Advertising Strategy Report for Global Superstore

This report is about the analysis of Global Superstore sales data, and provides some data base advertising suggestions based on the chart results. The entire interactive dashboard mainly consists of three parts, one is a map of sales quantity distribution in different regions of the United States, one is a sales and profit comparison chart of different product categories, and the other is a monthly sales trend chart for the year.
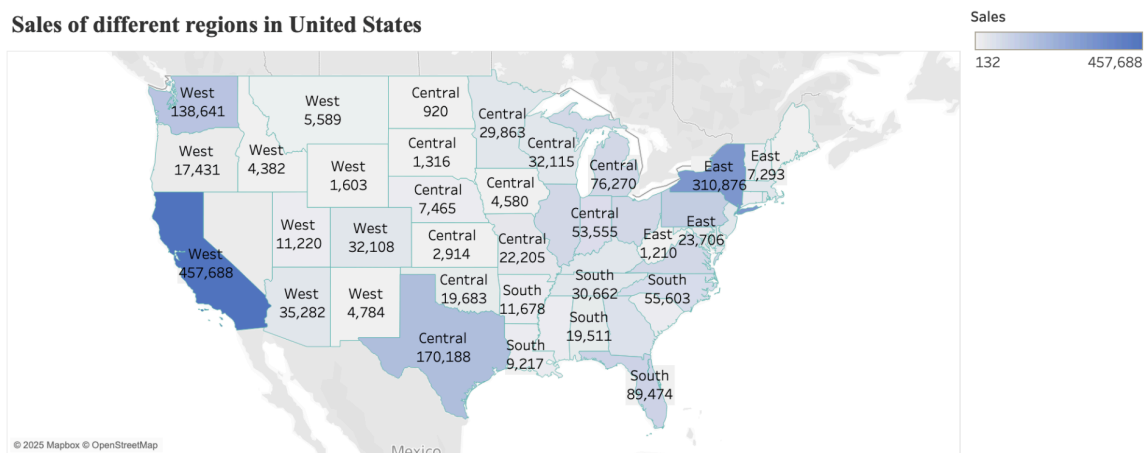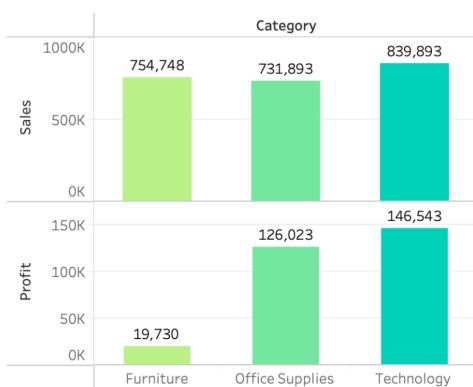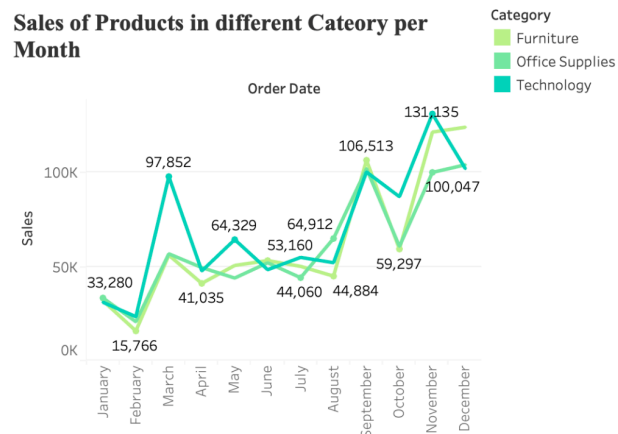

(Interactive Dashboard)

Analysis and suggestions

From the chart, technology products are the most profitable, with the highest sales and profits. Although furniture also sells well, the profit is particularly low, and advertising

investment may not necessarily make money. So my suggestion is to use the advertising budget mainly on technology products, so that the return will definitely be higher. The most obvious on the map is California in the west, with sales of $457,688, which is much higher than other places, indicating that the consumer base there is large and the demand is stable. The market demand and sales volume in Texas in the central part and New York in the east are also relatively outstanding. Therefore, I think these three regions should be the key areas for advertising.

From the monthly sales trend chart, October and November are the peak sales periods of the year, especially the sales of technology products have increased significantly. This trend is likely to be related to the year-end promotion festivals such as Black Friday and Christmas. Consumers are more willing to buy during this period and are more receptive to advertising. According to the theory of advertising frequency and effective frequency, consumers usually need to be exposed to advertisements multiple times to generate purchasing behavior. In other words, advertisements cannot be delivered only once, but must be repeated within a certain period of time to further promote purchasing behavior. Therefore, it is very necessary to increase the frequency of advertising in October and November, but in order for brands to gain consumer attention in advance, September will be a good time to seize the opportunity. In this way, when the official sales peak period comes, advertising will have a better effect. Data shows that the sales of Technology products surged in March, which will be an excellent opportunity in the first half of the year. If we can warm up about 2 weeks in advance and focus on advertising created specifically for technology products in early March, I think there will be good sales growth.

Reflection of the process of creating this project

I first carefully searched for tasks that effectively help data classification in Tableau and compared them. I first looked at the regional sales map to find out which states had the best sales

performance. Then I analyzed the sales and profits of each product category and determined that technology products were the most worthy of advertising. I also looked at the sales changes each month and found the time period when advertising was the most appropriate. The analysis and suggestions in the report are based on the sales and profits of product categories and regions.

During the process of making the dashboard the relatively low sales are not very obvious on the map, so I added some labels and adjusted the colors to make the chart clearer. In addition, it is easy to be misled by just looking at sales, such as furniture selling a lot but not making much money, so I deliberately put sales and profits together for comparison and analysis.

After doing data visualization and analysis this time, I learned using charts to view data is a very intuitive way, especially when designing huge amounts of data and comparison work, this is a very efficient way. Also, I learned from the project that it is very important to not only look at the sales volume when placing advertisements, but also compare profits to get more effective data support. The timing of advertising is equally important because in this way we can clearly get the positive feedback of advertisement.

<div align="center">Source</div>

Global Superstore data access link