Superstore_Sales_Analysis

PROBLEM STATEMENT:-

Analysis of the superstore sales data to find the most profitable product segments of the superstore and allocating costs and resources to regions and segments where the profit is maximum.

URL to final viz or data story on Tableau Public:-

https://public.tableau.com/profile/kumar.gaurav2829#!/vizhome/AssignmentWeek4_15696920639120/Assignment4Dashboard

Three specific design choices you made in light of your audience, and an explanation of why you made those choices

1. Proper fonts:- I used a common and medium size fonts because of the intended audience low visibility.
2. Interactive Design:- The intended audience is comfortable using computers and is acquainted with the use of gadgets hence i made my design interactive with use of filters etc.
3. Low complexity graphs:- The limit of duration of presentation has risen the need to use such graph which have high readability and understandability to present your ideas easily and effectively.

EXECUTIVE SUMMARY:-

The topic of this project proposal that i am going to talk about here is "sales of a superstore market". The superstore is a company which focuses on buying goods from wholesaler/retailer and buying to consumer. The retail market of today's is mainly influenced by superstore either it is an online superstore like amazon or both like walmart. And being such a vast organization they produce a lot of data which need to be visualized and analyzed for increasing the functioning of the organization in the market and analyze various factors like is company making profit, how is the company sales in previous quarter when compared to last few quarters etc. Therefore, this huge amount of data and trends which are generating in the superstore market inspired me choose this topic for further investigation and analysis.

1.) <u>WHO</u>:-

<u>Stakeholders:-</u> The one who defines the goal,requirements and data story is the stakeholder. Here, the sales manager of the superstore wants to the sales pattern and profit made. So, he/she is the stakeholder.

<u>Audience:-</u> The board members to whom visualization would be made are the audiences.

<u>Subject-Matter Experts:-</u> manager of sales, VP of sales who are involved with data can provide feedback and review on the matter and hence are considered SMEs.

2.) <u>WHAT</u>:-

<u>Data Sources -</u> Sales data of the superstore will be used for the visualization.

<u>Data Quality -</u> The data is clean and does not have any missing values.

<u>Data Timeliness -</u> Superstore uses server to store sales record and hence the data used is fresh.

3.) <u>WHY</u>:-

<u>Business Case/Other Goals –</u> The goals is:

- "Can we find the most sold goods and it is of which category?"
- "Can we find the sale profit ratio of the goods?"
- "Can we find the sales/profit per customer?"
- "Can we find the profit by category or region?"

These are some goals which we will try to discuss here.

4.) <u>HOW</u>:-

- **<u>Format(s) -</u>** e. The format used to present these findings to the audiences will be multiple page infographic, dashboards etc.
- **<u>Presentation Vehicle –</u>** The presentation made keeping in the mind the various devices that can be used to see the visualization like desktop, tablet, phone etc.

<u>PERSONA</u>:-

Persona:	Superstore Senior Manager
Photo:	
Name:	M. Harendra
Job title/	Active Board Member of Super Store Corporation
Demographics:	49 years old - Low visibility - Married - Father of two children - Has a Masters in Business.

Goals and tasks:	He is focused, goal-oriented within a strong leadership role. One of his concerns is maintaining quality across all output of programs. Spends his work time: ● Requesting and reviewing research reports, ● preparing memos and briefs for agency heads, and ● supervising overall superstore business transactions
Environment:	He is comfortable using a computer and refers to himself as an intermediate Internet user. He uses email extensively and uses the web about 1.5 hours during his work day.
Quote:	"Can you get me that Sales analysis by Tuesday?"

Goals:	● Wants quick clear and credible updates ● Wants to ensure financial stability and make company more efficient ● Prefers data-driven decision making ● Wants sales trend comparison of festive seasons and other period.

Challenges and Needs:	He is interested in learning if discounted sales after festive season to boost up sales are resulting in more or less profitable sales, and how much the company is profiting or losing based on discounted sales. "

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Context:	There are more than 10 board members in the room looking at the big presentation screen as well as having a handout print.

RESULT ANALYSIS:-

Based on the sales of the superstore profitability is calculated with respect to the various dependents. Three major workbooks created on tableau as Profitability by category, profitability by items and profitability details. All these workbooks are merged together into the final dashboard along with global filter to find the meaningful insights from the analysis like which category made the most profit and which did worse or in which area, what are the associated details etc.
All this can be find using the dashboard prepared whose snapshot is attached below in the image.

Profitability by Category

Category	% of Total Profit	Profit Ratio
Furniture	6.44%	2.5%
Office Supplies	42.77%	17.0%
Technology	50.79%	17.4%

Profitability by Items
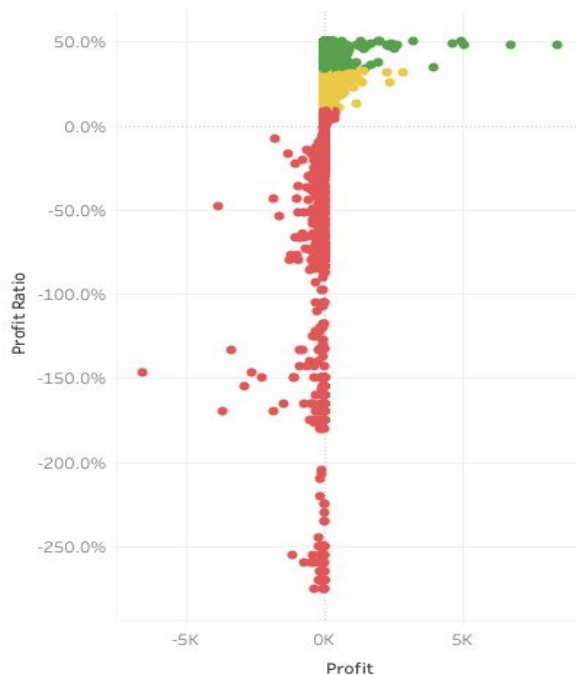
Profitability Details

Category	Customer Name	Profit	Profit R..	Sales
Furniture	Aaron Bergman	60	15.4%	35
	Adam Shillingsburg	292	14.1%	2,07
	Adrian Barton	-75	-5.9%	1,28
	Aimee Bixby	-14	-87.5%	1
	Alan Barnes	38	29.3%	13
	Alan Shonely	8	12.0%	6
	Alejandro Grove	389	28.8%	1,35
	Alex Avila	6	43.0%	1
	Alex Grayson	-135	-74.0%	18
	Allen Armold	11	39.0%	2
	Allen Goldenen	8	42.0%	2
	Amy Hunt	-439	-30.9%	1,42
	Andrew Allen	108	22.8%	47
	Andy Reiter	93	26.1%	39
	Anemone Ratner	16	30.0%	5
	Angele Hood	27	8.9%	30
	Anna Andreadi	649	17.3%	3,75
	Anna Chung	-8	-4.3%	18
	Anna Gayman	-317	-10.7%	2,95
	Anne McFarland	739	20.8%	3,55
	Annie Thurman	27	22.0%	12
	Annie Zypern	72	7.8%	92
	Anthony Witt	23	7.5%	31
	Arianne Irving	263	25.4%	1,03
	Art Ferguson	-73	-18.0%	40
	Art Foster	-139	-21.8%	63
	Arthur Gainer	68	2.6%	2,55
	Arthur Prichep	-6	-0.4%	1,36
	Ashley Jarboe	33	11.0%	30
	Barry Gonzalez	40	27.0%	15
	Barry Weirich	12	26.3%	4
	Becky Martin	-7	-0.3%	2,07
	Becky Pak	29	20.3%	14
	Ben Wallace	188	23.4%	80
	Benjamin Patterson	52	36.0%	14

Profitablity KPI
- BAD
- GREAT
- OK

Category
All

Fig. Snapshot of the final dashboard prepared by the tableau.

CONCLUSION:-

- Technology section made the most of the total profit percentage to 50%.
- Both office supplies and technology category share approximately the same profit ratio.
- Red dots in the graph indicates most of the products were sold at very high discounts.