**Delegation Tasks**

**Tableau Part (4 Diagrams each)**

1. Investigate which categories and products are the most popular and the most profitable.
2. Should the Global Superstore consider streamlining their products offering, investing more heavily in products which are performing well and removing which are not?
3. Examine the relationship between purchasing patterns and the percentage of discount applied to determine the impact the discounts and promotions have on sales.
4. Customer service is another key factor that businesses use to differentiate themselves from their competitors.
5. Determine the volume of repeat customers.
6. Assess the level of customer service that they provide and make recommendations on how they can improve their service and customer retention. (Order, Return Tables)
7. Examine which countries and products have highest return rates.
8. Determine if there are any products that the Global Superstore should consider removing from their product range, as well as aiding them in developing strategies to combat or reduce the rate of return in countries with a high frequency of returns.
9. Perform a return analysis across categories and sub categories.
10. Evaluate the average shipping cost
11. most popular mode of shipping and shipping latency to establish if there is a connection between these variables and purchases made.
12. Predicting future revenue streams is an essential component when determining merchandising decisions. (Order, Return Tables)