ANALYSES ON SUPERSTORE DATA

Superstore Subcategory Sales by Month

Category:	Technology
Month:	MAY
Subcategory:	Telephones and Communication
Qty Sold:	2,619
Sales:	198,391

Zooming in
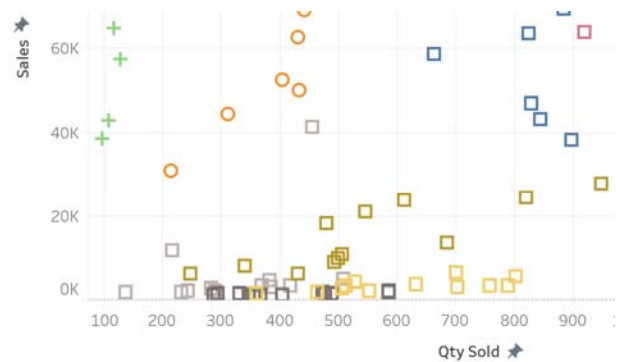
From this scatter graph we can see subcategories sold by quantity or dollar amount for any month. The goal here is to clearly see any outliers. For example, it looks like "Telephones and Communications" products sell particularly well in the month of May! Each different symbol represents a category.
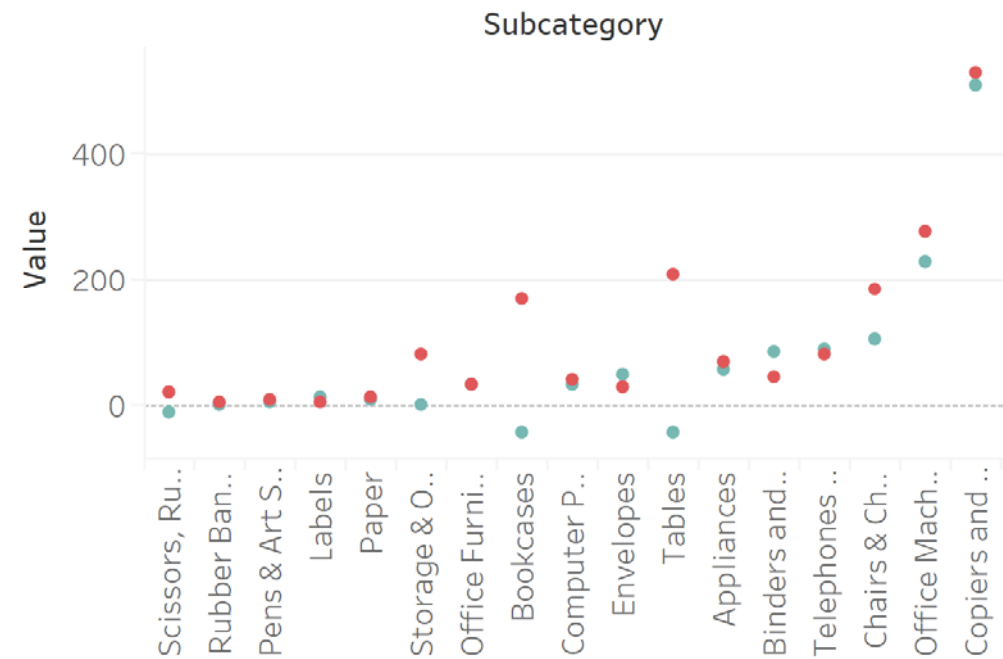
ANALYSES ON SUPERSTORE DATA (cont…)

SUPERSTORE CATEGORY SALES BY MONTH

The darker the dot the higher the sales. This provides a quick way to look and see popular sales months for certain categories.

Comparing Sales and Profit per item sold

This shows how wide the gap is between sales per item sold and profit per item sold. You might be able to make some decisions on items to stop selling or items to do more analysis on to see whether it is worth the business.

ANALYSES ON SUPERSTORE DATA (cont...)

I added a query just to play with the geographical capabilities of Tableau.

```
SELECT

    CUSTOMER_STATE,

    SUM(SALES),

    SUM(ORDER_QUANTITY),

    SUM(DISCOUNT)

FROM

    SUPERSTORE.SALES_FACT,

    SUPERSTORE.CUSTOMER_DIM

WHERE

    SALES_FACT.CUSTOMER_KEY=CUSTOMER_DIM.CUSTOMER_KEY

GROUP BY

    CUSTOMER_STATE;
```

This graph shows discount levels by state. The closer to red, the more discounts were used. The closer to green shows fewer discounts were used comparatively. This might show you the states that are willing to pay full price for purchases.
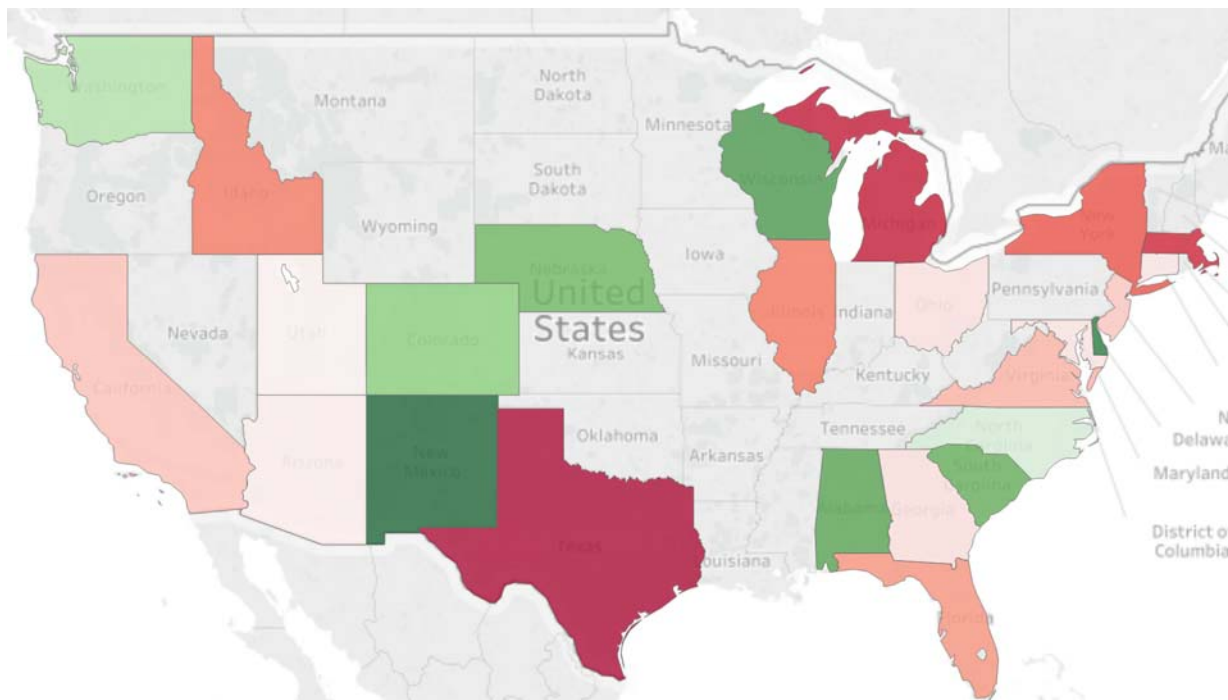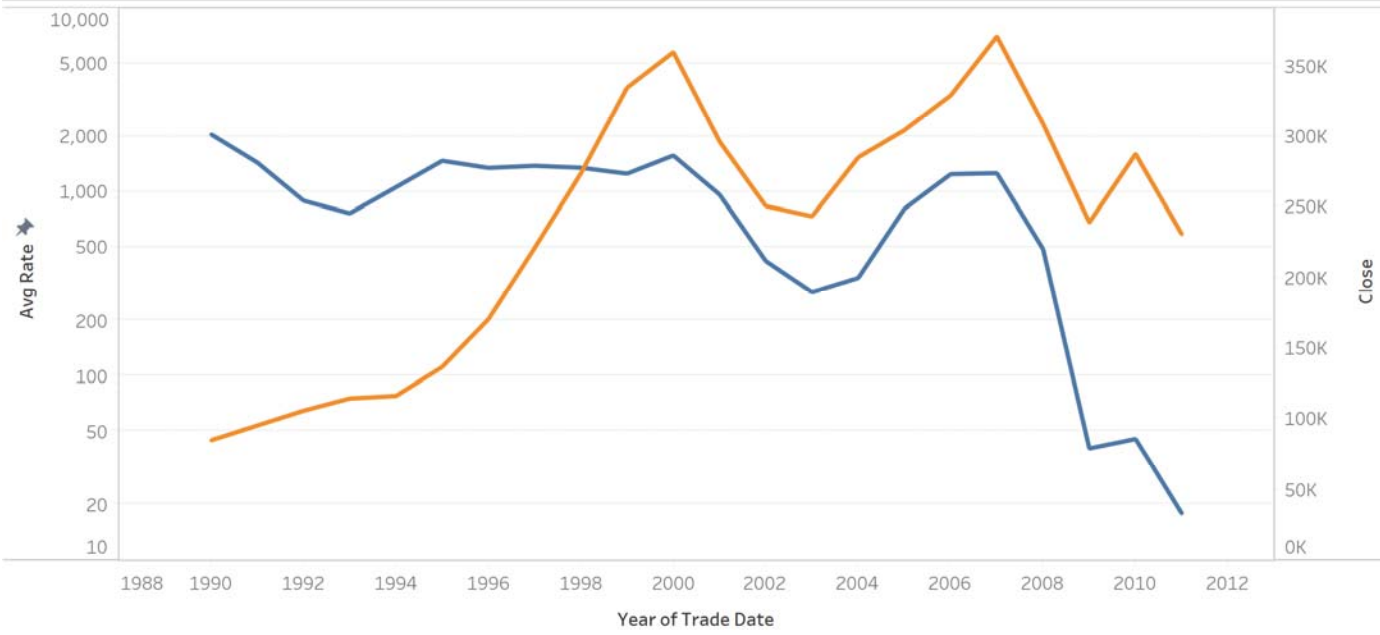
ANALYSES ON STOCK AND UNEMPLOYMENT DATA

UNEPLOYMENT RATE VS STOCK TRADES
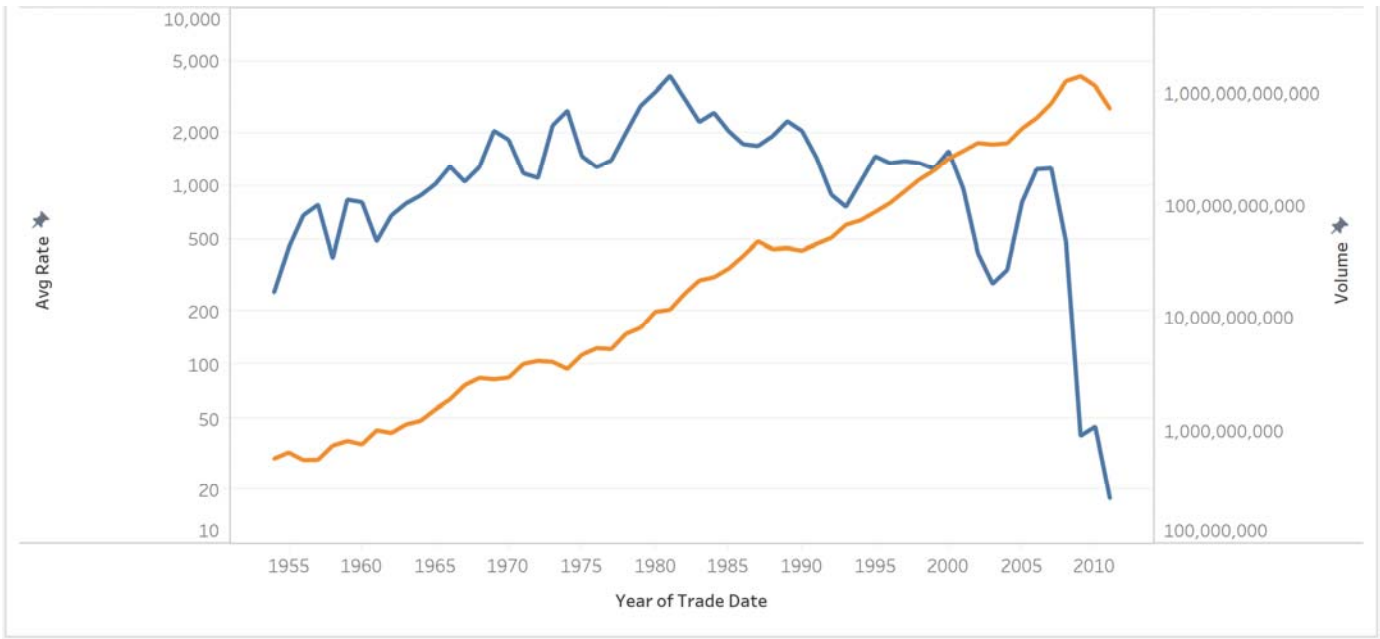
In my first assignment I had hypothesized that the unemployment rate and the volume of stock trades might be correlated. My graph does not show any such trend, but a statistical program such as R might be a better tool for this type of analyses.

Interestingly there does, however, seem to be a correlation between the unemployment rate and the stock closing price!