

# Global Sales Data Analytics

Date	11-09-2022
Team Id	PNT2022TMID45267
Project Name	Global Sales Data Analytics

## Sales Vs Profit Scatter Plot With Sub Categories And Region

### Sales Vs Profit

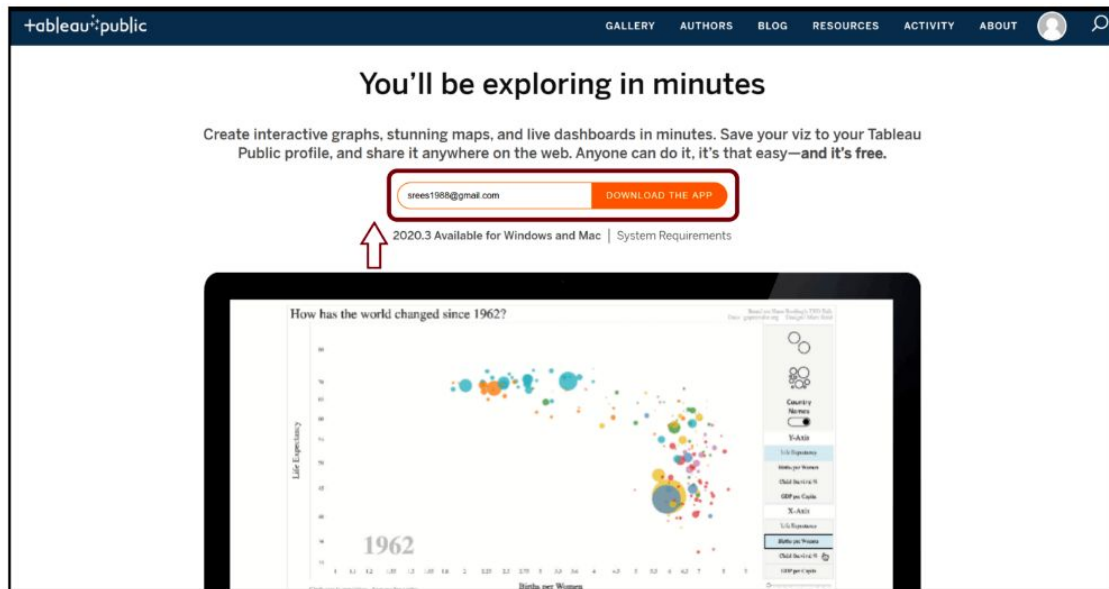
A quadrant chart is nothing but a scatter plot that has four equal components. Each quadrant upholds data points that have similar characteristics. Here is a step-by-step approach on how to do a quadrant analysis plot in Tableau using the Superstore sales dataset so as to identify the best performing categories in terms of sales and profit:



## Step 1:

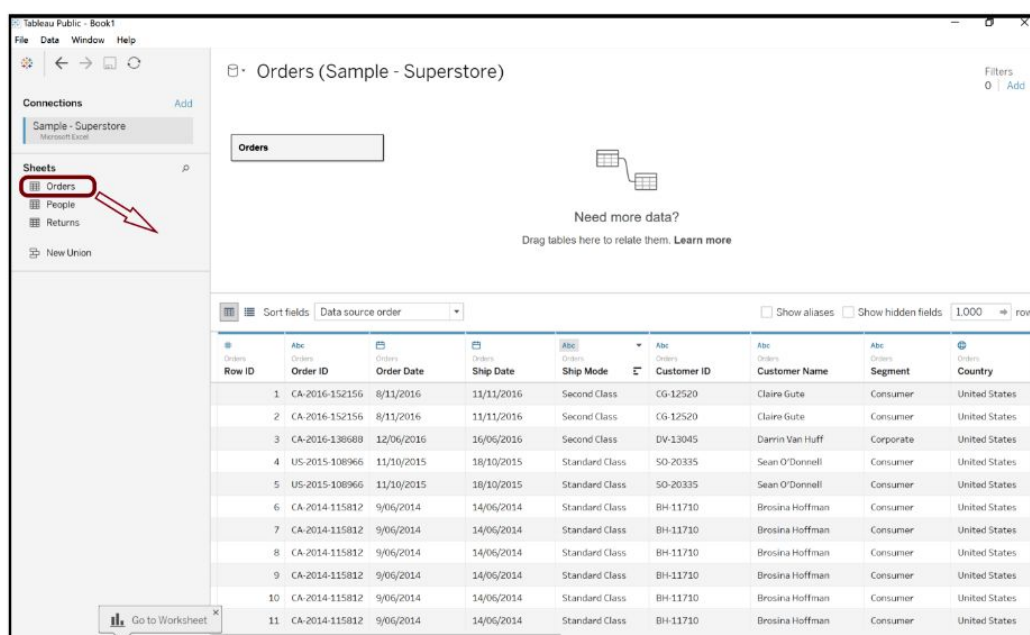
Open a new Tableau file and import the 'superstore' public dataset into the workbook. In case if you haven't worked with Tableau before, please download the 'Tableau Public' from the following URL:

<https://public.tableau.com/en-us/s/download>



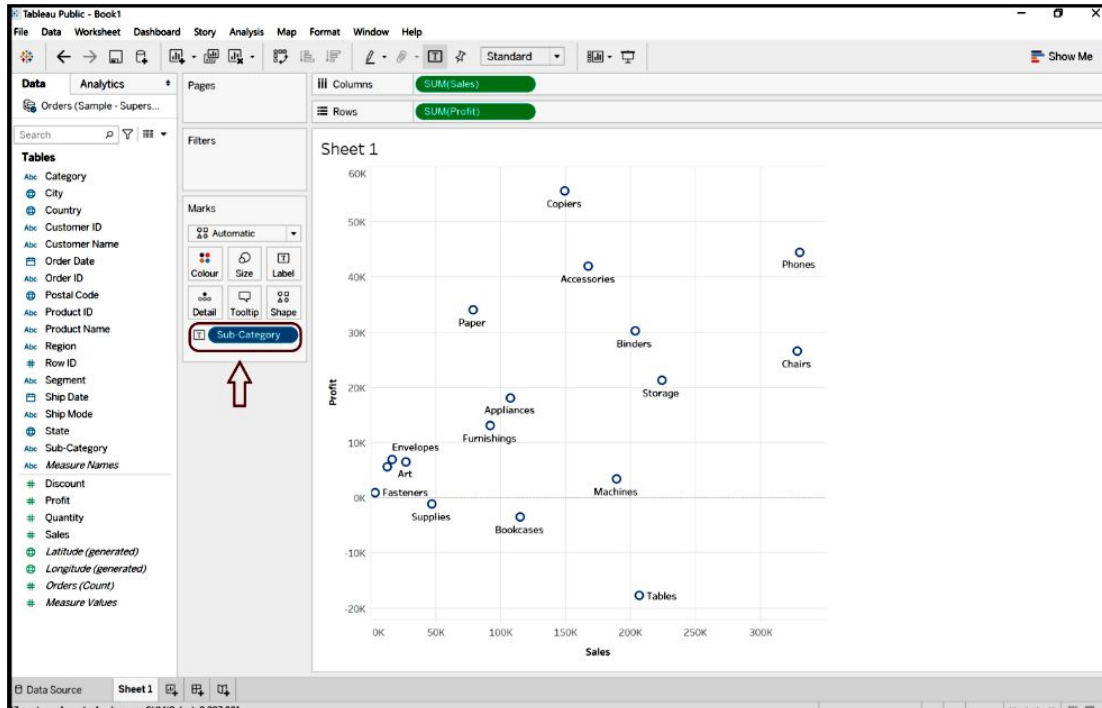
## Step 2:

Our objective is to evaluate the performance of various sub-categories based on sales and profit metrics. So, import 'Orders' table into the workspace; drag and drop aggregated 'Sales' and 'Profit' metrics into the rows & columns.



### Step 3:

Bring in sub-categories to life by dragging and dropping the 'sub-categories' field to the 'Label' and the analytics pane.



### Step 4: Create a calculated field for the reference lines:

Reference Line for Profit =  $\text{WINDOW\_AVG}(\text{SUM}([\text{Profit}]))$   
Reference Line for Sales =  $\text{WINDOW\_AVG}(\text{SUM}([\text{Sales}]))$

Drag both reference line calculations to 'Detail' and the analytics pane. Edit both reference line calculations, one for sales and the other for profit.

