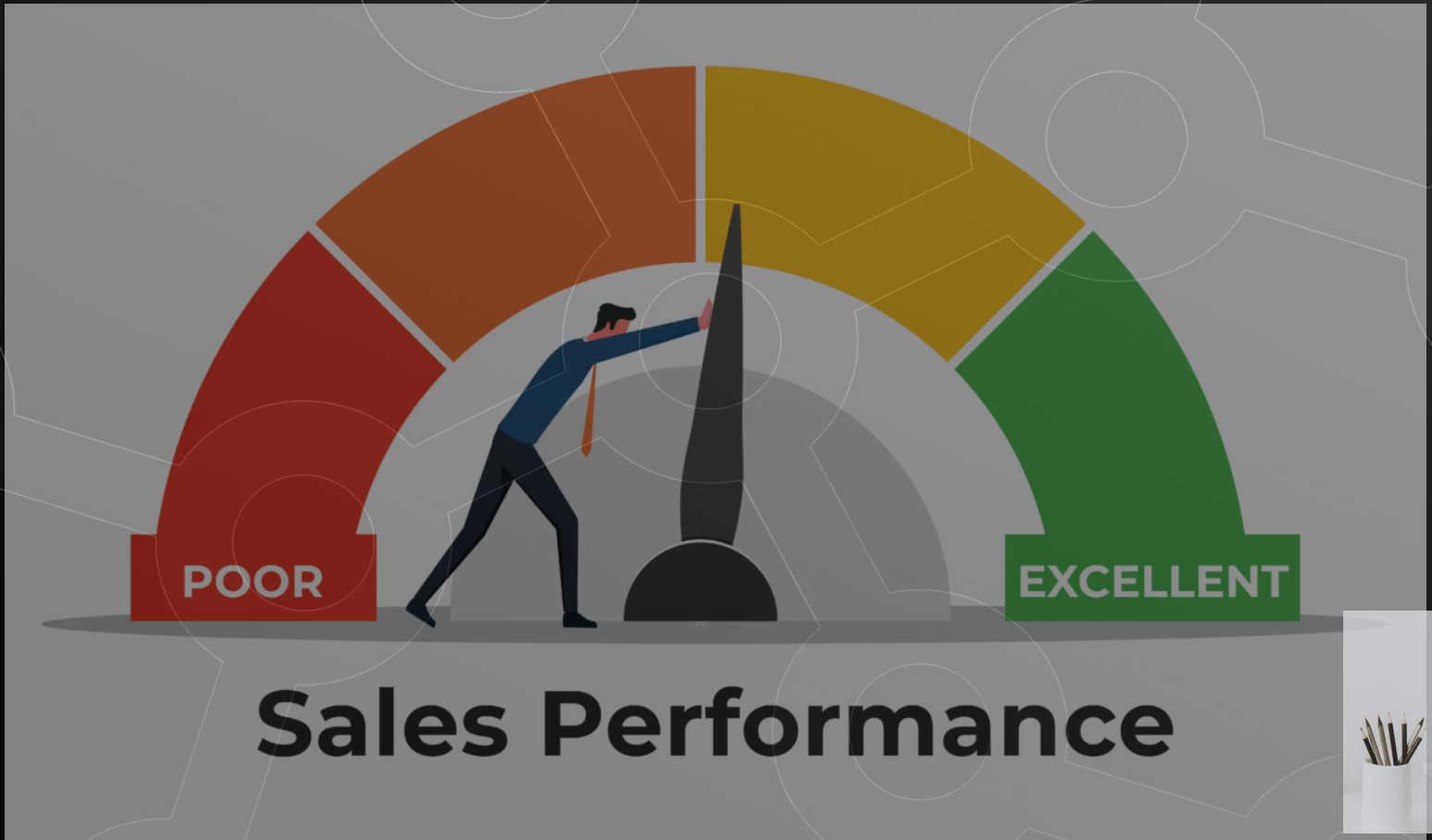
Connectmart case study



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Business Introduction

Connectmart is a leading retail company specializing in a wide range of products across various categories. With a strong presence in multiple regions, Connectmart aims to optimize its operations and enhance profitability through data-driven insights and strategic decision-making.

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Business Problem

Connectmart faces the challenge of effectively analyzing its sales and profitability metrics across different product categories and regions. The company seeks to understand the factors influencing profit margins, identify top-performing products, and visualize trends in profitability over time.

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Project Objectives

Integration and Data Consolidation:

Integrate data from different sources including customer details, location information, order specifics, and product attributes into a unified dataset for comprehensive analysis.

Profit Dashboard Creation:

Utilize Tableau to develop a dynamic profit dashboard that provides real-time insights into key performance indicators (KPIs):

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Dashboard components

KPIs

Current Year Profit and Sales: Monitor profitability and revenue trends for the ongoing fiscal year.

Average Order Value: Calculate and analyze average order value to assess customer spending patterns.

Gold: #F7B97C
Green: #69AAA5
Dark Blue: #194466
Light Blue: #ABC6DD

link:
https://redketchup.io/color-picker

Charts

Top 5 Products by Current Year Profit: Identify best-selling products contributing significantly to profitability.

Product Category Analysis: Evaluate profitability across different product categories to prioritize strategic investments.

Overall Profit Trend: Visualize profit trends over time to understand seasonal variations and growth patterns.

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