

Tableau Superstore Sales

Added Advanced Concepts

- Grouping (Dynamic) - Displaying (10) Top Selling Products and Top Profitable Products.
- Trendline - Showing trendline for Profit or Loss per Product forcing (x, y) intercept in (0, 0).
- Box Plot - Created box plot for sales and profit per region.
- Page Animation - Added page animation per year for Box Plots in each individual chart.

Analysis

Sales and Profits

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Geographical Sales Volume and Profitability

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The least profitable states are North Carolina, Texas, Illinois, Colorado, Tennessee, and Pennsylvania. These losses are mainly driven by sales in the Office Supplies and Furniture categories. These same categories have drawn significant losses since 2014. However, profits seem significant in Technology.

Although Furniture category is at a loss in most states, they were notably profitable in New York and the West Region (California and Washington). The most profitable group of items in this category were chairs. The least profitable sub-category (except in the West) were tables.

Office Supplies are the least profitable in Texas and Illinois, although most profitable in California, New York, and Washington. These items were profitable in the Central Region until the last quarter of 2017 driven by the sale of Binders and Appliances.

Technology profits are generally successful through the country; this is not the case in Colorado and North Carolina. Losses in these two states were lead by Machines. However, the other sub-categories were profitable in both states.

Least Profitable Products

The least profitable products seem to be Bookcases, Machines, Supplies, and Tables. These sub-categories of products mostly registered losses during 2017, with sharp increase in losses during the fourth quarter.

The ten least profitable products during 2017 were Cubify CubeX 3D Printer Triple Head Print, Ibico EPK-21 Electric Binding System, Lexmark MX611dhe Monochrome Laser Printer, Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind, Martin Yale Chadless Opener Electric Letter Opener, Bush Advantage Collection Racetrack Conference Table, GBC Ibimaster 500 Manual ProClick Binding System, Chromcraft Bull-Nose Wood Oval Conference Tables & Bases, BoxOffice By Design Rectangular and Half-Moon Meeting Room Tables, and Epson TM-T88V Direct Thermal Printer - Monochrome - Desktop.

The loss of these products amounted to \$17,618. This number is particularly high even when four of these products were among the top 10 sold products. Another characteristic of these items is that the more they're sold, the greater the loss per each product. With the information available, one can infer that these should be discontinued from inventory, except for California and New York.

Items Returned

The state with the highest level of returns (by number) is California. However, this is the most profitable among the states where Tableau Superstore does business.

The states with the highest level of return rates are Oregon, Louisiana, California, Massachusetts, and Colorado. The relationship between returns and profitability is ambiguous as these items are also among the most profitable across these states.

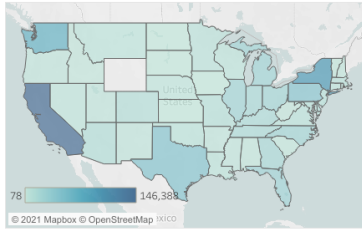
Repository and Public Tableau URL's

GitHub Title: Tableau <https://github.com/ivanzapatarivera/Tableau>
Public Tableau URL <https://tabsoft.co/3xnNWgS>

Screenshot

Region All
Year 2017
State Multiple values

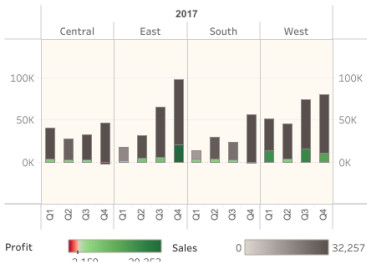
Sales Map



Top Selling Products

Category	Sub-Catego...	Product Name	
Furniture	Chairs	HON 5400 Series Task Ch...	21,871
Office	Binders	Fellowes PB500 Electric P...	27,453
Supplies		GBC DocuBind P400 Electr...	17,965
		GBC DocuBind TL300 Elec...	19,823
		GBC Ibmaster 500 Manua...	19,025
		Supplies High Speed Automatic Ele...	17,030
Technology	Copiers	Canon imageCLASS 2200 ..	61,600
		Hewlett Packard LaserJet ..	18,840
		Machines Cisco TelePresence Syste...	22,638
		HP DesignJet T520 Inkjet ..	18,375

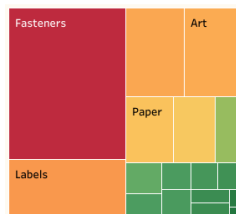
Sales vs Profit



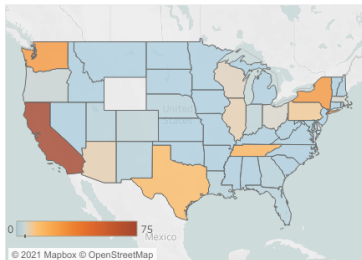
Growth or Shrinkage Year Over Year (YOY)

	% YOY (Sales)	Sales	% YOY (Profit)	Profit	
2014	Q1	74,448		3,811	
	Q2	86,539		11,204	
	Q3	143,633		12,805	
	Q4	179,628		21,724	
2015	Q1	-7.52%	68,852	143.10%	9,265
	Q2	2.99%	89,124	8.81%	12,191
	Q3	-9.31%	130,260	31.62%	16,854
	Q4	1.49%	182,297	7.30%	23,309
2016	Q1	35.42%	93,237	23.49%	11,441
	Q2	52.69%	136,082	34.45%	16,390
	Q3	10.39%	143,787	-6.11%	15,824
	Q4	29.51%	236,099	63.63%	38,140
2017	Q1	32.08%	123,145	105.45%	23,506
	Q2	-1.70%	133,764	-5.44%	15,499
	Q3	36.49%	196,252	70.54%	26,985
	Q4	18.62%	280,054	-28.03%	27,449

Rate of Returns

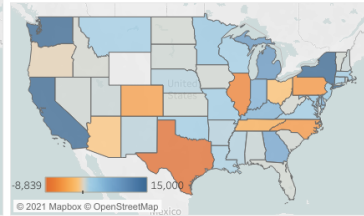


Count of Returns Map



Category All
Sub-Cat. All
Profit -3,839.9904 to 15,679.9552

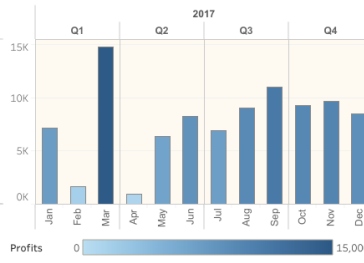
Profits Map



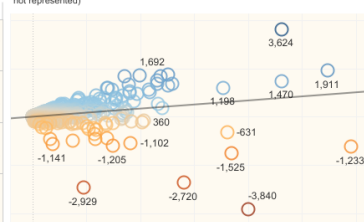
Top Profitable Products

Category	Sub-Catego...	Product Name	
Office	Binders	Fellowes PB500 Electric P...	7,753
Supplies		Ibico EPK-21 Electric Bindi...	3,345
Technology	Accessories	Logitech G19 Programma...	4,425
		Copiers Canon imageCLASS 2200 ..	25,200
		Canon PC1060 Personal L...	4,571
		Hewlett Packard LaserJet ..	6,984
Machines		3D Systems Cube Printer ..	3,718
		Ativa V4110MDD Micro-C...	3,773
		HP DesignJet T520 Inkjet ..	4,095
		Zebra ZM400 Thermal Lab...	3,344

Profits Per Quarter



Profit or Loss per Product (Canon imageCLASS 2200 Advanced Copier not represented)



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