**Exercise 3.A Starting from “Retail Analysis Sample” Report**

3) Review each of the visuals and consider what each represents.

∗ What types of visuals are included on this page?

- The first visual is a pie chart, a clustered column chart, a map, and then a scatter chart. There are also two count cards.

∗ What is being displayed in each?

-pie chart: Is displaying each chain store's sales for the year.

- the clustered column chart is displaying the district manager's total sale variance for each fiscal month.

-map: shows the sales for the year by postal code and store type. Which you can also filter to show the district manager fiscal year sales by postal code and store type.

- The scatter chart displays the total sales variance percentage for the year’s sales district per square feet. It also provides a hierarchy that gives the user a more detailed tooltip regarding providing the user with the store number.

-There are multi row cards that display data points regarding new stores and total stores for each chain store.

4) On the pie chart, click on Lindseys to filter the report page.

How many stores does the Lindseys chain include? In how many districts?

* Lindseys chain includes 10 new stores and 67 total stores in 5 districts.

∗ Now click on Fashions Direct to change the filter. How many stores does this chain

include? In how many districts?

* Fashions Direct has 10 new stores and 37 total stores in 4 districts.

5) On the map, click on New Store in the legend to re-filter the report page to data

relating to new stores only. Then hold down Ctrl and click again on Lindseys in the

pie chart to add this as a second report filter.

∗ How many new stores belong to the Lindsey’s chain? - 4 total stores belong to the Lindseys chain

∗ What is the “This Year Sales” amount so far for new Lindseys stores? (Hint:

Remember that you can hover to see details in the tooltip.)

* The Year Sales” amount so far for new Lindseys stores is $6, 393, 844.

On the column chart, click on Andrew Ma in the legend to re-filter the report page.

∗ What district does this person manage?

– Andrew Ma manages district 4.

How many stores does it include? How many of these are new stores?

* It includes 10 total stores with two stores being new stores.

∗ Notice that the map and the card visual do not agree. Which do you think is reliable here?

* I think the map is more reliable here because it provides detail in the tooltip and the legend of which stores are new. I also noticed that the card visual for new stores does not change regardless of selecting a district manager or when I filter and add a second filter the report page for data relating to new stores only for Lindseys.

8) Imagine your boss has sent this file to you with the following note: “Can you please look at this and clean up the Overview page to make it more readable? We want to be able to filter by district manager, but squinting at that column chart is giving me a headache. Also, that pie chart is boring. I hate pie charts. Can you make it look less boring?”

∗ What approaches might you take to improve this page based on your boss’s comments?

* To improve this page based on my boss's comments I would create a similar visual that is easier to read and gives the user a view of what the graph is trying to convey. I would do the same with the pie chart by selecting a similar visual to a pie chart that will give the user a view of what information it is trying to convey. Since my boss thinks it’s boring, I could add a more colorful view that makes the pie chart stand out.

∗ What follow-up questions might you want to ask?

* I would ask my boss what colors he prefers or his favorite color.
* What type of charts do they find more appealing
* Would they like little or a high level of interaction and how much detail would they like to have as they hover over the graphs.
* Would they want detailed information at a glance or would they like simple information at a glance?

9) Let’s say you decide to change the column chart from clustered columns to stacked columns. How would you do that?

I would go click on the clustered column chart and then go over to the visualizations pane and click on 100% stacked column chart to change the visualization.

10) Spend some time exploring the filter interactions on your updated report page. ∗ What is the difference between selecting Allan Guinot from the slicer, versus clicking on Allan Guinot in the legend of the column chart, versus clicking on district LI – 01 in the bubble chart?

- The difference between selecting Allan Guinot from the slicer is that it filters the report page to display the store sales pertaining to only Allan, displaying the stores on the map which he manages, highlighting the amount his stores makes in sales on the donut chart, the total sale variance he made per fiscal month on the stacked column chart and the district he manages on the scatter chart, while clicking on the legend of the column chart for Allan Guinot it filters the report page to the district he manages and displays the stores he also manages on the map and scatter chart. Finally, clicking on the district LI-01 in the bubble chart only filters the map to display the stores in that district and the count card displaying the amount of stores within that specific district.

∗ Hold down Ctrl to multi-select Andrew Ma, Carlos Grilo, Tina Lassila, and Valery Ushakov in the slicer. Then in the map, click on Same Store to focus on sales performance of existing stores only. Next hold down Ctrl and click on Feb in the column chart to focus just on February sales. Within this view, where can you find the total dollar value of February sales for these four managers? How could you quickly find store-level totals?

* I could find the total dollar value of February sales for these four managers when I hover over the donut chart using the tooltip under This Year Sales amount.
* I could quickly find store-level totals when I hover over the map over each store on the tooltip under This Year Sales.