

Tableau Exploration of Profits and Losses for Superstore Orders

This is data for a store that sells office supplies, technology and furniture. I chose to focus on the profits since that is arguably the most important aspect of a private sector company. I started with a very broad look at the profits and then went deeper. I then shifted focus to from profits to losses, since losses are completely unacceptable in a business and have to be fixed urgently. All the customer segments and shipping methods had losses so I couldn't conclude anything from that. My conclusion was that furniture was unprofitable in only certain cities regardless of customer segment and shipping method. The solution would be to simply raise prices of furniture in those cities.

The link to my feedback can be found under resources. The person giving the feedback suggested I have a different color for losses, because all my charts simply had dark blue lines. I added profits to the color section and separated profits and losses by color. I also added a filter to the dashboard for the map.

As seen in my workbook I decided to use a bar graph for the vast majority of my sheets. Since I was working with discrete variables, bar charts made the most sense and displayed the information in a very concise and legible way. As stated in my feedback, I had initially not separated profits and losses by color, which made all my charts have blue bars. Not only did it look bland but making profits and losses the same color might have actually been misleading to readers. It made sense to me because I created the sheet, but I could see how someone looking at it would be confused by profits and losses having the same color, so that was vital feedback and did make my charts much better. On the last 2 sheets I decided to add numbers to the bars. This was not in the feedback, but I believe adding numbers and showing exactly how much money is lost is more impactful. For example, a manager looking at a chart with an orange bar might be interested, but I think showing him a chart that says he is losing \$2547 will really get his attention.

Feedback:

"Hi Mohammad,

Nice work! A few bits of feedback that I have for you:

Try to add a little bit of color! Until you get to the map it's nearly all the same default blue. You're dealing with profit and losses so that's an easy application there (red and black?), but any other opportunities might be good too.

The first few pages are a little barren. Can you think of any way to possibly condense that information and make it a little more eye catching?

Finally, can you think of any ways to make it more interactive? Potentially add some filters to a few of the pages; this could potentially make accessing the information easier too to mitigate the need for scrolling.

Hope this helps! If you have an opportunity, would you please take a look at mine?"

Resources:

<https://discussions.udacity.com/t/feedback-trade-request/316404>