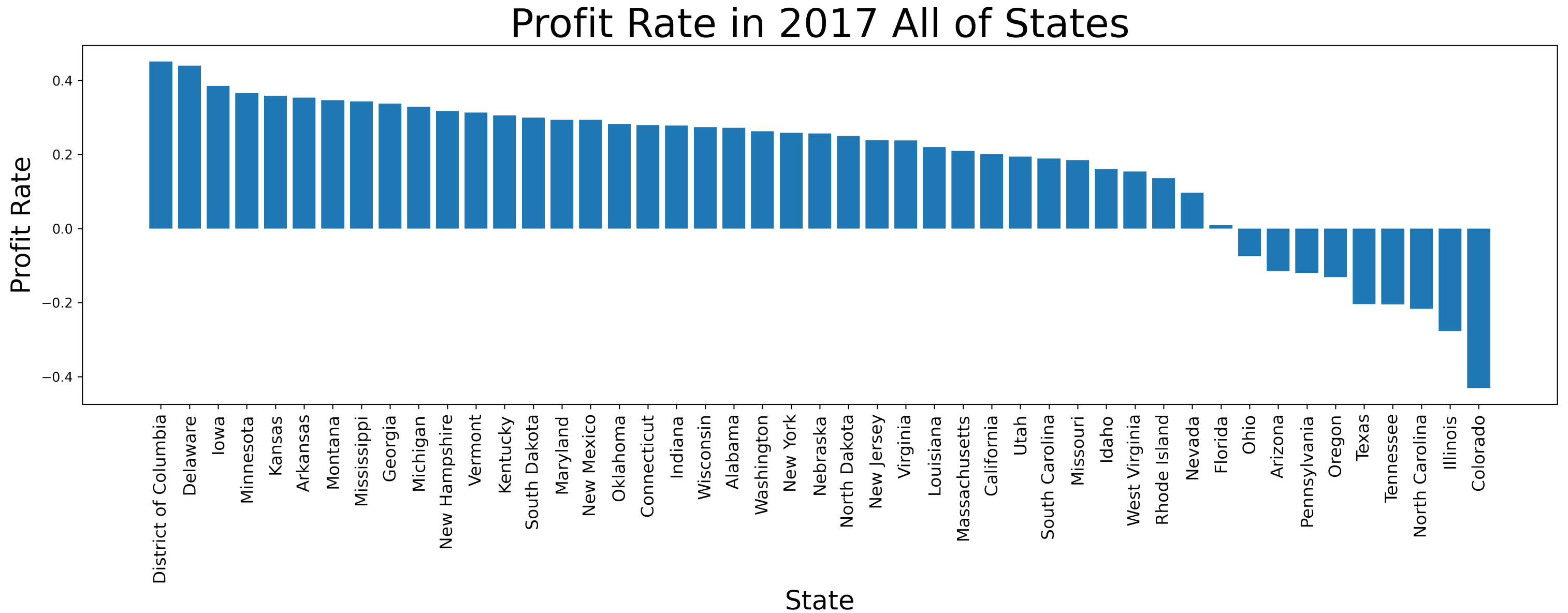
Profits have **barely fluctuated** from month to month, although sales have **increased**. When looking at “**Profit Rate In 2017**” **Chart** we can see that more clearly.

The reason is that many orders are **discounted**. There are **303** items with more than **50%** discount.

Focus mainly on the months **9 , 10, 11, 12**.



How do profits and sales change over months in 2017?



The rate of profits of the states is **not equal**.

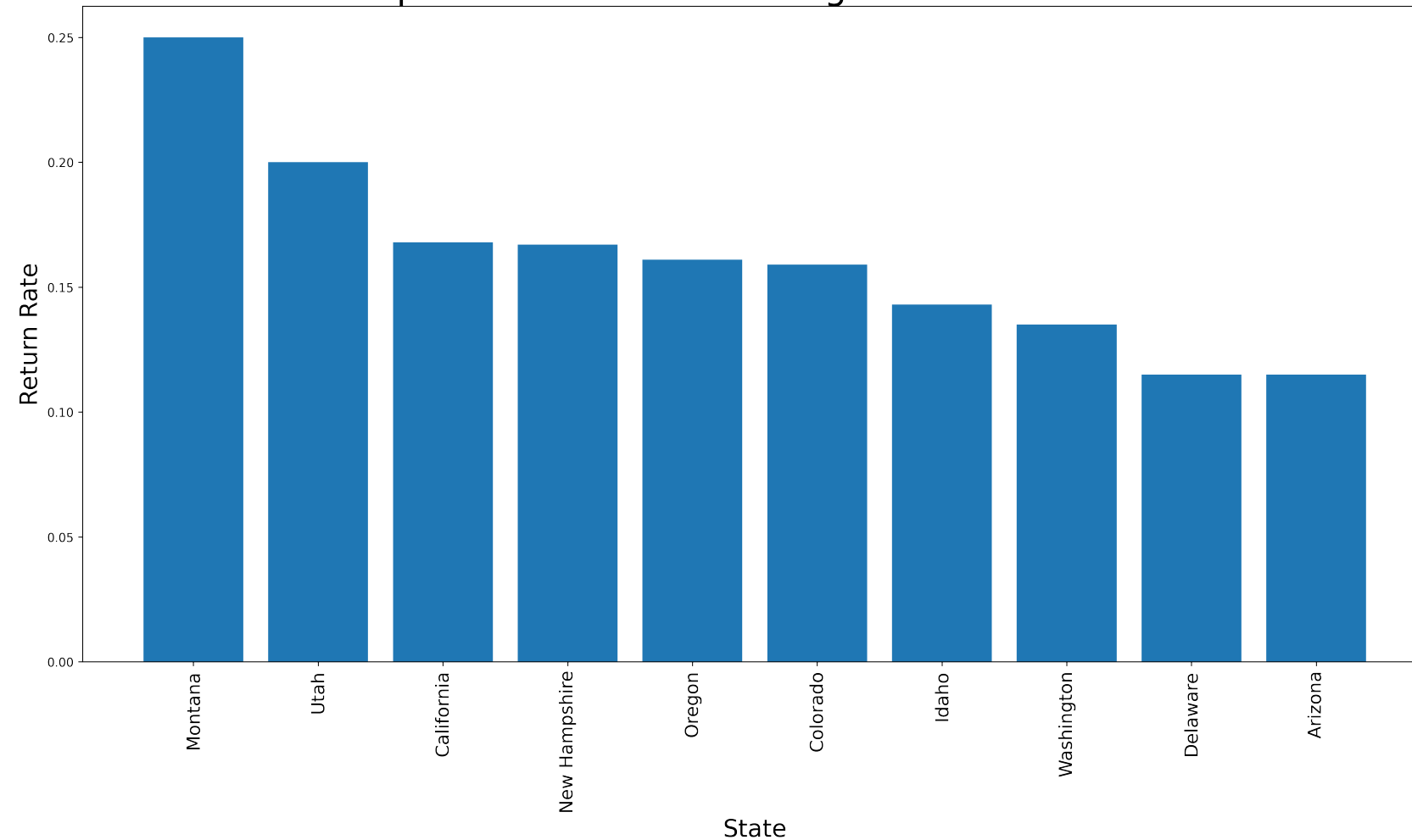
The highest is **District of Columbia** (**0.451**)

The lowest is **Colorado** (**-0.431**)

Which states and categories have the highest return rates?

Statistics from all 4 years

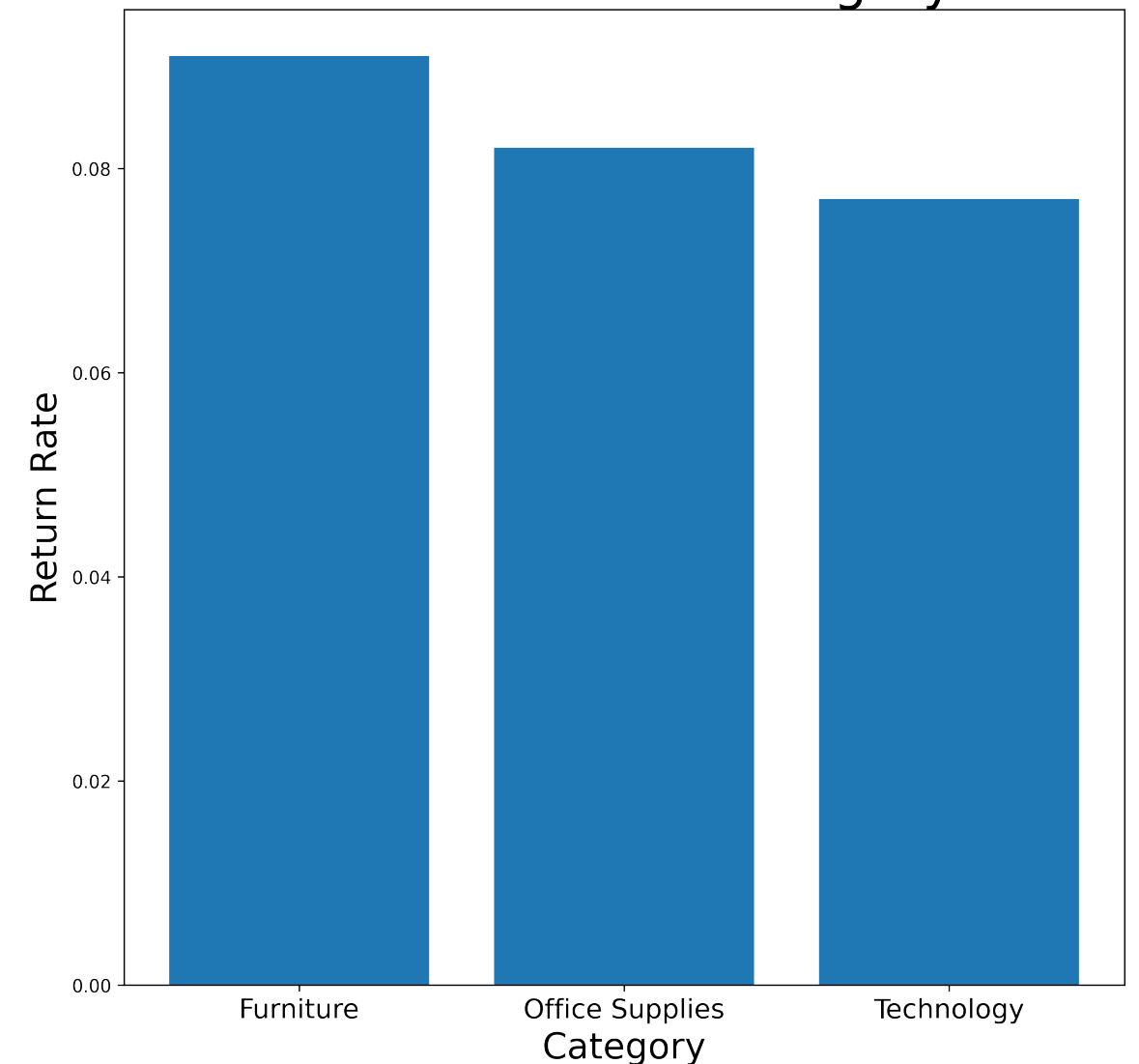
Top 10 States With The Highest Return Rate



Montana has the highest Return rate (25%), followed by Utah (20%), California (16,8%). Mean Return rate is 6,05% for all of States.

There are 16 States with 0% return rate

Return Rate Of Category

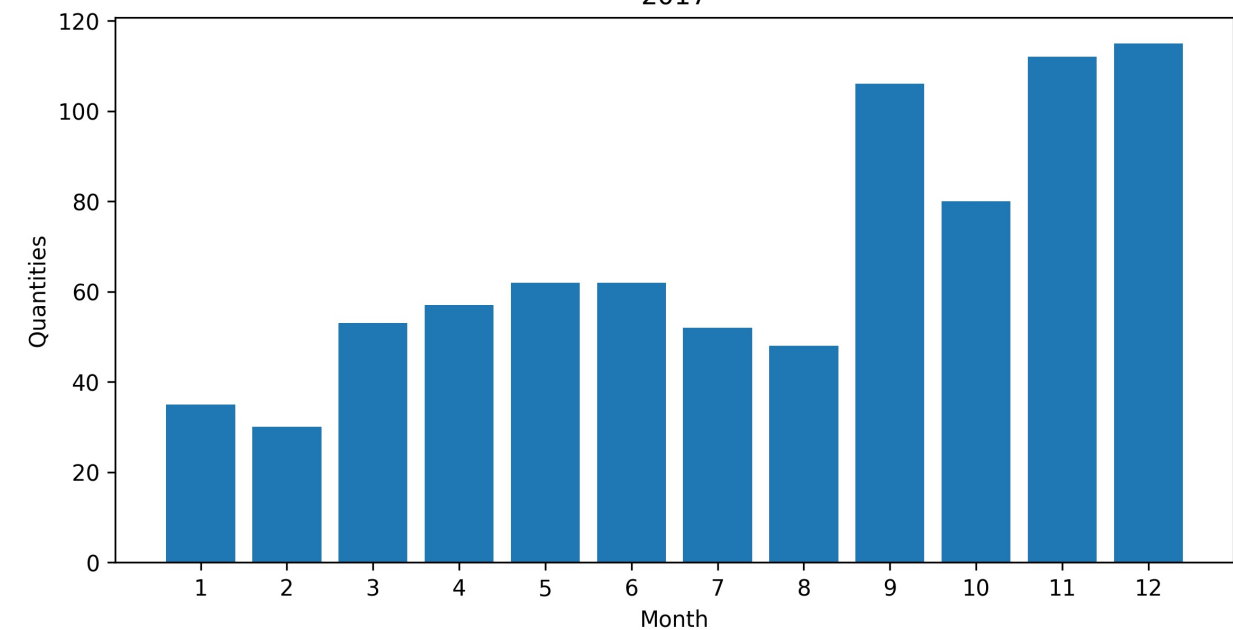
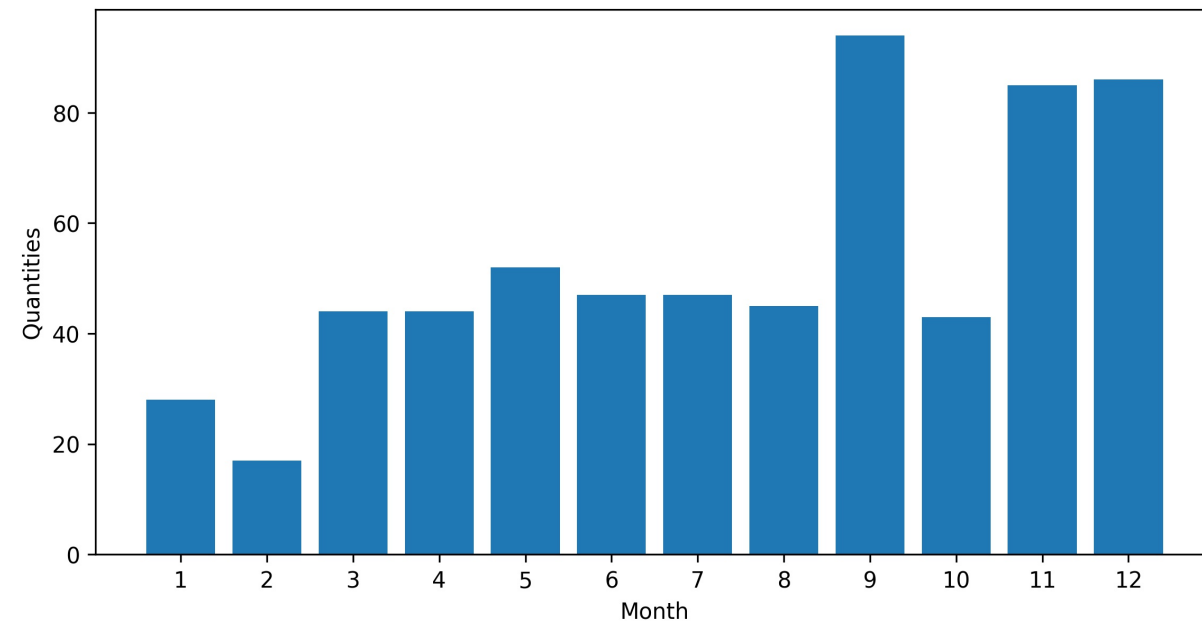
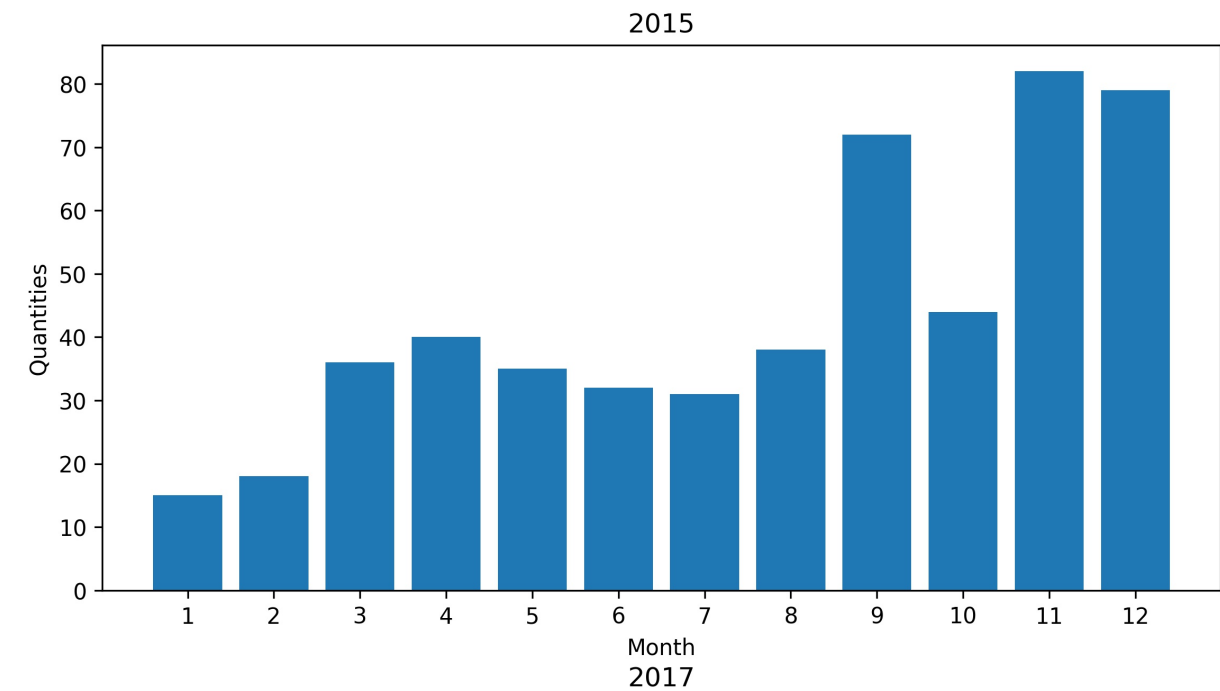
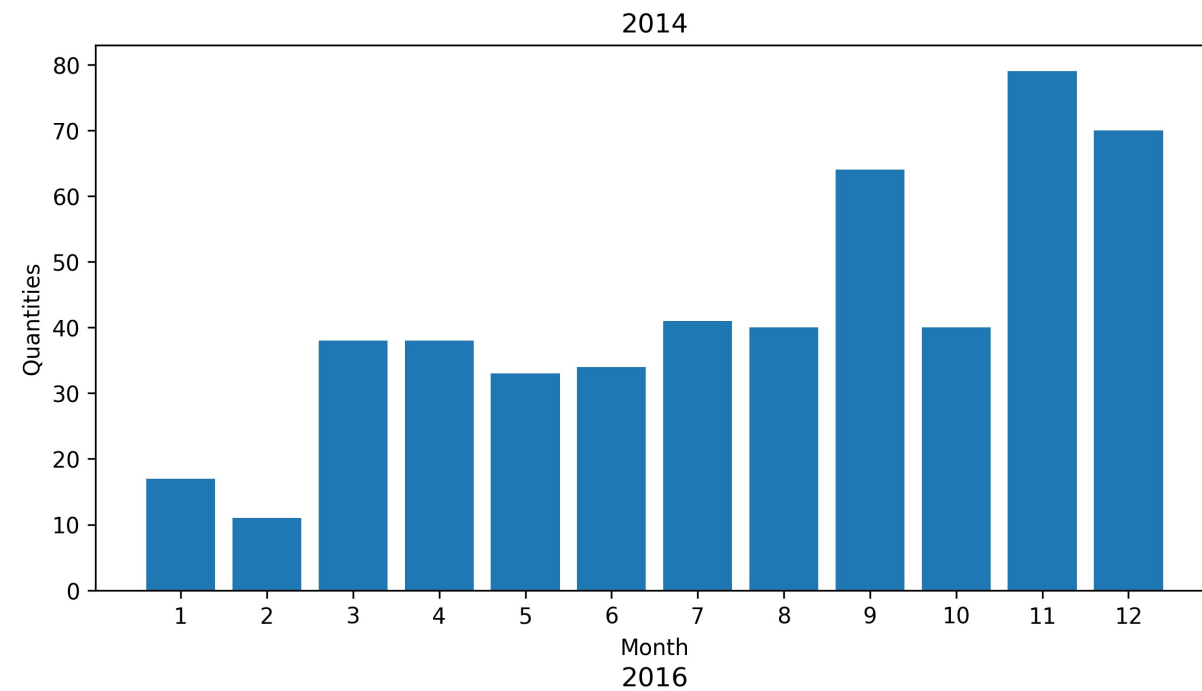


The data provided has a total of 3 categories.

Furniture has the highest Return rate (9,1%), followed by Office Supplies (8,2%) and Technology(7,7%)

Which month of the year has the most orders?

Order Quantity By Month Over Years



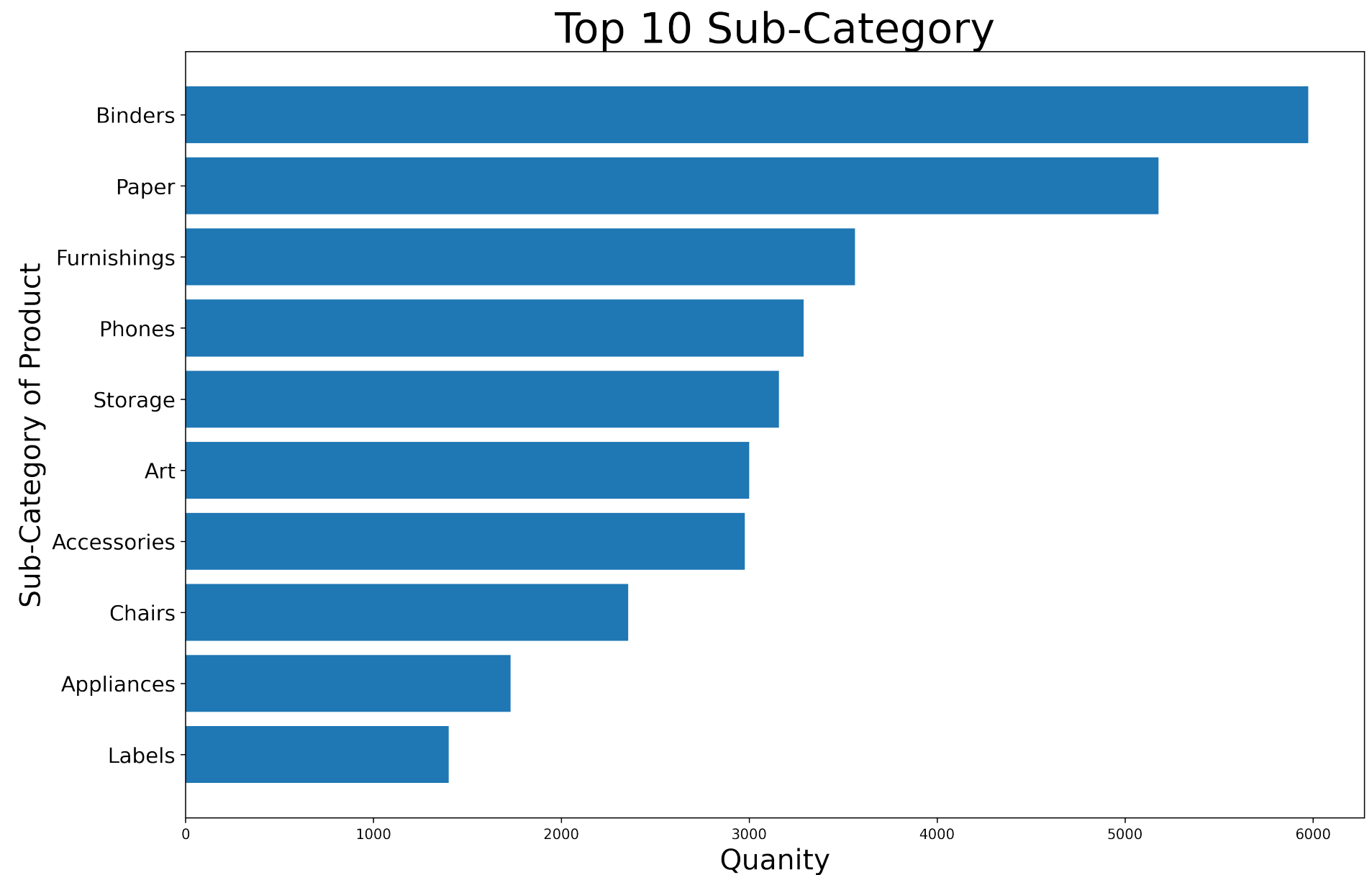
The number of orders is mainly concentrated in the last two months of the year (**November**, **December**).

Maybe because this is the end of the year, the demand for consumption increases, and at the same time this is the **holiday**.

Top 10 best-selling sub-category

The best seller are Binders,
Paper, Furnishings, Phones,...

Mainly **Office Supplies**.



Top Sub-Category Are Often Sold

Paper, Binders

Furnishing, Binders

4. Recommendation

Sales increased over the year, but profit remained almost unchanged. This could be due to too many promotions affecting profits.

It is possible to use combos of products to stimulate users. Only use promotions on holidays.