

Onur Tekiner

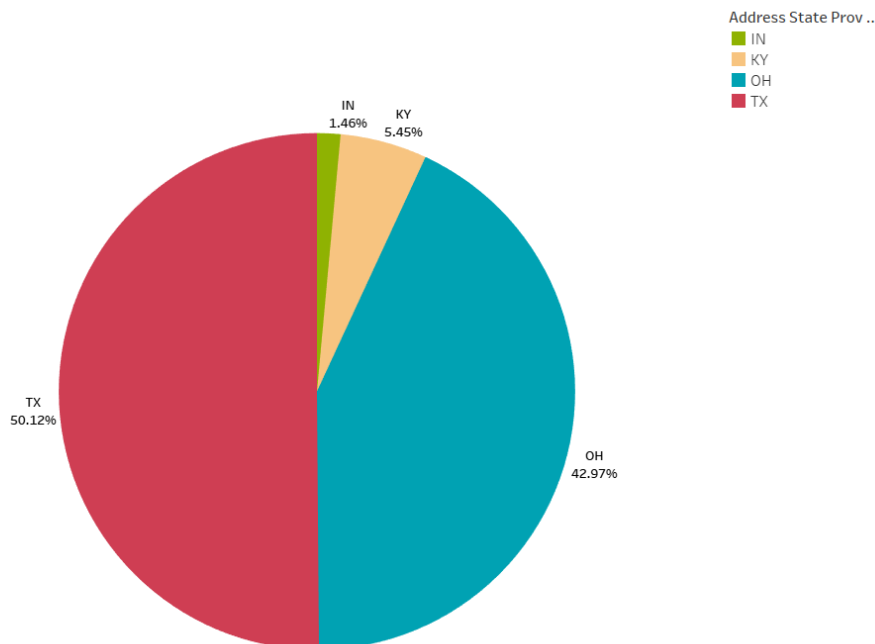
Mini Project

Data Visualization with Tableau

12/3/23

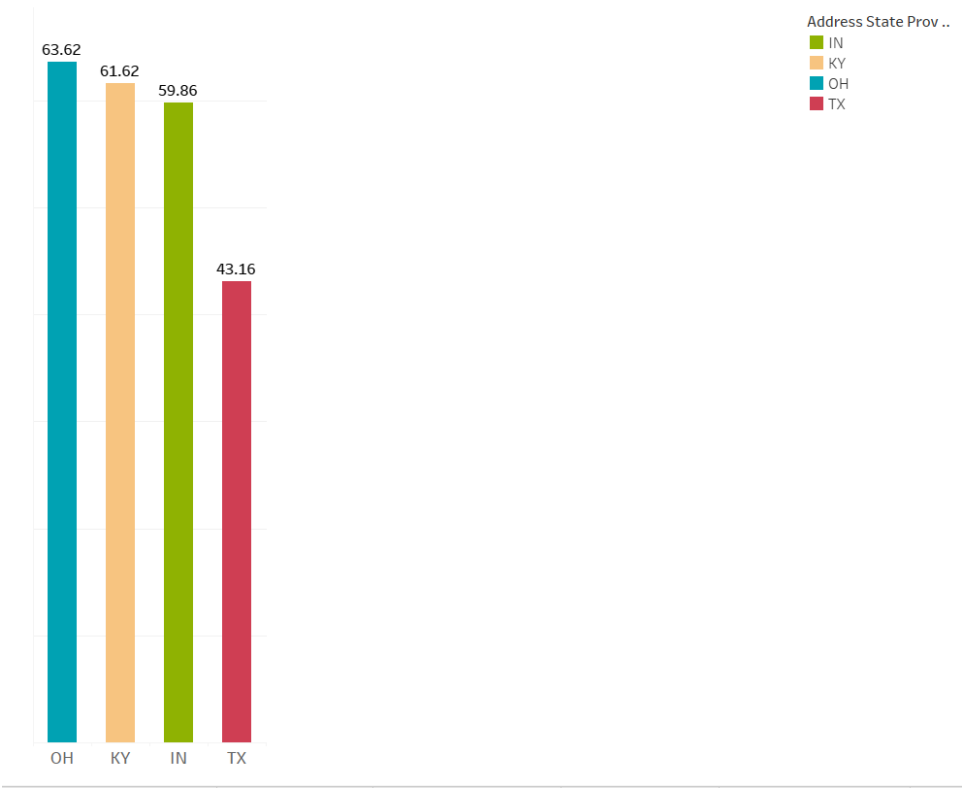
Exploratory Data Analysis

Sales Distribution by State



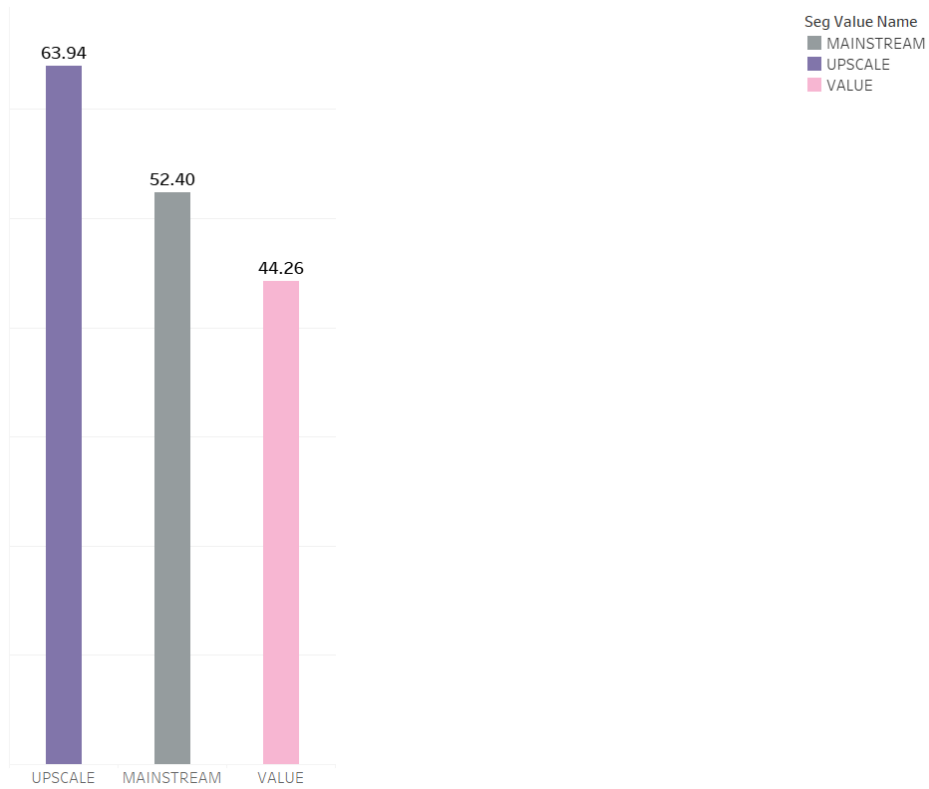
The dataset predominantly shows sales originating from Texas and Ohio.

Average Spends by State



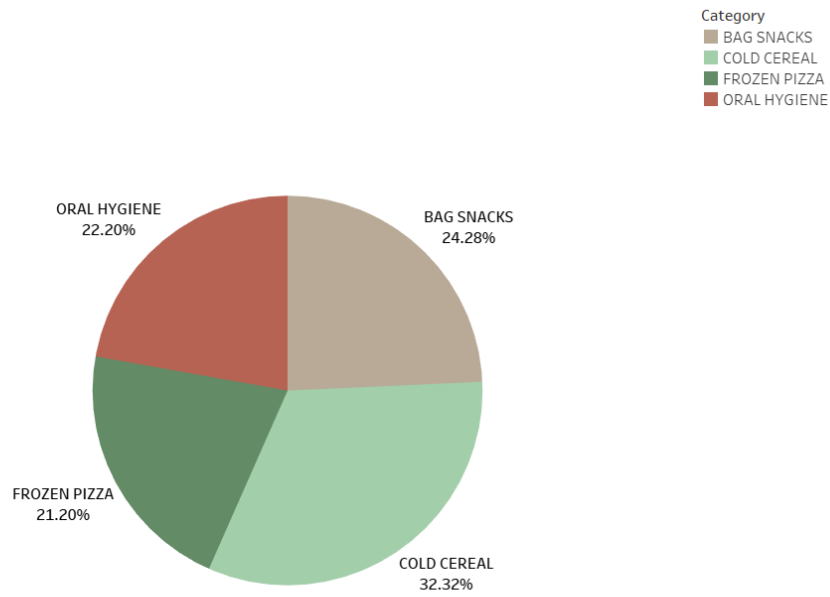
Ohio leads in average spending among states with \$63, while Texas trails with \$43.

Average Spending by Store Segment



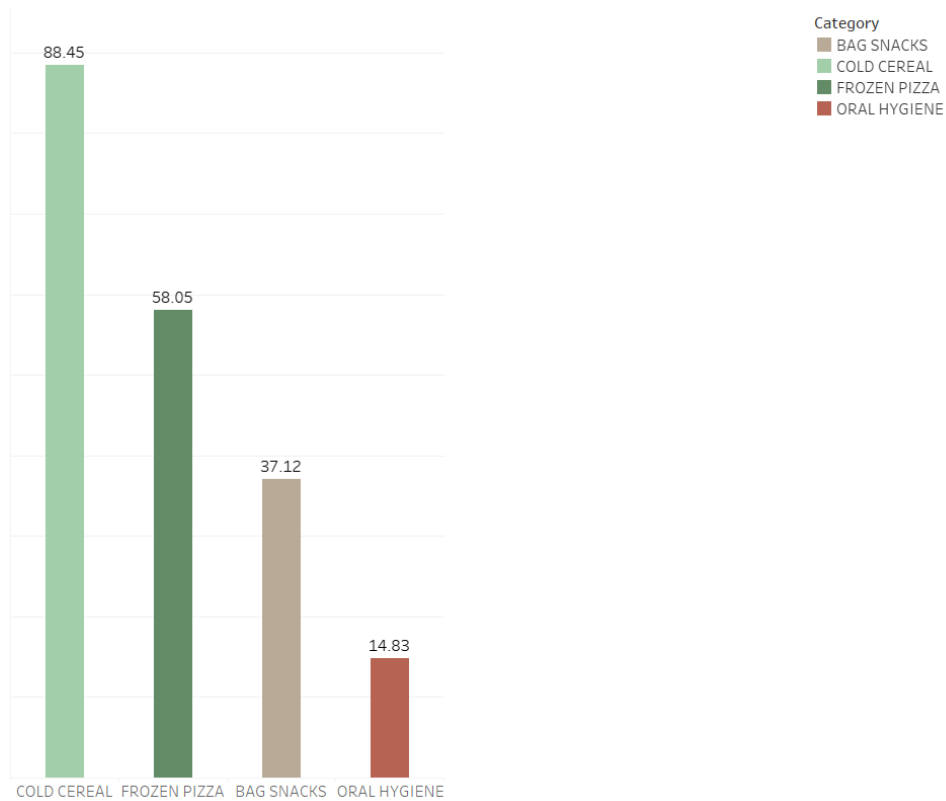
Fancy stores spend more compared to regular and budget-friendly retailers.

Sales Distribution by Category



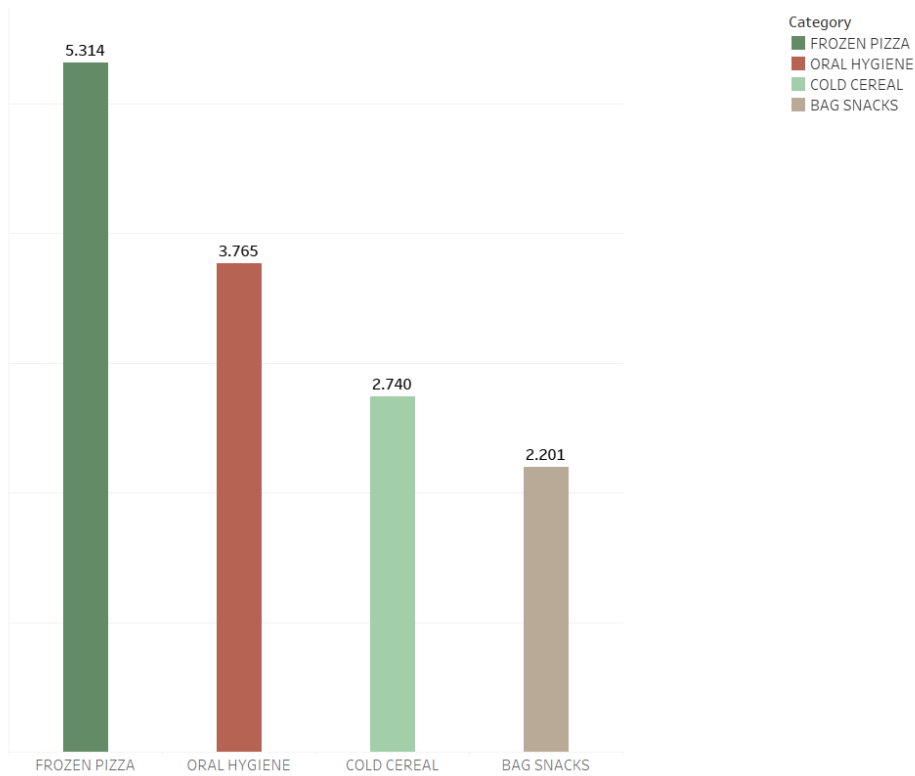
Cold cereal is the most sold category, making up 32% of sales.

Average Spend by Categories



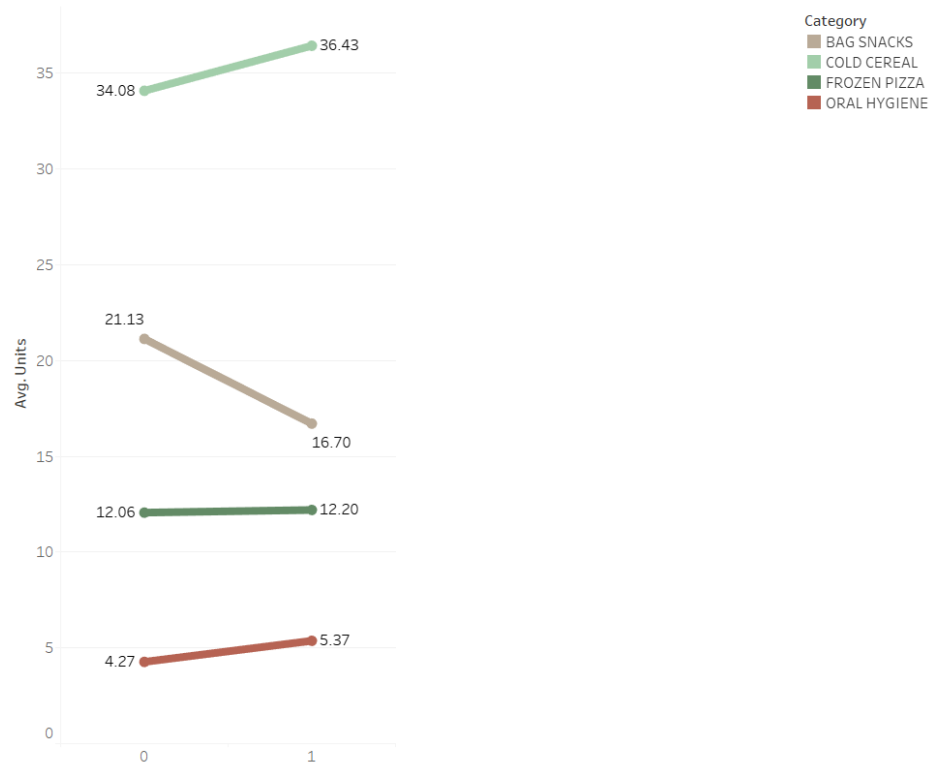
Cold cereal records the highest average spending at \$88, while oral hygiene products report the lowest at \$14. Cold cereal spending surpasses oral hygiene by a fivefold margin.

Average Prices by Categories



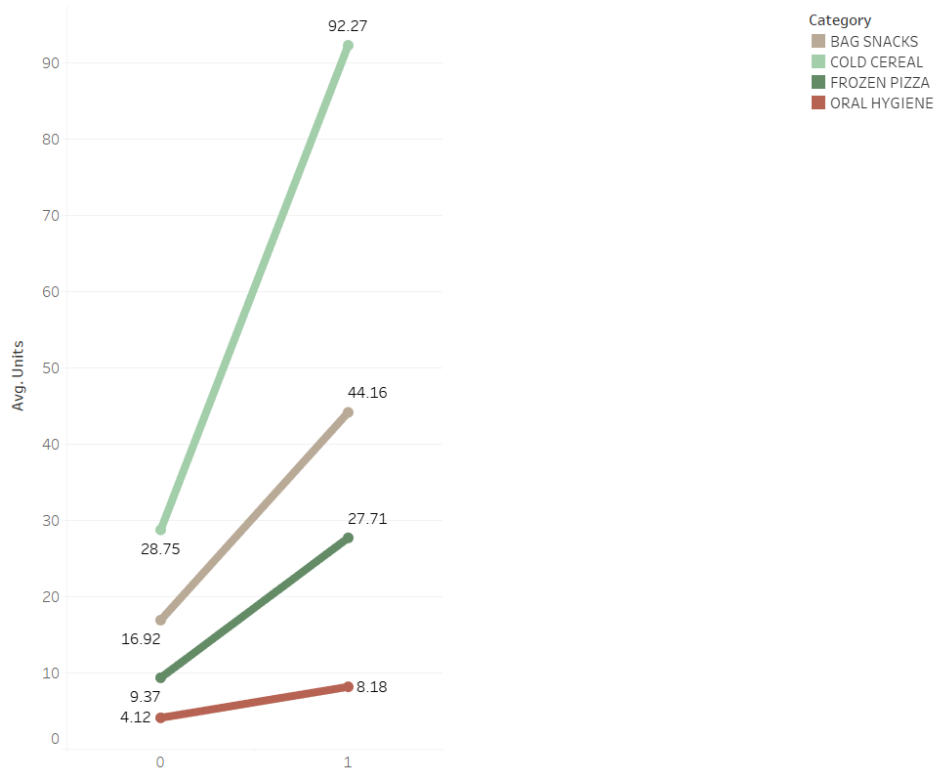
Despite cold cereal showing higher spending, the average prices of oral hygiene products are actually higher. Frozen pizza commands the highest average price at \$5.3, while bag snacks hold the lowest at \$2.2.

Impact of Price Reduction on Average Unit Quantity Sold



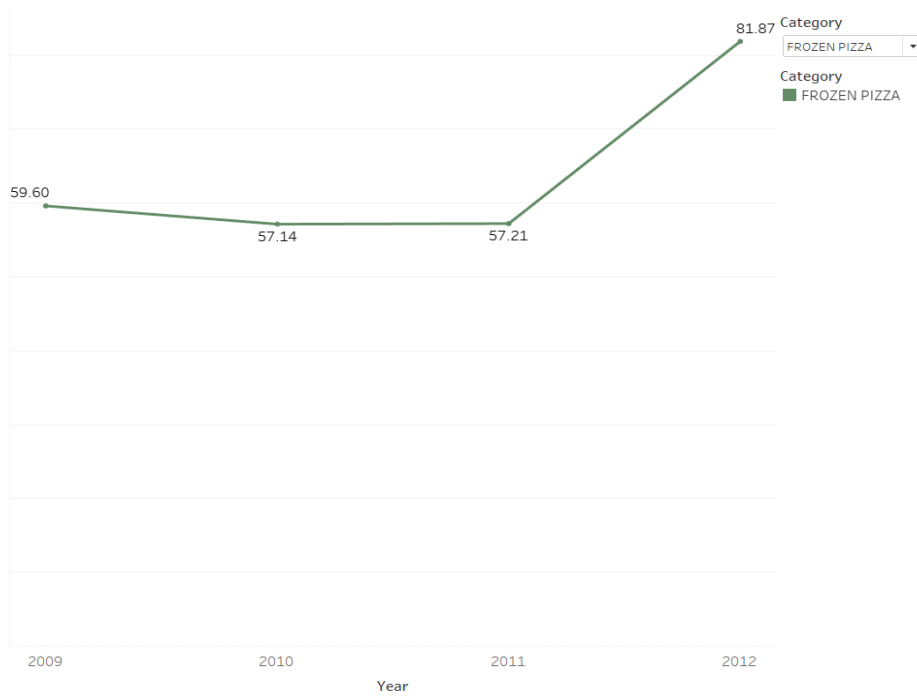
Price reductions don't significantly bolster sales for oral hygiene and frozen pizza. Interestingly, reducing the price of bag snacks led to decreased sales. However, cold cereal witnessed a noteworthy surge in sales post price reduction.

Impact of Promotions on Average Unit Quantity Sold



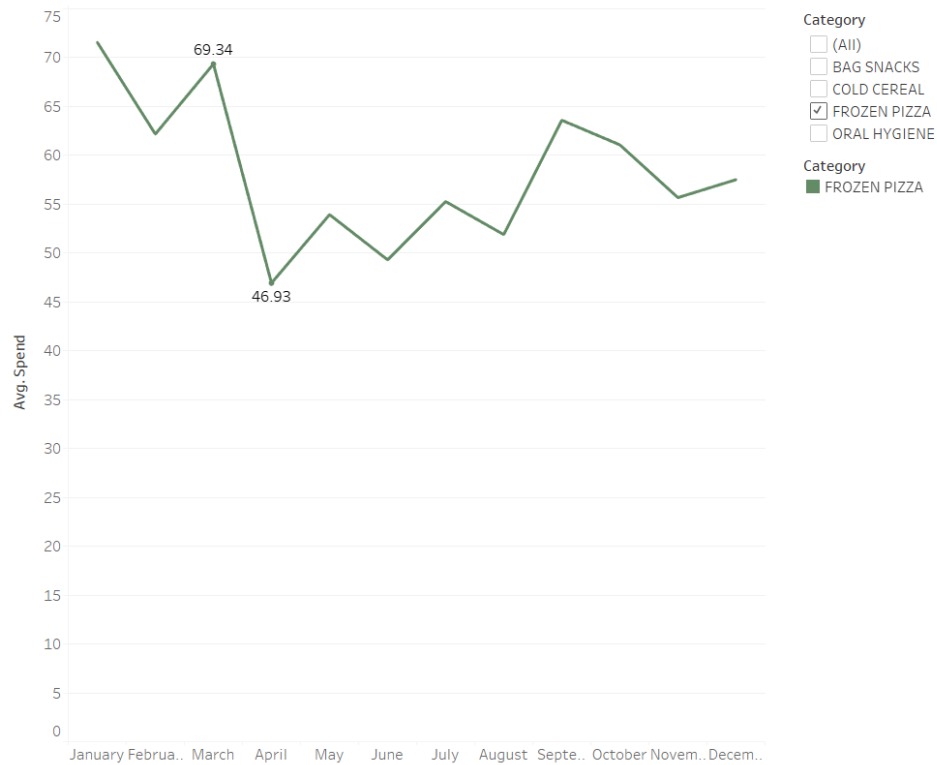
Promotions markedly boosted sales across all categories. Cold cereal sales soared over threefold with promotions, suggesting in-store promotions can increase sales by at least two times for select products.

Frozen Pizza by Year



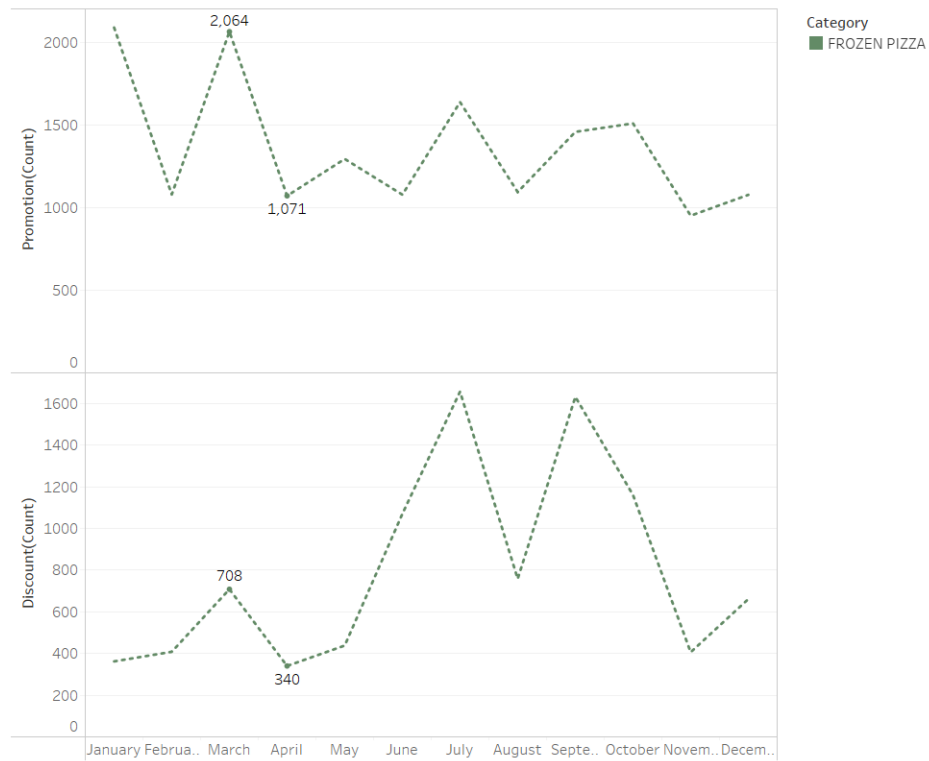
A considerable increase in frozen pizza sales was observed after 2011.

Average Spending on Frozen Pizza by Month



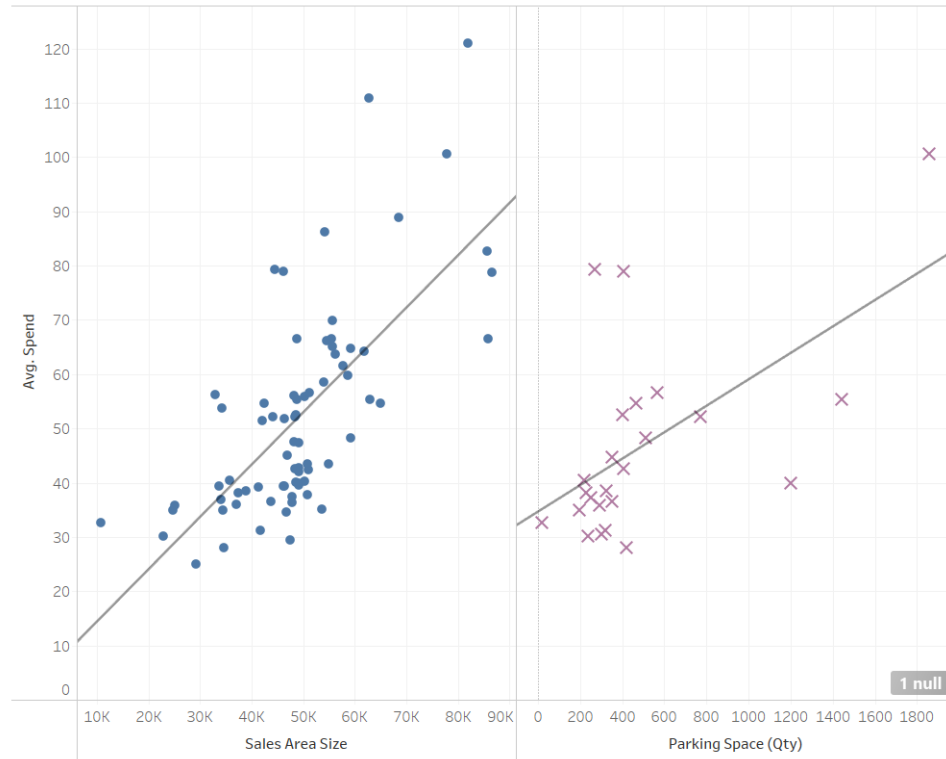
Between March and April, spending on frozen pizza dropped from \$69 to \$46. Investigating promotions and price reductions during this period might shed light on the decrease.

Promotions and Discount Quantity on Frozen Pizza



Instances of discounted and promoted frozen pizza products declined during months with reduced spending. Increasing promotions and discounts during these periods could potentially increase frozen pizza revenue.

Sales Area and Parking Area Impact on Average Spending



Positive correlations were noted between sales area size/parking space and average spending. Expanding the sales area and parking space might result in higher average spending for the company.