

Tableau Case Project

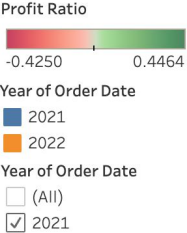
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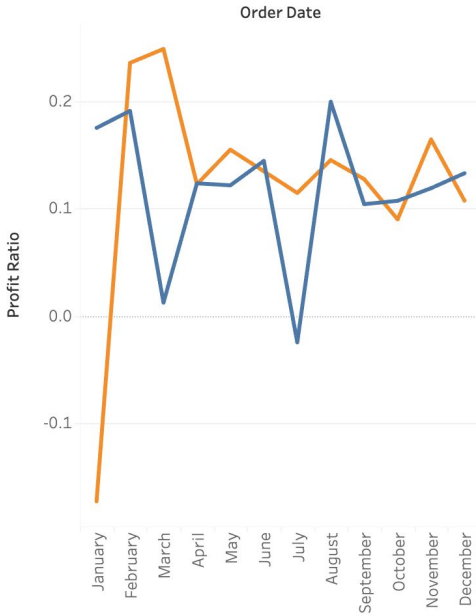
Overall

From 2021 to 2022, revenue decreased but profitability increased.

	Order Date	
	2021	2022
Profit	51,684	62,021
Sales	494,040	472,993
Profit Ratio	10.46%	13.11%

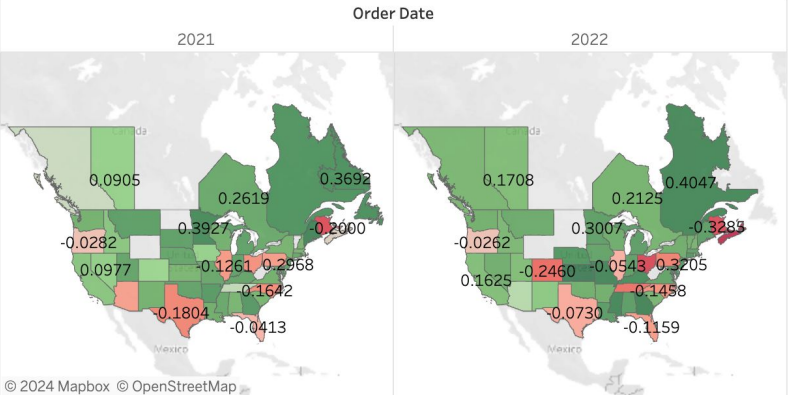


Profitability spiked and was generally positive in 2021 and 2022.

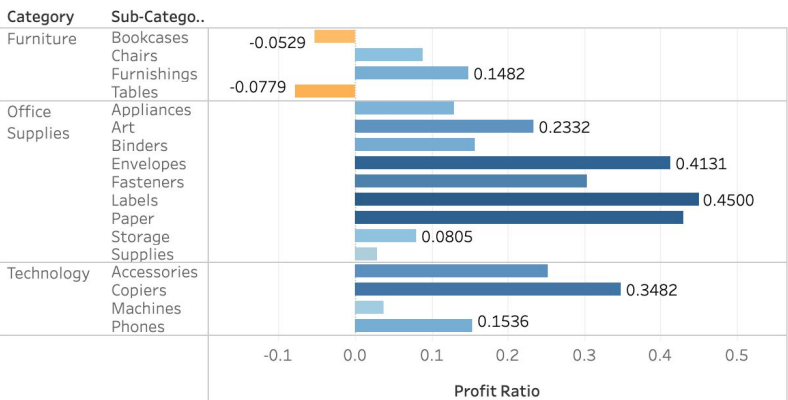


I deny the anecdote!

The least profitable locations were TX, New Brunswick, & OH.



The most profitable products were Envelopes, Labels, and Paper.



Sales vs. Profitability



Our sales have decreased from 2021 to 2022, but our profit had increased during this time. Both 2021 and 2022 had positive profit ratios.

	Order Date	
	2021	2022
Profit	51,684	62,021
Sales	494,040	472,993
Profit Ratio	10.46%	13.11%

Why? - Product Groups

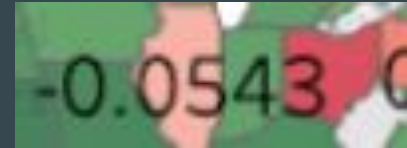
We found that we are losing or making little profit on certain items, like bookcases, tables, and supplies. We saw no correlation between certain categories.

Bookcases	-0.0529	
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Tables	-0.0779	
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Why? - Regions

We found no correlation between region and profitability. The three states with the lowest profitability are Texas, New Brunswick, and Ohio.



Location Recommendations



Georgia

Minnesota



Quebec

As a team we believe it is best to locate our business at these three states.

Solution

To combat decreasing sales we believe it would be best to reduce the production of products. We would cut back on items like bookcases or tables that have a negative profit ratio. We could also innovate new ideas to improve our existing products or create new products.

