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**Top Customers in terms of Gross Margin**

Select a table visual.

Drag dim\_customer[customer], [NS $], [GM $] and [GM %] in columns.

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**Performance Matrix visual displaying Markets, Customers vs Gross Margin**

Create a copy of the above table and convert into scatter chart where

* Dim\_market[market], dim\_customer[customer] as Values
* NS $ as X-axis
* GM $ as Y-axis
* [NS $] as size
* Dim\_market[region] in legend
* [GM %] as tooltips
* Add zoom sliders to the scatter plot for better visibility

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**Top Products in terms of Gross Margin**

Select a matrix visual,

Drag dim\_product[segment], dim\_product[category], dim\_product[product] in Rows

Drag [NS $], [GM $] and [GM %] in Values.

===================================================================

**Customer Performance in terms of Net Sales, invoice deductions**

Select Donut Visual

Drag [NS $], [pre\_invoice\_deductions $], [post\_invoice deductions $]

===================================================================

**Customer Performance in terms of COGS, Gross Margin**

Select Donut Visual

Drag [Total COGS $], [GM $]

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