

# Pattern of Losses

Introduction	All costumers	Profit vs Discount	Discount and Profit by Region and Category
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## Summary of results:

1. The data show that discounts can boost sales but profits suffer.
2. When analyzing the data by Region, there are signs showing there could be a high correlation between loss of profit and Region for the categories Furniture and Office Supplies, that could require further studies.

You should take advantage of Tableau's features to click and not worry about changing any of the data.

## Recommendations:

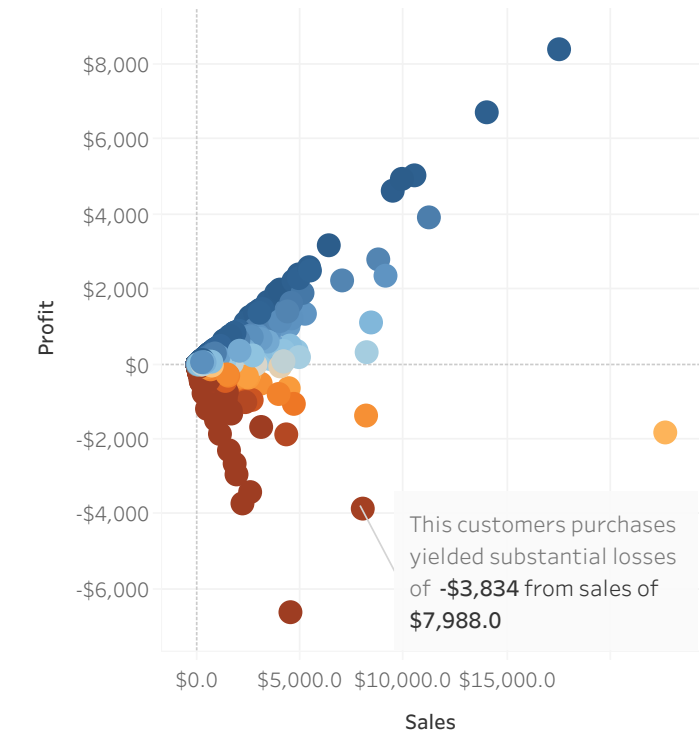
1. Review in detail compliance of discount policy for those customers and products that show big discounts.
2. Explore with more detail the compliance of discounts in the Central Area.

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This worksheet examines all of the customers in our company. In the next two tabs, we will see why some of the customer’s purchases result in a loss while most seem to make a profit.

## Profit by Sales



## Customer rank

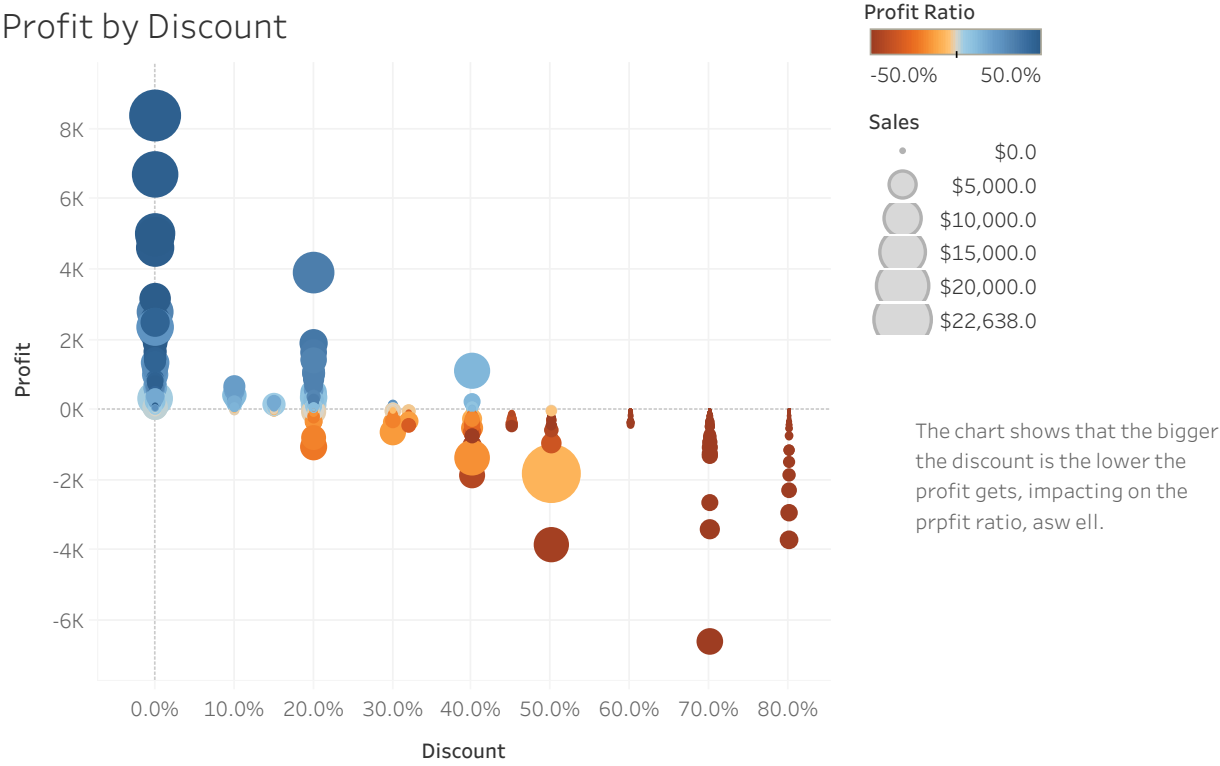
Customer Name	
Sean Miller	\$25,042.0
Tamara Chand	\$19,050.0
Raymond Buch	\$15,117.0
Tom Ashbrook	\$14,596.0
Adrian Barton	\$14,476.0
Ken Lonsdale	\$14,175.0
Sanjit Chand	\$14,145.0
Hunter Lopez	\$12,875.0
Sanjit Engle	\$12,209.0
Christopher Conant	\$12,128.0
Todd Sumrall	\$11,801.0
Greg Tran	\$11,801.0
Becky Martin	\$11,791.0
Seth Vernon	\$11,471.0
Caroline Jumper	\$11,161.0
Clay Ludtke	\$10,881.0
Maria Etezadi	\$10,661.0
Karen Ferguson	\$10,601.0
Bill Shonely	\$10,502.0
Edward Hooks	\$10,313.0
John Lee	\$9,799.0

Even though this person has purchase more in revenue than anyone else, we are running a loss in his account.

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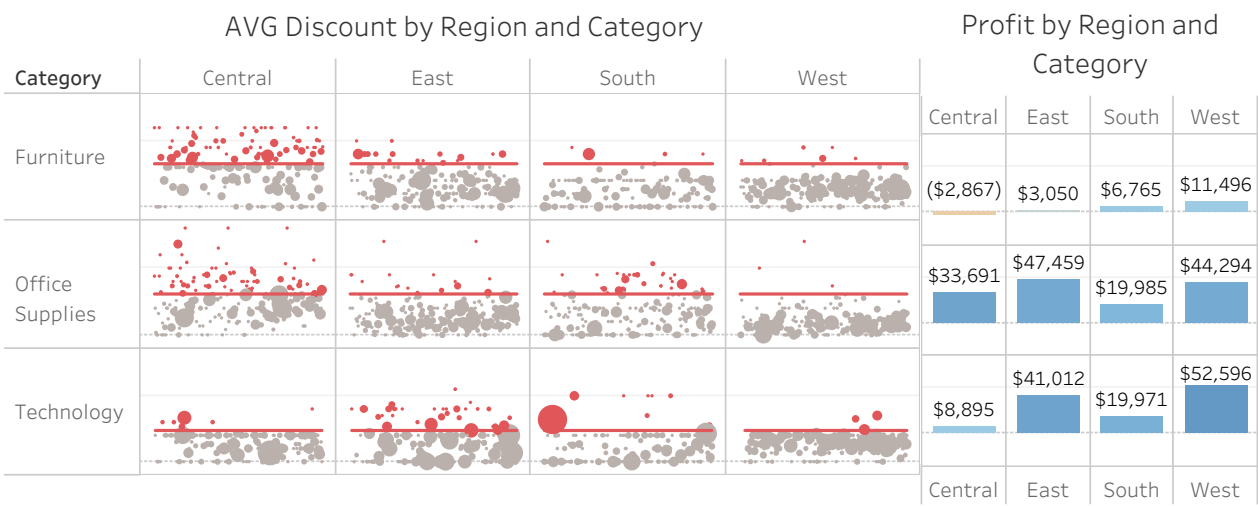
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Profit by Discount



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The categories Furniture and Office Supplies, compared by Region, show to be more susceptible to the impact of larger discounts on the profits. The larger the discounts are, the lower the profit.

The Central Region shows larger discounts and low profit than the other Regions in the categories Furniture and Office Supplies.