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**Top Products in terms of Net Profit**

Select a matrix visual,

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

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

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**Performance Matrix visual displaying Segments, Products vs Net Sales**

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

* Dim\_product[segment], Dim\_product[category], Dim\_product[product] as Values
* NS $ as X-axis
* GM $ as Y-axis
* [NS $] as size
* Dim\_product[division] in legend
* [GM %] as tooltips
* Add zoom sliders to the scatter plot for better visibility

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**Distribution of Gross Margin, Operational Expense and Net Profit**

Select Waterfall chart

Drag ‘P & L Row Headers’[P & L Metric Description] in category

In [P & L Metric Description] filter, select Operational Expense, Net Profit, Gross Margin

Drag [P & L values] in Y-axis

Disable totals

Sort ‘P & L Row Headers’[P & L Metric Description] by order

Since operational expense is negative, to display that negative in waterfall chart

Total Operational Expense = ([ads & promotions $] + [other operational expense $])\*-1

Net Profit $ = [GM $] + [Total Operational Expense]

**Market Performance**

Select a matrix visual,

Drag dim\_market[region], dim\_market[market] in Rows

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