



Entwicklungen von “Profit” und “Sales” in “Category’s” und “Segment’s”

Situation

An analysis of the company data provided for the years 2015 to 2018 has shown that the ‘Sales’ key figure continues to show an upward trend, which is not reflected in the ‘Profit’ key figures.

Approach

To delve deeper into this discrepancy, a more detailed analysis was conducted focusing on the relationship between the KPIs "Sales" and "Profit" in conjunction with the dimensions "Category" and "Segment".

Findings

The KPI factors ‘Sales’ and ‘Profit’ were analysed and compared in more detail. The KPIs were narrowed down using the parameters:

- “Category’s” (Furniture, Office Supplies, Technology)
and
- “Segments” (Consumer, Corporate, Home Office)

Initial analyses showed that the “**Category Furniture**” and the “**Segment**” “**Home Office**” achieved the worst results across all “**Categories**” in the period between 2015 and 2018, although “**Sales**” also increased here.

In 2018, the “**Category - Furniture**” recorded negative profits in the “**Consumer**” (-5,867) and “**Home Office**” (-2,659) segments for the first time.

When analyzing the KPIs by state, it was found that “**California**” and “**New York**” accounted for **52.52%** of the total “**Profit**” but only **33.46%** of the total “**Sales**”.

Conclusion and Recommendations

Based on the initial data analysis, it is clear that while the overall KPIs "Sales" and "Profit" show a positive trend, there are areas of concern. To address the discrepancy between sales and profit, the following initial steps could be taken:

- Discontinue the "Furniture" category.
- Expand marketing efforts and campaigns in the "Technology" and "Office Supplies" segments.

Recommended next steps:

- Conduct more detailed analyses of individual products and the discounts offered.
- Analyze the "Manufacturer" and "Subcategory" data to identify additional trends in sales and profits.

Attachments:

Link Tableau Public:

https://public.tableau.com/shared/PJSKRRRPQ?:display_count=n&:origin=viz_share_link

Link: Google Docs: (SQL Querys)

https://drive.google.com/file/d/163T-jGx_cE_5WhkMb2sh6nSD0DEZrz7f/view?usp=drive_link

Link: Google Sheets)

https://drive.google.com/file/d/1lEry--NBRRpSxwsgQdsZcX8sRQfR02aZ/view?usp=drive_link