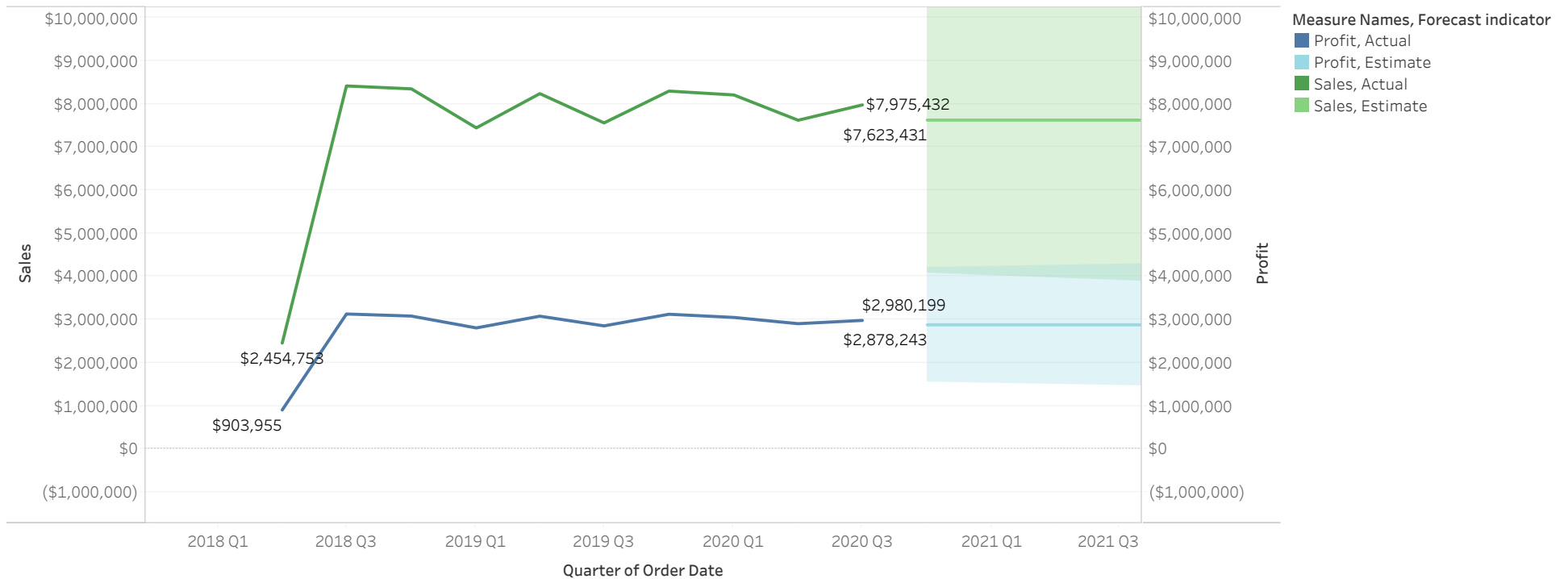


Dual Axis Line Chart - Profit and Sales by Quarter (2018 - 2021): Diana Bowden



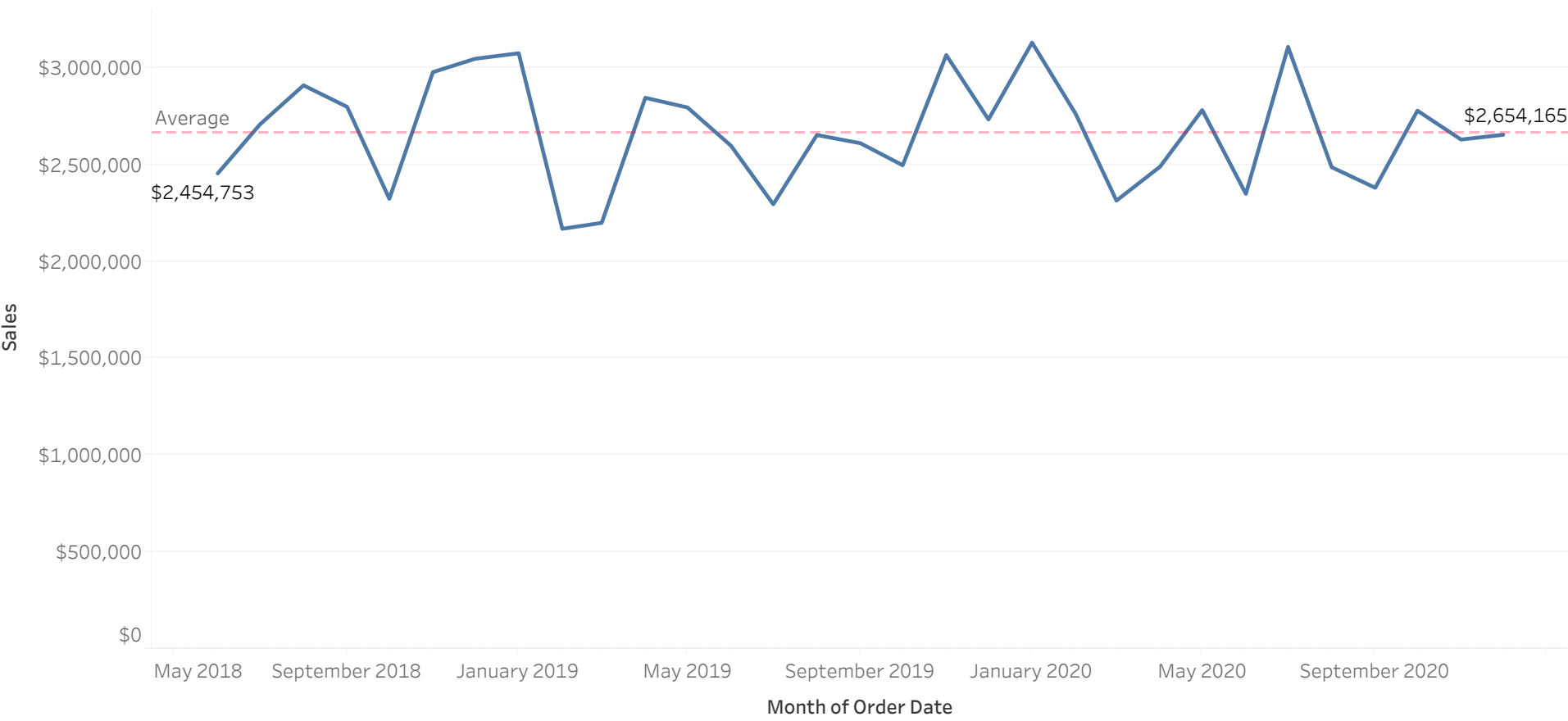
The trends of Sales and Profit for Order Date Quarter. Color shows details about Sales, Profit and Forecast indicator.

Rubric:

Dual Axis Line Chart with 1 Calculated Field (profit), 1 marks card (forecast label color). Changed color scheme on line chart to match overall theme. Bolded and changed title to match theme. Accessibility colors clashed, so had to coordinate new scheme throughout.

This chart was imperative to create at the beginning of the analysis to understand how the company performed in sales vs. profit overtime and what the projections are for the future. Based on this chart, corrections need to be taken to reverse the flattening trend of sales vs. profits in the future. All other charts analyze how and what business improvements can be made to reverse this trend.

Line Graph- Total Sales by Month, by Team Member: Diana Bowden



The trend of sum of Sales for Order Date Month. The data is filtered on Sales Team, which keeps 28 of 28 members.

Ruberic:
Line graph with 1 reference line, 1 filter (sales team) and added end-point labels to make it easier to identify. Bolded and Changed Color of Title to make visually appealing.
Changed reference line to dashed and red to indicate trend line that also stands out from line graph.Changed date to month metric.
Strategically, I wanted an interactive graph to show total sales or have the ability to filter on individual reps for performance evaluations. Individual sales rep performance can often be the cause of flattening sales cumulatively. I also included the average reference line instead of quota because I wanted to compare each rep to the average sales..

Table Chart - Category Sales and Profit Margin: Diana Bowden

Category	Sales	FIXED Total Sales	Profit	Category Profit Average	FIXED Avg Category Profit..
Jewelry	\$1,881,668	\$82,617,097	\$648,123	64.93%	62.63%
Audio Equipment	\$1,542,400	\$82,617,097	\$555,694	64.35%	62.63%
Outdoor Furniture	\$1,620,315	\$82,617,097	\$558,061	64.21%	62.63%
Basketball Tech	\$1,697,592	\$82,617,097	\$628,426	64.00%	62.63%
Fragrances	\$1,709,974	\$82,617,097	\$612,665	63.97%	62.63%
Wall Coverings & Pai..	\$1,536,377	\$82,617,097	\$563,772	63.92%	62.63%
Bakeware	\$1,642,706	\$82,617,097	\$567,855	63.92%	62.63%
Gaming Chairs	\$2,052,887	\$82,617,097	\$743,190	63.68%	62.63%
Fitness Trackers	\$1,703,629	\$82,617,097	\$610,376	63.41%	62.63%
Video Games	\$2,049,959	\$82,617,097	\$761,319	63.33%	62.63%
Baseball Tech	\$1,644,093	\$82,617,097	\$615,198	63.24%	62.63%
Kitchen Appliances	\$1,727,113	\$82,617,097	\$668,590	63.20%	62.63%
Pool Accessories	\$1,828,423	\$82,617,097	\$690,533	63.17%	62.63%
Hardware	\$1,959,569	\$82,617,097	\$726,245	63.10%	62.63%
Cookware	\$1,431,495	\$82,617,097	\$548,303	63.09%	62.63%
Candleholders	\$1,584,898	\$82,617,097	\$562,281	62.97%	62.63%
Home Décor	\$1,821,837	\$82,617,097	\$684,534	62.83%	62.63%
Misc Gaming Furnit..	\$1,334,231	\$82,617,097	\$491,861	62.82%	62.63%
Soccer Tech	\$1,774,622	\$82,617,097	\$657,989	62.76%	62.63%
Executive Office	\$1,268,933	\$82,617,097	\$463,879	62.75%	62.63%
Dining Furniture	\$1,836,363	\$82,617,097	\$667,200	62.71%	62.63%
Vases	\$1,402,685	\$82,617,097	\$532,472	62.71%	62.63%
Tools	\$1,821,080	\$82,617,097	\$682,177	62.65%	62.63%
Office Furniture	\$2,130,841	\$82,617,097	\$767,279	62.62%	62.63%
Phones	\$2,071,546	\$82,617,097	\$786,278	62.43%	62.63%
Wall Frames	\$1,785,362	\$82,617,097	\$658,960	62.41%	62.63%
Landscaping Supplies	\$1,925,111	\$82,617,097	\$716,615	62.38%	62.63%
Bedroom Tech	\$1,868,141	\$82,617,097	\$671,195	62.37%	62.63%
Desktop Computers	\$1,976,895	\$82,617,097	\$796,038	62.31%	62.63%
TV and Video	\$1,825,415	\$82,617,097	\$709,610	62.23%	62.63%

Sales, FIXED Total Sales, Profit, Category Profit Average and FIXED Avg Category Profit Margin broken down by Category.

Ruberic:

Text Table with 4 calculated fields (Profit, Category Profit Margin), 2 of which are LOD calculations (FIXED Total Sales, FIXED Avg Category Profit). Bolded title and colored to match theme and make it stand out from black/grey text of chart.

The strategic use of this chart early on in the analysis identifies outliers in sales/ sales contributions/profits and compares category profit margin vs. the average across all categories (tells you whether it is outperforming or underperforming compared to category average). Corrective measures can be taken on underperforming categories.

Table Chart - Category Sales and Profit Margin: Diana Bowden

Category	Sales	FIXED Total Sales	Profit	Category Profit Average	FIXED Avg Category Profit..
Hotel Tech	\$1,981,974	\$82,617,097	\$741,448	62.20%	62.63%
Wine & Beer Product..	\$1,742,422	\$82,617,097	\$664,723	62.11%	62.63%
Photo Tech	\$2,005,638	\$82,617,097	\$783,600	62.10%	62.63%
Personal Care Appli..	\$2,006,563	\$82,617,097	\$748,358	62.08%	62.63%
Kitchen Luxury	\$1,790,676	\$82,617,097	\$676,722	61.99%	62.63%
Bedroom Furniture	\$1,401,372	\$82,617,097	\$530,258	61.90%	62.63%
Textbooks & Manuals	\$1,848,148	\$82,617,097	\$698,624	61.88%	62.63%
Laptop Computers	\$1,422,323	\$82,617,097	\$530,132	61.82%	62.63%
Tech Accessories	\$2,340,189	\$82,617,097	\$901,938	61.82%	62.63%
Tech Apparel	\$1,870,921	\$82,617,097	\$712,753	61.73%	62.63%
Construction	\$1,754,784	\$82,617,097	\$660,557	61.72%	62.63%
Light Fixtures	\$1,813,590	\$82,617,097	\$691,875	61.52%	62.63%
Outdoor Decor	\$1,529,235	\$82,617,097	\$568,760	61.52%	62.63%
Floor Lamps	\$1,528,304	\$82,617,097	\$600,150	61.42%	62.63%
Candles	\$1,318,098	\$82,617,097	\$514,130	61.29%	62.63%
Car Accessories	\$1,921,372	\$82,617,097	\$738,566	61.05%	62.63%
Holiday Tech	\$1,885,326	\$82,617,097	\$741,098	60.87%	62.63%

Sales, FIXED Total Sales, Profit, Category Profit Average and FIXED Avg Category Profit Margin broken down by Category.

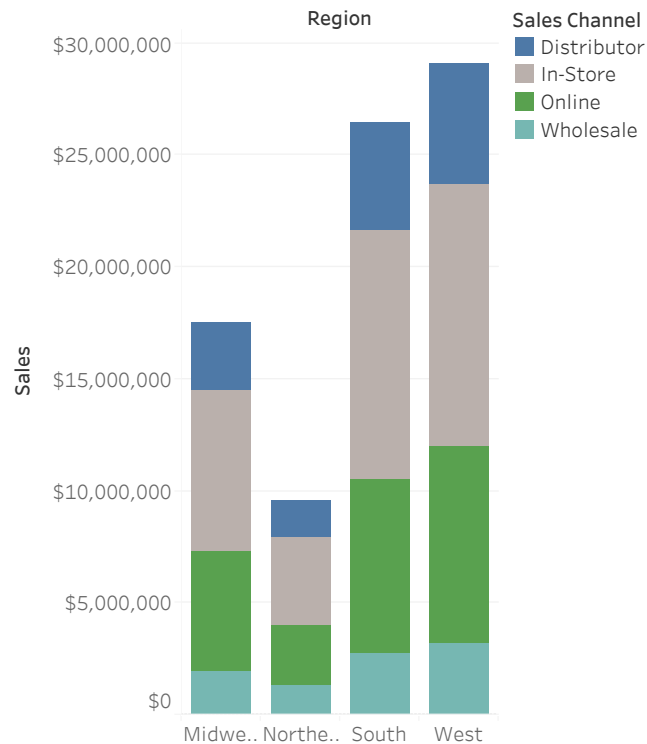
Ruberic:

Text Table with 4 calculated fields (Profit, Category Profit Margin), 2 of which are LOD calculations (FIXED Total Sales, FIXED Avg Category Profit). Bolded title and colored to match theme and make it stand out from black/grey text of chart.

The strategic use of this chart early on in the analysis identifies outliers in sales/ sales contributions/profits and compares category profit margin vs. the average across all categories (tells you whether it is outperforming or underperforming compared to category average). Corrective measures can be taken on underperforming categories.

Stacked Bar Chart- Sales, by Sales Channel, by Region:

Diana Bowden



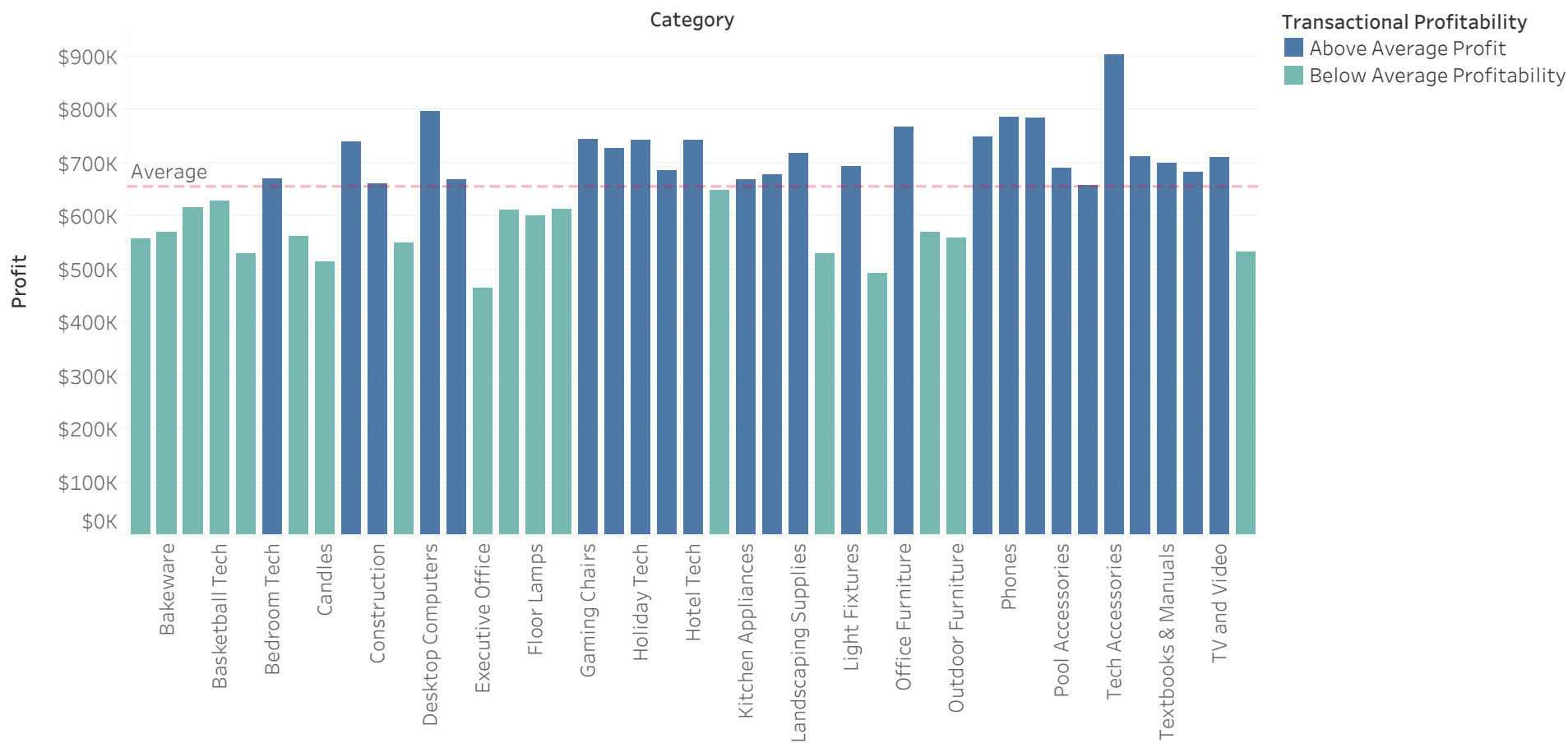
Sum of Sales for each Region. Color shows details about Sales Channel. The data is filtered on Category, which keeps 47 of 47 members.

Ruberic:

Stacked Bar Chart with 1 filter (category) and one marks card (color: sales channel). Bolded title and changed color to match theme and make stand out. Changed color scheme to make more visibly appealing because the accessibility colors made chart look way too busy, so please note that I intentionally had to change the color scheme.

This chart is important because it compares and contrasts sales by region as well as by sales channel. It is easy to identify highest selling channels within each region which could be a reason for better performance by region. I did not have that finding, but that was the original intent.

Bar Chart - Profitability by Category: Diana Bowden



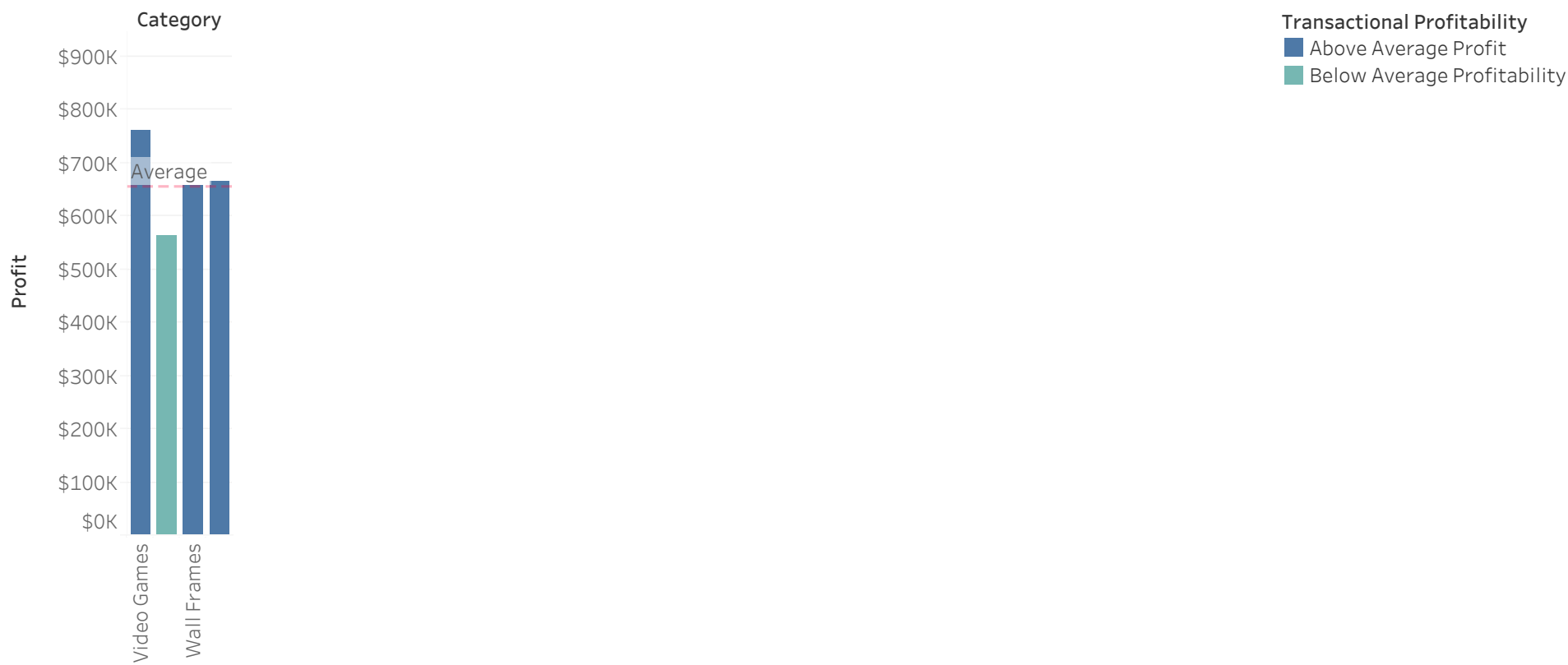
Sum of Profit for each Category. Color shows details about Transactional Profitability.

Ruberic:

Bar Chart with 2 calculated fields (transactional profitability alert, profit). Created the transactional profitability field as an alert which I color-coded to more easily identify above vs. below average profit, since there are so many categories. I added a red colored/dashed the reference line to stand out and changed color scheme of the chart (profit) to be more aesthetically pleasing than the accessibility colors. Again, I had to make a judgment call and I chose to make the theme coordinated rather than only go for accessibility colors.

Strategic use of this chart is that it is easier to identify above or below average profit categories at a quick glance. This is important for how to stock stores in the future with the most profitable product.

Bar Chart - Profitability by Category: Diana Bowden



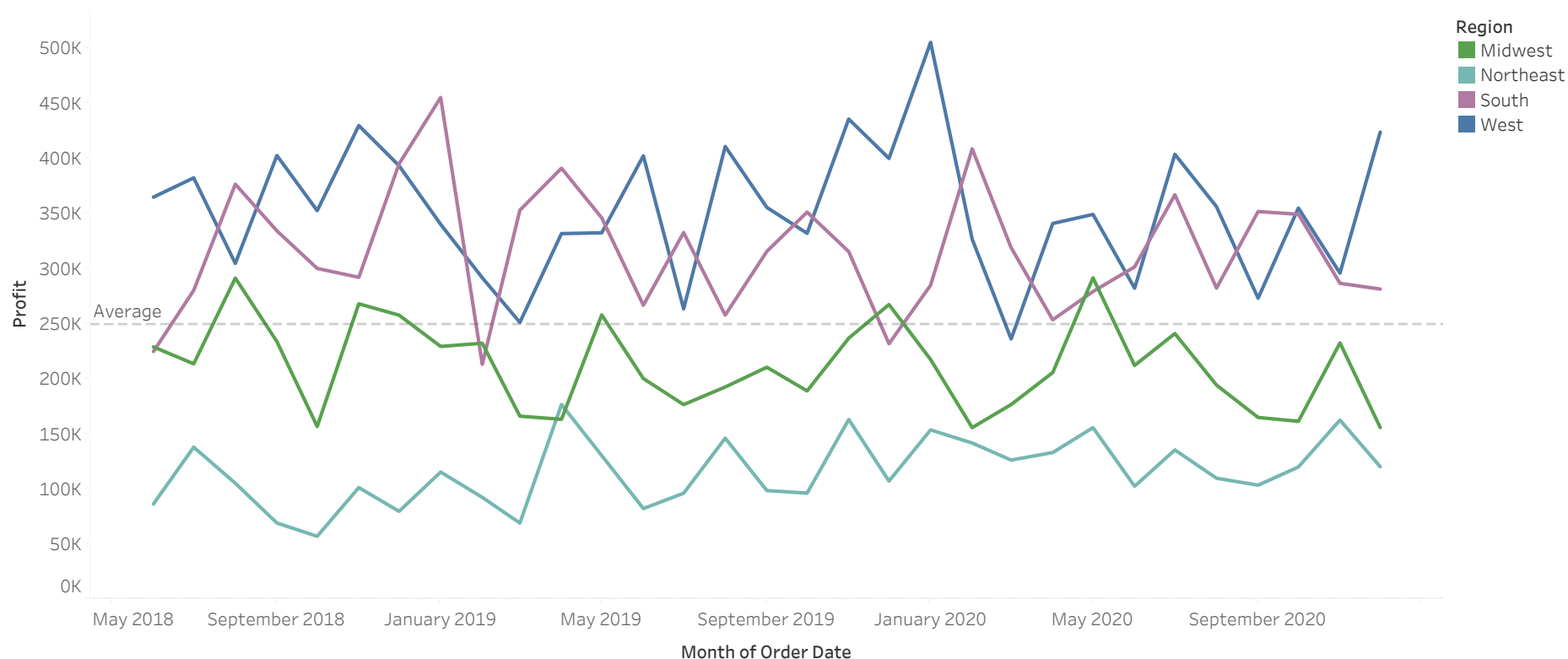
Sum of Profit for each Category. Color shows details about Transactional Profitability.

Ruberic:

Bar Chart with 2 calculated fields (transactional profitability alert, profit). Created the transactional profitability field as an alert which I color-coded to more easily identify above vs. below average profit, since there are so many categories. I added a red colored/dashed the reference line to stand out and changed color scheme of the chart (profit) to be more aesthetically pleasing than the accessibility colors. Again, I had to make a judgment call and I chose to make the theme coordinated rather than only go for accessibility colors.

Strategic use of this chart is that it is easier to identify above or below average profit categories at a quick glance. This is important for how to stock stores in the future with the most profitable product.

Multiple Line Graph - Profit Performance by Region: Diana Bowden

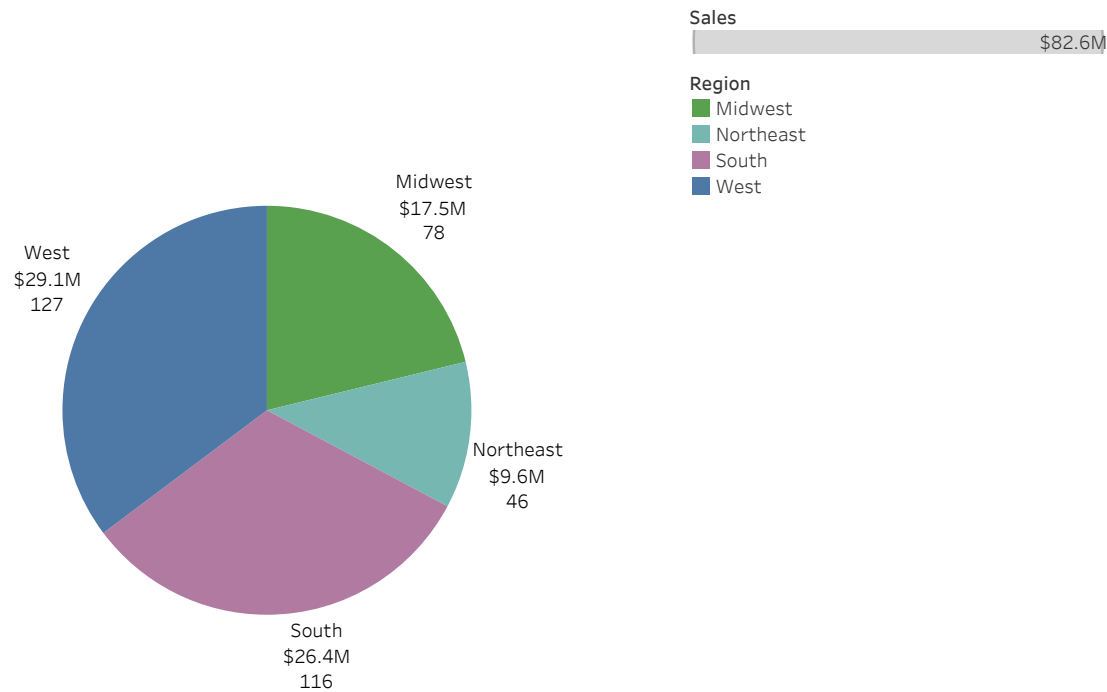


The trend of sum of Profit for Order Date Month. Color shows details about Region.

Ruberic:
Multiple Line Graph (regions) with 1 calculated field (profit) , 2 marks cards (color: region and tooltip: household income) and 1 reference line (average). Changed reference line to dark gray broken line to stand out from colored lines but not make it too busy. Bolded and Changed Color of Title to match theme. Changed color scheme of lines to make it more aesthetically pleasing (The accessibility colors clashed too much). Removed gridlines to clean it up.

The use of this chart, though can be busy, is still extremely important to track profitability/seasonality differences among the regions and to identify patterns. For example, in Feb. 2020, profit spiked for West and South regions but significantly dipped for the Midwest, a big contrast. More exploration could be performed to identify the cause and possible solutions. Adding the household income as a tooltip may help determine how that dimension contributes (or not) to the overall profitability by quarter. More exploration could be done in this area, beyond the scope of this project.

Sales by Region and Locations: Diana Bowden



Region, sum of Sales and distinct count of StoreID (Store Locations Sheet). Color shows details about Region. Size shows sum of Sales. The marks are labeled by Region, sum of Sales and distinct count of StoreID (Store Locations Sheet). The data is filtered on Category, which keeps 47 of 47 members.

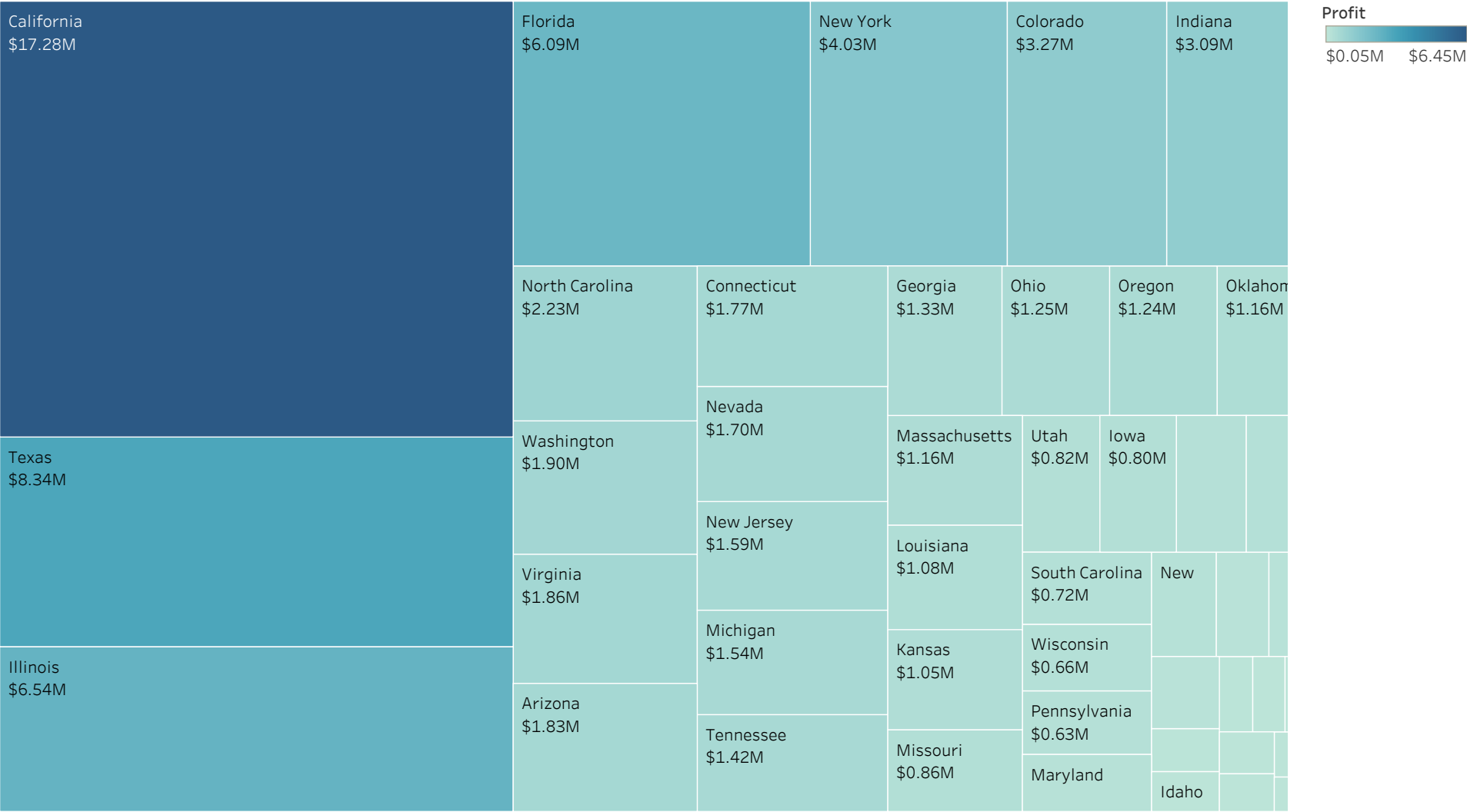
Ruberic:

Pie Chart with 1 calculated field (profit), 1 Filter (Category - please note it is not shown on chart because it is being used on dashboard and would be too busy), 3 marks cards (tool tips: profit, color: region, label: location count). Bolded and Changed Color of Title to match scheme. Changed pie chart colors to go with the theme. Strategically added location count by region to illustrate how Sales and number of locations are correlated.

Though we are told not to use pie charts, I believe this chart is extremely helpful in visualizing the proportion of sales each region contributes, while also comparing the number of stores required to generate their perspective sales figures. Creating a pie chart on sales data alone would be misleading; it would appear that the Northeast is underperforming yet it has 1/3 the number of store locations than the West. I believe adding the location count to the regions really helps tell that story.

This chart also allows executives to filter by category to identify under/over performing categories by region.

Tree Map - Total Sales and Profitability by State: Diana Bowden

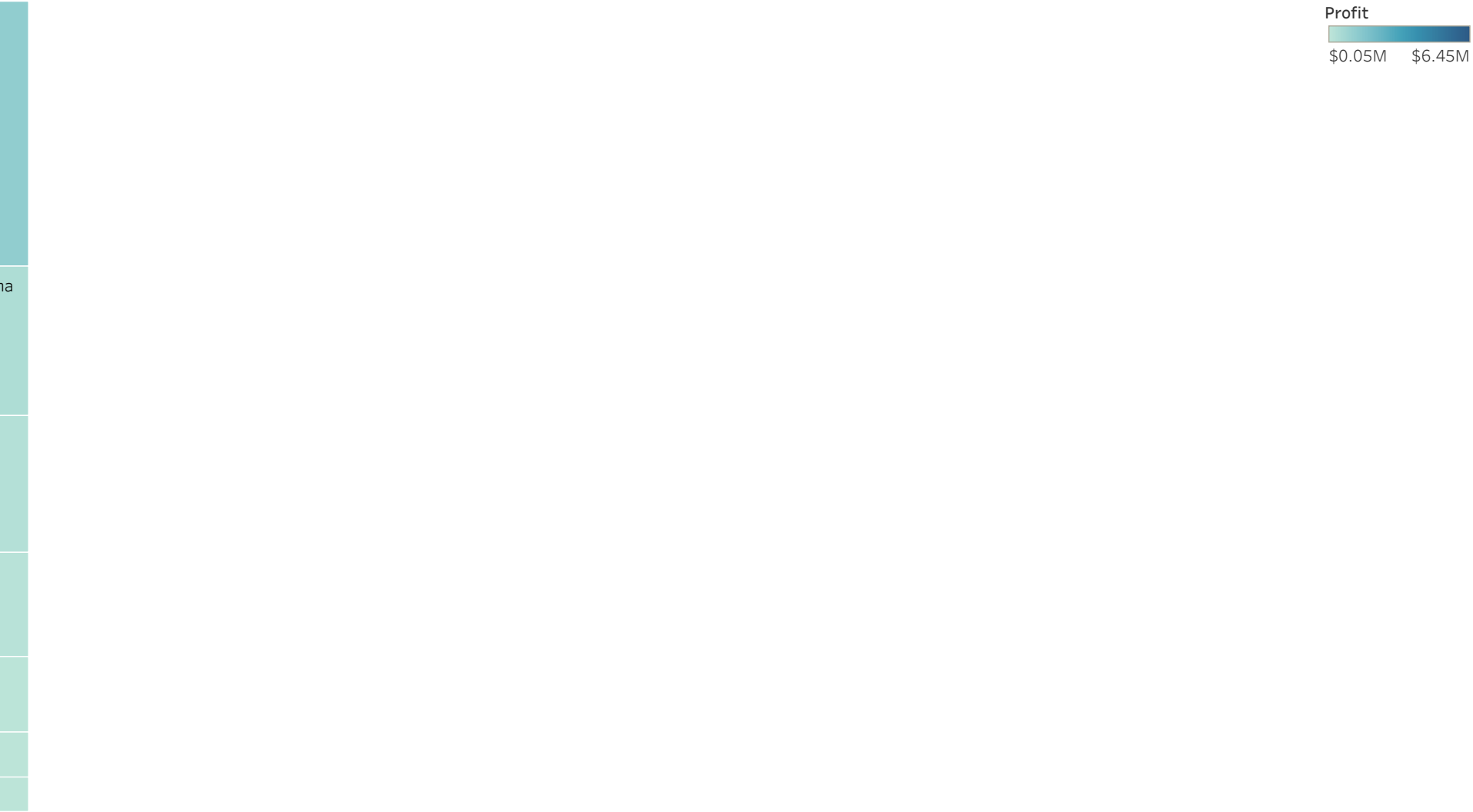


State (Regions Sheet) and sum of Sales. Color shows sum of Profit. Size shows sum of Sales. The marks are labeled by State (Regions Sheet) and sum of Sales. The data is filtered on Category, which keeps 47 of 47 members.

Ruberic:
Tree Map with 1 calculated field (tooltip: Profit), 1 filter (Category) and 1 marks card (tooltip: Profit and Household Income added). Bolded and changed color of title to match theme.

Strategic use of this chart - I used tooltip to add data so that the chart would not appear too busy yet I wanted stakeholders to compare/contrast each state's population, profit, sales and household income to identify success formulas of best performing states. The category filter adds flexibility in determining how category sales may differ in each state compared to total sales.

Tree Map - Total Sales and Profitability by State: Diana Bowden

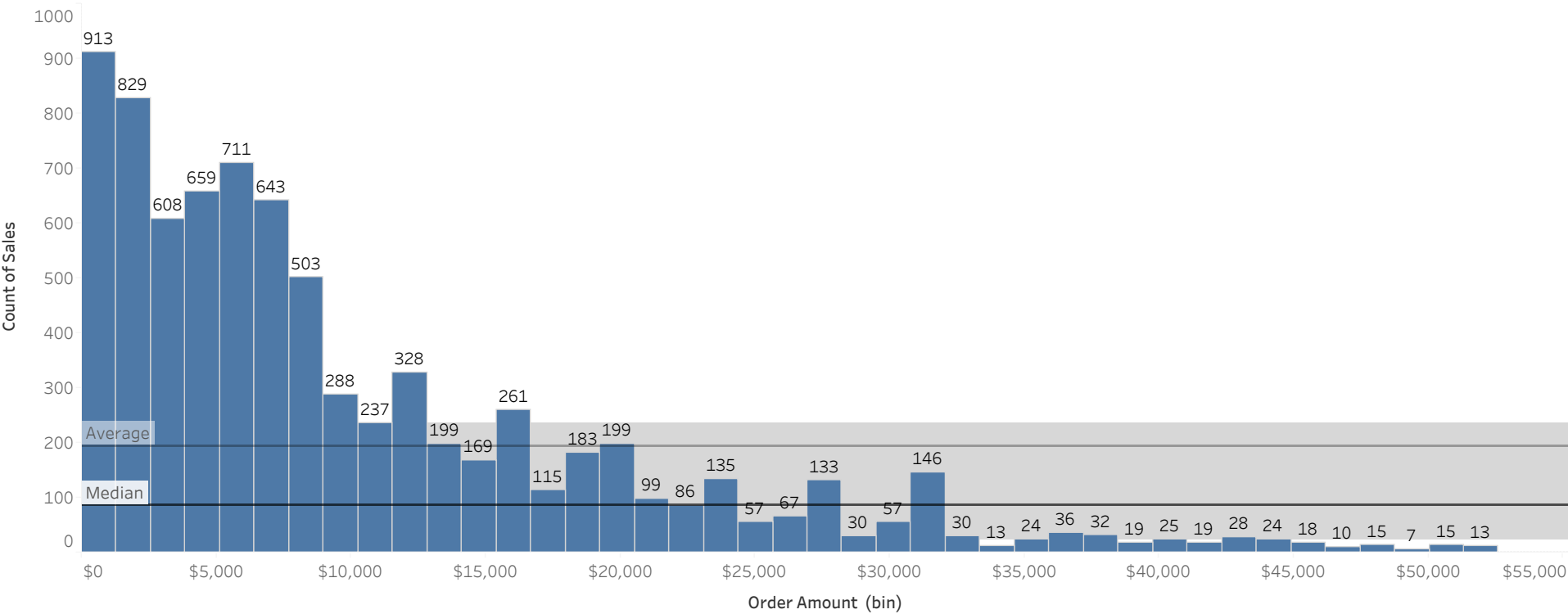


State (Regions Sheet) and sum of Sales. Color shows sum of Profit. Size shows sum of Sales. The marks are labeled by State (Regions Sheet) and sum of Sales. The data is filtered on Category, which keeps 47 of 47 members.

Ruberic:
Tree Map with 1 calculated field (tooltip: Profit), 1 filter (Category) and 1 marks card (tooltip: Profit and Household Income added). Bolded and changed color of title to match theme.

Strategic use of this chart - I used tooltip to add data so that the chart would not appear too busy yet I wanted stakeholders to compare/contrast each state's population, profit, sales and household income to identify success formulas of best performing states. The category filter adds flexibility in determining how category sales may differ in each state compared to total sales.

Histogram - Distribution of Order Amounts: Diana Bowden



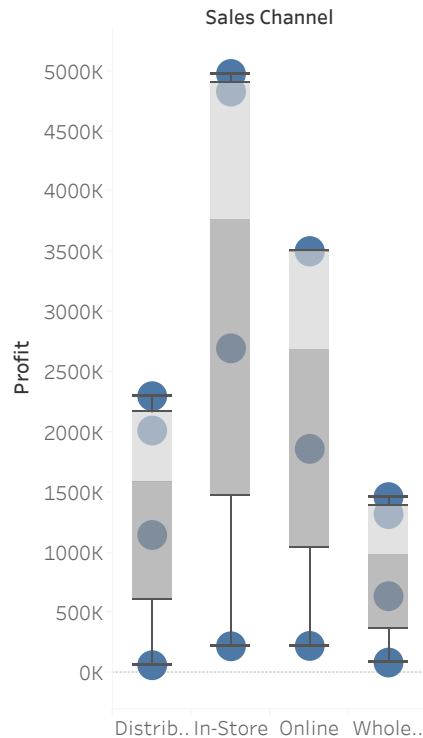
The trend of count of Sales for Order Amount (bin).

Ruberic:
Histogram with 1 calculated field (Order Amount),Analytics / trend lines (median, average and quartiles). I added labels and had to balance out being busy yet more legible and decided to go with the label marks card. Bolded and changed color of title to match theme. Removed gridlines to clean it up.

The thought behind this histogram on orders was to identify the average order amounts and what the distribution of those looked like throughout the company. This is a right skewed histogram. Opportunities potentially exist to increase order amounts and make this a more normalized distribution which would increase profitability. That of course is beyond the scope of this analysis due to time.

Profitability by Sales Channel

Channel: Diana Bowden



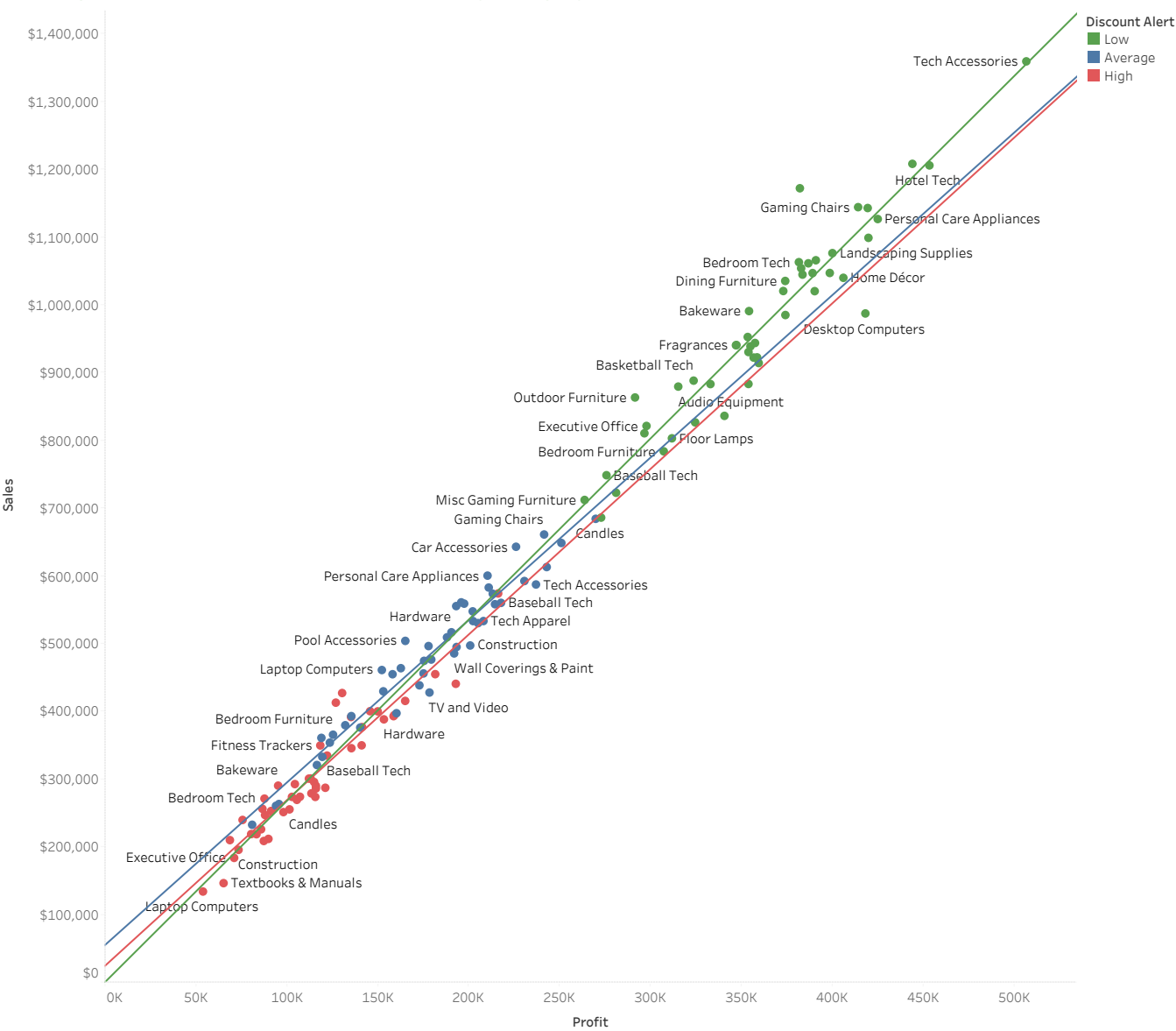
Sum of Profit for each Sales Channel. Details are shown for Delivery Date Year.

Ruberic:

Box and Whisker Plot with 1 calculated field (Profit). I bolded and changed color of title to match scheme. Selected color scheme of analytics to also match rest of scheme. I eliminated grid lines to make it more visually appealing.

I strategeically selected sales channel dimension vs. profit to show where organization should invest in for future. This chart does a great job contrasting and comparing profitability by sales channel. There is no doubt looking at this chart what sales channel is most profitable: In-Store. It also shows least profitable channels (Wholesale) which should be addressed as well).

Scatterplot - Sales, Discount Level and Profit by Category: Diana Bowden

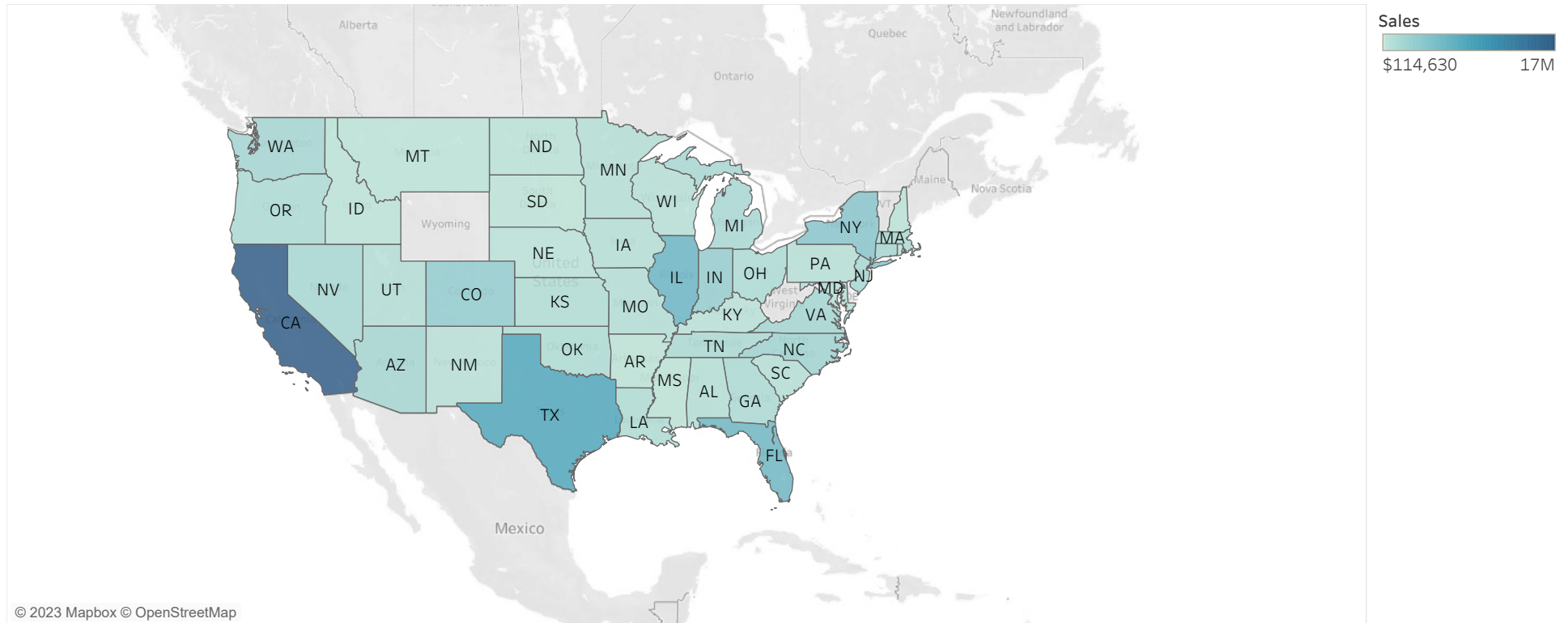


Sum of Profit vs. sum of Sales. Color shows details about Discount Alert. The marks are labeled by Category. Details are shown for Category.

Rubric:
Scatterplot with 3 trend lines and 2 calculated fields (Profit, Discount Alert), 2 marks cards (color: Discount Alert, label: Category). Changed color of scatterplot to match theme; bolded title and changed color to match theme. Re-ordered Discount Alert to make logical sense from low to high. Left red as high discount alert and green for low because intuitively, red signifies caution and green signifies favorable analytics. This all still coordinates with color scheme. Removed gridlines to clean it up.

This scatterplot can be helpful when identifying problem areas in terms of sales, heavily discounted categories vs. poor profitability. Overall, the more profitable, higher selling categories are correlated with lower discounts; not surprising but this is a great way to analyze the data and uncover possible problem areas (Textbooks and Manuals) to be addressed.

Map - Sales by State: Diana Bowden



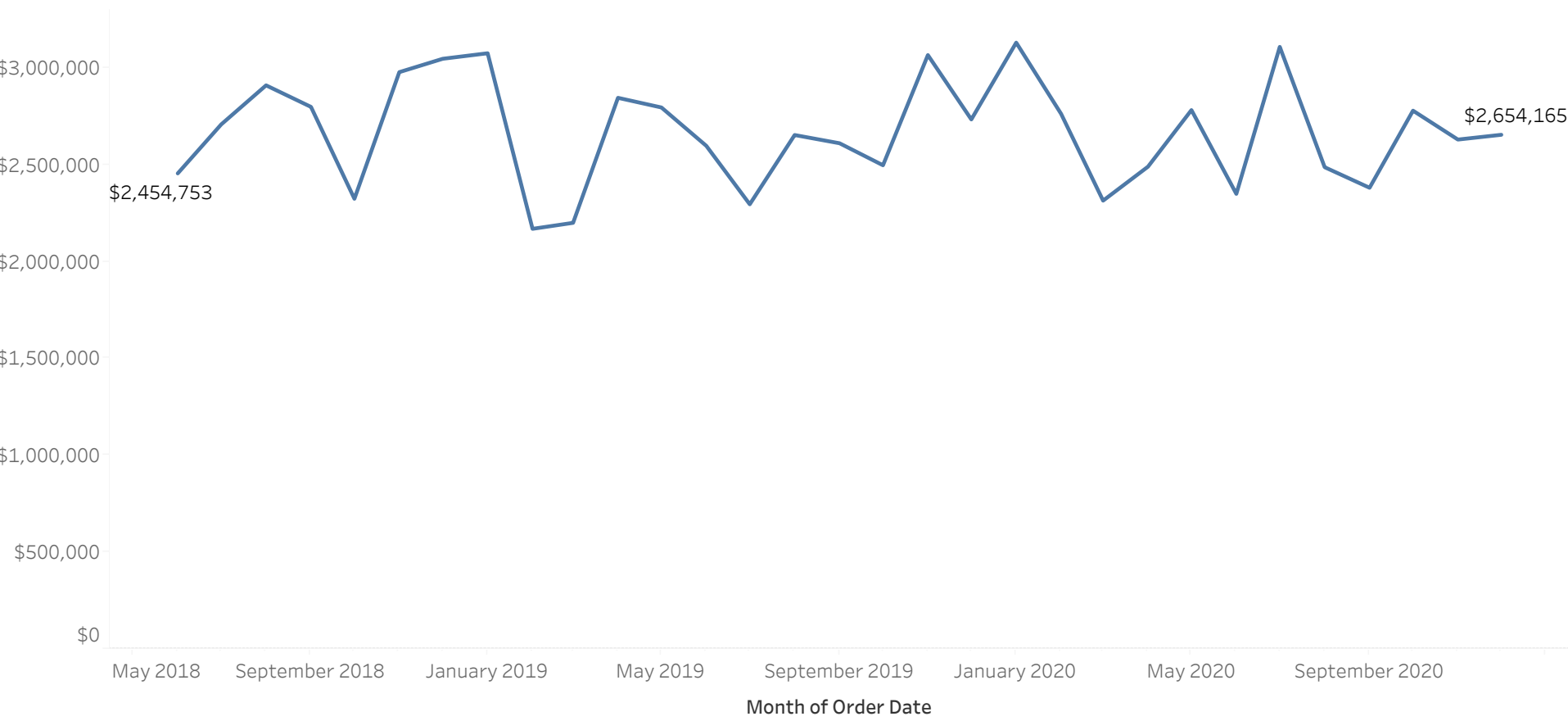
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Sales. The marks are labeled by StateCode (Regions Sheet). Details are shown for State (Regions Sheet).

Rubric:

Map with 1 calculated field (Household income per capita) and 2 marks cards (color-Sales, tool tip: Population, Household Income per capita). Bolded and changed color of title to match theme. Map colors already went with them so I left this alone. Strategically added household income per capita to illustrate how this metric affects sales in every state (it is a matter of household income and population density).

The simplicity of this map enables executives to quickly identify higher performing states (darker blue colors).

Sales by Month: Diana Bowden

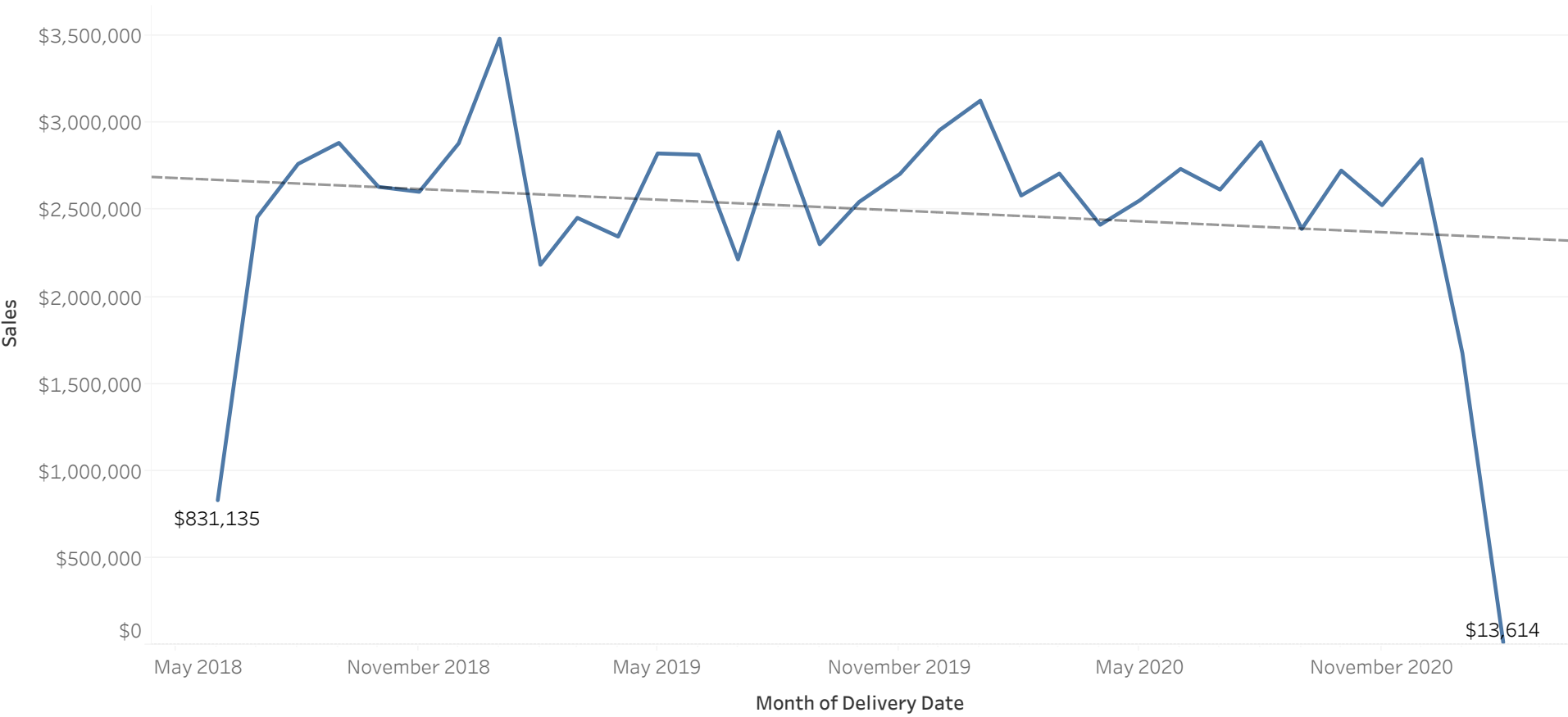


The trend of Select Your Metric for Order Date Month.

Ruberic:
Line graph with 1 parameter (Select your metric: sales, profit and costs) and 2 calculated field (profit, costs). Changed color of title to match theme. Changed color of metric to indicate selectable field (blue) which is common in technology. Added labels to end of lines for readability. Removed grid lines.

Strategic use of this chart is for the dashboard and quick identification of sales trends over time by sales, profit or costs.

Interactive Sales Team KPI: Diana Bowden



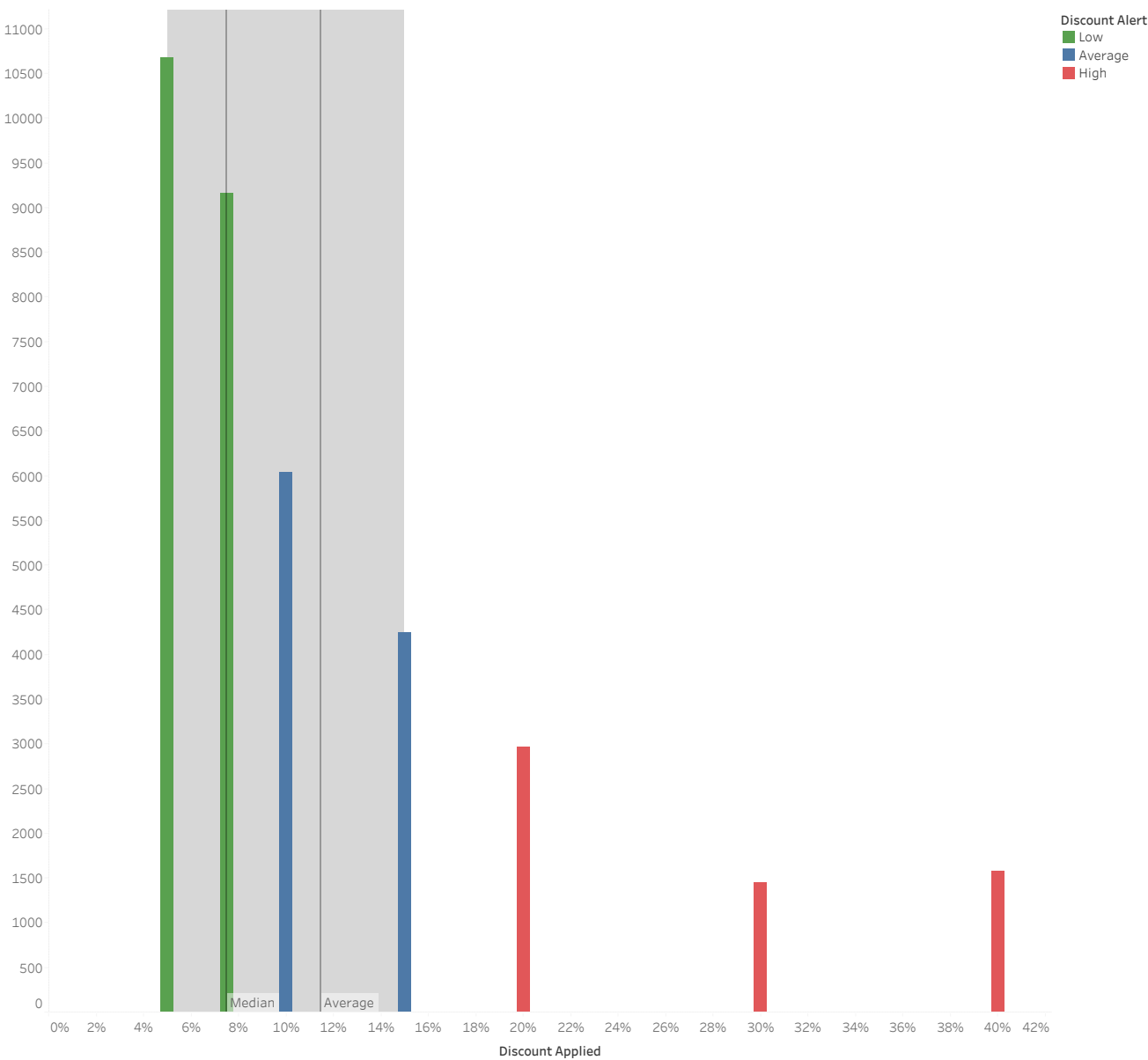
The trend of sum of Sales for Delivery Date Month. The data is filtered on Sales Team, which keeps 28 of 28 members.

Ruberic:

Line Chart with 1 filter (sales team), trend line and labels. Bolded and changed color of title to match theme.

This is similar to earlier chart but I added a trend line to show the performance trend for each sales team member. It is a subtle but important difference to determine staff performance and engagement so I left both graphs i.

Bar Chart with Descriptive Statistics - Discount Applied by Region: Diana Bowden

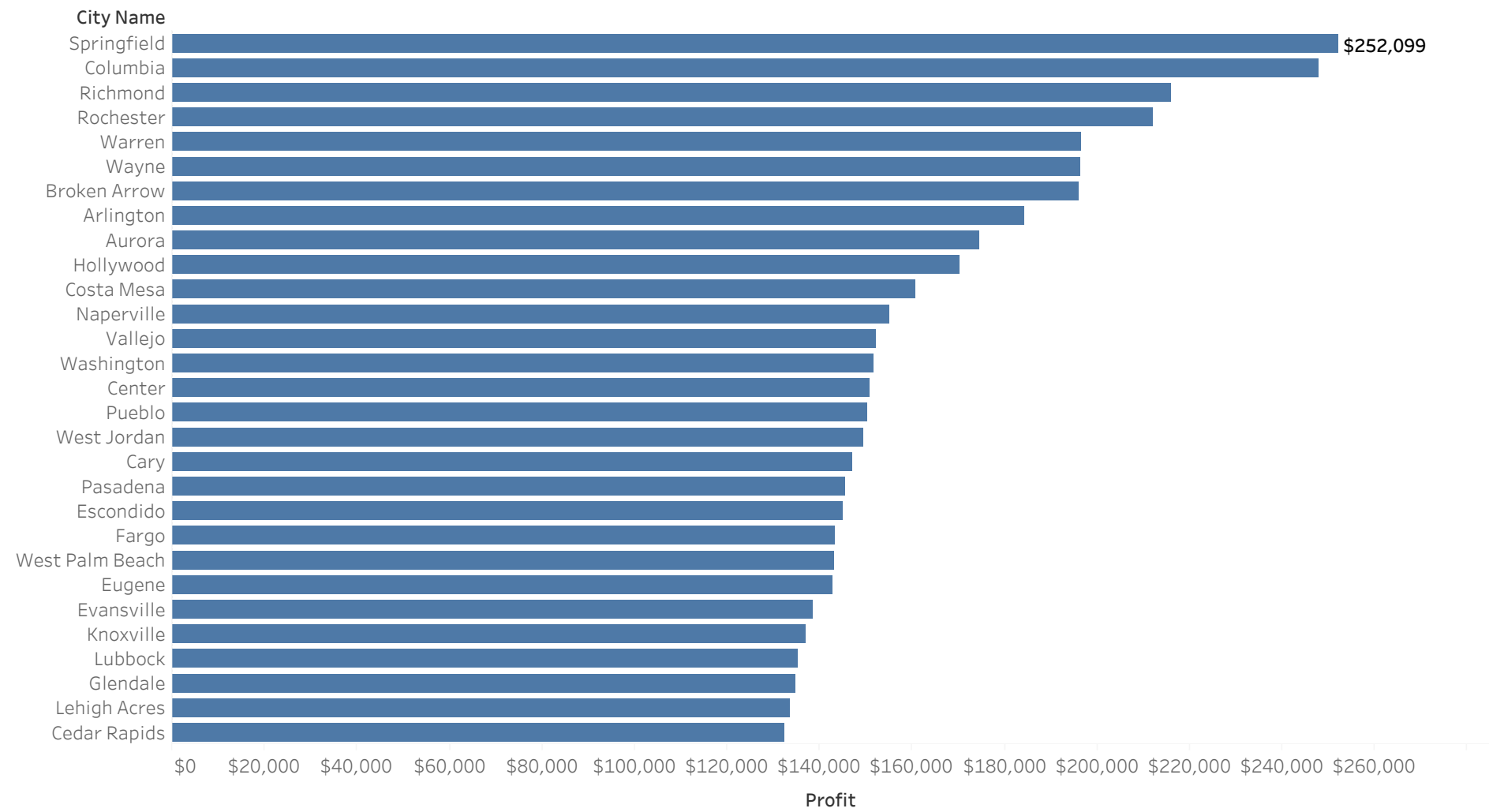


Discount Applied vs. Order Quantity. Color shows details about Discount Alert. The data is filtered on Region, which keeps Midwest, Northeast, South and West.

Rubric:
Bar Chart with 1 calculated field (Discount Alert), 1 filter (Region) and Analytics/References lines (median, avg and quartiles) applied. Changed colors of bars to match theme. Re-ordered discount alert for legibility. Changed colors of discount alerts that are more intuitive yet match color scheme. Bolded and changed color of title to match theme. Eliminated gridlines.

The purpose of this chart was to explore and define how discounting is affecting orders and what that magnitude is. Further exploration should be done to dive into the high discounting areas by category, state and region.

Bar Chart - Profitability by Store: Diana Bowden

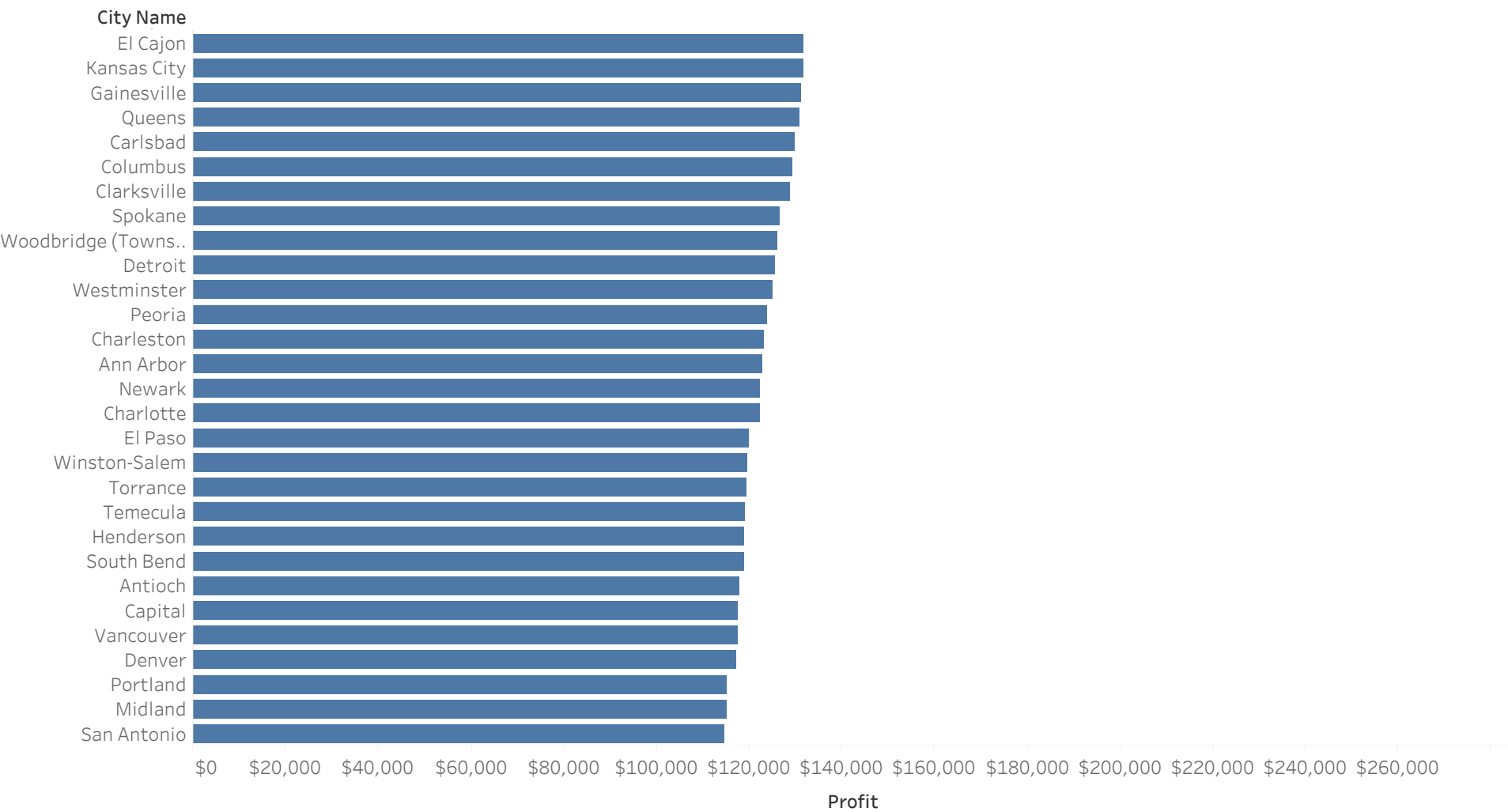


Sum of Profit for each City Name.

Ruberic:
Bar Chart with 1 calculated field (profit), 1 filter (region) and 2 marks cards (tool tips: Population, Discount, label: min/max lables). Bolded and changed color of title to match theme.Removed gridlines.Sorted store profitability in descending order.

It was important to determine which stores (City Name) are most vs. least profitable and have the flexibility to view by region (purpose of filter). I added population in tool tip as well to examine how population affects store profitability. Further analysis could also drill down into the causes of the least profitable stores, category mix, channels and discount level to reverse trends but that is beyond scope of this project given time constraints.

Bar Chart - Profitability by Store: Diana Bowden

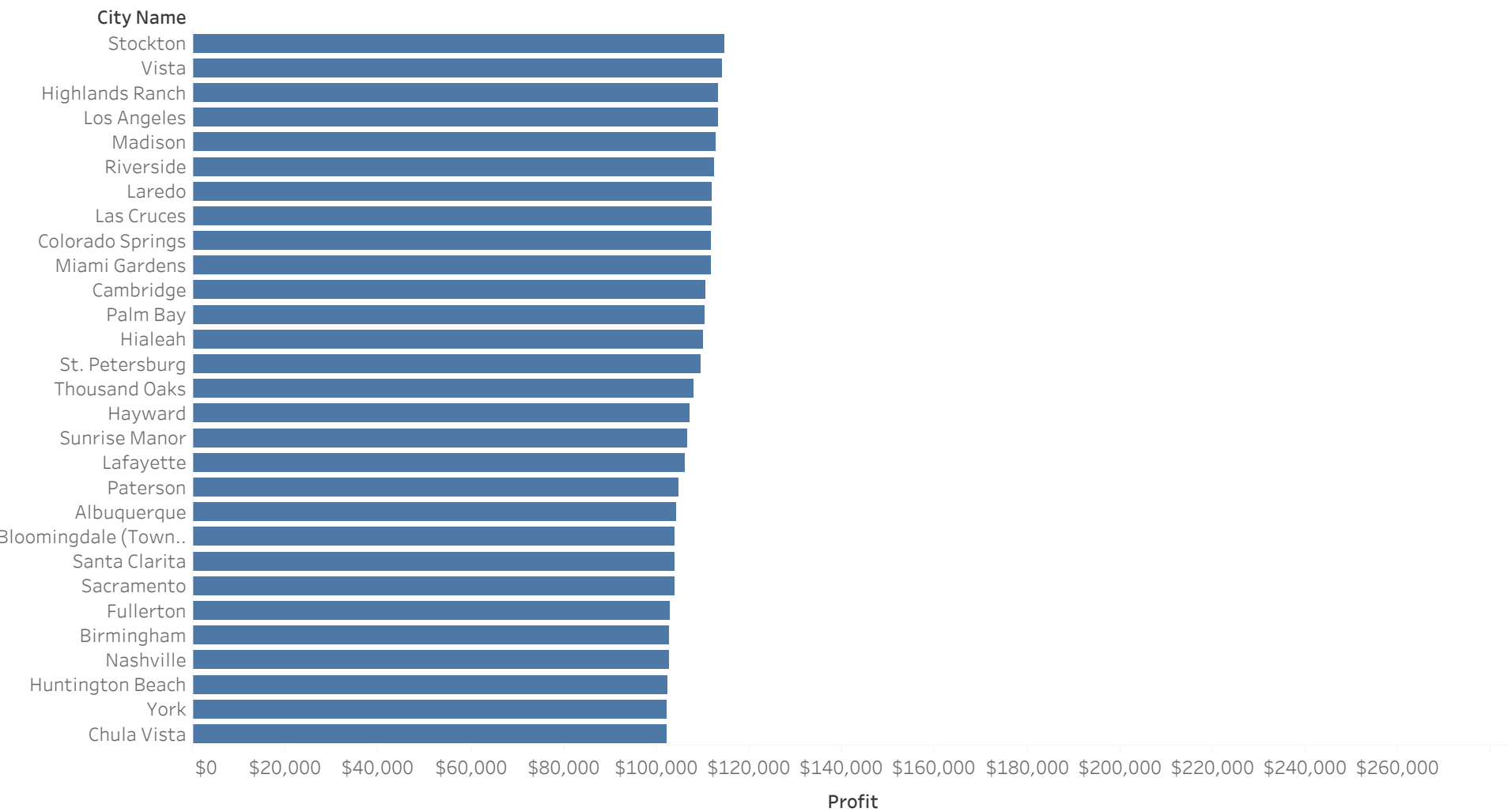


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Bar Chart - Profitability by Store: Diana Bowden

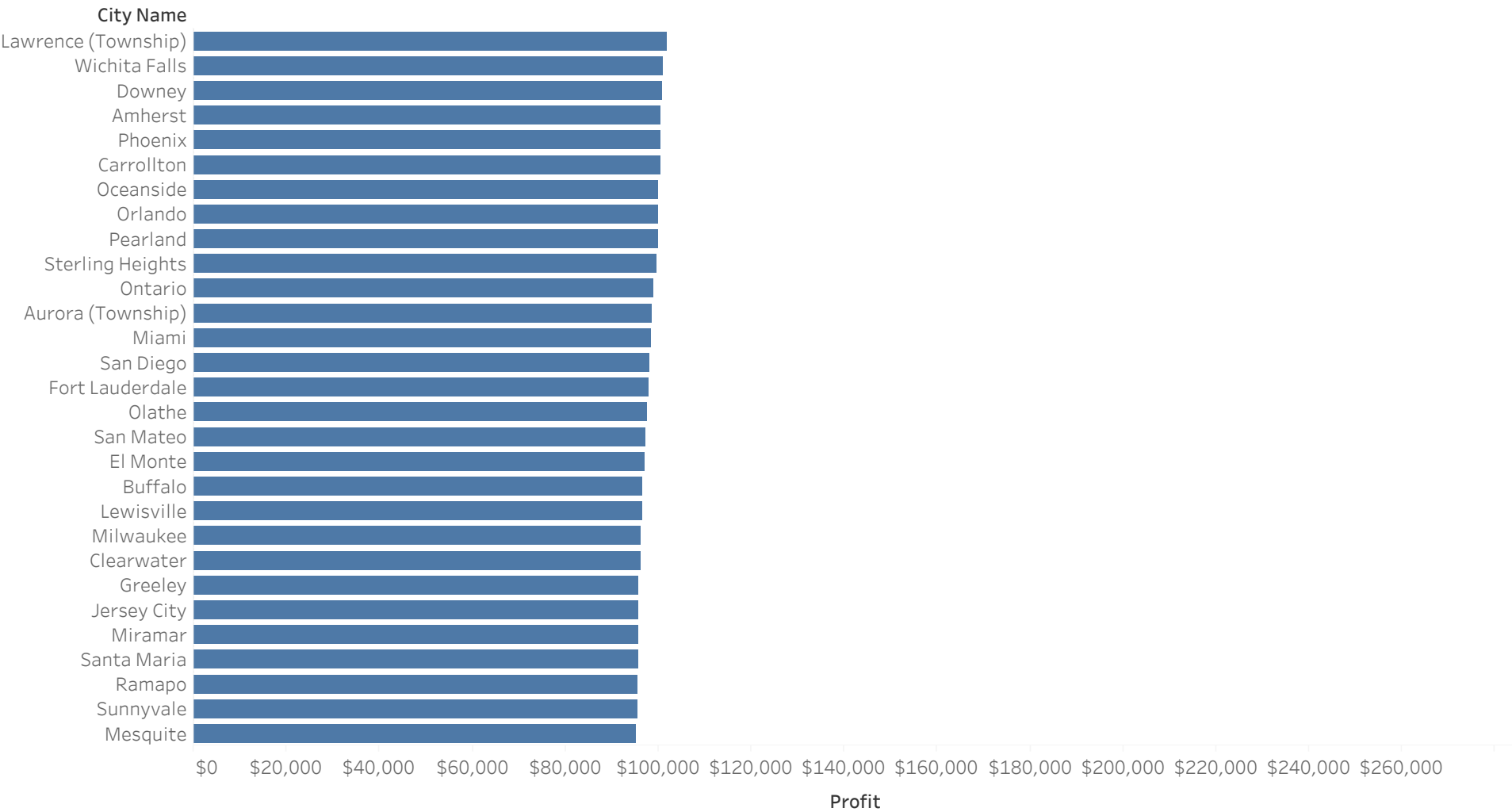


Sum of Profit for each City Name.

Ruberica:
Bar Chart with 1 calculated field (profit), 1 filter (region) and 2 marks cards (tool tips: Population, Discount, label: min/max lables). Bolded and changed color of title to match theme.Removed gridlines.Sorted store profitability in descending order.

It was important to determine which stores (City Name) are most vs. least profitable and have the flexibility to view by region (purpose of filter). I added population in tool tip as well to examine how population affects store profitability. Further analysis could also drill down into the causes of the least profitable stores, category mix, channels and discount level to reverse trends but that is beyond scope of this project given time constraints.

Bar Chart - Profitability by Store: Diana Bowden

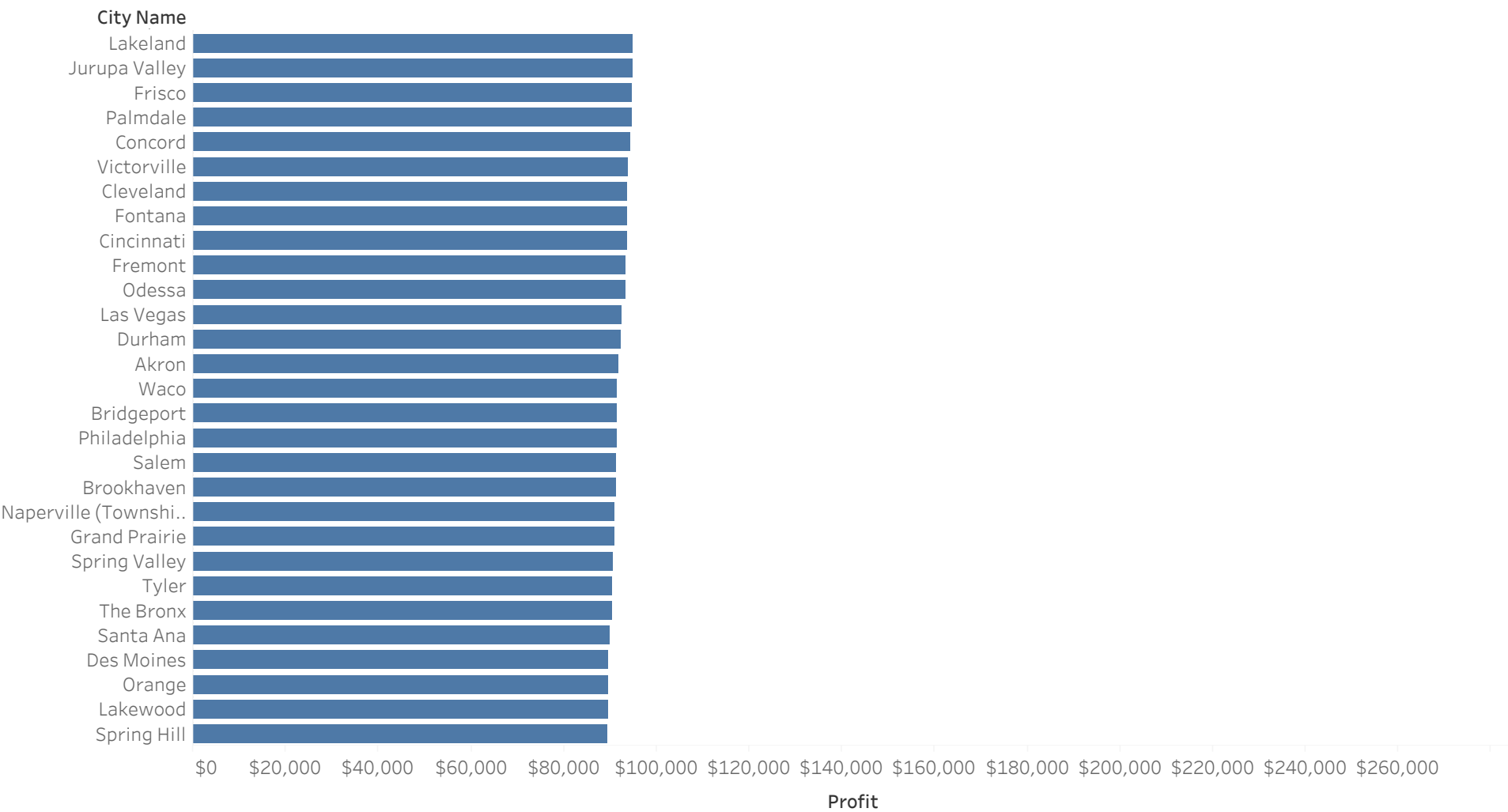


Sum of Profit for each City Name.

Ruberica:
Bar Chart with 1 calculated field (profit), 1 filter (region) and 2 marks cards (tool tips: Population, Discount, label: min/max lables). Bolded and changed color of title to match theme.Removed gridlines.Sorted store profitability in descending order.

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Bar Chart - Profitability by Store: Diana Bowden

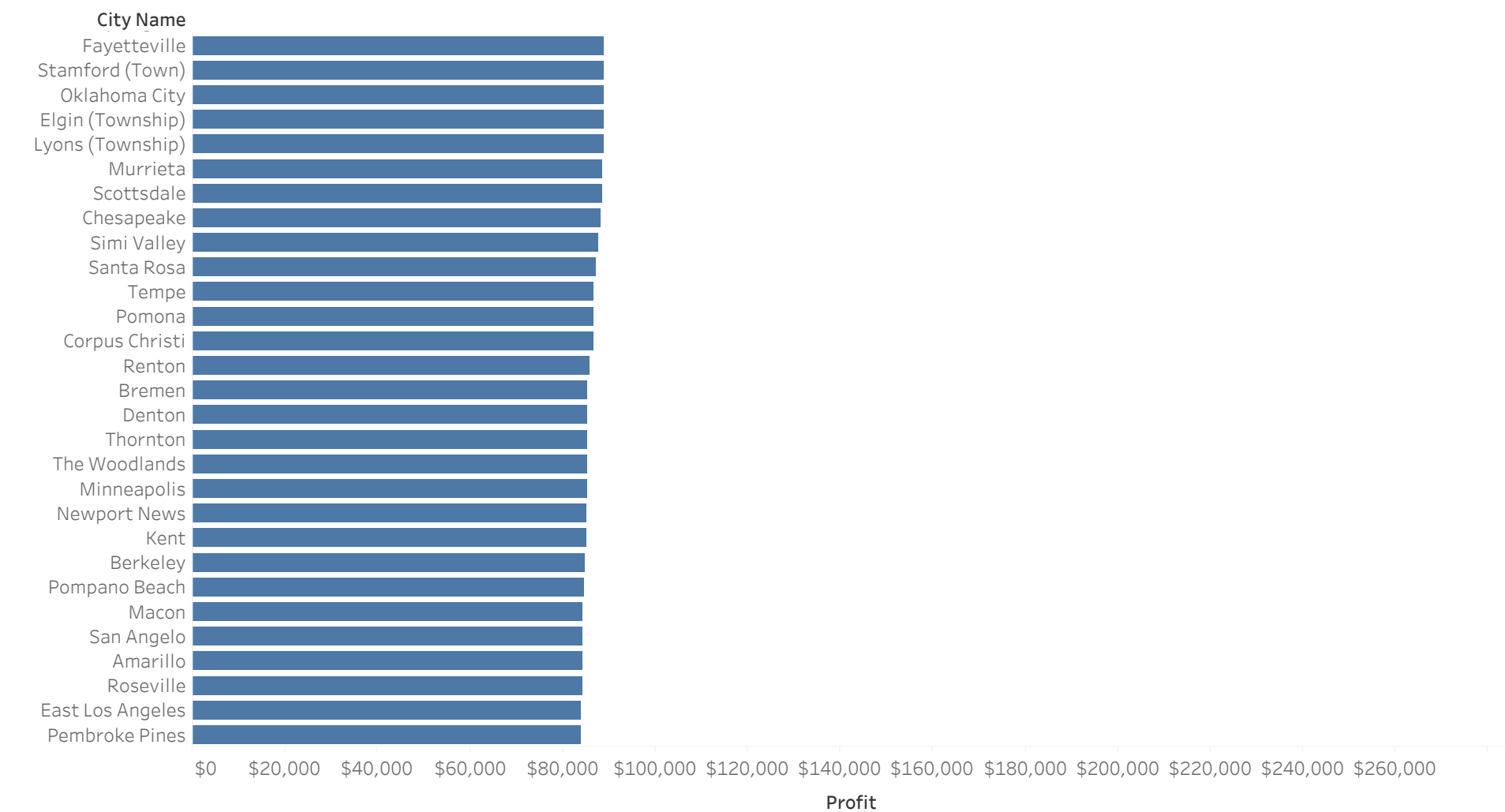


Sum of Profit for each City Name.

Ruberic:
Bar Chart with 1 calculated field (profit), 1 filter (region) and 2 marks cards (tool tips: Population, Discount, label: min/max lables). Bolded and changed color of title to match theme.Removed gridlines.Sorted store profitability in descending order.

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Bar Chart - Profitability by Store: Diana Bowden

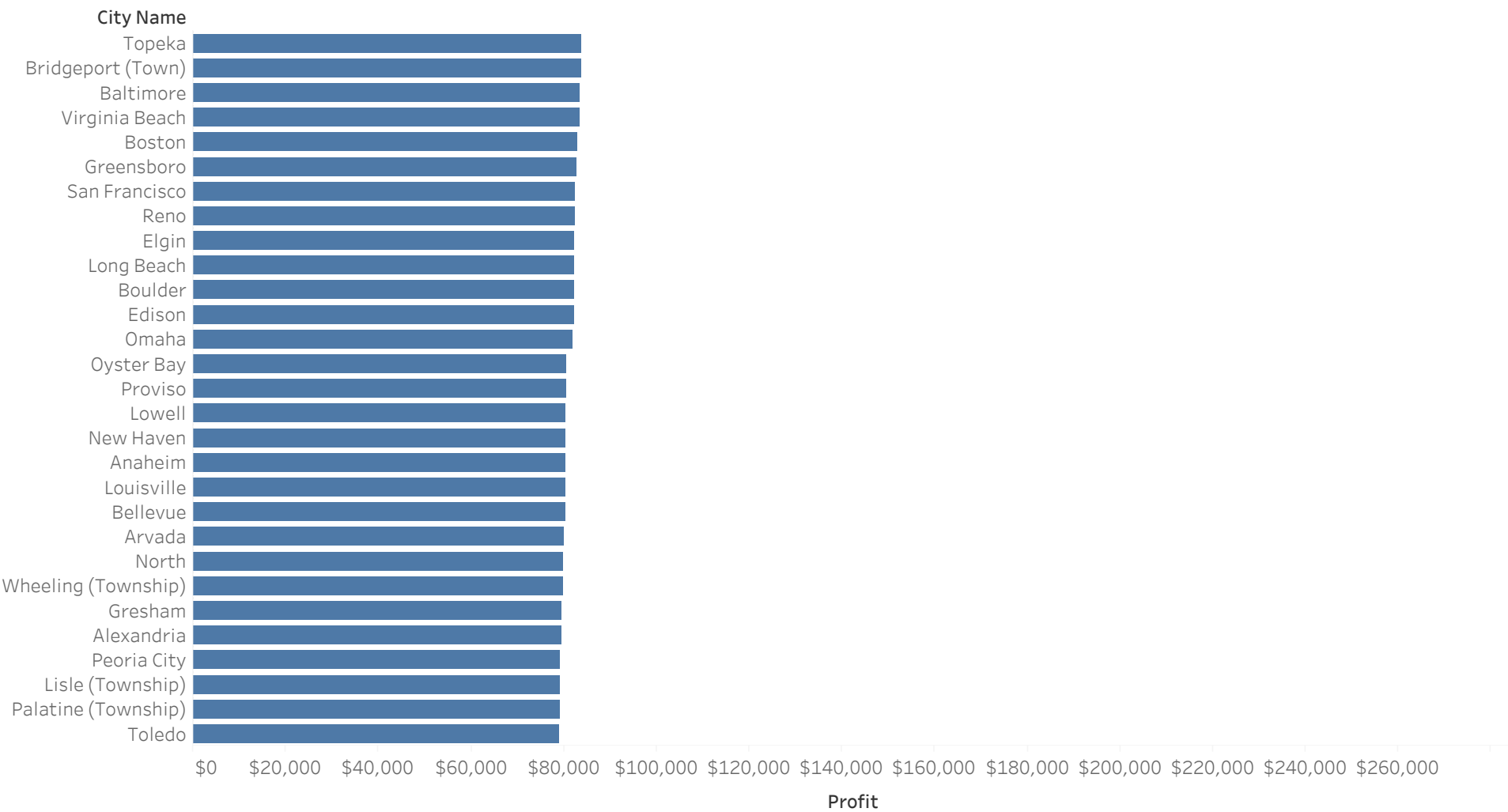


Sum of Profit for each City Name.

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Bar Chart - Profitability by Store: Diana Bowden

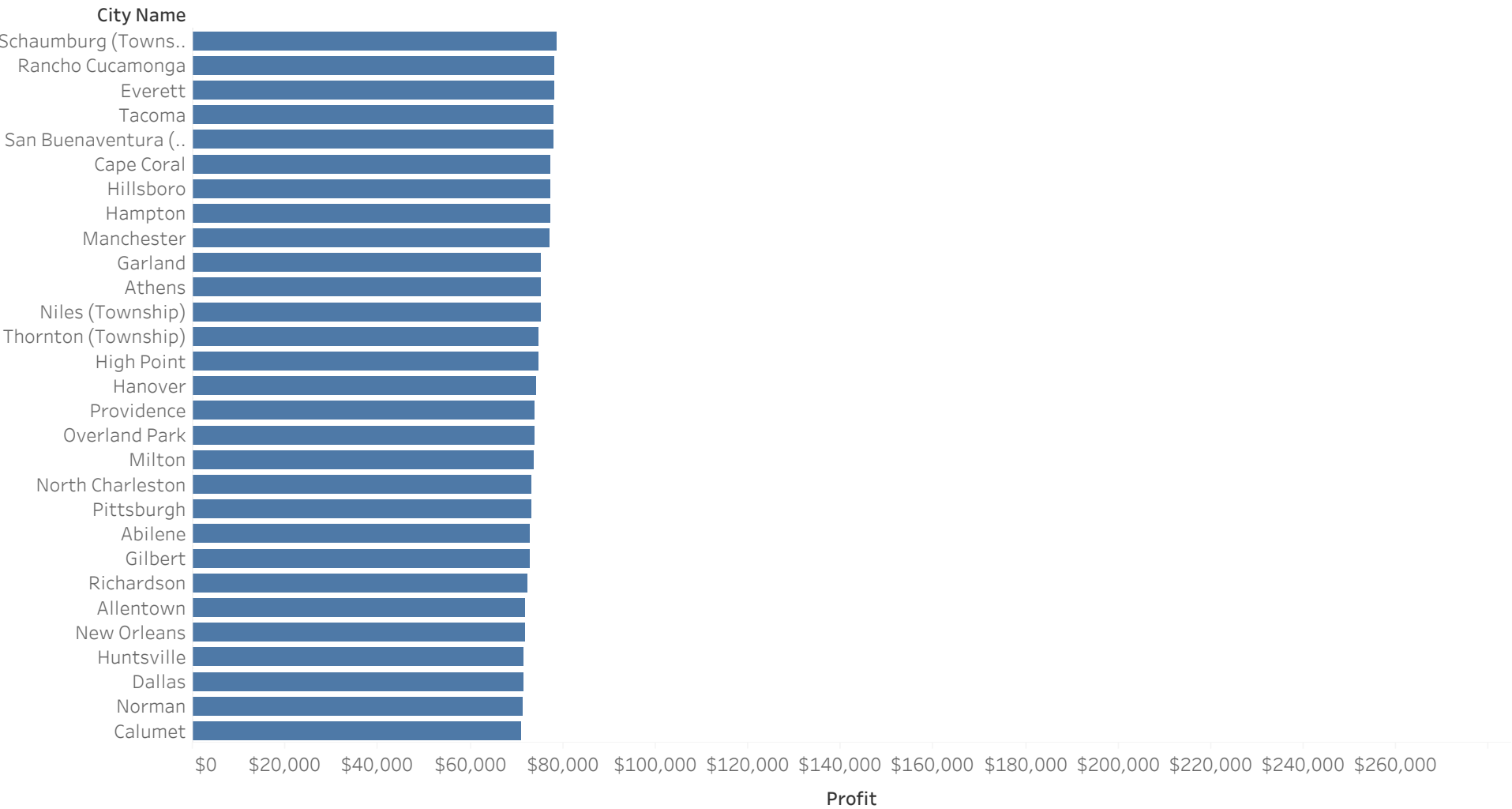


Sum of Profit for each City Name.

Ruberic:
Bar Chart with 1 calculated field (profit), 1 filter (region) and 2 marks cards (tool tips: Population, Discount, label: min/max lables). Bolded and changed color of title to match theme.Removed gridlines.Sorted store profitability in descending order.

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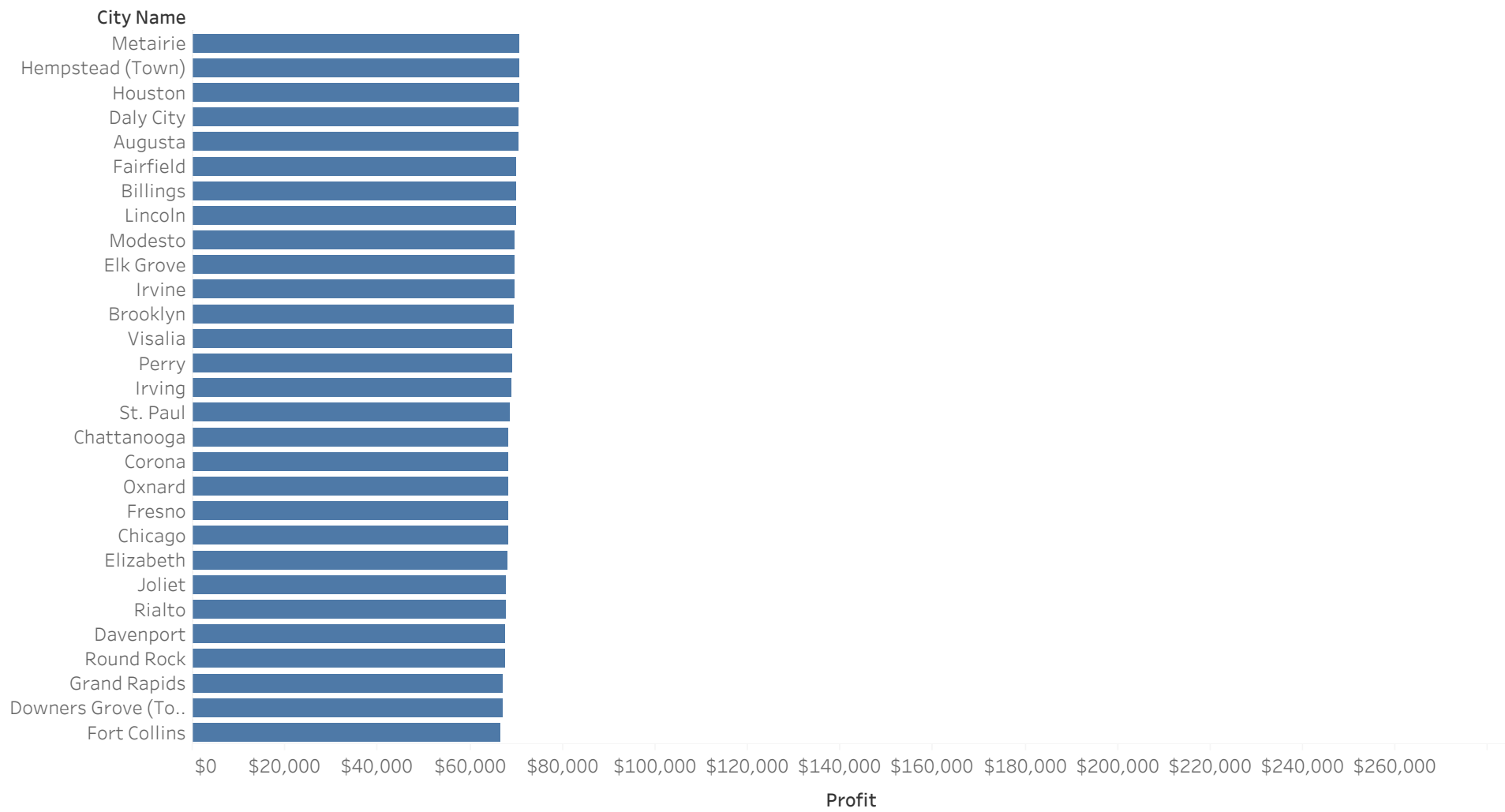


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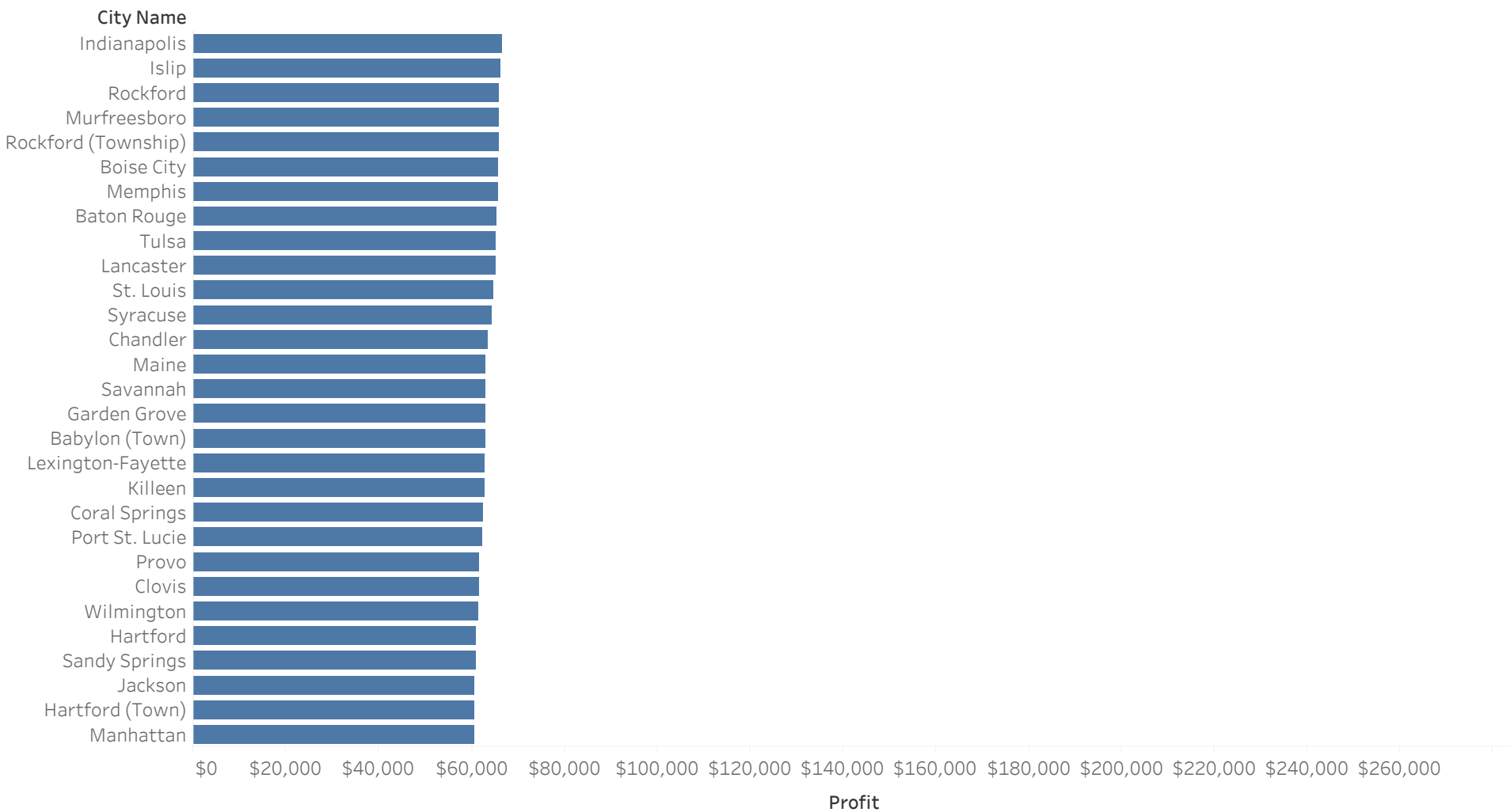


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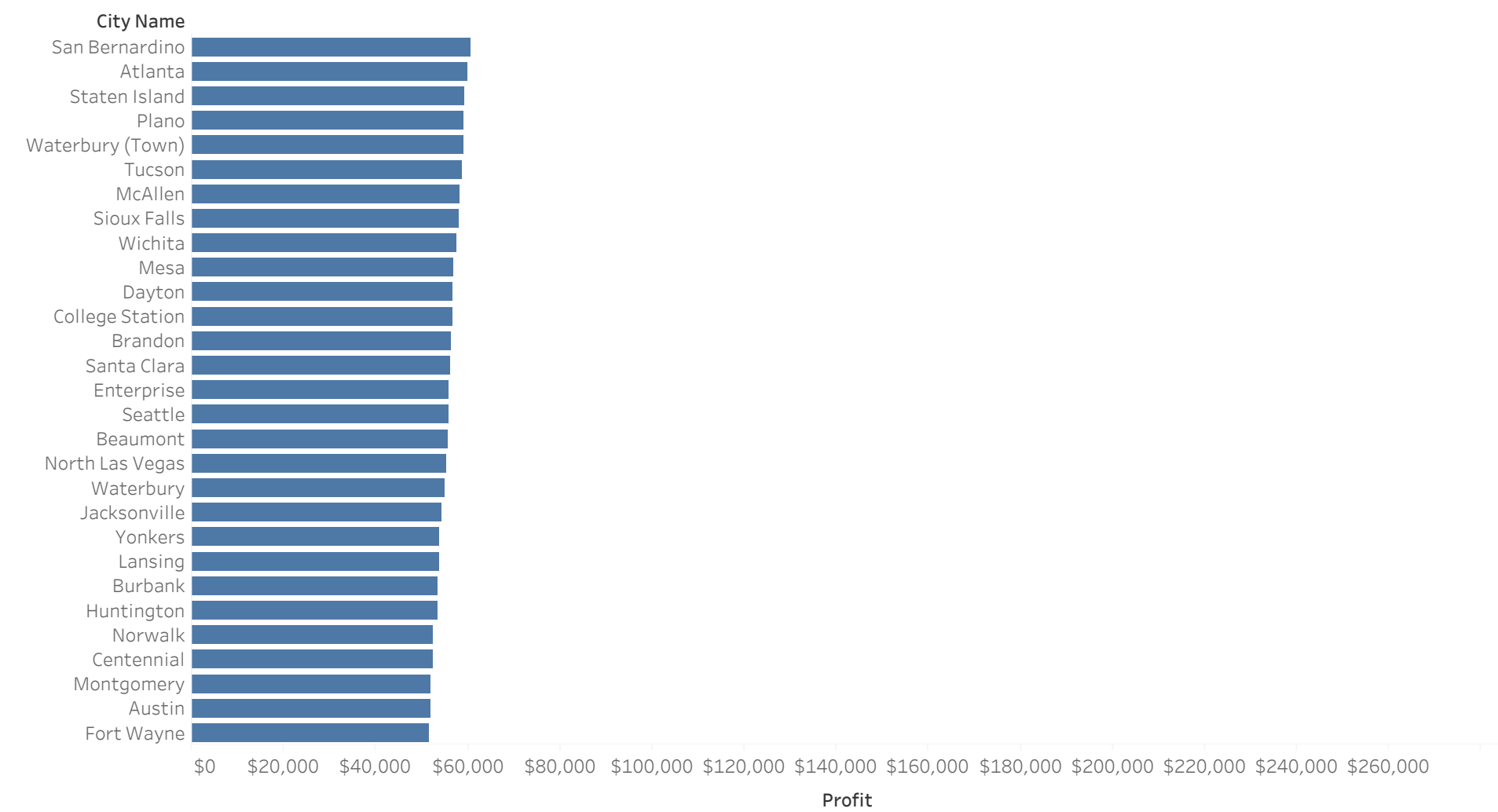


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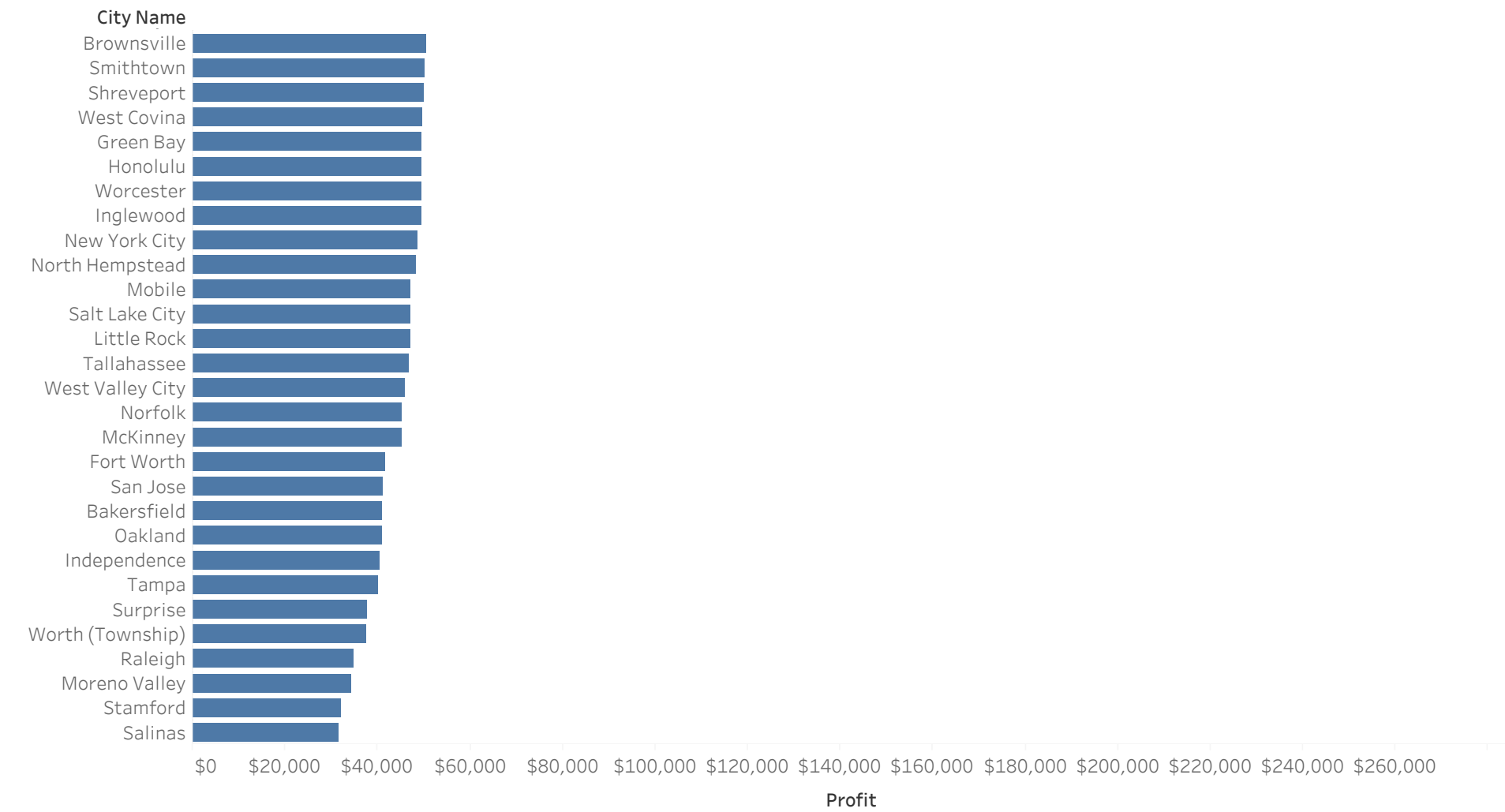


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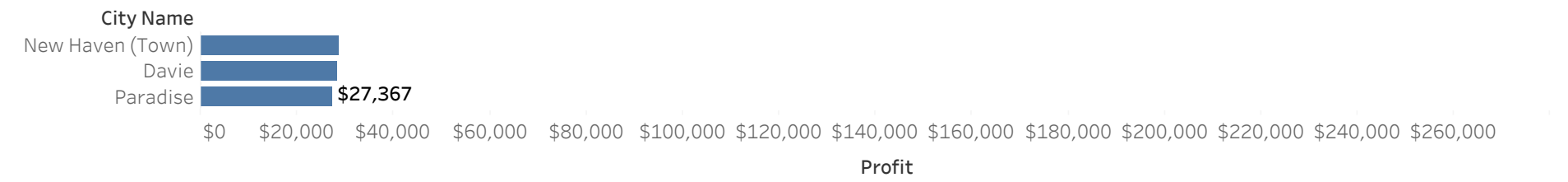


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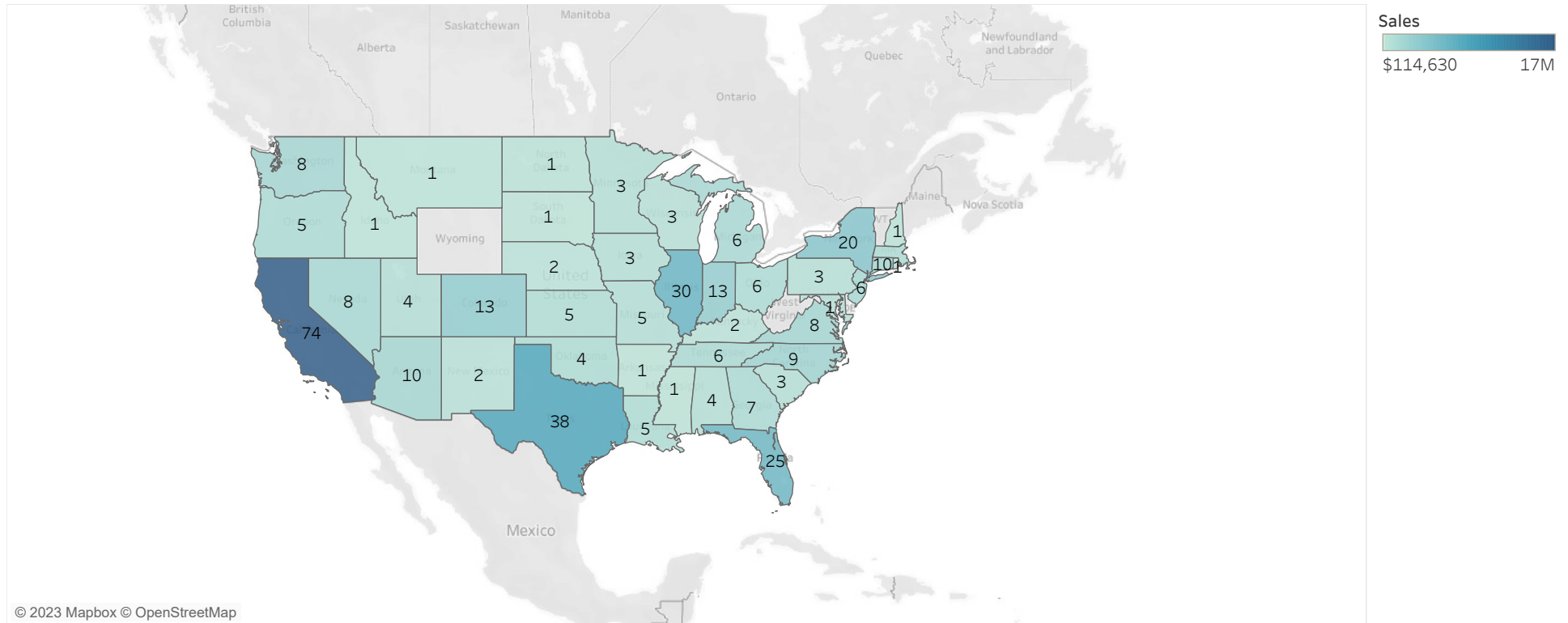


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Store Count by State and Region: Diana Bowden



Map based on Longitude (generated) and Latitude (generated). Color shows details about Region. The marks are labeled by distinct count of Store ID. Details are shown for State.

Rubric:

Map with 1 calculated field/LOD (Avg Household Income USA), 3 marks cards (color: Sales, tool tips: Household Income, Avg Household Income USA, Population; label: Store ID counts), 1 filter (Region). Added household income at state level and population to tooltips. Re-ordered tool tips for logical legibility and changed colors of regions to match scheme. Added location labels to regions for easy identification of regiona with higher/lower location count by state. Bolded and changed color of title to match theme.

The visual is simple yet rich in information through use of tooltips. It shows how regions differ geographically as well as demographically (tooltips) in terms of locations, household income and population are important when determining where best growth opportunities lie.

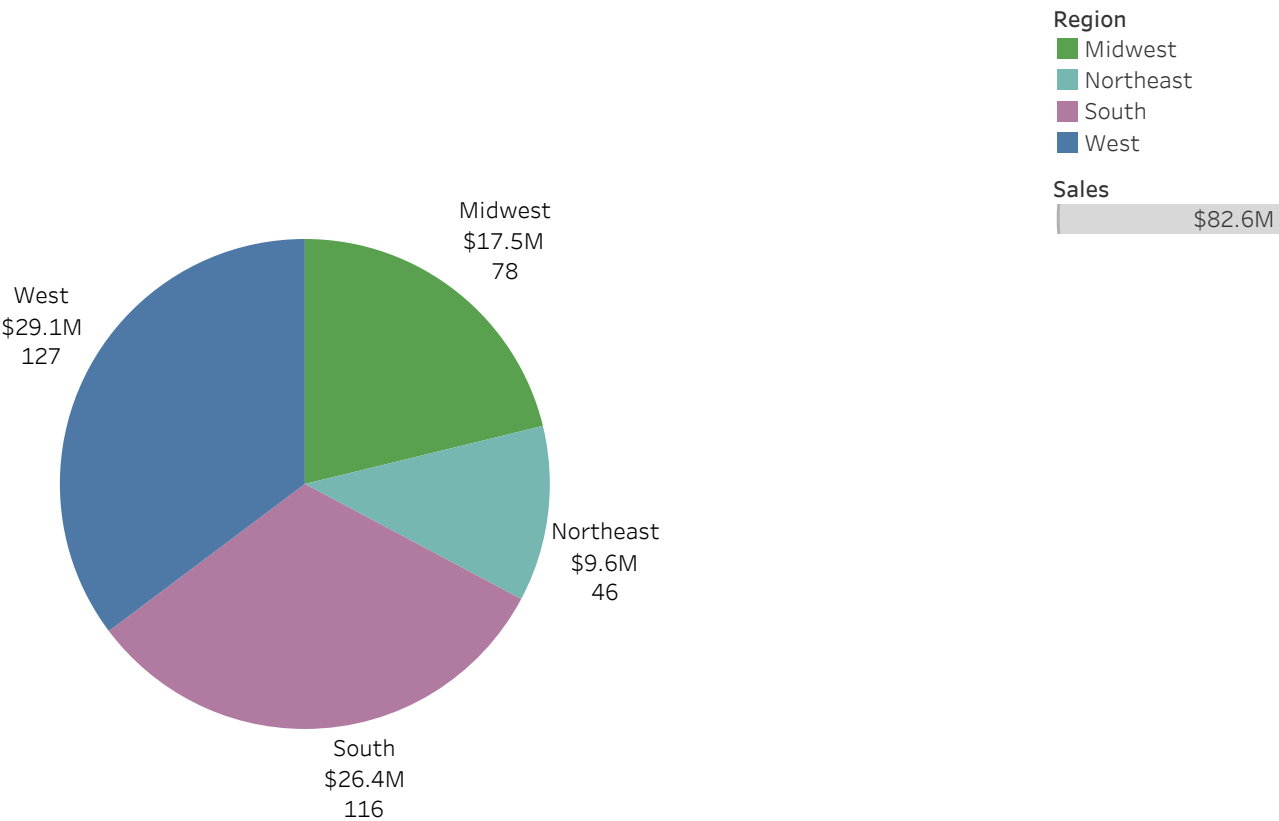
Total Sales vs. Profit Trends by Quarter: Diana Bowden

Company Sales and Profit grew significantly in Q3 2019, yet has remained relatively flat since that time. This presentation will explore some potential opportunities to reverse this trajectory back to steady growth for the company.



Total Sales, Locations by Region: Diana Bowden

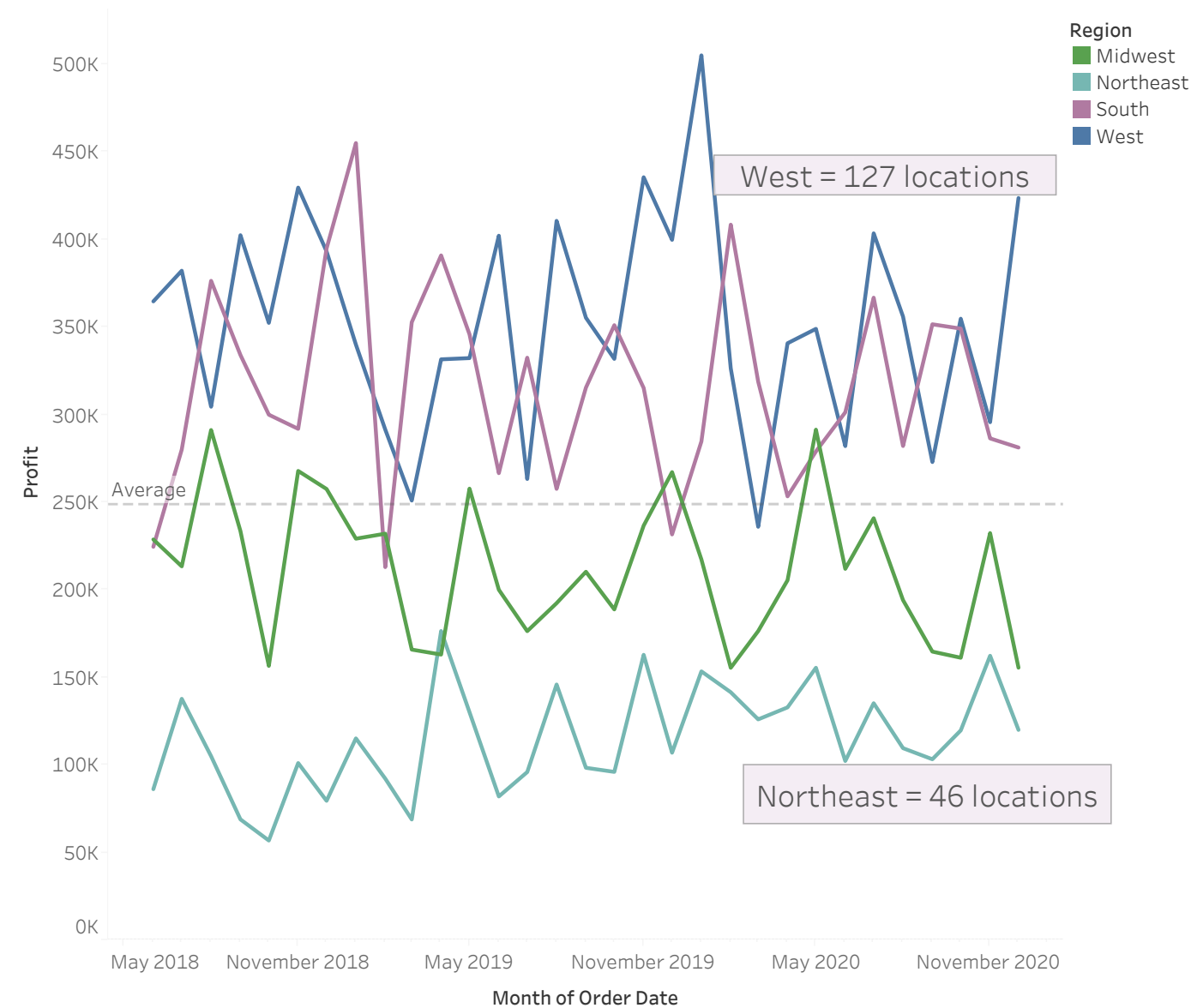
The company sells products within the USA through 4 regions; the highest performing sales region is the West, which also has the highest number of locations.



Sales by Region is generally proportional to number of locations in each region.

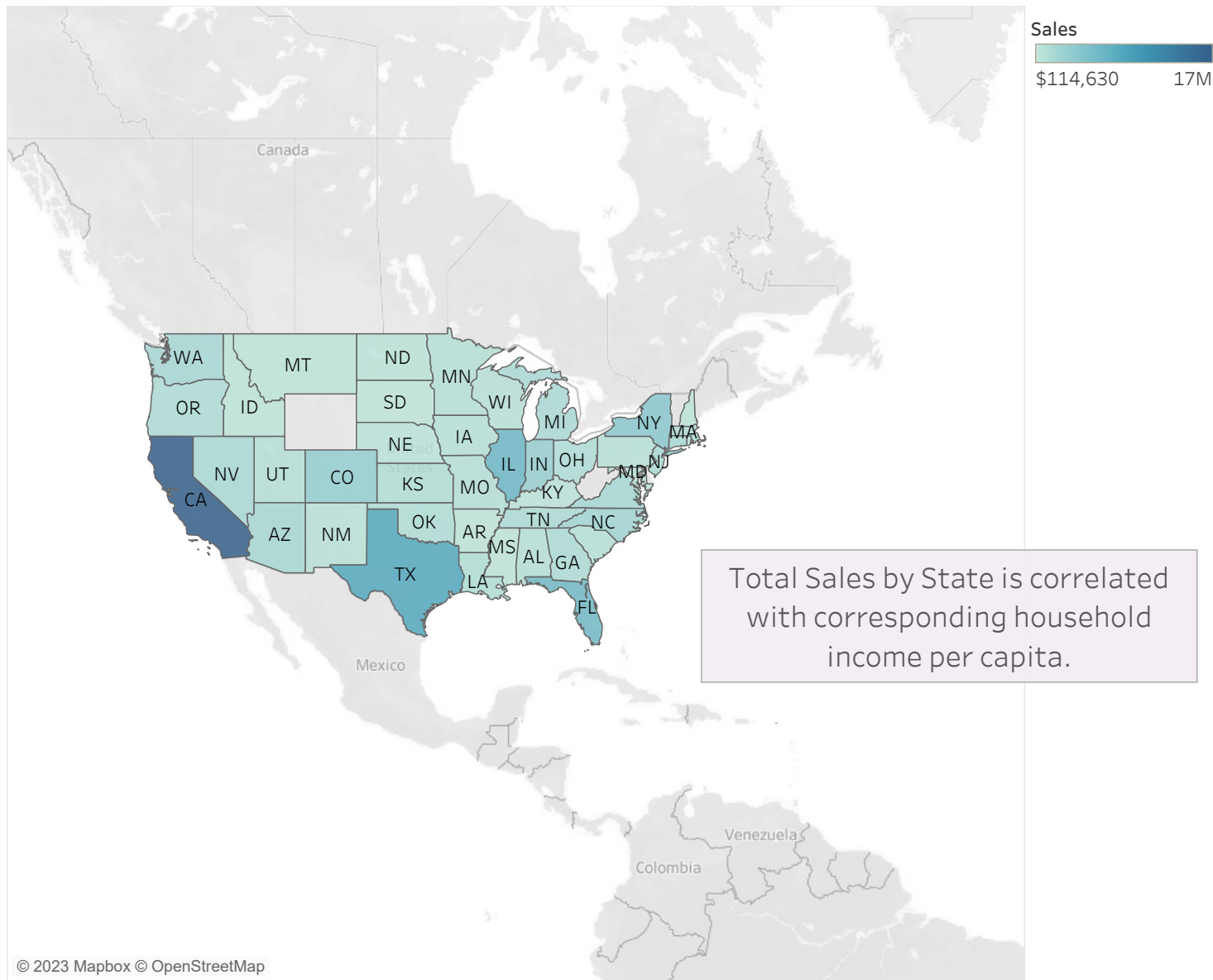
Total Profit by Region: Diana Bowden

While the Western Region generates the most profit, it also has more locations than any other region. The greatest opportunity for growth based on household income is in the Northeast region..



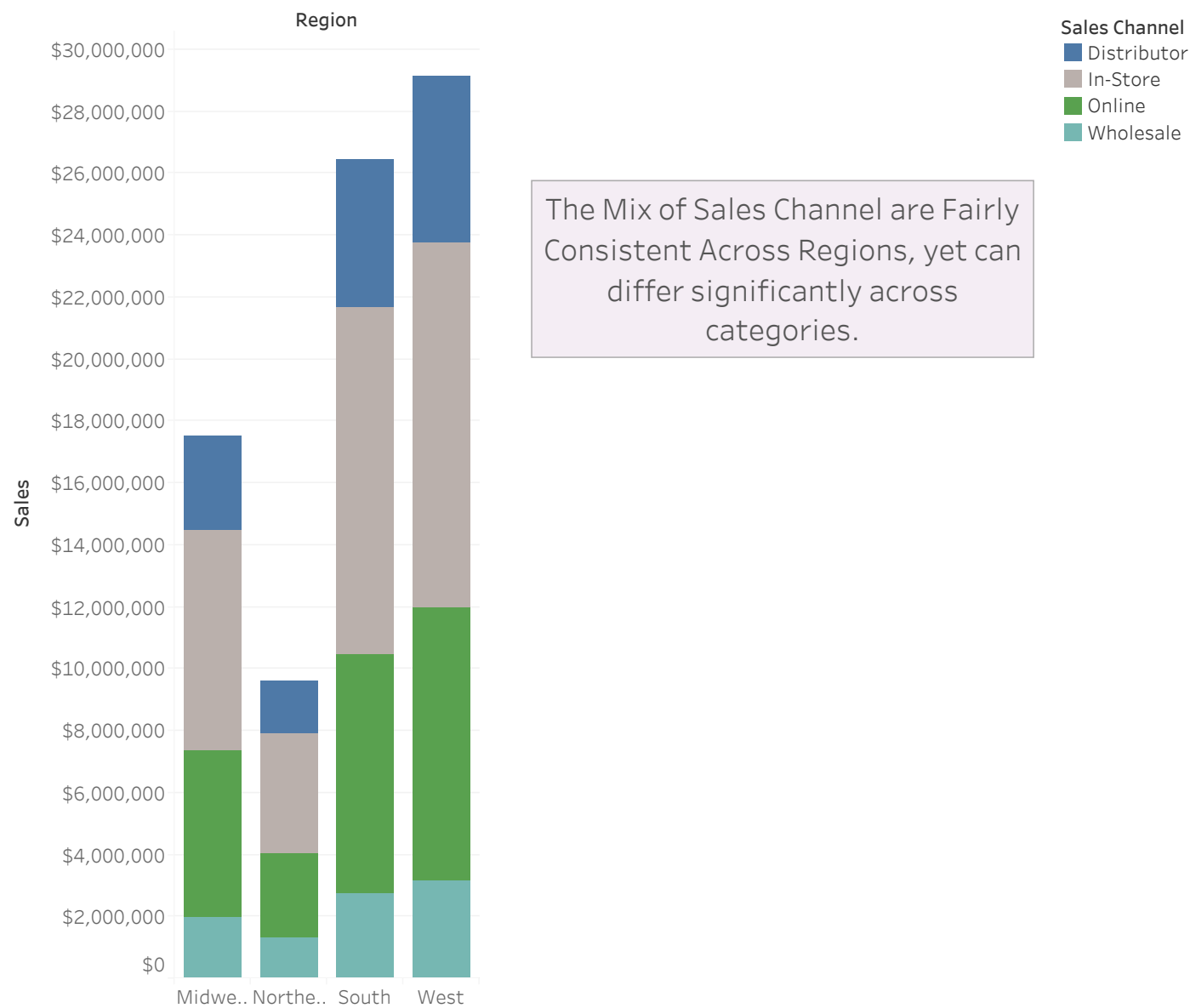
Sales by State, Population and Income: Diana Bowden

Within each region, the majority of sales comes from CA, TX, IL, and FL which have among the highest household income per capita in the country.



Sales by Channel by Region: Diana Bowden

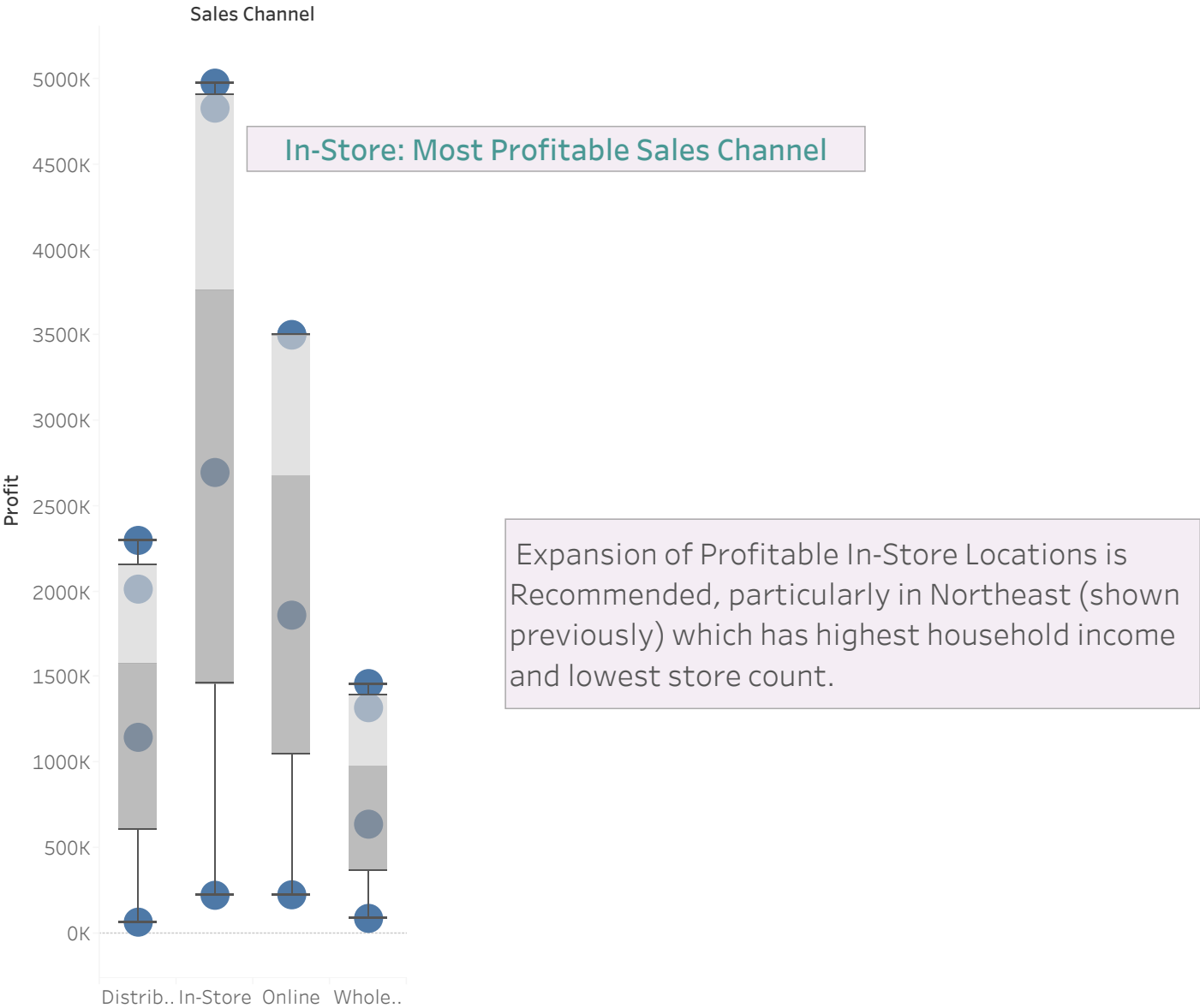
Sales are generated through 4 sales channels: wholesale, online, in-store and distributors.



The Mix of Sales Channel are Fairly Consistent Across Regions, yet can differ significantly across categories.

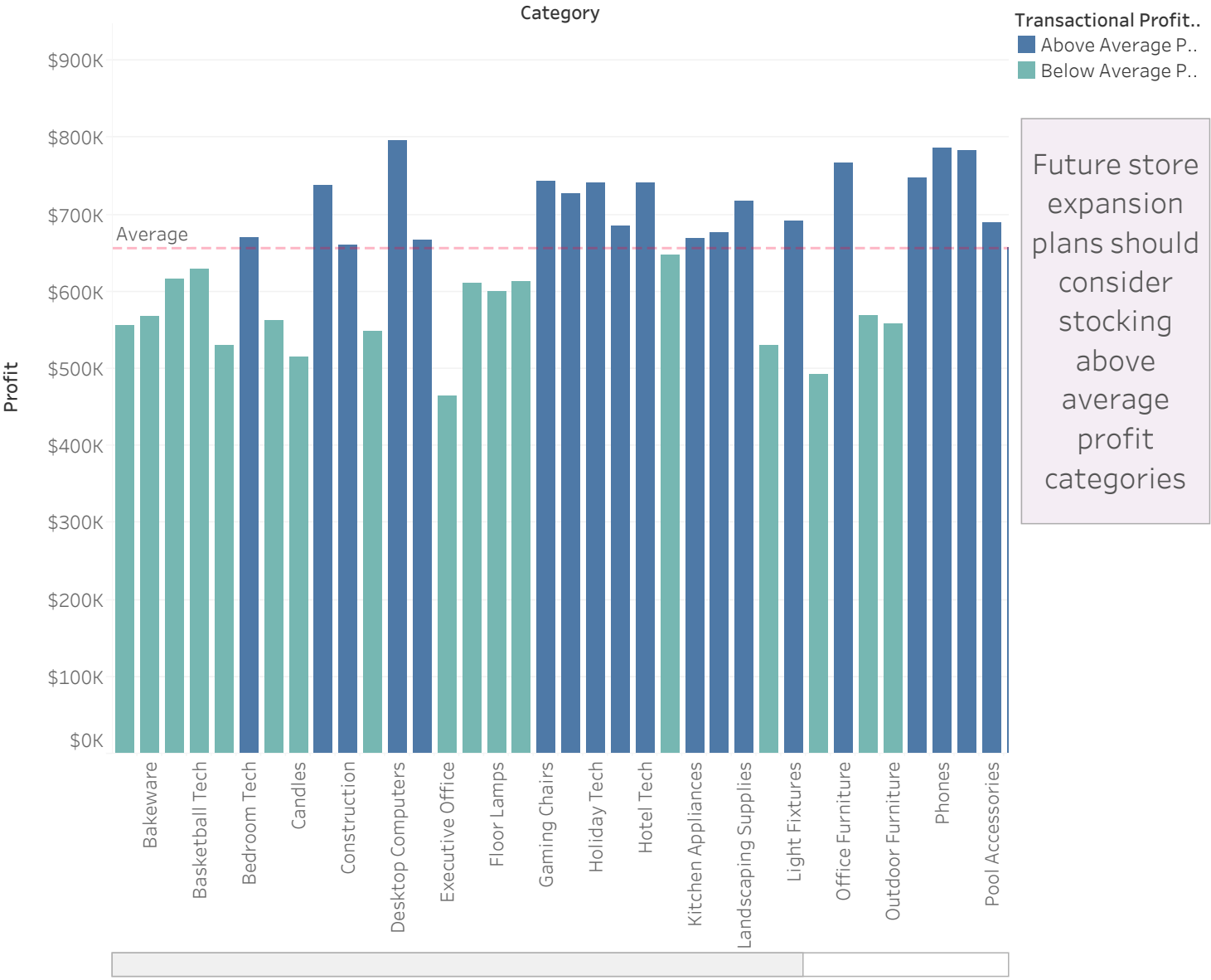
Profitability by Sales Channel: Diana Bowden

The most profitable sales channel is in-store, while the least profitable is wholesale. Company should explore expansion of in-store locations while minimizing wholesale and associated high discounts whenever feasible.



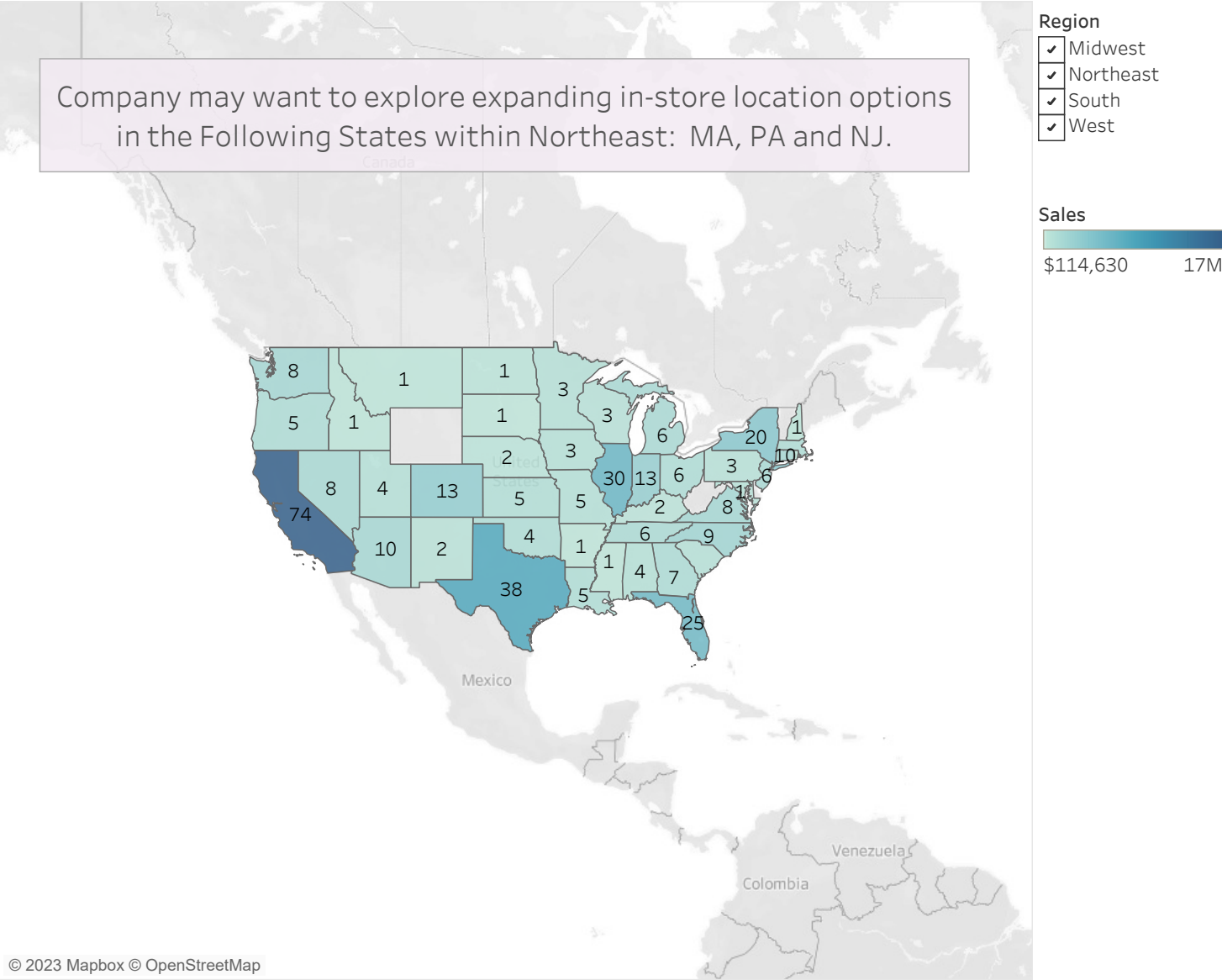
Total Profit by Product Category: Diana Bowden

The five profitable product categories are Desk Top Computers, Phones, Photo Tech, Office Furniture and Gaming Chairs.



Store Locations, Population and Household Income by State: Diana Bowden

Conclusion: There is Growth opportunity in the Northeast region which as the highest household income with the fewest amount of in-store locations (which are the most profitable). Further analysis is recommended to expand in-store locations in the Northeast. In-store stocking categories should include Computers, Phones and Accessories, Office Furnituer and Gaming Chairs.



Data World: Sales Analysis



Total Sales :
Diana Bowden

\$82,617,097

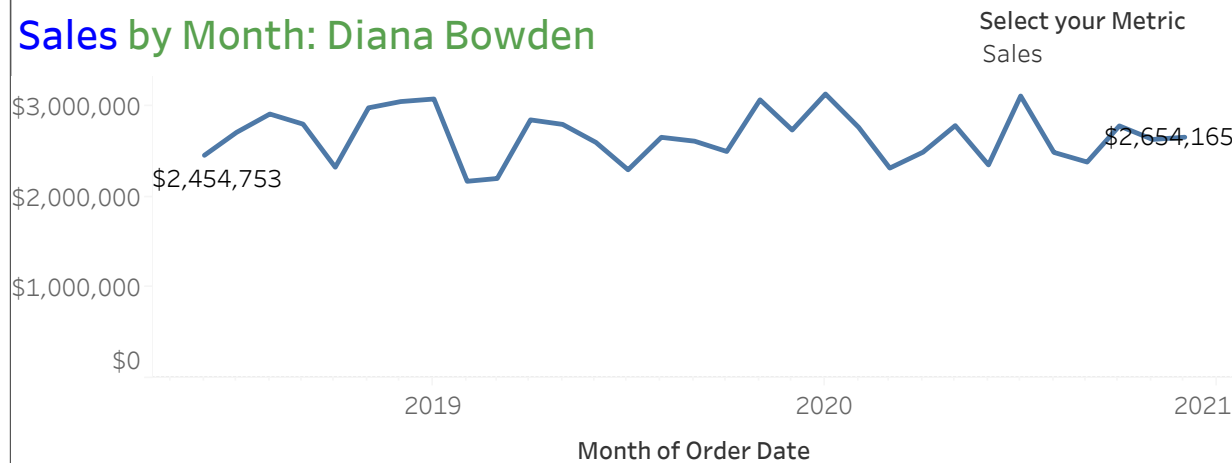
Total Profit:
Diana Bowden

\$30,850,410

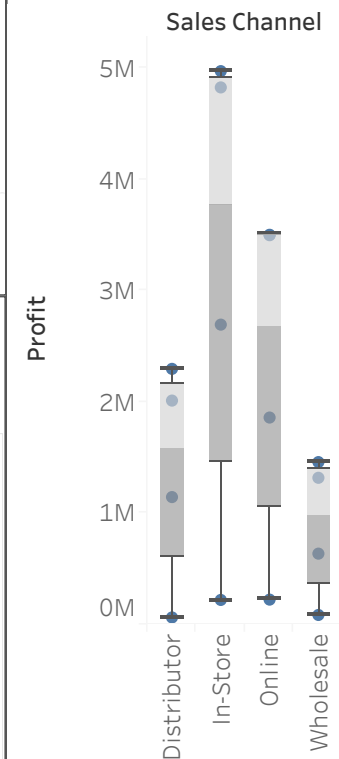
Total Costs:
Diana Bowden

\$51,766,687

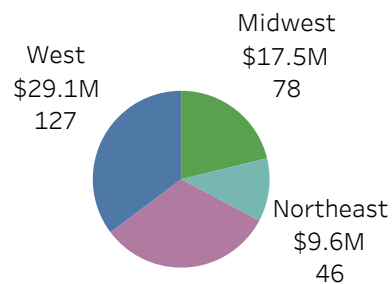
Sales by Month: Diana Bowden



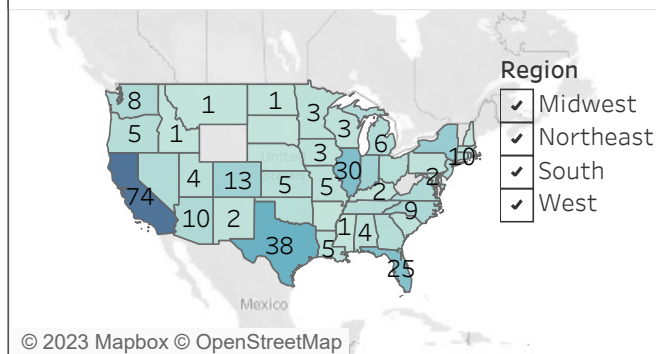
Profitability by Sales Channel: Diana Bowden



Sales by Region and Locations: Diana Bowden



Store Count by State and Region: Diana Bowden



Total Profit:

Diana Bowden

\$30,850,410

Sum of Profit.

Rubric: This is for
dashboard

Total Sales :
Diana Bowden

\$82,617,097

Sum of Sales.

Rubric - this is for
dashboard

Total Costs:

Diana Bowden

\$51,766,687

Sum of Total Unit
Cost.

Ruberic: This is for
dashboard