Requirements:
1. Make sure the Returns table is LEFT JOINed onto the Orders table
2. Make the Returned field into a calculated field
3. Determine which two dimensions are the biggest profit centers and loss-makers
4. Determine which products should not be sold
5. Choose three subcategories that should no longer be sold
6. Identify the 3 best combinations of states and month of the year to advertise in
7. Justify willingness to pay for advertisements
8. Determine which products have the highest return rate
9. Determine which customers have the highest return rate
10. Make a visualization of the average profit against average return

Data Source:
- Superstore.xls file containing 3 tables - "Orders", "People" and "Returns"

Tools Used:
- Tableau

Steps:
1. Left JOINed Returns table onto Order table
2. Created visualization to show profit by subcategory and region to identify 2 biggest profit centers and 2 biggest loss makers
3. Created visualization to show least profitable products to see which products to stop selling
4. Created visualization to show profit by product subcategory to identify which to focus on and which to stop selling
5. Created visualization to show profit by state and month to determine the 3 best combinations of states and month of the year to advertise in. Advertising budget = ⅕ of profits
6. Made "Returned" field into a calculated field where null values are 0 and "Yes" values are 1
7. Created visualization to show highest average return rates by product
8. Created visualization to show highest average return rates by customer
9. Created visualization to show average profit and average return rate by state to show performance by state
10. Analysis

Results, conclusion and recommendations:

- Biggest Profit Centers (product subcategory and region):
    - Copiers, West region
    - Chairs, East region
- Biggest Loss Makers (product subcategory and region):
    - Binders, Central region
    - Tables, East region
- There are 10+ products with negative profitability. Of them, the store should prioritize eliminating 'GBC DocuBind P400 Electric Binding System' first because it has the lowest profitability by far.
- Subcategories to focus on (highest profits):
    - Copiers
    - Phones
    - Accessories
- Subcategories to stop selling (lowest profits):
    - Tables
    - Bookcases
    - Supplies
- What states to focus advertising in:
    - Vermont in November - $119.20 Budget
    - Indiana in October - $128.62 Budget
    - Washington in March - $104.26 Budget
- Returns are a big issue, with 8 products having a 100% return rate
- Certain customers return at an alarmingly high rate as well, with Hilary Holden and Roland Murray having average return rates of 100%
- The most successful sales are in Vermont, which has an average profit of $200 and a 0% return rate. States that may be worth keeping an eye on are Utah and California because they both have high return rates. However, no action is needed because they are still profitable. The store should highly consider stopping business in all the states that have a negative average profit. Out of these, the 3 states that the store should prioritize eliminating first are Oregon, Tennessee and Colorado, as they also have high return rates.