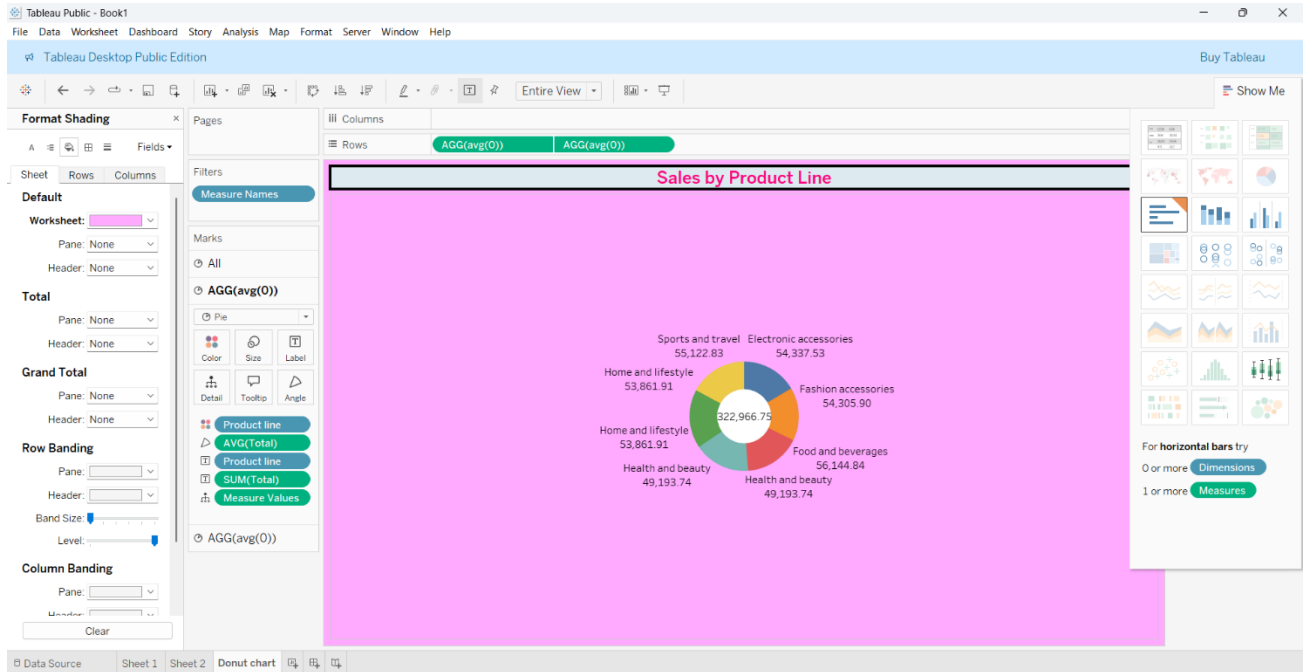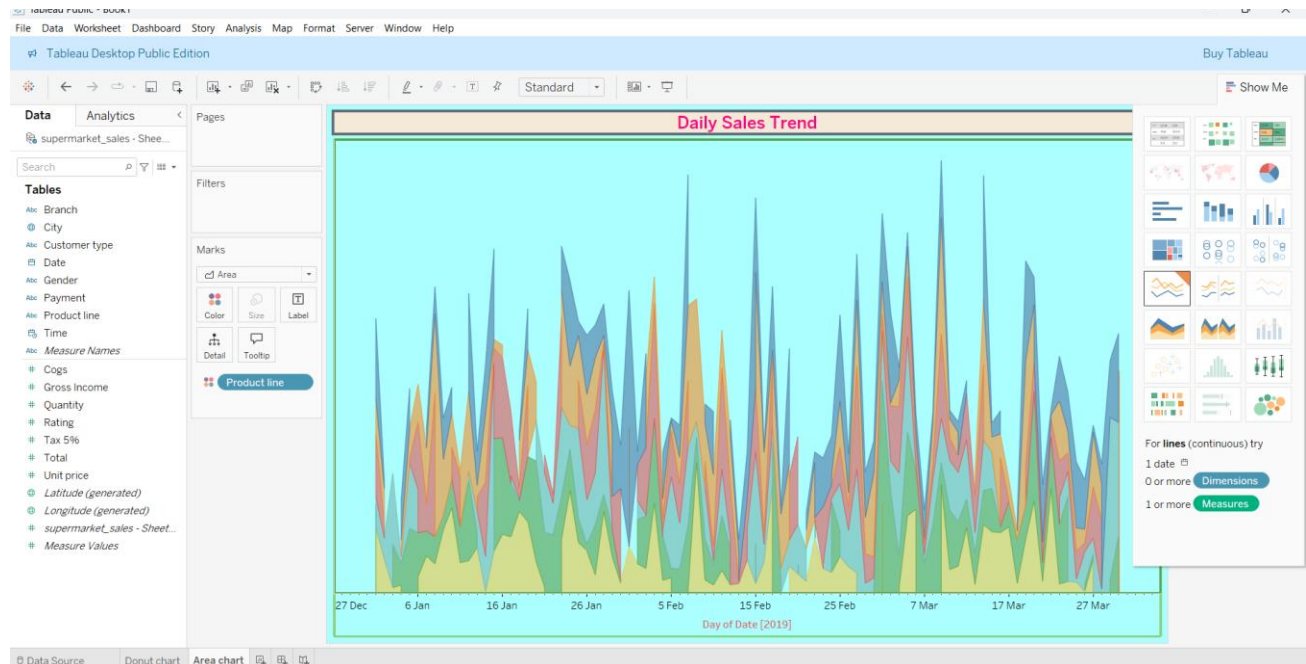# 1. Donut Chart – Sales by Product Line

- **Rows / Columns:** Use `SUM(Total)`
- **Color:** `Product line`
- **Marks:** Pie chart
- Create a **dual-axis pie chart** with:
  - Outer pie: `Product line`
  - Inner pie: blank or white circle for the "hole"
- Adjust the size of the inner circle to achieve the donut effect.

2. Area Chart – Daily Sales Trend

- **Columns:** `Day`
- **Rows:** `SUM(Total)`
- **Marks:** Area
- **Color:** Optional — by `City` or `Product line` for layered areas
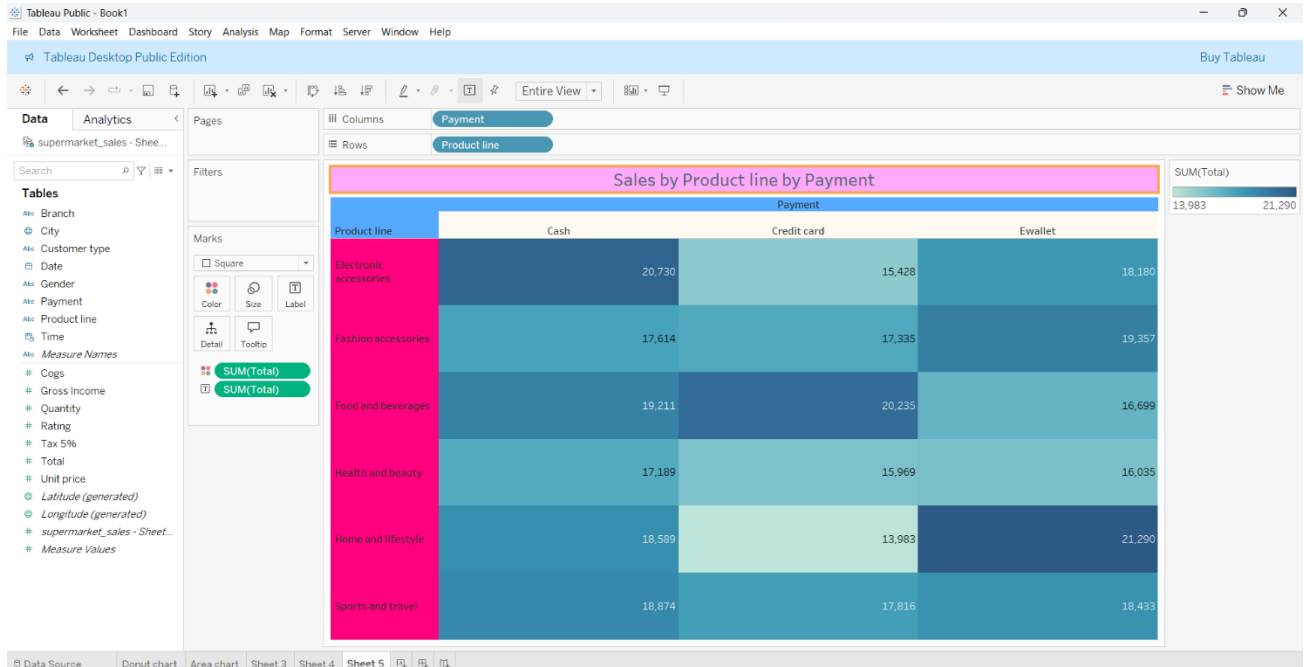
3. Text Table – Sales by Branch and Gender

- **Rows:** `Branch`
- **Columns:** `Gender`
- **Text:** `SUM(Total)`
- Set **Mark Type** to **Tex**

Sales by Branch and Gender

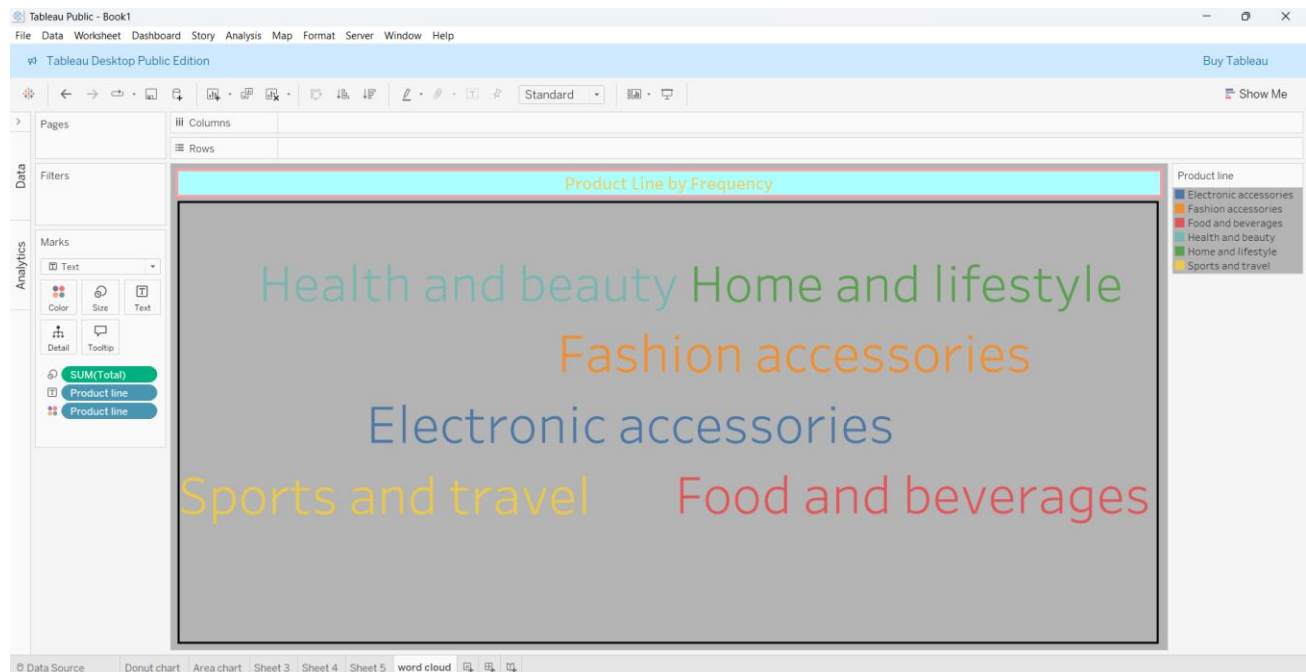| Gender	Product line	Branch			Grand Total
		A	B	C	
Female	Electronic accessories	9,966	8,167	8,969	27,102
	Fashion accessories	9,836	9,081	11,520	30,437
	Food and beverages	7,000	10,510	15,661	33,171
	Health and beauty	5,715	6,400	6,446	18,561
	Home and lifestyle	12,637	9,557	7,843	30,037
	Sports and travel	8,115	9,213	11,247	28,575
Male	Electronic accessories	8,351	8,885	10,000	27,236
	Fashion accessories	6,496	7,332	10,040	23,868
	Food and beverages	10,163	4,705	8,106	22,974
	Health and beauty	6,883	13,580	10,170	30,633
	Home and lifestyle	9,780	7,992	6,053	23,825
	Sports and travel	11,258	10,775	4,515	26,548
Grand Total		106,200	106,198	110,569	322,967

4. Highlighted Table – Sales by Product Line and Payment

- **Rows:** `Product line`
- **Columns:** `Payment`
- **Text:** `SUM(Total)`
- **Color:** `SUM(Total)`
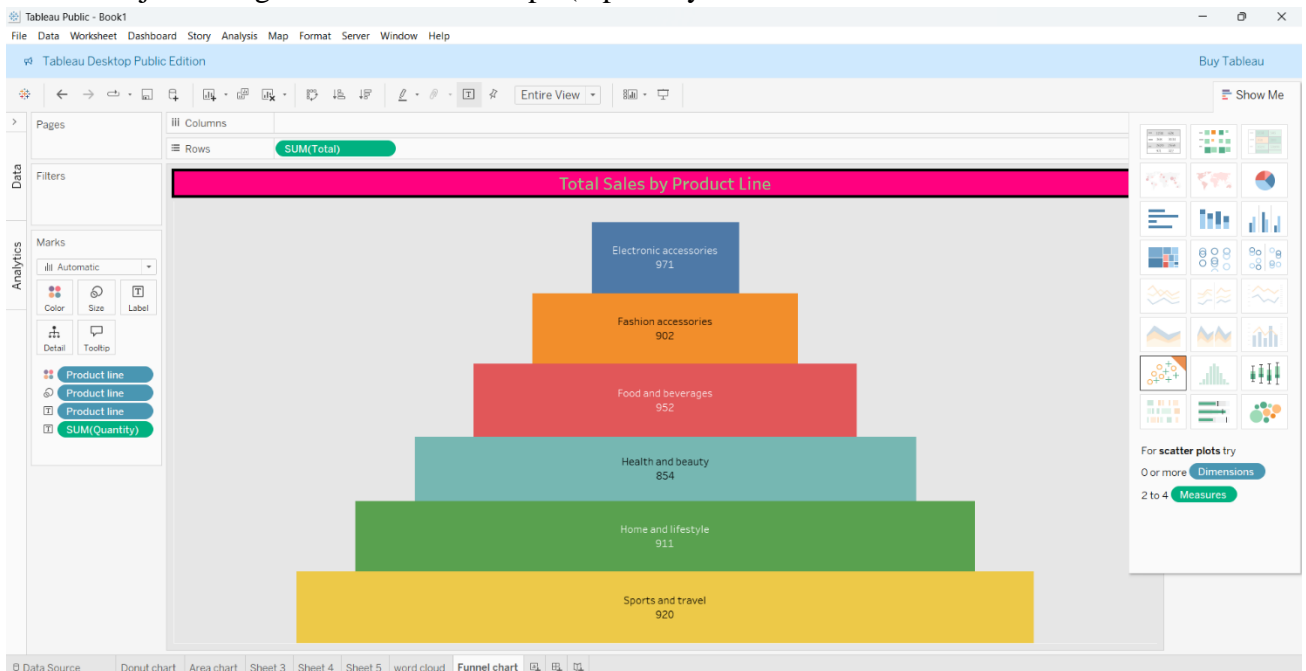- Set **Mark Type:** Square (for background color effect)

5. Word Cloud – Product Line by Frequency

- **Text:** `Product line`
- **Size:** `COUNT(Invoice ID)` or `SUM(Total)`
- Set **Mark Type:** Text
- Tableau will size and color based on measure

6. Funnel Chart – Total Sales by Product Line

- **Rows:** `Product line`
- **Columns:** `SUM(Total)`
- **Sort Descending** by `SUM(Total)`
- Set **Mark Type:** Gantt Bar or Bar
- Adjust sizing to create funnel shape (top-heavy

7. Waterfall Chart – Stepwise Profit Change by Product Line

- **Columns:** `Product line`
- **Rows:** `SUM(gross income)`
- Create a **calculated field** for `Running Total`
- Use Gantt Bar marks with **size set to gross income**

Stepwise Profit by Product Line

Product line

Food and beverage
952

Sports and travel
920

Electronic accessories
971

Fashion accessories
902

Home and lifestyle
911

Health and beauty
854

Health and beauty · Home and lifestyle · Fashion accessories · Electronic accessories · Sports and travel · Food and beverages