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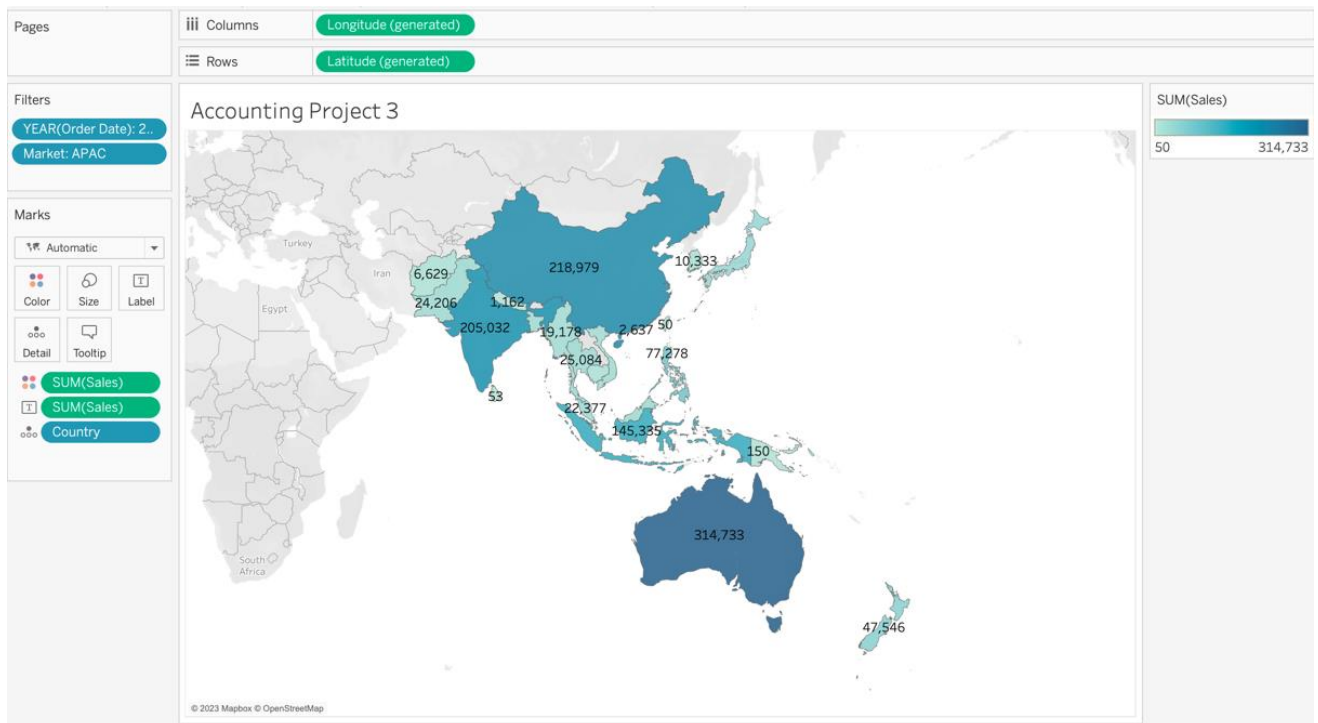
ACCT 5130

Tableau Case Study 3

Problem Statement

The sales performance across different countries in the Asia- Pacific region for the year 2014 shows a significant disparity, with some countries having high sales figures while others have low sales figures. This may suggest an issue with market penetration and marketing efforts in certain regions. To optimize sales performance and improve business outcomes in the APAC region, it is necessary to investigate the underlying factors contributing to low sales in specific countries and identify the root cause of the problem. Our study will locate the regions with low sales, analyze the data, and explore opportunities for improvement.

Identify sales of different countries in the Asia-Pacific region.



Identify countries with the lowest sales.

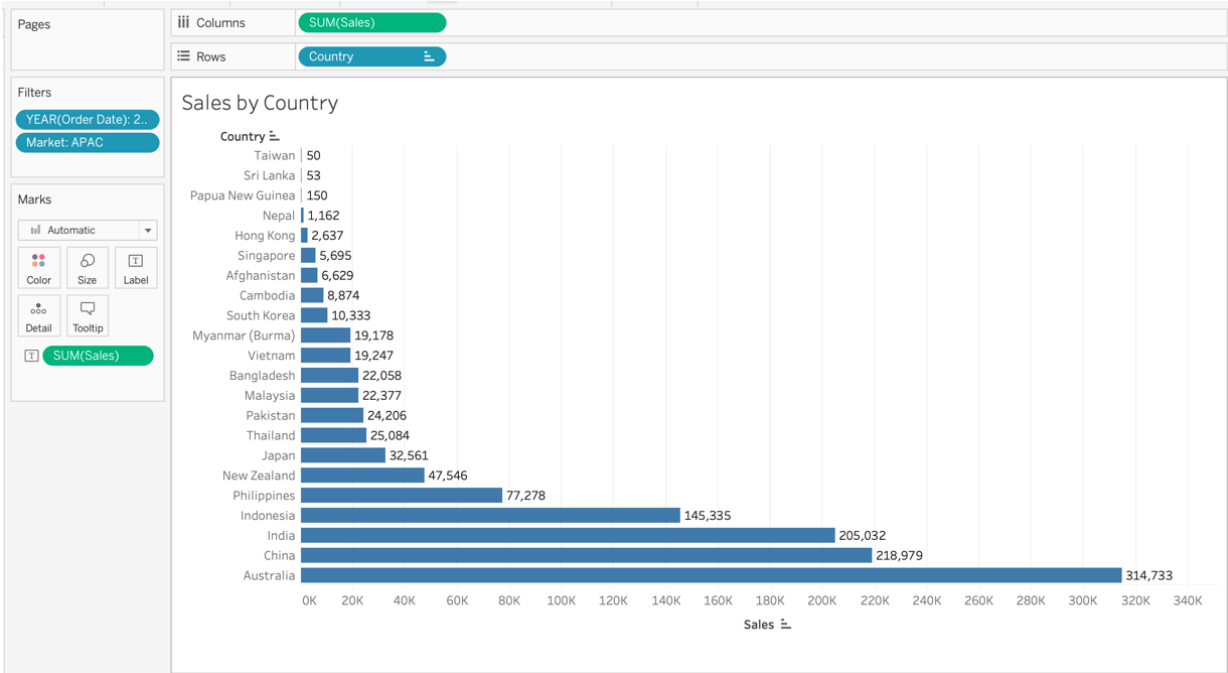


Exhibit A. Sales by country

Analyze the data

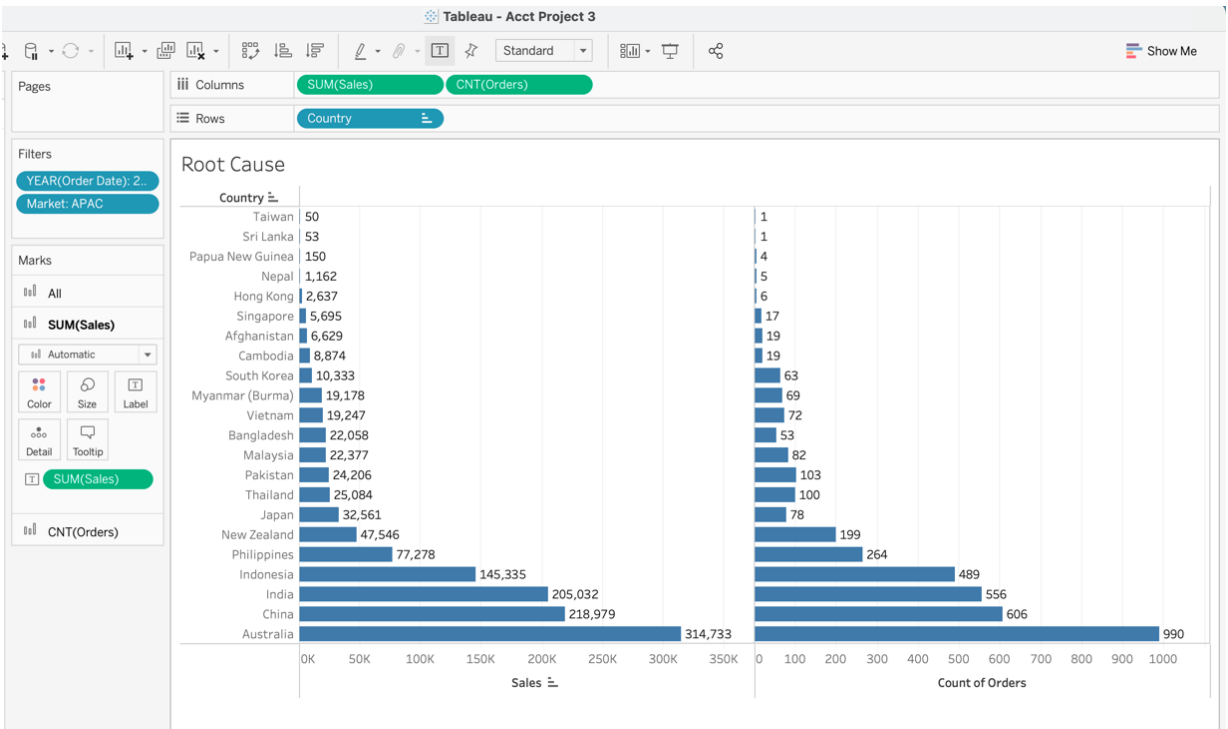
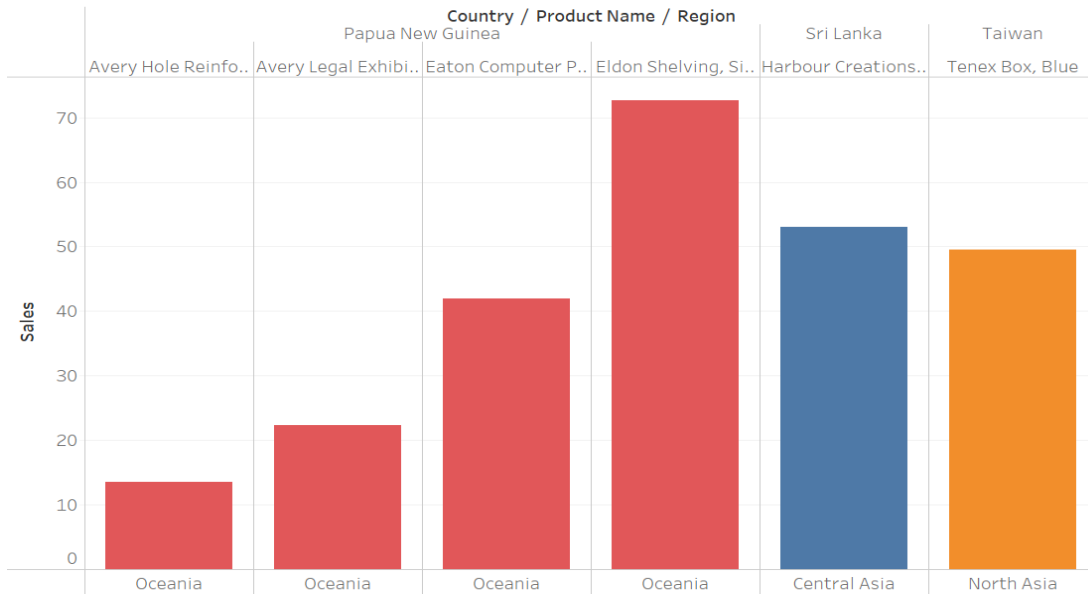


Exhibit B. Sales vs. Order Count

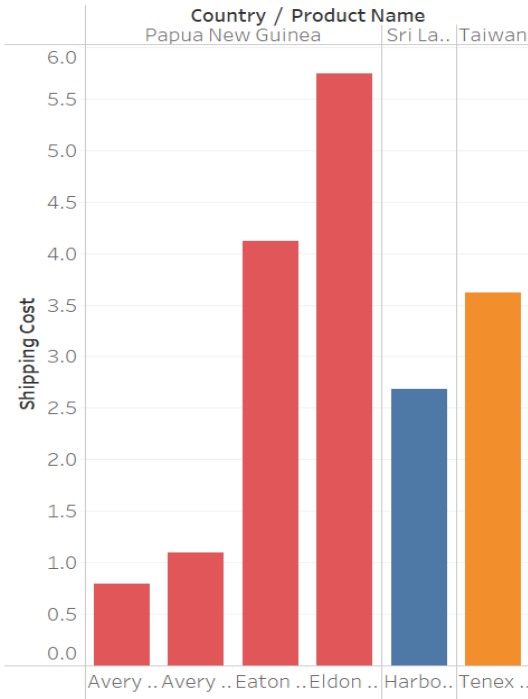
Sheet 6



Sum of Sales for each Region broken down by Country and Product Name. Color shows details about Region. The data is filtered on Order Date Year, which keeps 2014. The view is filtered on Country, which keeps Papua New Guinea, Sri Lanka and Taiwan.

Exhibit C. Sales of each item in 2014

Shipping costs



Sales

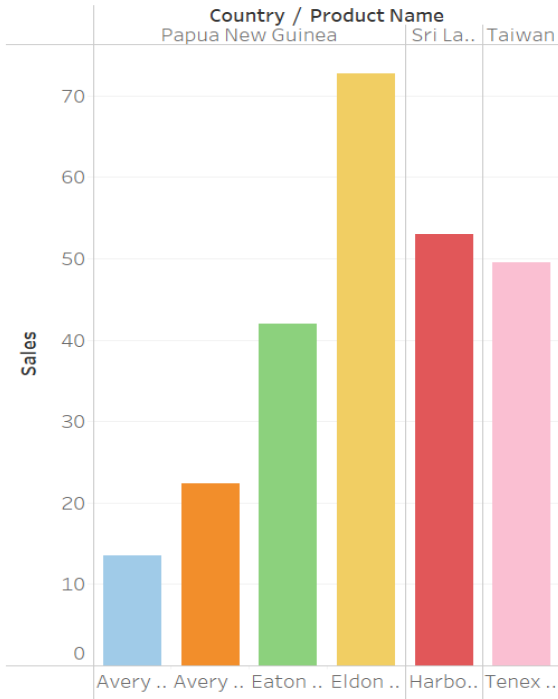


Exhibit D. Sales vs. Shipping Costs

Reviewing the client data in our database, we screened out countries in the Asia Pacific region in 2014. These countries represent a combination of large economies, emerging markets, and countries with significant spending power in the Asia Pacific region. Analyzing sales data for Asia-Pacific countries can identify patterns, trends, or outliers. According to Exhibit A, countries with darker blue shades have the highest sales. In contrast, countries with lighter shades of blue had the lowest sales. Taiwan (50), Sri Lanka (53), and Papua New Guinea (150) have relatively low sales compared to other countries in the Asia-Pacific region.

The countries with the lowest sales in 2014 may indicate markets where Global Supermarkets have a limited, untapped presence. Therefore, once we identified the top three countries with the weakest sales, we looked at the number of order counts for the region, as shown in Exhibit B. The countries with the lowest order counts are also the countries with the lowest sales. Next, we decided to see what products contributed to the low sales for Taiwan, Sri Lanka, and Papua New Guinea. Exhibit C. shows the products sold in the three countries in 2014. Taiwan and Sri Lanka sell one item, while Papua New Guinea sells four products.

After reviewing the sales, product sales, and order counts of Taiwan, Sri Lanka, and Papua New Guinea, we can conclude that there are areas and opportunities for improvement. The market demand for Global Supermarkets products in these countries still needs to be fully met. Therefore, before determining possible solutions, we also viewed the shipping costs of each product. In theory, high shipping costs of the products would also contribute to low sales. Exhibit D. displays the correlation between shipping costs and sales. Except for Eaton Computer in Papua New Guinea, we can see that when there are high sales, there are also high

shipping costs. Meanwhile, low shipping costs equate to low sales. As a result, we must rely on something other than shipping costs as a reason for the low sales.

One way to increase sales in the three countries is by introducing new products. From the charts, Taiwan and Sri Lanka only sell one product. In the previous year, Taiwan sold two items in the Consumer Segment at 780. Neither of them is the product they currently sell. Sri Lanka sold five products in the Home Office and Corporate Segment at 704. Papua New Guinea sold 14 products in the Corporate and Consumer Section the previous year at 2557. The country also stopped selling the Harbour Creations Executive leather chair, their best seller, at over 1000 in 2013. The countries could increase overall sales by adding new products and reintroducing previous items with high sales.

Another way to increase sales is to increase product order counts. According to paddle.com, businesses can increase order counts by offering incentives. New customer offers, and discounts will attract new buyers. Once the countries introduce more items to their product line, they can provide bundling packages to complement the product. For example, purchasing 12 for the price of ten. Another way to increase order counts is to provide free shipping once the buyer reaches a certain purchasing threshold. For example, consumers can get free shipping for purchases over \$1000.

These countries can provide an opportunity to build a competitive advantage by offering more products, competitive pricing, superior customer service, and marketing strategies. In addition, customer experience can be localized and customized with systems that allow product offerings and marketing messages to cater to these countries' specific preferences and cultural nuances.

In conclusion, our research has found that Taiwan, Sri Lanka, and Papua New Guinea have the lowest sales in the Asian- Pacific region. Our maps and graphs show that order counts and limited products contribute to low sales for the countries. One solution to increase sales is by increasing products in each country. As shown from their previous year, sales were significantly higher because more goods were available in the respective country. Once the countries have added more products, they must find ways to improve order. By expanding online sales channels, optimizing user experience, and investing in digital marketing, more opportunities can be created for the Asia Pacific market opportunities to bring in a broader customer base.

Work Cited:

<https://www.paddle.com/resources/increase-average-order-value>