

Topic: Luster Superstore Sales Data Technical Analysis Report 2018

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Task 39a

Tableau Techniques

Introduction

Luster Superstore is a business entity in the United States, and just every other business entity, it desires profit and sales to keep it operation running. Keeping Luster Superstore in operation will be a function of decision-making; making the right decision. To make the right decision Luster superstore is putting its trust in the result of the company's data analysis, so in this analysis process I will analyse Luster Superstore Sales data to help the top executives make an informed decision that will lead to more revenue and sales for the company.

Analysis Documentation Board

Pre-Analysis Board: Analysis introduction	Pre-Analysis Board	In-Analysis Board	Analysis Observation:	Analysis Observation:	Analysis Recommendation:
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<p>Introduction</p> <p>Luster Superstore is a business entity in the United States, and just every other business entity, it desires profit and sales to keep it operation running. Keeping Luster Superstore in operation will be a function of decision-making; making the right decision. To make the right decision Luster superstore is putting its trust in the result of the company's data analysis, so in this analysis process, I analyse Luster Superstore Sales data to help the top executives make an informed decision that will lead to more revenue and sales for the company.</p>					

Project Split

Independent Data: Customer Name, Country, State, City, Product Name, Segment, Region, Category, Sub-category, Order Date, Product ID, Customer ID, Order ID, Postal Code, Row ID, Ship Date, Ship Mode, Measure.

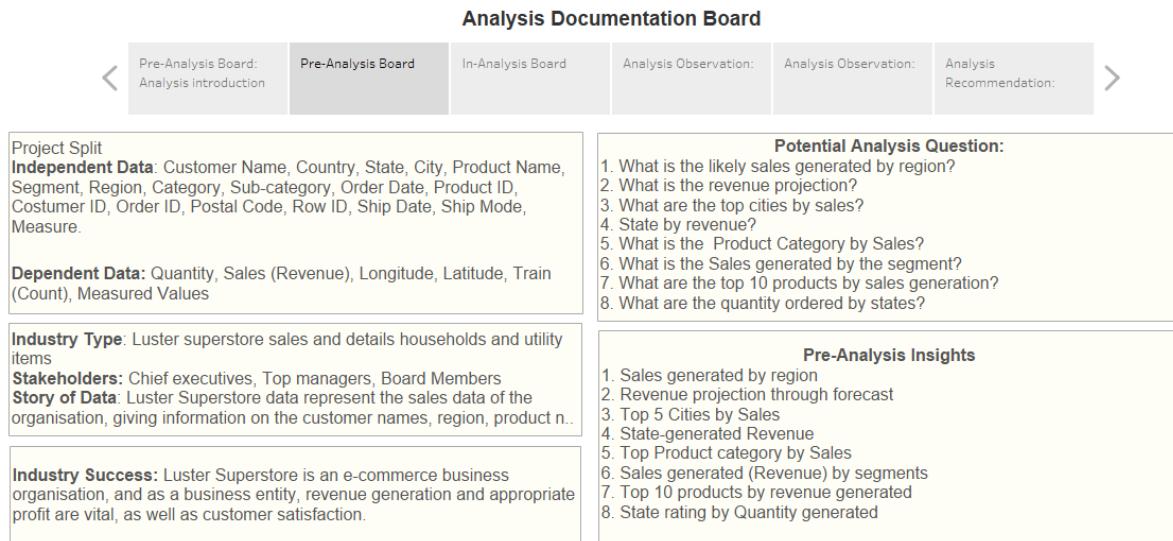
Dependent Data: Quantity, Sales (Revenue), Longitude, Latitude, Train (Count), Measured Values

Industry Type: Luster superstore sales and details households and utility items

Stakeholders: Chief executives, Top managers, Board Members

Story of Data: Luster Superstore data represent the sales data of the organisation, giving information on the customer names, region, product name, ID, Country, City, Order date, Ship mode, Postal code, Sub-category, etc., it is the information that generated upon every purchase that is made.

Industry Success: Luster Superstore is an e-commerce business organisation, and as a business entity, revenue generation and appropriate profit are vital, as well as customer satisfaction.



Potential Analysis Question:

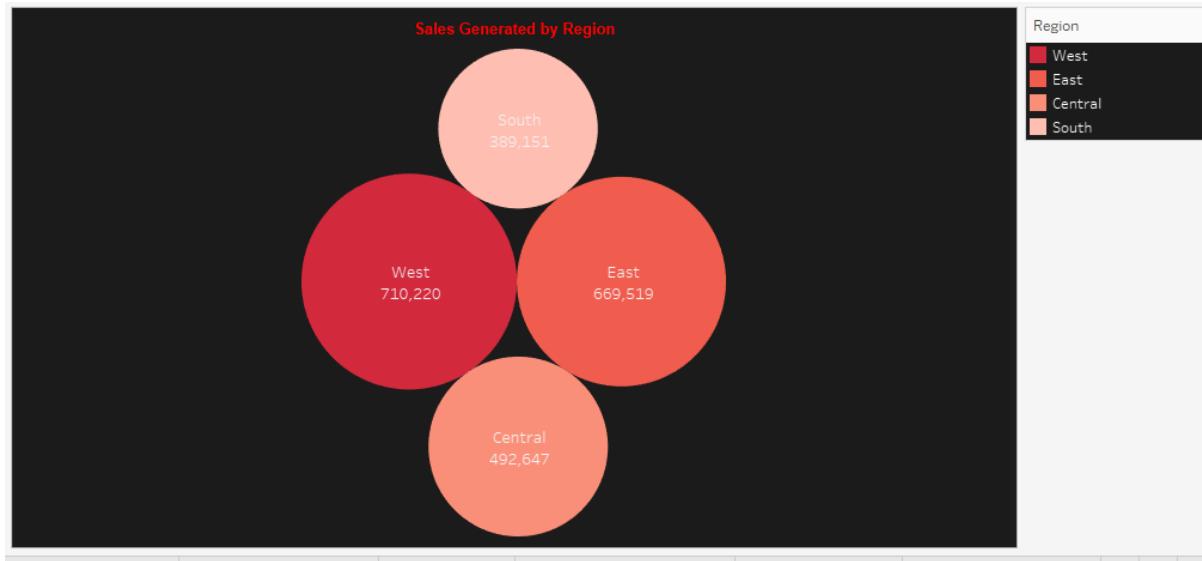
1. What is the likely sales generated by region?
2. What is the revenue projection?
3. What are the top cities by sales?
4. State by revenue?
5. What is the Product Category by Sales?
6. What is the Sales generated by the segment?
7. What are the top 10 products by sales generation?
8. What are the quantity ordered by states?

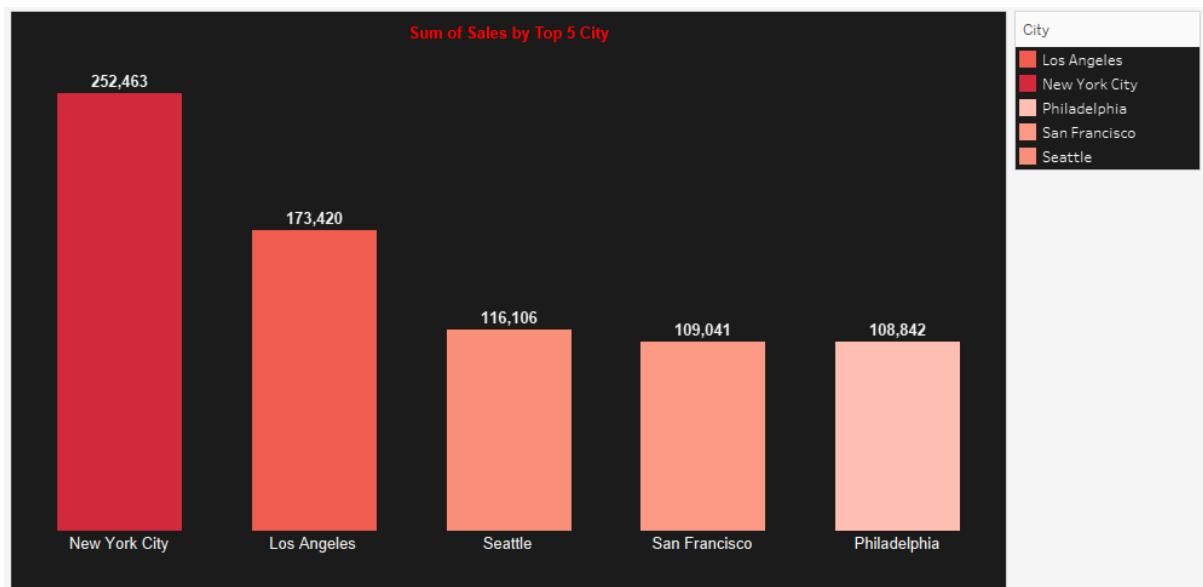
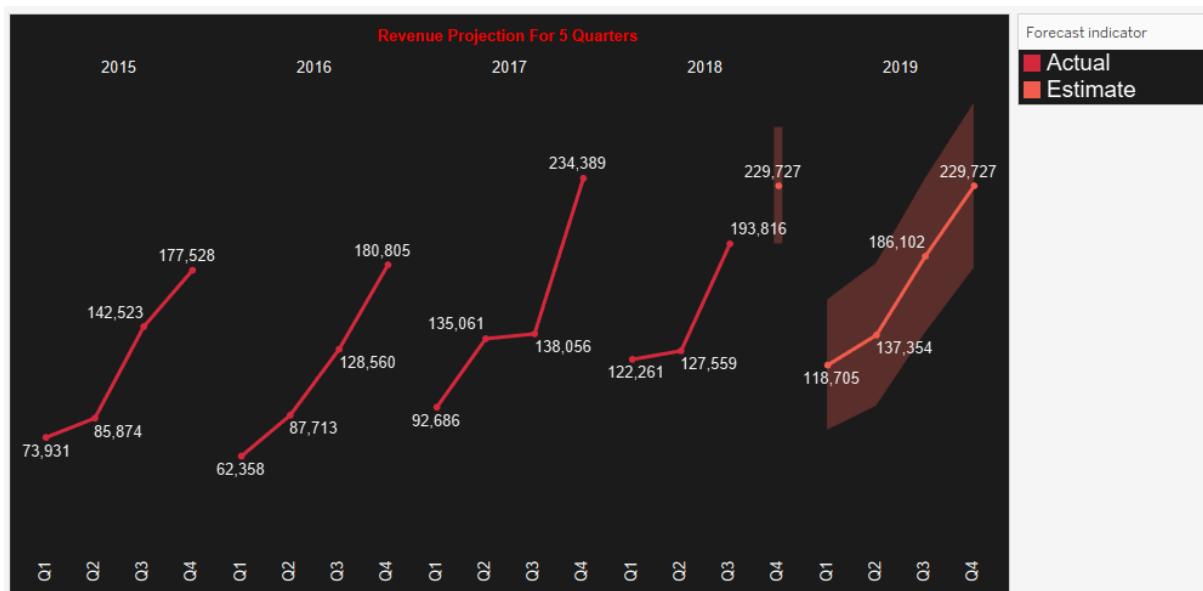
Dataset & Methodologies

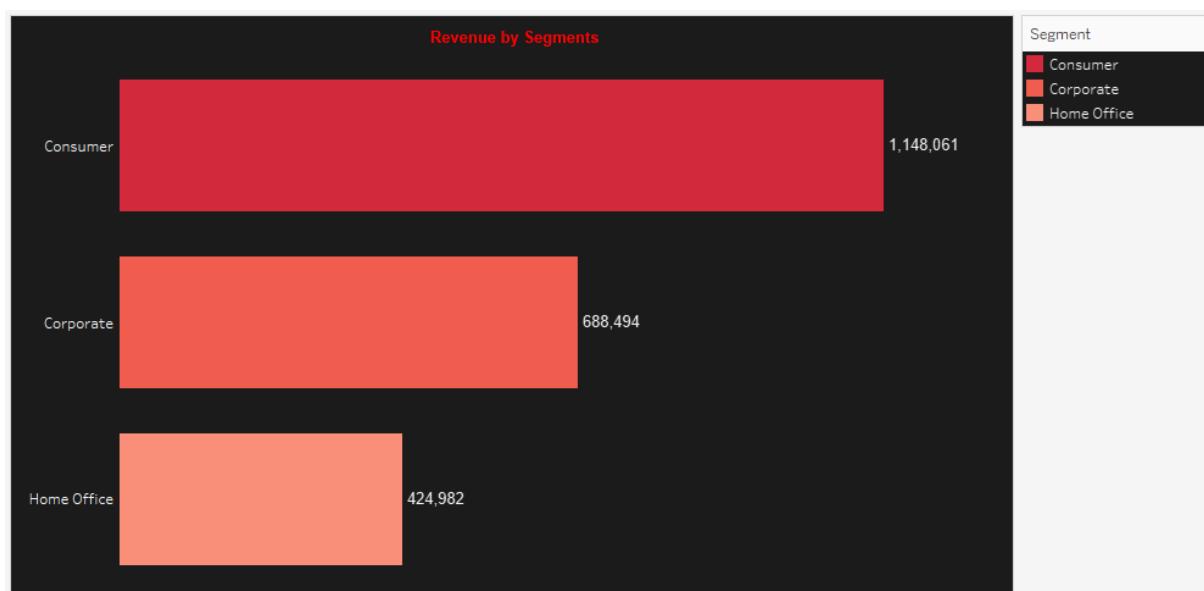
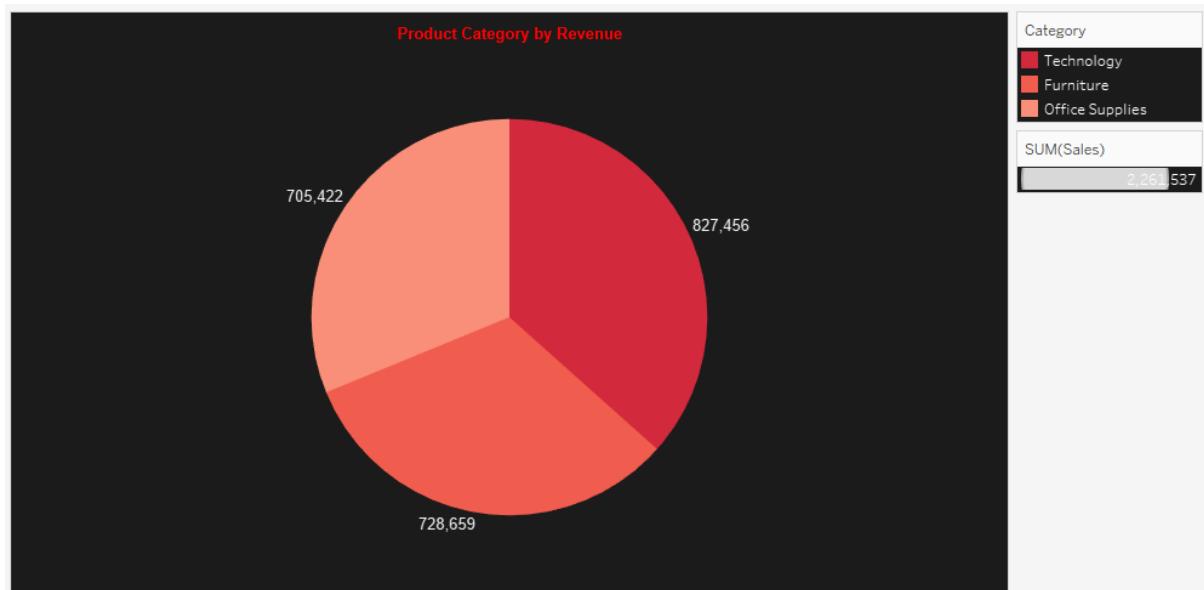
1. This dataset was downloaded from Kaggle clean already

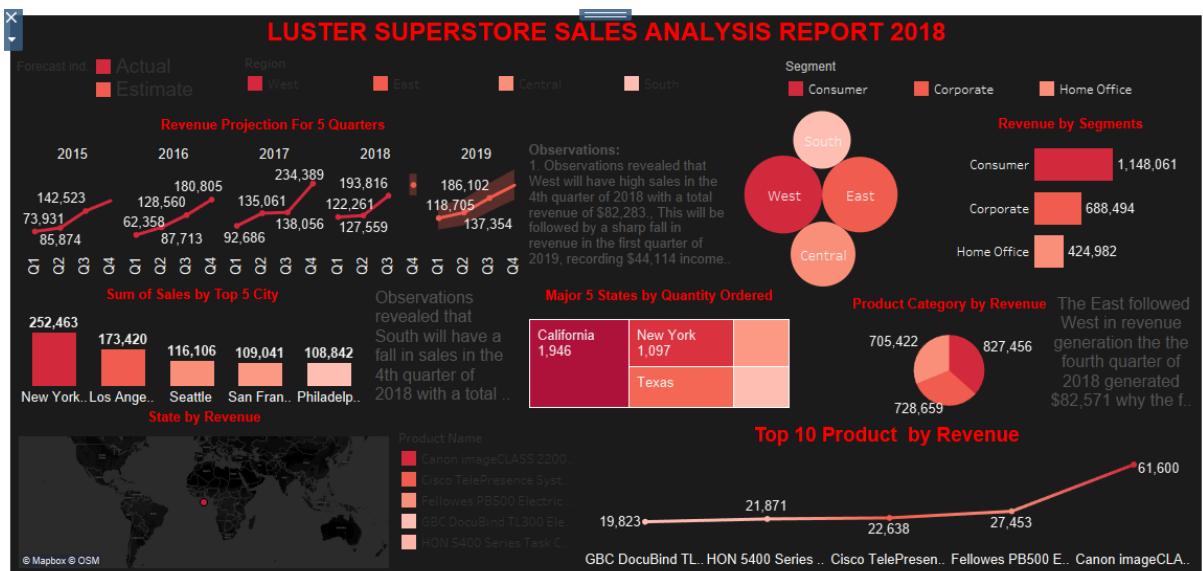
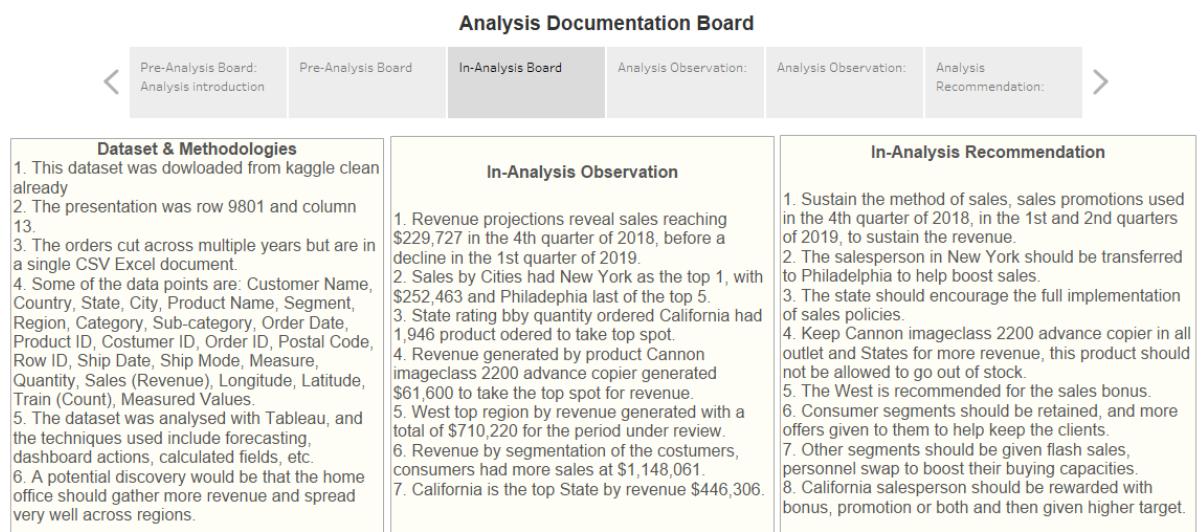
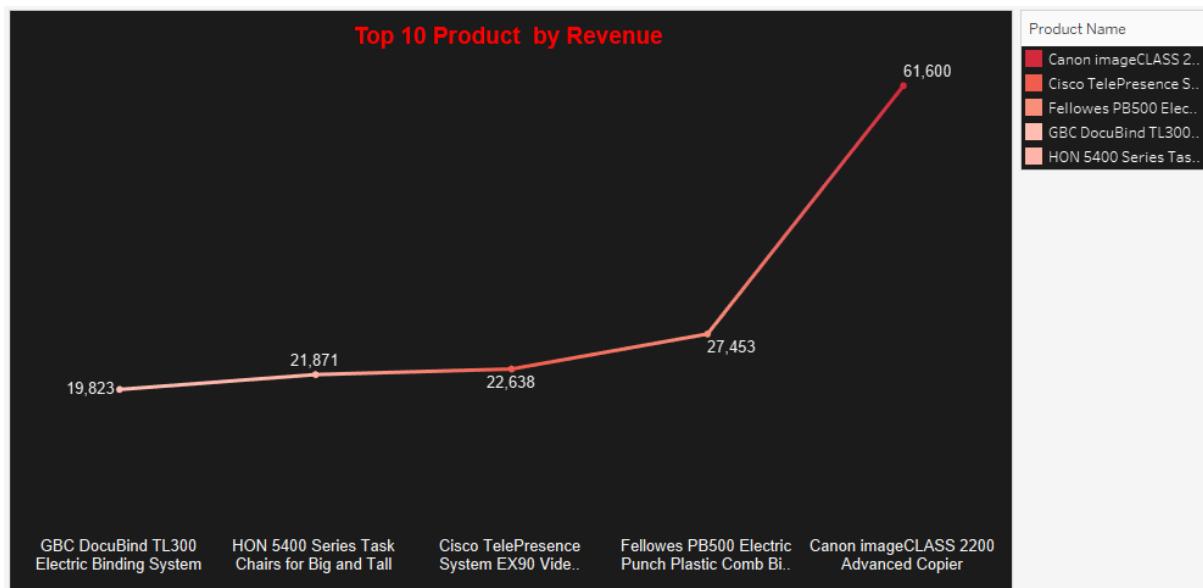
2. The presentation was row 9801 and column 13.
3. The orders cut across multiple years but are in a single CSV Excel document.
4. Some of the data points are: Customer Name, Country, State, City, Product Name, Segment, Region, Category, Sub-category, Order Date, Product ID, Costumer ID, Order ID, Postal Code, Row ID, Ship Date, Ship Mode, Measure, Quantity, Sales (Revenue), Longitude, Latitude, Train (Count), Measured Values.
5. The dataset was analysed with Tableau, and the techniques used include forecasting, dashboard actions, calculated fields, etc.
6. A potential discovery would be that the home office should gather more revenue and spread very well across regions.

Visualisations:









In-Analysis Observation

1. Revenue projections reveal sales reaching \$229,727 in the 4th quarter of 2018, before a decline in the 1st quarter of 2019.
2. Sales by Cities had New York as the top 1, with \$252,463 and Philadelphia last of the top 5.
3. State rating by quantity ordered, California had 1,946 products ordered to take top spot.
4. Revenue generated by product Canon image class 2200 advanced copier generated \$61,600 to take the top spot for revenue.
5. West top region by revenue generated, with a total of \$710,220 for the period under review.
6. Revenue by segmentation of the customers, consumers had more sales at \$1,148,061.
7. California is the top State by revenue \$446,306.

In-Analysis Recommendation

1. Sustain the method of sales, sales promotions used in the 4th quarter of 2018, in the 1st and 2nd quarters of 2019, to sustain the revenue.
2. The salesperson in New York should be transferred to Philadelphia to help boost sales.
3. The state should encourage the full implementation of sales policies.
4. Keep Canon image class 2200 advanced copier in all outlets and States for more revenue; this product should not be allowed to go out of stock.
5. The West is recommended for the sales bonus.
6. Consumer segments should be retained, and more offers given to them to help keep the clients.
7. Other segments should be given flash sales, and personnel should be swapped to boost their buying capacities.
8. California salesperson should be rewarded with a bonus, promotion or both and then given a higher target.

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<p>Observations:</p> <p>1. Observations revealed that West will have high sales in the 4th quarter of 2018 with a total revenue of \$82,283. This will be followed by a sharp fall in revenue in the first quarter of 2019, recording \$44,114 income, then accompanied by a rise in revenue in the second quarter \$52,270, the third quarter \$67,388, and the fourth quarter \$82,283 equaling the 4th quarter of 2018.</p>	<p>2. The East followed West in revenue generation the the fourth quarter of 2018 generated \$82,571 why the first quarter of 2019 recorded a drop in revenue to the toll of \$32,593 a gradual increase in second quarter \$43925 and 10 quarter 63845 and then epic in the fourth quarter of 2019 recording a tutor revenue of \$88,241...</p>
<p>The West recorded \$173,420 in Los Angeles, Seattle \$116,106 and San Francisco \$109,041, in California, the recorded \$446,306, the quantity of goods sold in California was 1946. The west in itself generated 710,220, the revenue generated based on product category</p>	<p>The revenue generated by the top five cities is New York \$252,463, Philadelphia \$108,042, and major States by quantity ordered; New York, 1,097, Pennsylvania, 582, state by revenue New York \$306,361 Why revenue by segments, we have consumer \$347,907, corporate £195,897, home office \$125,715.</p>
<p>office supplied 217467, technology 247,405 and furniture \$245,348. The top 10 products by revenue degenerated we have HON 5400 Series \$3925, Fellowes PB500 8134, Canon image class 2200 advanced copier \$14,000. Consumer purchases generated \$355,241, while corporate purchases generated \$220,018, and home office \$134,960</p>	<p>Product category by the revenue degenerated office supply \$199,411, technology \$263,117 and furniture \$206,461 top 10 products by the revenue generated are Fellowes Pb500 \$5592, Hon \$8201, GB \$8791 and Canon \$30,100.</p>

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<p>Observations:</p> <p>3. Observations revealed that South will have a fall in sales in the 4th quarter of 2018 with a total revenue of \$22,756. This will through to the first quarter of 2019, recording \$22,756 income, then accompanied by a no rise in revenue in the second quarter \$22,756, the third quarter \$22,756, and the fourth quarter \$22,756, the 4th quarter of 2018.</p>	<p>Central, it was observed that the revenue projections for central region based on previous years sales 2018; third quarter revenue was \$32,467, rose to \$60,302 in 4th quarter of 2018 before it started to fall in the first quarter of 2019 to \$31,289 and then second quarter \$24,939 and erase in the third quarter to \$34,555 on also in the fourth quarter of 2019 it is expected that the revenue will be at \$60,302.</p>
<p>The South's total Revenue \$389,151, revenue by segment: consumer \$194,702, corporate \$120,547 and home office \$73,902. Product category revenue is furniture \$116,531, technology \$148,195, and office supplies \$124,425. Cisco telepresence system \$22,638. HON 5400 series task chair \$2,804, Fellowes pb500 electric punch \$7,626, GBC Docubind \$8,342 and Cisco telepresence \$22,638.</p>	<p>five major states by quantity order: Texas, 973 and products category by revenue: technology \$168,739, furniture 160,317, office supplies \$163,590; revenue by segments: consumer purchase two 50211, corporate purchase 152,031, home office \$90,405; top 10 products by revenue: GBC Docubind \$2,691, Fellowes pb500 electric punch \$6,101, HON 5400 series \$6,940 and Canon image 2200 advance copier \$17,500</p>

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In-Analysis Recommendation <p>1. Sustain the method of sales, sales promotions used in the 4th quarter of 2018, in the 1st and 2nd quarters of 2019, to sustain the revenue. The falling and rising of the company's revenue/ sales was observed to have been repeated over the years, so a proper monitoring of sales polices is advised.</p> <p>2. The salesperson in New York should be transferred to Philadelphia to help boost sales and train the staff in these areas that are performing poorly. If a substance of the revenue is to be meant by the organisation, a strong compliance with the 4th quarter sales policy must be sent out to all salespeople and stores in the United States.</p>	<p>3. The state should encourage the full implementation of sales policies and put procedures in place to remedy defaulting salespersons.</p> <p>4. Keep Canon imageclass 2200 advanced copier in all outlets and States for more revenue; this product should not be allowed to go out of stock.</p> <p>5. The West is recommended for the sales bonus, and a special sales promotion that will lead the customer to buy more products.</p>	<p>6. Consumer segments should be retained, and more offers given to them to help keep the clients, the corporate and home office can be re-invented to look more appealing.</p> <p>7. Other segments should be given flash sales, personnel swapped to boost their buying capacities.</p> <p>8. California salesperson should be rewarded with a bonus, promotion or both and then given a higher target.</p>			

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Conclusion:

From the analysis I carried out, it is obvious that sales revenue for Luster Superstore always goes down in the first quarter and peaks in the fourth quarter again. So, the company is advised to always ensure that the measures used in the 2018 fourth quarter are sustained for the next 5 quarters.

For the future, the type of payment and method of payment should be included to remove any form of bias.