**Calculated Fields**

**Business Scenario:**

A retail company is planning to launch a new sales strategy. As you are a regional manager, you are asked to create a sales goal based on historical performances. The company wants to increase sales by 20% in all states where they have achieved a certain level of penetration—a minimum of 100 customers. For the remaining states where they have fewer than a hundred customers each, you must calculate the sales that would result if they had 100 customers in that state. Now, create a visualization in Tableau using a bullet chart. The chart should show the states, the number of customers, and the actual vs. sales goal.

* Which state has the lowest customer count, and what is the count?
* How many states have a customer count of at least 100? (**Note**: Place the distinct count of customer name field on filters)

**Overview:**

* Create a set to show states with 100 or more customers
* Create a calculated field to show the average sales per customer
* Create a calculated field to show sales goals
* Create a calculated field to show emerging and developing states
* Create a view using the bullet chart

**Answers:**

Based on the view, these are the answers to the questions in the problem statement:

1. Which state has the lowest customer count, and what is the count?

Answer: **Wyoming,** and the count is **1**

1. How many states have a customer count of at least 100? Answer: **12**