Perfect 🍩 — let's create **4 beautiful donut charts** in Tableau using the **Superstore dataset**, step-by-step.

Donut charts are great for showing **proportion or share** and look clean in dashboards — especially when placed side-by-side for quick comparison.

We'll make: 1️⃣ **Sales by Region** 2️⃣ **Sales by Category** 3️⃣ **Profit by Segment** 4️⃣ **Quantity by Ship Mode**

…and then put them together into a **dashboard** for a professional "summary donuts" layout. 🍩🍩

🎯 What you'll learn

- Building donut charts (the easy way).
- Using dual-axis trick.
- Center text (KPI).
- Duplicating sheets efficiently.

📊 Dataset

Use Tableau's **Sample - Superstore** dataset. 📁 (Connect → Microsoft Excel → Sample - Superstore.xls → use the **Orders** sheet).

🍩 Donut Chart 1 — Sales by Region

1️⃣ Create the base pie chart

1. Open a new sheet → name it `Sales by Region`.
2. Drag **Region** → Color.
3. Drag **SUM(Sales)** → Angle.
4. Drag **SUM(Sales)** → Label.
5. Click **Show Me** → **Pie Chart**.

🎯 You now have a basic pie chart of sales by region.

2️⃣ Turn the pie into a donut chart

Now we'll use the "dual-axis" trick to create the hole in the center.

Step-by-step

1. Drag **SUM(Sales)** from Columns → drop it **next to itself** on Columns (duplicate the field).

   - You'll now have **SUM(Sales)** twice on the Columns shelf.

2. Right-click the second **SUM(Sales)** → choose **Dual Axis**.

3. Right-click the **secondary axis** → **Synchronize Axis**.

4. On the **Marks** card, click the **second SUM(Sales)**:

   - Change **Mark Type** to **Circle**.
   - Reduce its **Size** (slider → make smaller white circle).
   - Change **Color** to **White** (this forms the "hole").

5. Right-click → **Hide Headers** (for both axes).

6. Format chart:

   - Increase the size of the donut by adjusting **Size** slider.
   - Add labels if needed inside or outside.

🎯 You now have a **Donut Chart** for **Sales by Region**.

🍩 Donut Chart 2 — Sales by Category

Instead of rebuilding from scratch, just **duplicate** your first chart.

1. On the **Sales by Region** tab → right-click → **Duplicate Sheet** → rename it `Sales by Category`.

2. Replace **Region** with **Category**:

   - Drag **Category** onto Color (replace Region).

3. Adjust labels (drag Category and SUM(Sales) to Label).

⬜ Done! Donut for **Sales by Category**.

⬜ Donut Chart 3 — Profit by Segment

1. Duplicate your previous sheet again → rename it `Profit by Segment` .

2. Replace **SUM(Sales)** with **SUM(Profit)**.

3. Replace **Category** with **Segment**.

4. Format labels → show Profit (Currency).

5. Optional: color code profit/loss Create field:

   ```
   IF SUM([Profit]) > 0 THEN "Profit" ELSE "Loss" END
   ```

   Drag it to Color if you want dual color.

⬜ Donut for **Profit by Segment** is ready.

⬜ Donut Chart 4 — Quantity by Ship Mode

1. Duplicate again → rename `Quantity by Ship Mode` .
2. Replace measure **SUM(Profit)** → **SUM(Quantity)**.
3. Replace **Segment** → **Ship Mode**.
4. Format label to show whole numbers.
5. Adjust color palette — use "Classic" or "Pastel" for clear differences.

⬜ Donut for **Quantity by Ship Mode** complete.

⬜ Add KPI text inside (optional but beautiful)

For each chart, you can add **center text** showing the total metric.

Steps:

1. Create calculated field (example for Sales):

   ```
   "Total Sales: $" + STR(INT(SUM([Sales])))
   ```

2. Create a new **worksheet** → drag that field to **Text**.

3. Format center-aligned, large font, white background.

4. Combine in dashboard (next step) by floating this KPI text *on top of the donut chart* (centered).

⬜ Combine All 4 in a Dashboard

1. Click **New Dashboard** (size 1000x700 or Automatic).

2. Drag these 4 sheets side by side:
   - Top Left: Sales by Region
   - Top Right: Sales by Category
   - Bottom Left: Profit by Segment
   - Bottom Right: Quantity by Ship Mode

3. Adjust each tile size (make all donuts roughly equal).

4. Hide sheet titles (optional) and add dashboard title:

   ```
   Superstore Summary — Sales, Profit, Quantity Overview
   ```

5. Add background color or light border for a polished look.

Done! You now have **4 interactive donut charts** showing key business KPIs — perfect for dashboards or conferences.

Teaching Notes

Chart	Dimension	Measure	Concept Learned
1 Sales by Region	Region	Sales	Basic donut creation
2 Sales by Category	Category	Sales	Duplication & replacement
3 Profit by Segment	Segment	Profit	Alternate measure & dual color
4 Quantity by Ship Mode	Ship Mode	Quantity	Measure variety & labeling

 15–20 mins total classroom build time. Students get practice with **Show Me**, **Dual Axis**, **Formatting**, and **Measure replacement**.

Would you like me to make a **dashboard layout diagram** (like a wireframe with placement and titles) or a **ready slide text** you can use while teaching (for each donut chart with talking points)?