

# DATA-DRIVEN PROFIT OPTIMIZATION: A TABLEAU-BASED BUSINESS

## Insights:

1. **Country-wise Profit Percentage:**
  - The United States has significantly higher profit percentages in categories like **Technology Copiers (19.10%)** and **Office Supplies Binders (10.36%)**.
  - Canada shows very minimal profit, with **Office Supplies Paper (11.65%)** being the highest.
  - Some categories, like **Office Supplies Supplies (-0.41%)** in the US, indicate a loss.
2. **Category-wise Sales:**
  - **Technology and Office** categories have consistently high sales across all years.
  - **Furniture has fluctuating sales**, indicating that demand is inconsistent.
3. **Discrete Line Chart - Profit Trends Quarterly:**
  - There is a **sharp increase in profit in Q4 of 2022 and Q4 of 2023**, indicating seasonality, possibly due to holiday sales.
  - **Q1 and Q2 generally have lower profits**, which could suggest slow business periods.
  - Some categories show **profit dips**, highlighting potential operational or cost issues.
4. **Region-wise Profit Map:**
  - **California has the highest profit (152,356)**, making it the most profitable region.
  - Some regions, such as **Florida (-6,784)** and **Nova Scotia (-105)**, show losses, indicating potential market challenges in those areas.
  - Profit is **distributed unevenly across regions**, meaning expansion strategies should focus on high-profit locations.
5. **Category-wise Profit (Bar Chart):**
  - **Technology (Copiers: 112,188) and Accessories (83,873) contribute significantly to profit.**
  - **Binders (62,745) and Paper (68,765) are key drivers in Office Supplies.**
  - **Chairs in Furniture (53,652) are profitable, but the segment as a whole might need improvement.**

## Conclusions:

1. **Technology is the most profitable category** across multiple visualizations, particularly **copiers and accessories**.
2. **California is the strongest performing region**, while **Florida and some Canadian regions are struggling**.
3. **Q4 consistently sees a profit spike**, suggesting businesses should **focus on sales campaigns and stock management during this period**.
4. **Certain office supplies and furniture categories are underperforming**, indicating the need for price adjustments, promotions, or cost optimizations.
5. **Loss-making regions like Florida and Nova Scotia need deeper analysis** to determine if the issues are market-related or operational.