

CASE STUDY 014

[Tableau]

African Mobile Profitability Analysis



Here are some clues in case you are stuck with the case study:

1. Dashboard actions can be created using the Filter function found in the top-right corner of the worksheet on a dashboard.
2. You can swap Dimensions in a calculation using a parameter and a calculated field.
3. Dragging a Date onto the Pages shelf will let you show changes over time, including the history for each individual mark.
4. Avoid cluttering your view by limiting the amount of history shown for each mark.
5. Use the Level of Detail calculation EXCLUDE to sum up the sales for your selected Region to use when calculating the difference.
6. The Sankey Chart is very advanced. It requires a Custom SQL connection to an Excel file, a Sigmoid calculation, nested Table Calculations, and data padding. Feel free to Google tips and give it a try, or simply wait until the webinar.