

Tableau Case Project (Group Assignment)

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Overview

Our director has given our team of business analysts at the nationwide retail chain Superstore the job of creating a dashboard to assist our organization in evaluating current sales trends in the marketplace. At the next planning meeting in two weeks, he wants to present recommendations to top leadership based on the dashboard we create. Our director heard anecdotes in many meetings that company revenue was higher this past year of 2022 than in 2021, but that the company is less profitable in 2022 than it was in 2021. Our task is to confirm whether or not the anecdotes are true. Based on our findings, the anecdotes are false: from 2021 to 2022, revenue decreased and profitability increased.

Research Results

My research into the status of our domestic sales performance has revealed some interesting insights that require immediate attention. Based on our results, we have concluded that the anecdotes are false. In the table, while sales(revenue) decreased from 2021 to 2022, the profit ratio increased during that same period. In both 2021 and 2022, the profit ratio was positive in the line graph, with a huge drop in the profit ratio going from December 2021 to January 2022 before a large spike in February 2022. On the map, the least profitable locations in both 2021 and 2022 were Texas, New Brunswick, and Ohio, while the most profitable locations were Quebec, Minnesota, and Georgia. As for the specific products, the goods that have the highest profitability are envelopes, labels, and fasteners.

The increased profitability comes as both the US and Canada recover from the COVID-19 pandemic. A reason behind this trend is government involvement in supporting businesses throughout the pandemic, which enabled businesses to recover more quickly. While revenue has decreased due to inflation raising the prices of goods and reducing consumer spending, the profit ratio has increased, possibly through reducing costs/expenses and increasing productivity rather than increasing the volume of goods sold. As businesses recovered from the pandemic, the easing of restrictions also allowed for increased profitability.

The main problem facing our company is the reduction in revenues from 2021 to 2022. To fix this problem, our goal is to increase revenues. To do this, our solution is cutting out items that are bringing negative or little profitability, such as bookcases, tables, and supplies. We would then work to increase the supply of products that are already profitable, such as envelopes, labels, and fasteners, to increase revenue. To increase the revenue earned from other products, you can make existing products more efficient or introduce a new product to the market, which will increase sales.

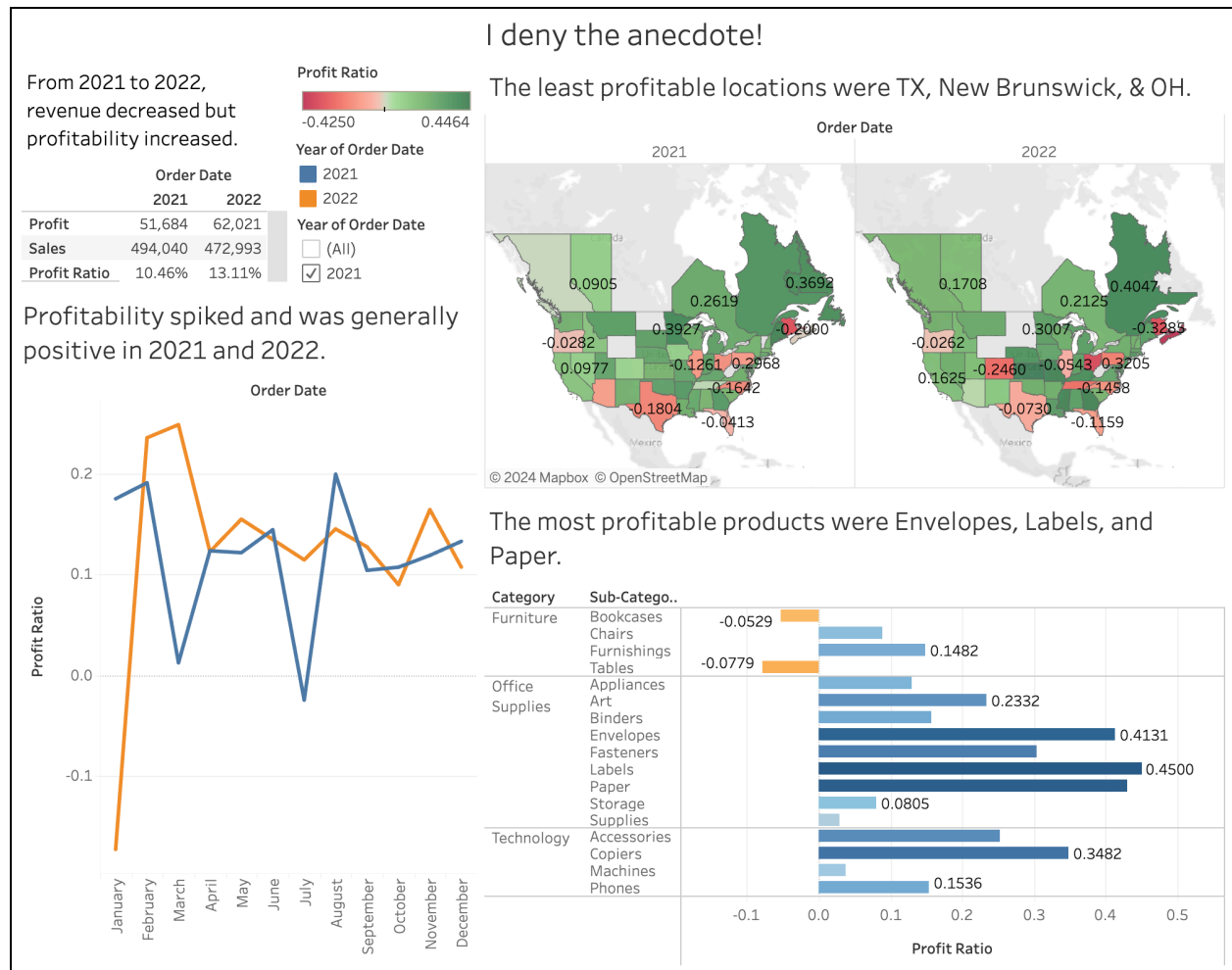


Figure One: Tableau Dashboard

Summary

To finalize our research, we sought to find out whether the anecdotes given by the company were true or false. To do this, we calculated the profit ratio to figure out which time periods and products were more profitable & how we can increase sales. Figuring out that the revenue decreased due to inflation & increasing the prices of goods and consumer spending, we can increase the amount of sales earned by reducing the production of products that are not profitable and increasing the number of products that are already profitable, as well as innovating new products or improving the efficiency of existing products.