Analysis / Visualization:

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Note: Insights taken after visualization

1.
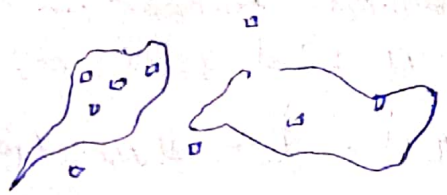
Query : Area of operations

Chart : Symbol maps

Variables : longitude & latitude.

Answer :

- operations are mostly concentrated in US and its territories.

- Going towards east, we have one instance of operation in south-east of South Africa.

- Some of operations took place in north of India and across some chinese territories.

2.

~~Query: there are the orders delivered~~

Query : In what states of United states were ordered delivered ?

Variables : ✓ Order . State ✓ Latitude ✓ Longitude

Chart : Maps

Answers :

- orders were delivered to almost all states of United states except for state of Wyoming.

- It shows that customers were typically concentrated in United States.

<u>Query</u> : what type of customers contributed
to sales the most to lowest. Explain?

<u>variables involves</u> : customer. segment

⌒ Sales. per. customer

↳ show percentage
(for ease)

① <u>proposed charts</u> : pie chart
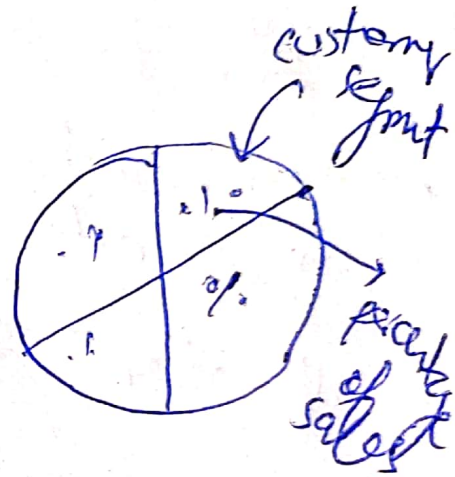
<u>Insights</u> :

• There are 3 types of customer : Home office,
consumer, corporate.

• Consumer customer's contribution is highest
with 51.93% followed by corporate
having 30.35% contribution.

• Home office consumer has least contribution
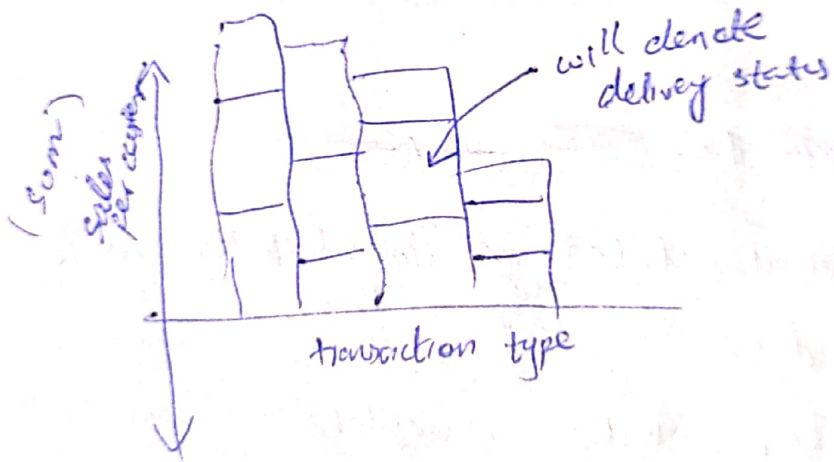i.e 17.43%.

3.

__Queries__ :

and safest

    a what transaction types were most successful in terms of total sales per customer?

    a How does these types relates to status of delivery?

Note : safest if it's status of delivery is not cancelled.

__variables__ involved : ✓ transaction type → Dimension

    ✓ delivery · status → Dimension

    ✓ sales · per · customer → KPI

__charts proposed__ : stacked bar chart.

• __insights__ :

    • Debit type transactions were mostly used by customers.

    • Debit type generated the highest total sales per customer and grossed over 12M.

    • cash type transaction generated lowest total as compared to other with over 3M.

- <u>Transfer type</u> grossed higher (approx 1.2 M) then <u>Payment</u> type against sales.

- In all types, most orders were delivered late.

- Mostly debit users recieved advanced shipping.

PA
- Only in TRANSFER type, around 1.4 M worth of orders were cancelled.

- Debit mode is the most safest and successful.

- CASH and PAYMENT type, despite generating lower total, are safer than TRANSFER type.

4.

Query : Is there difference b/w Actual shipment days and scheduled shipment days? over date of order placed?

variables involved : ✓ Order. Date (Month) ⟶ Dimension
⟶
✓ AVG (Actual. shipping. Days) ⟶ Facts
✓ AVG (~~Actual~~ scheduled. shippy. Days) ⟶ Facts

chart proposed :
(line chart)?

it may generate something like 👉

DAYS

↙ Actual

↙ scheduled

Date (over months)
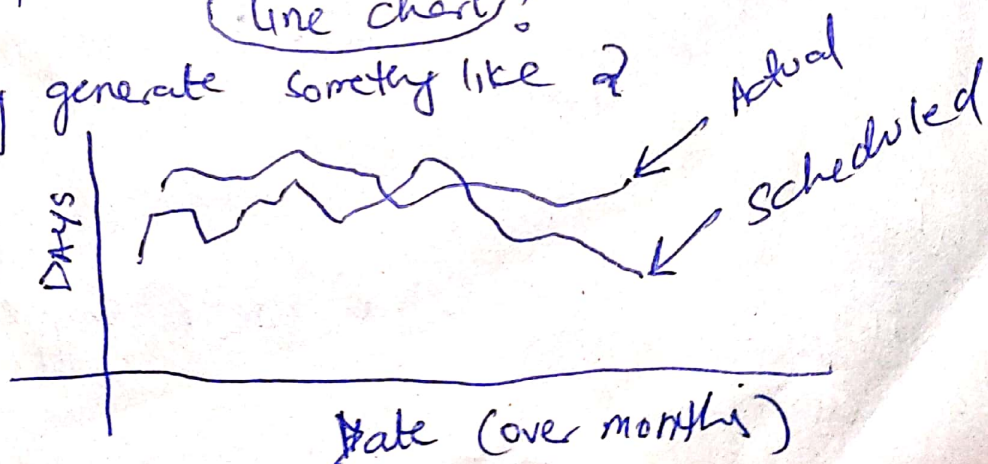
Insights :

PA • From December 2014 to Dec 2017, the chart shows qut Actual shipping days were always greater then scheduled shipping Days.

Positive :

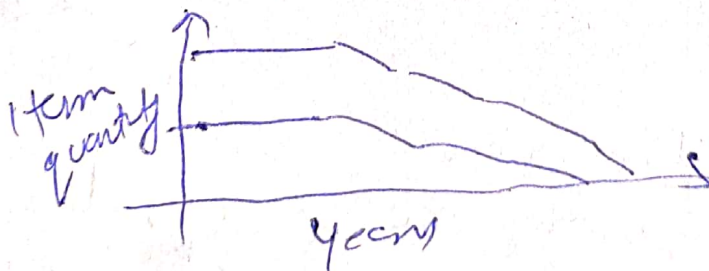• ~~This shows~~ However, the difference (maximum) is of 1 day.

Negative:

• This shows the lower integrity of supply since products were never shipped on scheduled days.

S. **Query:** Did ~~most~~ of the time orders were delivered late?

Variables involved : ✓ order • Date ⟶ Dimension
✓ order • Item • quantity → Fact.

proposed chart: area chart

Insights :

• Most of the ordes were shipped ~~~~
~~late~~. late !

- this can be the major pain area
- Interestingly, its effect can also be seene ⑤ in the same about i.e. orders by customer decreases sharply over years.

6.

Query: Evaluate product subcategory sales by Month of order Date to see If we can identify any seasonal Trend in data.

Variables involved :
  ✓ category. name
    product. categories (made in Tableu)
  ✓ order. date
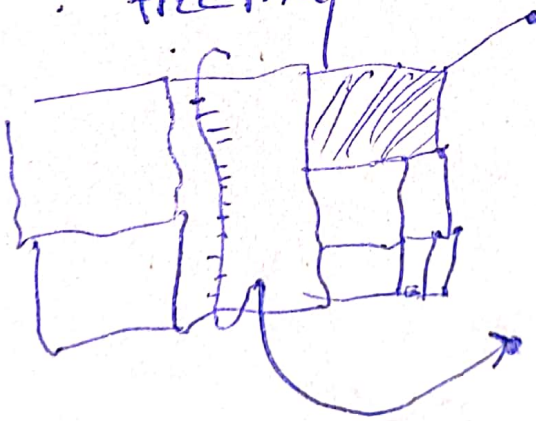 ✓ sales. per. customer

proposed chart: heatmap:

insights :

- large and light circles would mean that a productcategory sold a relatively large quantity but made relatively low amount of revenue : low sales per item.

- small and dark circles would mean the product categories sold a relatively small quantity, but generated high revenue : high sales per item.

~~corders cordes~~

- fishing category has darker but smaller circles which suggest it's high contribution to sales produced

- Cleats category has biggest but light circles throughout the month suggesting: it was sold in greatest quantity but relatively contributed lesser to sales then fishing products.

- Then cardio products shows similar trend as cleats but with smaller circles.

- All other categories contributed negligibly.

- Over successive month, the size and color strength of circle reduces suggesting lower contribution to sales and ~~fewer~~ a decline of customer's interest.

8.

Query: Evalute which department recieved most order and contributed highest to profit generated per product ordered? Explain completely.

variables involved :
✓ Order. Item. quantity
✓ Order. profit. per. order
✓ Department. name → Dim

Proposed chart : tree maps

• color strength represent quantity sold.
(Bigger the quantity sold, darker the strength)

→ size of squares represents profits generated!
(higher the profit, higher the size)

Insights from tree map:

- Color and size of squares varies similarly suggesting correlation b/w profit and quantity.

- Highest contribution in both areas is from Fan shop department with 106K items ordered and 1.8 M generated as profit.

- Golf and Apparel departments are next in line but Apparel department produced twice the profit.

- Following these two are, footwear, outdoor and technology which shows drastic reduction in quantity of items but fair reduction in profit produced.

- Book shop contributed lowest in both areas

10.
Query: which market is most valuable in items of sales?

variables involved:
✓ Market ⟶ dimension   (of continents)
✓ Sales ⟶ Measures

chart proposed: horizontal bar chart

Sales

Market

⟶ label of percentage of sum
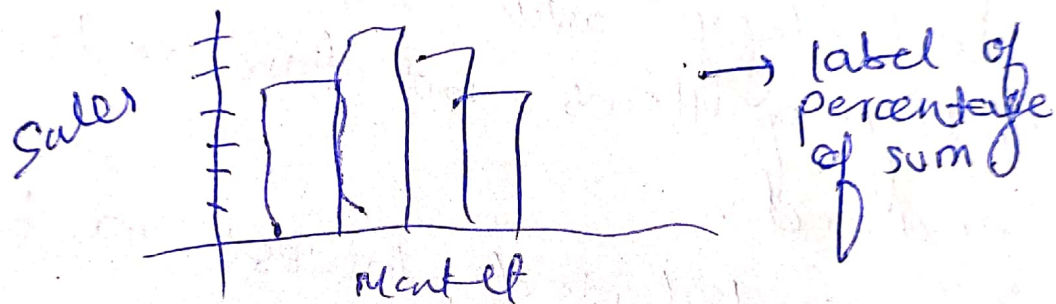
Insights:

• most valuable market is Clearly Europe with 29.56% of total contribution in Sales. followed by LATAM with 27.94%.

• USCA contributed to 13.77% of sales followed by Africa which has lowest contribution i.e 6.24% (Will drill down to see the reason)

11. Compare year 2017's sales (~~This year sale~~) with previous year 2016's sales (~~Last year sale~~).
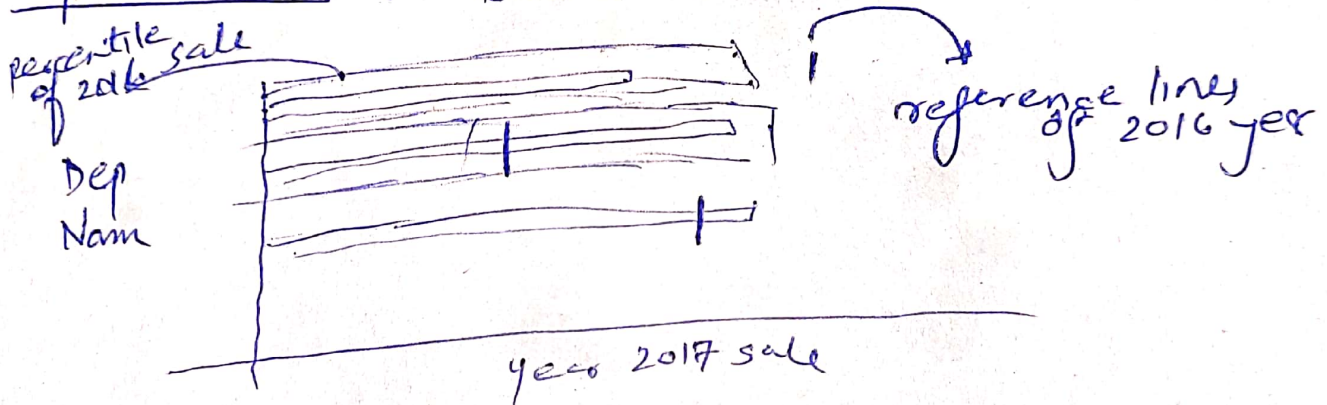
Variables involved:

Dim: Department . Name

Measures:

created 2 new variables from sale variable
1) year 2017 sales -
2) year 2016 sales

Proposed chart: Bullet chart

percentile sale of 2016

Dep Nam

reference lines of 2016 year

year 2017 sale

Insights:

• Except for Fitness & outdoor, no department could surpass the previous year sale's mark.

• Footwear, Golf & Fanshop however succeeded in producing 80% of Average of 2016 year's sale.

• Outdoors remain most successful as it produce 400K more sales in 2017 then 2016

11. Compare This year's (2018) department earning with last year (2017)'s earning. Analyze if there is any difference?
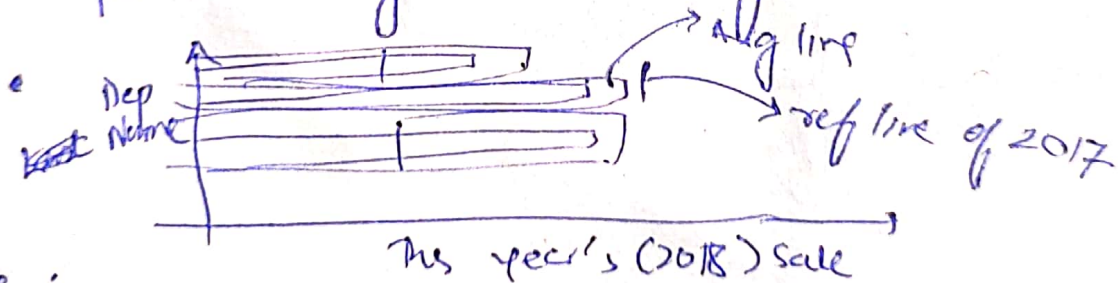
Variables involved :

- new variables co-created from using calculated field feature
    - Earning_per_order variable
    1 - This year's earning ✓
    2 - Last year's earning ✓

- Department_Name → Dim

chart proposed :

Bullet chart

- reference line will be included for last year's earning.

- Dep Name (y-axis)
- → avg line
- → ref line of 2017
- This year's (2018) sale (x-axis)

Insights :

- Not a single department could meet the 60% of 2018's average sales mark let alone the targeted reference line.

- Drastic decrease of sales in every department.

- This may indicate lack of data available for sale in 2018, but during wrangling, no evidence of it was found.