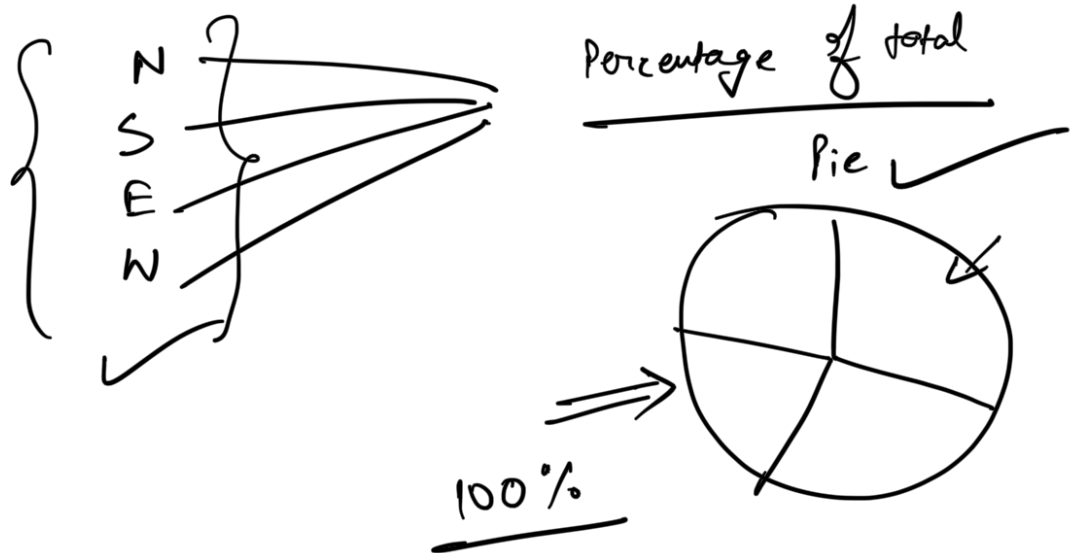


## Tableau - 2

Q1. Relative (%) ✓ of sales & profit by region.



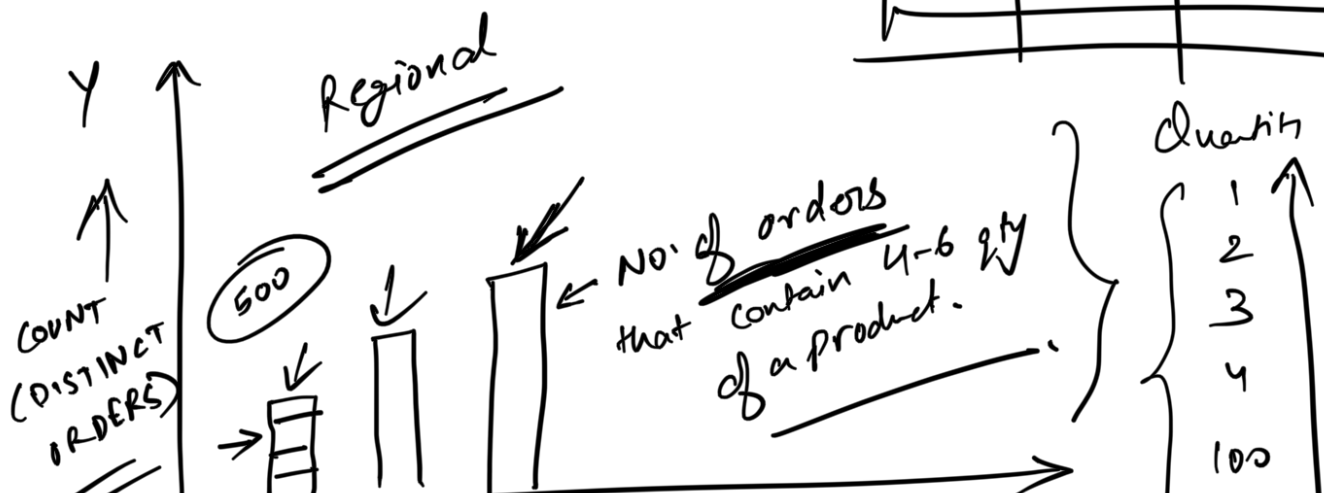
Q2. Market Basket Analysis

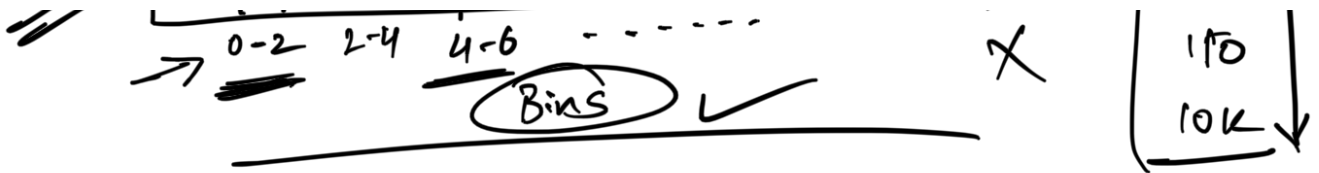
Regions

N  
S  
W  
E

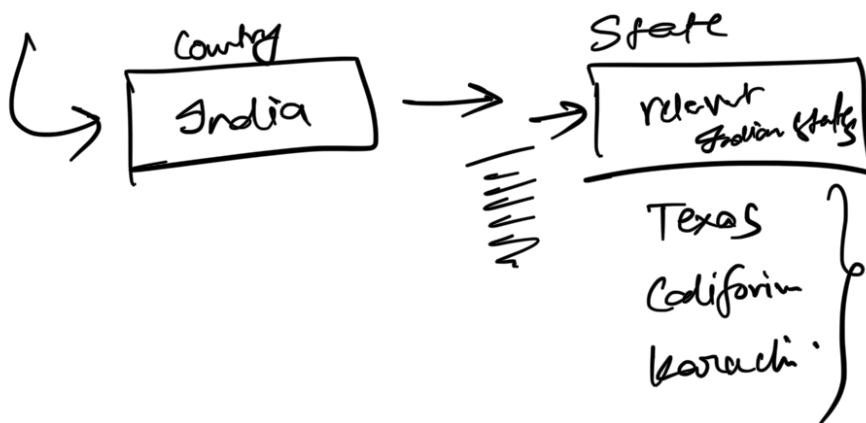
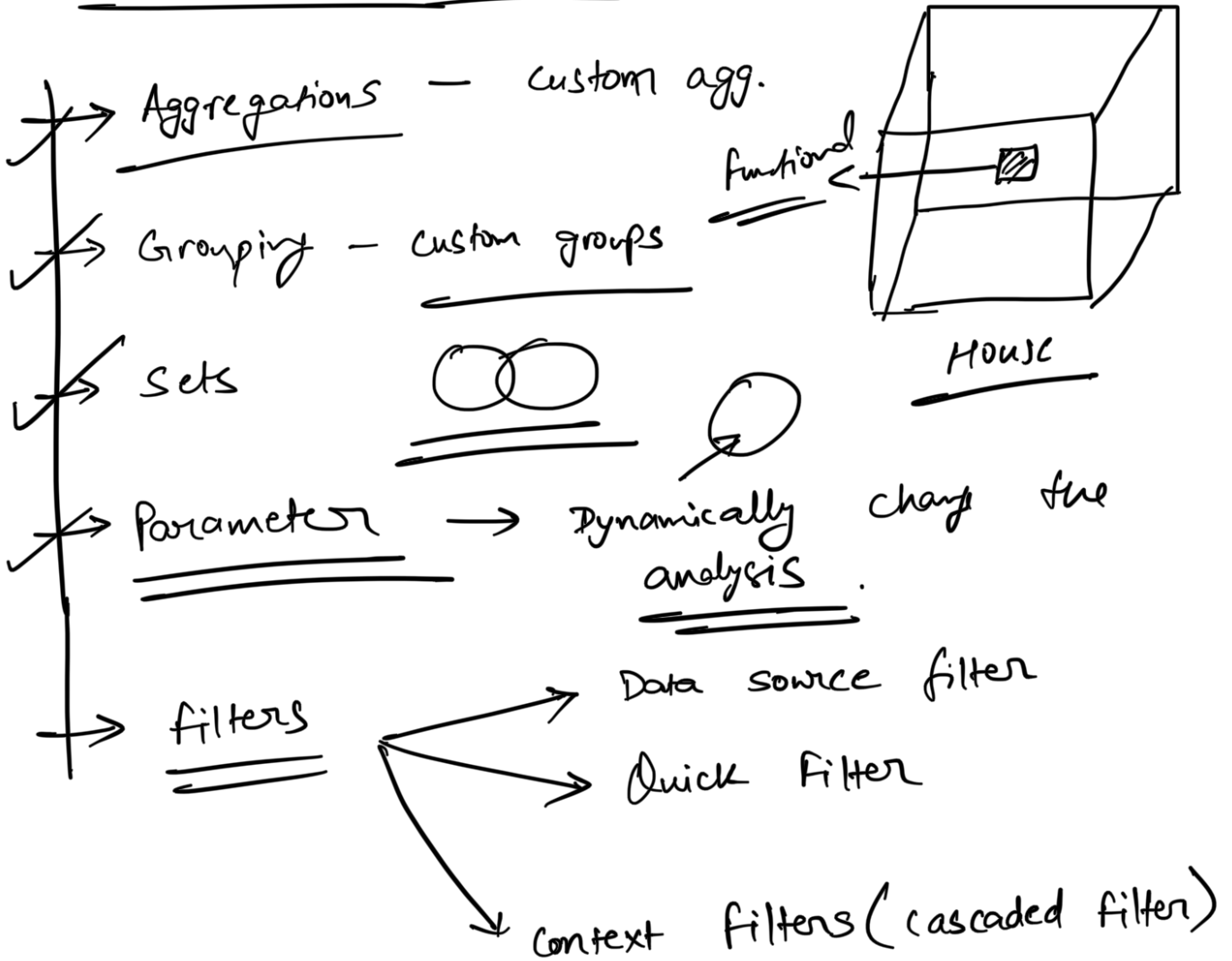
Quantity ✓

O.ID	Region	Quantity
—	N	1
—	W	2
	S	3
	E	4
		5





## Functional Actions



Q. Analyse the profit Margins for every region.

$$\text{Profit Margin} = \frac{\text{Sales} - \text{Cost}}{\text{Revenue}}$$

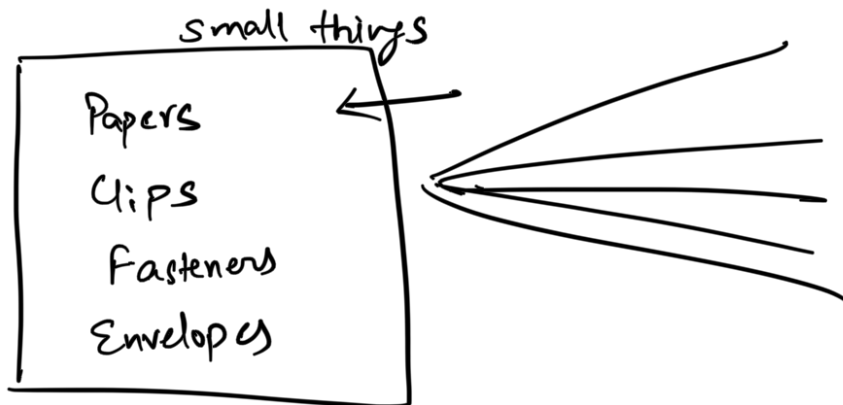
$$\checkmark \Rightarrow \frac{\text{Total profit}}{\text{Total Revenue (sales)}}$$

~~Row-wise additions~~

SUM (Profit) ✓

SUM (sales)

Q. Create custom groups & compare them with other subcategories.

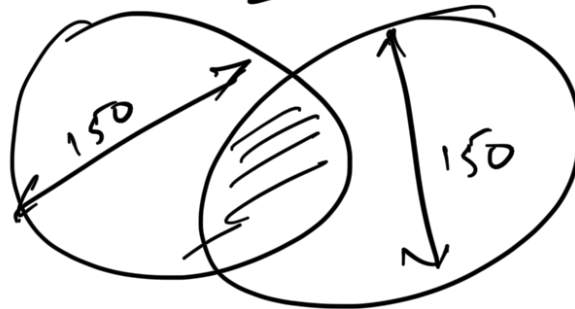
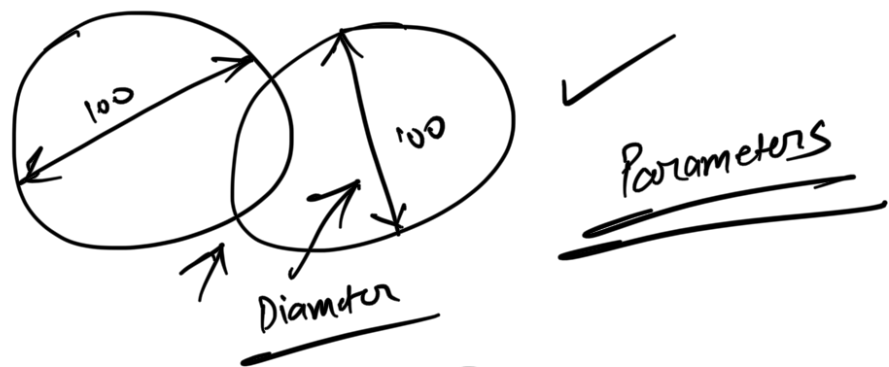
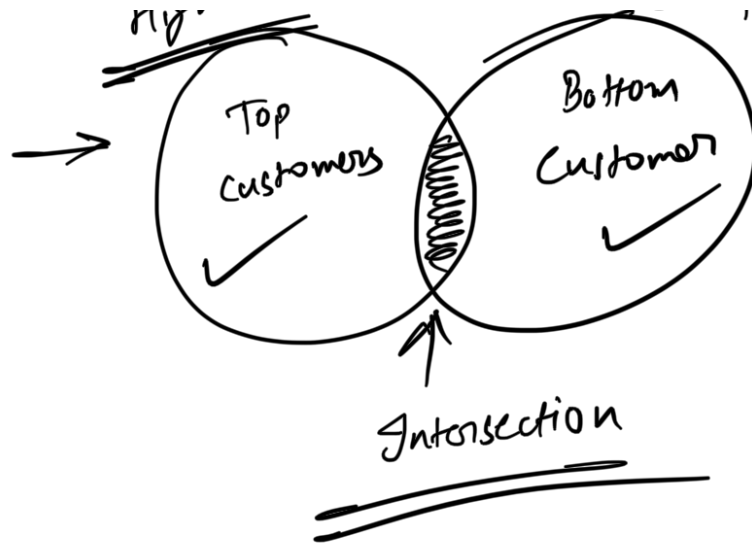


Sets Create a set by Top 3

Q. Identify all the customers who generate high revenue (sales) but low profits

→ high Revenue      low profit

2 sets



Context / cascaded filters