

**Story**      **Layout**

**New story point**

**Blank**    **Duplicate**

**Profit by Sales ...**  
**QuaterlySalesPara...**  
**SalesTarget2019P...**  
**SalesChannelParas...**  
**TreeMapStatePara...**  
**AreaChartParashu...**  
**HistogramParashu...**  
**boxplotParashuKu...**  
**TopCustomerByOr...**  
**DualChartParashu...**  
**CategoryParashuK...**  
**ParashuKunworTab...**  
**ParashuKunworBot...**  
**LODPARASHUKun...**  
**LODParashuKunwo...**  
**SalesKPIParashuK...**  
**ProfitKPIParashu**  
**ExpensesAPI**  
**ByMonthParshuKu...**  
**MapParashukunwor**  
**Footer**  
**Dashboard 1**

**A** Drag to add text

Show title

**Size**  
**Story (1016 x 964)**

**Bottom5**    **LODPARASHUKunwor**    **LODParashuKunwortop20**    **SalesKPIParashuKunwor**    **ProfitKPIParashu**    **ExpensesAPI**    **ByMonthParshuKunwor**    **MapParashukunwor**    **Footer**    **Dashboard 1**    **Story 1**

Total Company profit, sales and expenses, which also allows us to view each of the metrics separately and select respective Sales channel to know profit,sales and expenses.

This chart shows the total profit by sales channel for each order date and year. The reference line also displays the average for each sales distributor over the whole table. Comparing various sales channels

The top 8 customers are represented in this graph based on sales and orders. It allows us to prioritize personalized engagement and service for our most valuable clients, fostering stronger relationships

# Company Sales Analysis

**Total Profit**  
\$30,850,409.56

**Total Sales**  
\$82,617,097.00

**Total Expenses**  
\$51,766,687.44

SelectMetrics
SelectYourMetrics
Sales Channel

47,057
6,452,458

### Profit by Month

### Profit by State

### Sales By Category

Category	175.6K	329.1K	715.2K	322.5K
Bakeware	167.6K	543.9K	564.4K	366.8K
Baseball Tech	547.5K		766.3K	211.4K
Basketball Tech	162.9K	696.7K	570.5K	267.5K
Bedroom Furniture	539.3K		648.8K	156.3K
Bedroom Tech	172.7K	526.2K	722.1K	426.9K

Dashboard Layout <

Default Phone Device Preview

Size Desktop Browser (1000 x 800)

Sheets

- TopCustomerBy...
- DualChartParash...
- CategoryParashu...
- ParashuKunworT...
- ParashuKunworB...
- LODPARASHUKu...
- LODParashuKun...
- SalesKPIParashu...
- ProfitKPIParashu
- ExpensesAPI
- ByMonthParshuk...
- MapParashukun...
- Footer

Objects

- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page
- Navigation
- Download
- Add Filters
- Einstein Discovery

Tiled Floating

Show dashboard title

# Company Sales Analysis

Total Profit: \$30,850,409.56

Total Sales: \$82,617,097.00

Total Expenses: \$51,766,687.44

Select Metrics: Profit (47,057) 6,452,458 (All)

Profit by Month

Profit by Month

Month	Profit (K)
2019 Q1	903,955
2019 Q2	1080
2019 Q3	1120
2019 Q4	1050
2020 Q1	1120
2020 Q2	950
2020 Q3	1050
2020 Q4	1120
2021 Q1	980,310

Profit by State

© 2023 Mapbox © OpenStreetMap

Sales By Category

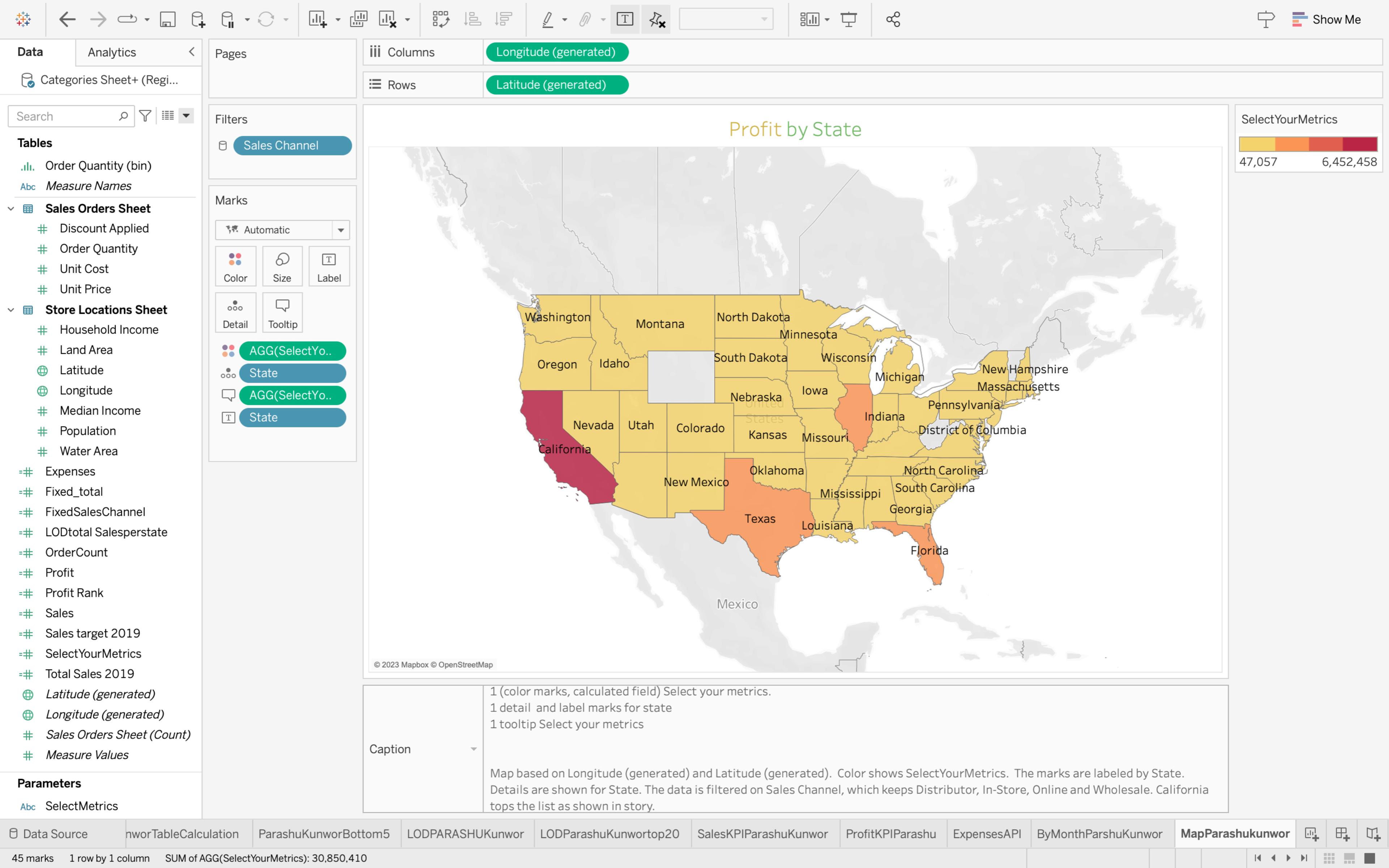
Category

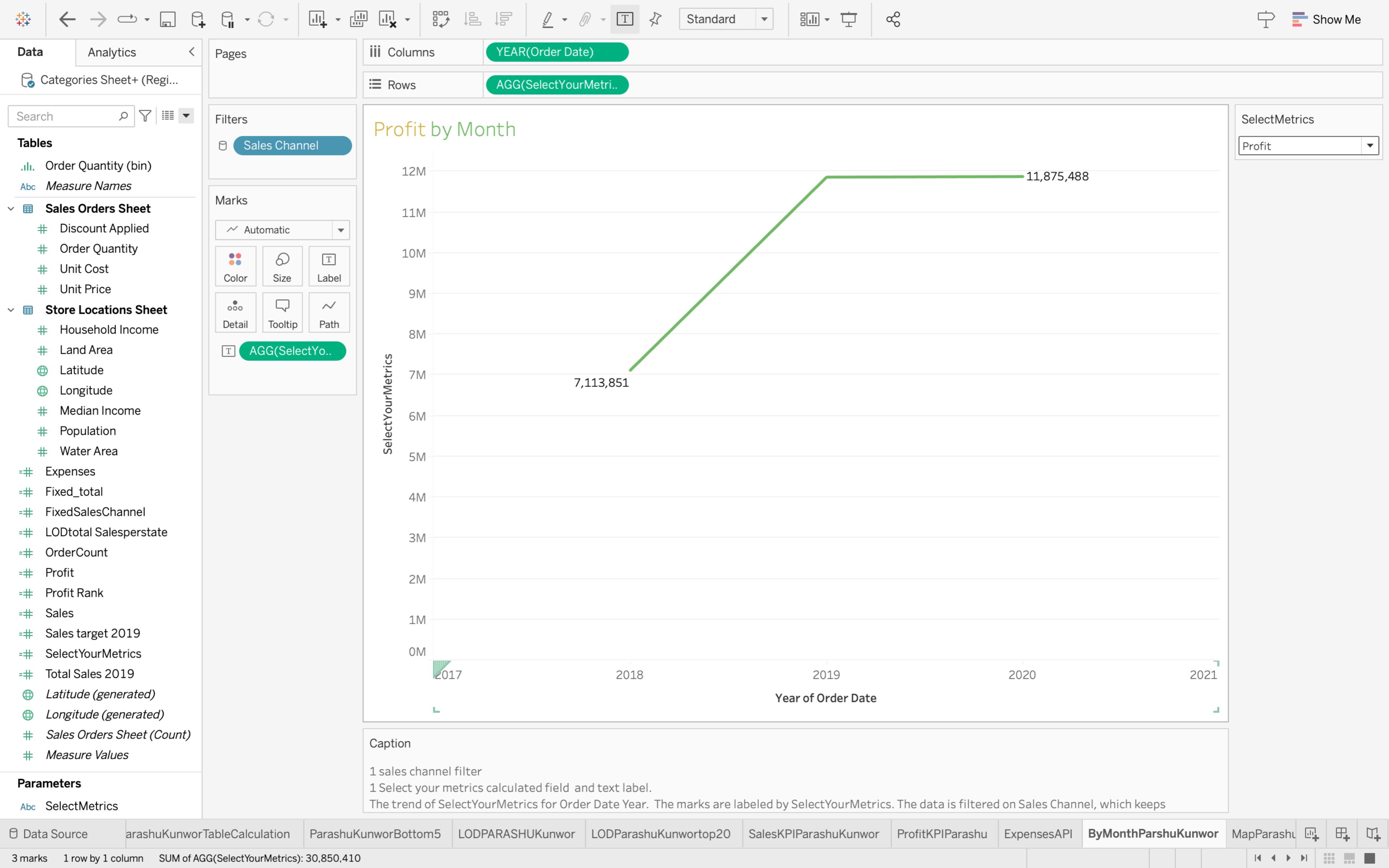
Category	175.6K	329.1K	715.2K	322.5K
Audio Equipment	175.6K	329.1K	715.2K	322.5K
Bakeware	167.6K	543.9K	564.4K	366.8K
Baseball Tech	162.9K	547.5K	766.3K	211.4K
Basketball Tech	162.9K	696.7K	570.5K	267.5K
Bedroom Furniture	172.7K	539.3K	648.8K	156.3K
Bedroom Tech	172.7K	536.3K	722.1K	436.9K

Sales

Data Source: Categories Sheet+ (Regional\_Sales) as of 10/10/2023 7:53:24AM

Data Source Bottom5 LODPARASHUKunwor LODParashuKunwortop20 SalesKPIParashuKunwor ProfitKPIParashu ExpensesAPI ByMonthParshukunwor MapParashukunwor Footer Dashboard 1 Story 1





Standard

Pages Columns Measure Names Rows State Sales Channel

Search

**Tables**

- Order Quantity (bin)
- Measure Names
- Sales Orders Sheet**
  - # Discount Applied
  - # Order Quantity
  - # Unit Cost
  - # Unit Price
- Store Locations Sheet**
  - # Household Income
  - # Land Area
  - # Latitude
  - # Longitude
  - # Median Income
  - # Population
  - # Water Area
  - # Expenses
  - # Fixed\_total
  - # FixedSalesChannel
  - # LODtotal Salesperstate
  - # OrderCount
  - # Profit
  - # Profit Rank
  - # Sales
  - # Sales target 2019
  - # SelectYourMetrics
  - # Total Sales 2019
  - # Latitude (generated)
  - # Longitude (generated)
  - # Sales Orders Sheet (Count)
  - # Measure Values

**Parameters**

Abc SelectMetrics

**LODParashuKunwortop20**

State Sales Chan.. Sales FixedSales.. Fixed\_total

State	Sales Chan..	Sales	FixedSales..	Fixed_total
OKlahoma	Total	1,180,010	1,180,010	69,345,382
Oregon	Distributor	304,716	1,242,133	69,345,382
	In-Store	378,021	1,242,133	69,345,382
	Online	377,847	1,242,133	69,345,382
	Wholesale	181,550	1,242,133	69,345,382
	Total	1,242,133	1,242,133	69,345,382
Tennessee	Distributor	248,798	1,418,698	69,345,382
	In-Store	561,634	1,418,698	69,345,382
	Online	448,324	1,418,698	69,345,382
	Wholesale	159,942	1,418,698	69,345,382
	Total	1,418,698	1,418,698	69,345,382
Texas	Distributor	1,661,975	8,339,041	69,345,382
	In-Store	3,441,401	8,339,041	69,345,382
	Online	2,462,793	8,339,041	69,345,382
	Wholesale	772,872	8,339,041	69,345,382
	Total	8,339,041	8,339,041	69,345,382
Virginia	Distributor	426,415	1,862,359	69,345,382
	In-Store	688,371	1,862,359	69,345,382
	Online	588,622	1,862,359	69,345,382
	Wholesale	158,951	1,862,359	69,345,382
	Total	1,862,359	1,862,359	69,345,382
Washington	Distributor	283,457	1,899,571	69,345,382
	In-Store	853,547	1,899,571	69,345,382
	Online	540,248	1,899,571	69,345,382
	Wholesale	222,319	1,899,571	69,345,382
	Total	1,899,571	1,899,571	69,345,382
Grand Total		69,345,382	69,345,382	69,345,382

**Caption** "LOD Calculation"  
 1 Filter state used  
 2 LOD Calculation(FixedSalesChannel, Fixed\_total)  
 1 Measure Name filter

This table shows FixedSalesChannel, Fixed\_total and Sales broken down by State and Sales Channel. The context is filtered on State, which keeps top 20 of 45 members.

**State**

- (All)
- Alabama
- Arizona
- Arkansas
- California
- Colorado
- Connecticut
- District of Columbia
- Florida
- Georgia
- Hawaii
- Idaho
- Illinois
- Indiana
- Iowa
- Kansas
- Kentucky
- Louisiana
- Maryland
- Massachusetts
- Michigan
- Minnesota
- Mississippi
- Missouri
- Montana
- Nebraska
- Nevada
- New Hampshire
- New Jersey
- New Mexico
- New York
- North Carolina
- North Dakota
- Ohio

**Limit**

Top 20 by SUM([Median Income])

Data Source OrderParashuK... DualChartParashuKunwor CategoryParashuKunwor ParashuKunworTableCalculation ParashuKunworBottom5 LODPARASHUKunwor **LODParashuKunwortop20** SalesKPIParashuKunwo...

303 marks 101 rows by 3 columns SUM of Measure Values: 5,894,357,462

Tableau - DTSC600\_FinalProject\_ParashuKunwor

**Data** Analytics < Pages

Columns: SUM(Profit)

Rows: Sales Channel, YEAR(Order Date)

Search

**Tables**

- # Unit Price
- Store Locations Sheet**
  - # Household Income
  - # Land Area
  - # Latitude
  - # Longitude
  - # Median Income
  - # Population
  - # Water Area
- # Expenses
- # Fixed\_total
- # FixedSalesChannel
- # LODtotal Salesperstate
- # OrderCount
- # Profit
- # Profit Rank
- # Sales
- # Sales target 2019
- # SelectYourMetrics
- # Total Sales 2019
- # Latitude (generated)
- # Longitude (generated)
- # Sales Orders Sheet (Count)
- # Measure Values

**Parameters**

Abc SelectMetrics

**Sales Channel**

- Distributor
- In-Store
- Online
- Wholesale

**Profit by Sales ChannelParashuKunwor**

Sales .. F Year of Ord..

Sales Channel	Year	Profit
In-Store	2018	3,013,256
In-Store	2019	4,926,472
In-Store	2020	4,786,456
Online	2018	2,051,248
Online	2019	3,523,524
Online	2020	3,518,512
Distributor	2018	1,298,347
Distributor	2019	1,971,062
Distributor	2020	2,255,487
Wholesale	2018	751,000
Wholesale	2019	1,440,012
Wholesale	2020	1,315,033

Average

Profit

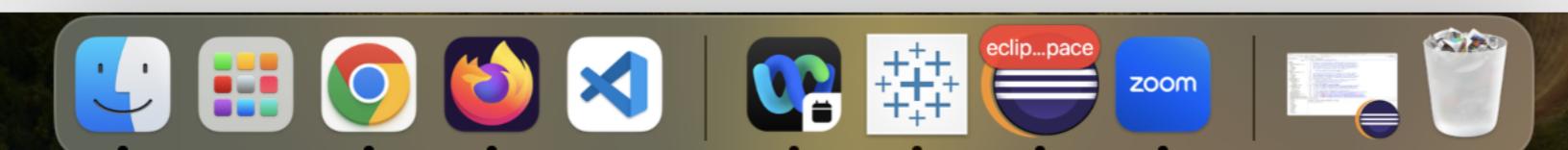
**Caption**

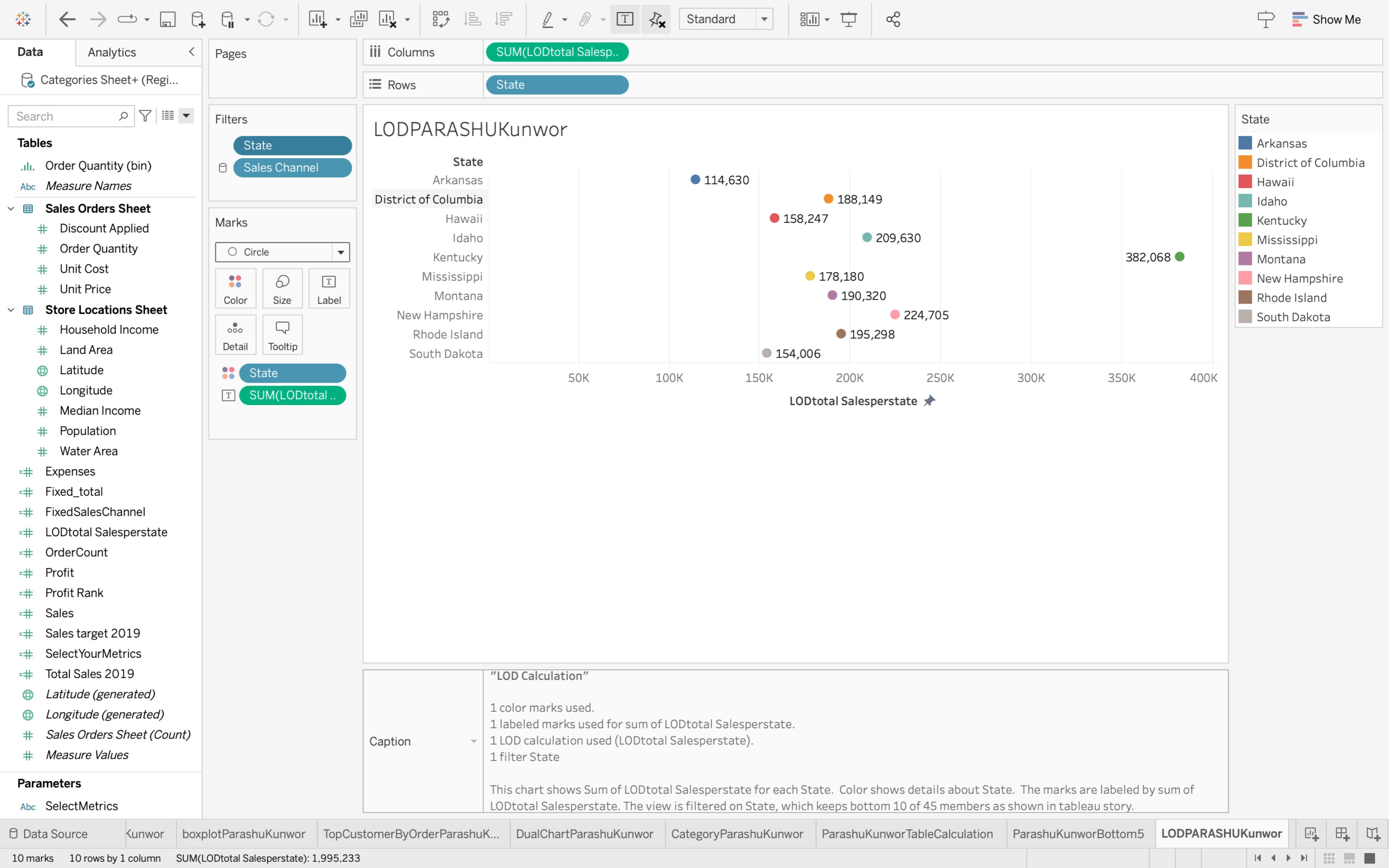
"Horizontal Bar Chart"  
1 Color Marks card shows details about Sales Channel.  
1 text Label marks are labeled by sum of Profit.  
1 reference line used for entire table.  
1 Profit Calculated field.

This Chart indicates Sum of Profit for each Order Date Year broken down by Sales Channel. Also, reference line shows the

Data Source Profit by Sales ChannelParashuKunwor QuaterlySalesParashuKunwor SalesTarget2019ParashuKunwor SalesChannelParashuKunwor TreeMapStateParashuKunwor AreaChartParashuKunwor HistogramPar...

12 marks 12 rows by 1 column SUM(Profit): 30,850,410





Standard

Analytics

Pages

Columns

YEAR(Order Date)

Rows

State

Search

Tables

Order Quantity (bin)

Measure Names

Sales Orders Sheet

- Discount Applied
- Order Quantity
- Unit Cost
- Unit Price

Store Locations Sheet

- Household Income
- Land Area
- Latitude
- Longitude
- Median Income
- Population
- Water Area
- Expenses
- Fixed\_total
- FixedSalesChannel
- LODtotal Salesperstate
- OrderCount
- Profit
- Profit Rank
- Sales
- Sales target 2019
- SelectYourMetrics
- Total Sales 2019
- Latitude (generated)
- Longitude (generated)
- Sales Orders Sheet (Count)
- Measure Values

Parameters

SelectMetrics

## ParashuKunworBottom5

Order Date

State	2018	2019	2020
Arkansas	13,815	41,855	114,630
District of Columbia	177,376	228,852	302,780
Hawaii	349,988	431,735	461,027
Mississippi	480,598	602,913	639,207
South Dakota	650,195	753,495	793,213

Marks

Automatic

Color

Size

Text

Detail

Tooltip

SUM(Sales)  $\Delta$

Table Calculation

1 filter used on State .

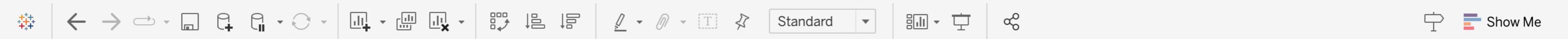
Running total : accross then down.

Caption

This table shows Running Sum of Sales broken down by Order Date Year vs. State. The view is filtered on State, which keeps 5 bottom states Arkansas, District of Columbia, Hawaii, Mississippi and South Dakota that have total lowest sales.

Data Source Kunwor boxplotParashuKunwor TopCustomerByOrderParashuK... DualChartParashuKunwor CategoryParashuKunwor ParashuKunworTableCalculation ParashuKunworBottom5 LODPARASHUKunwor

15 marks 5 rows by 3 columns Running Sum of SUM(Sales) : 6,041,678



Data      Analytics <

Pages      Columns      YEAR(Order Date)

Rows      Sales Channel

Search      Filters

Sales Channel

Marks

Automatic

Color      Size      Text

Detail      Tooltip

T SUM(Profit)      T SUM(Profit) Δ      T Profit Rank Δ

## ParashuKunworTableCalculation

Order Date

Sales Chan..	2018	2019	2020
Distributor	1,298,347	1,971,062	2,255,487
In-Store	3,013,256	4,926,472	4,786,456
Online	2,051,248	3,523,524	3,518,512
Wholesale	751,000	1,440,012	1,315,033

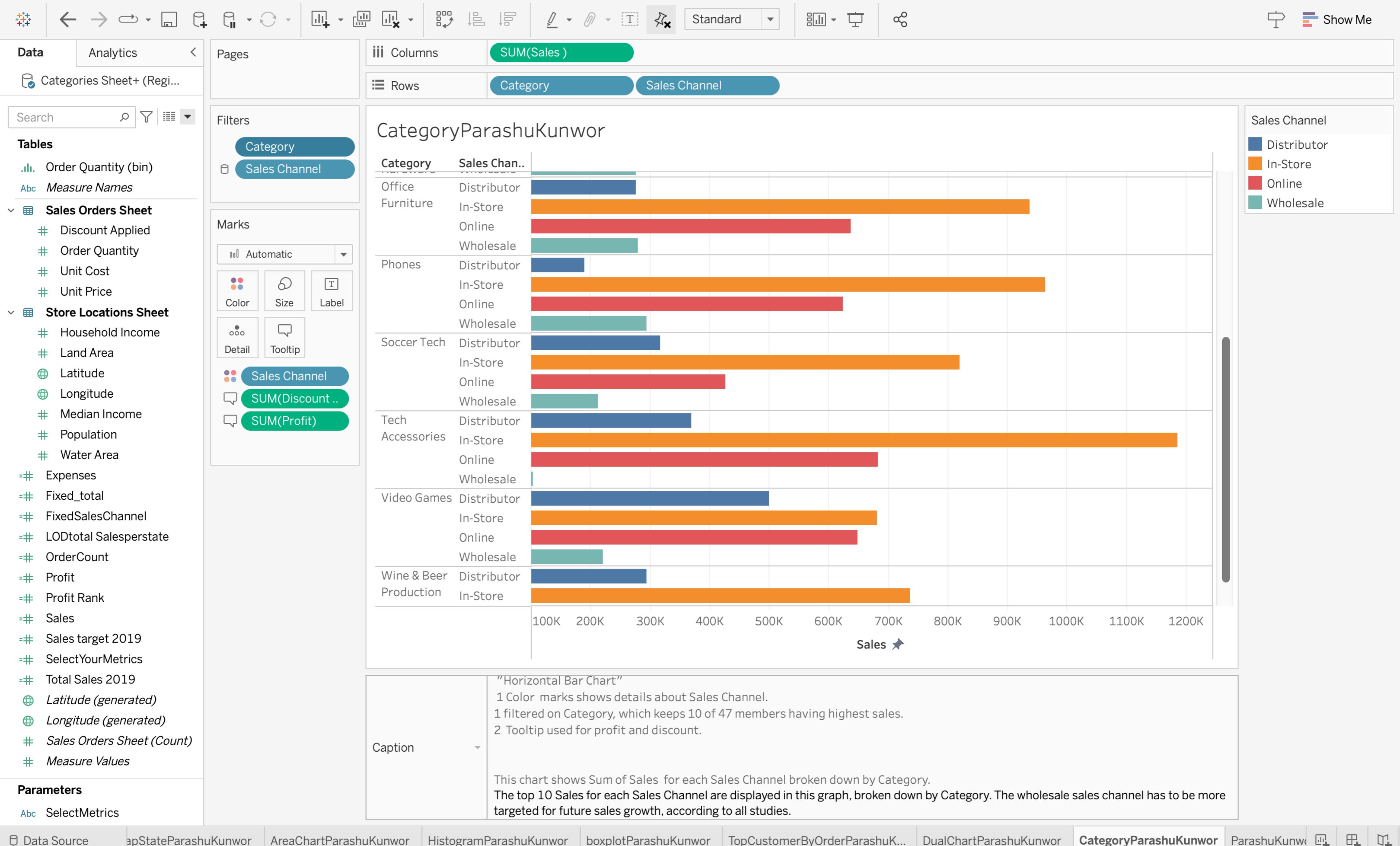
Caption

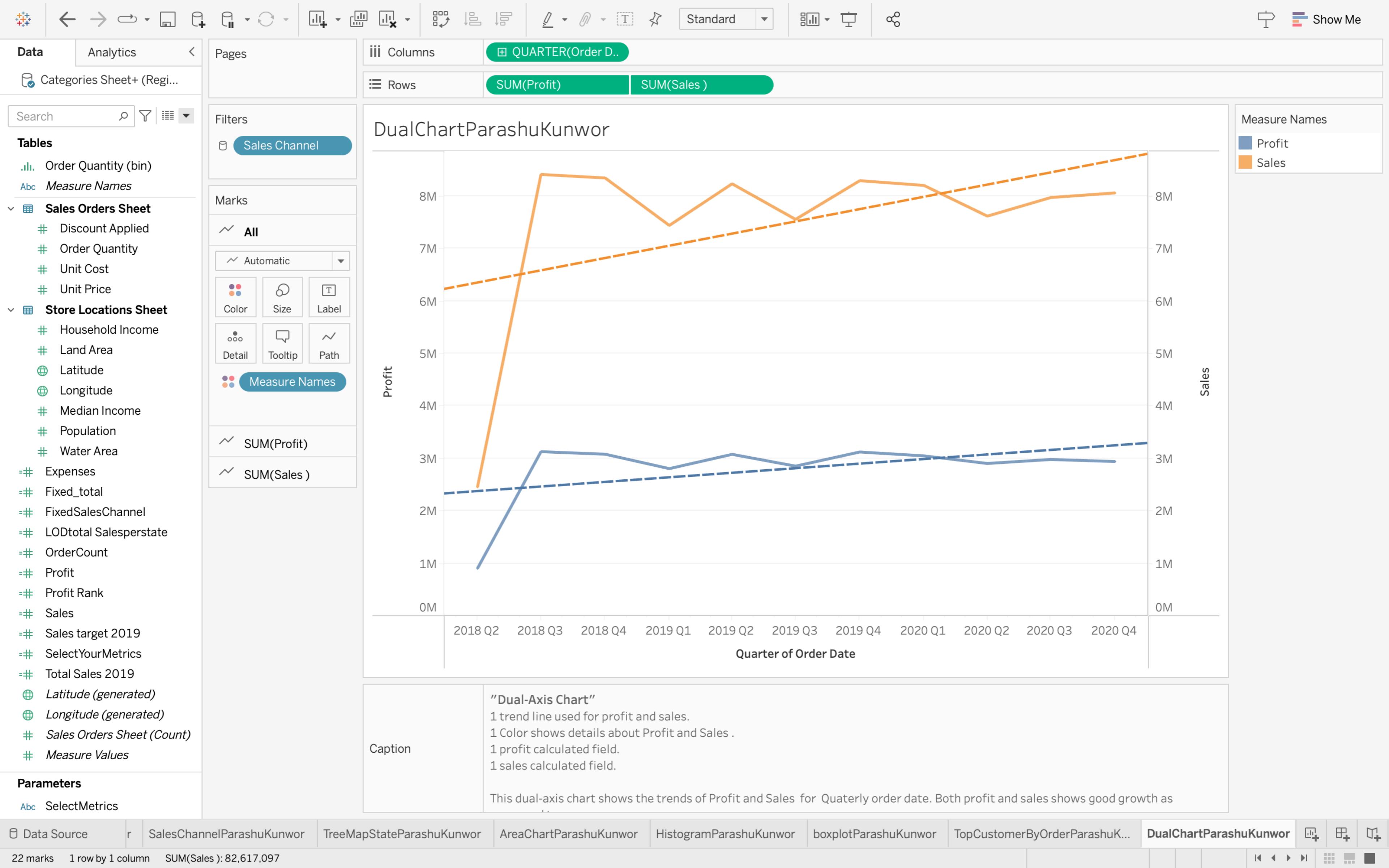
Calculation Table  
1 calculated field Profit used for text marks and table.  
1 calculated field Profit Rank used for ranking in table.

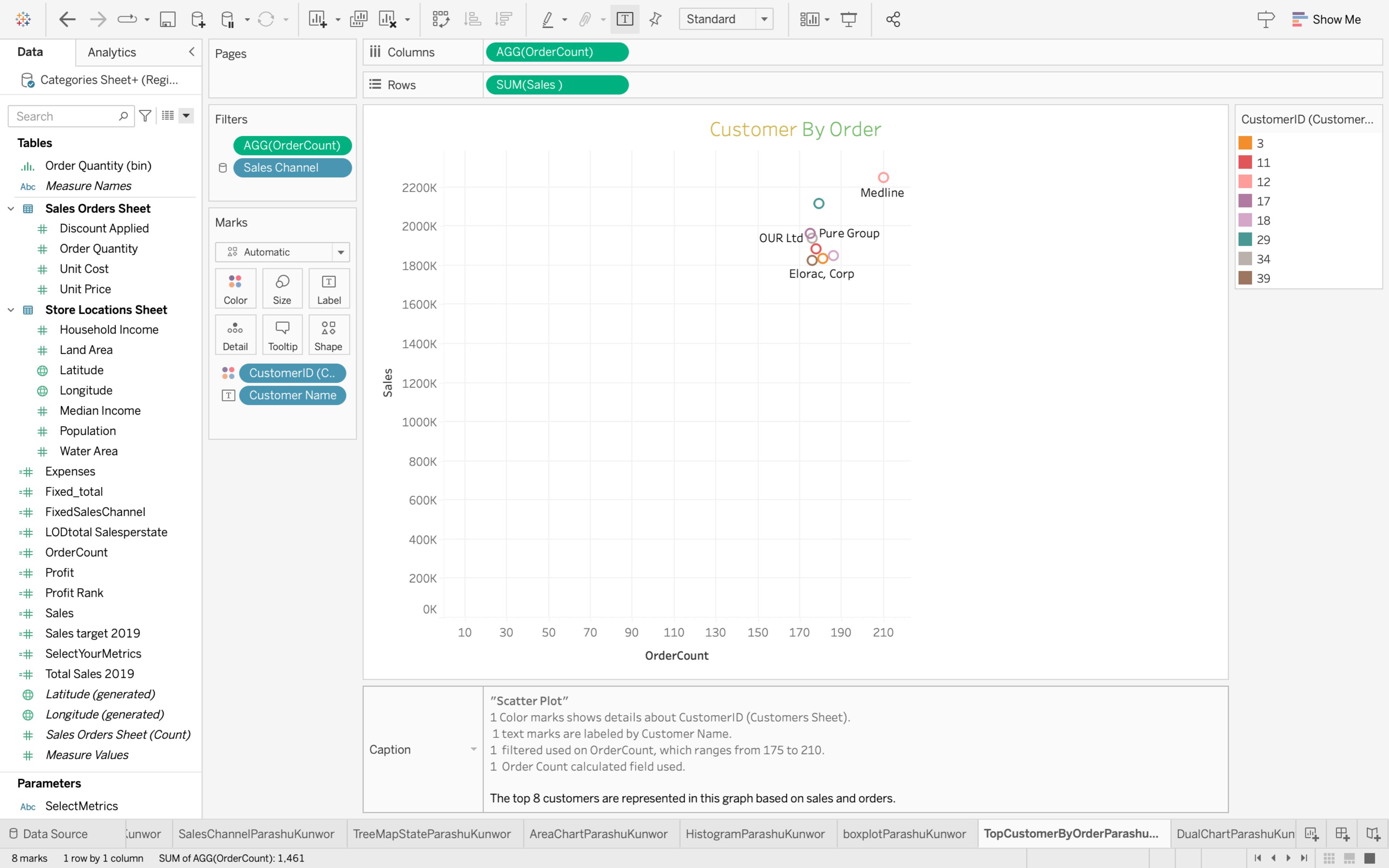
This table shows Sum of Profit, Difference in Profit and Profit Rank broken down by Order Date Year vs. Sales Channel. Among all comparison 2019 (instore)rank the top.

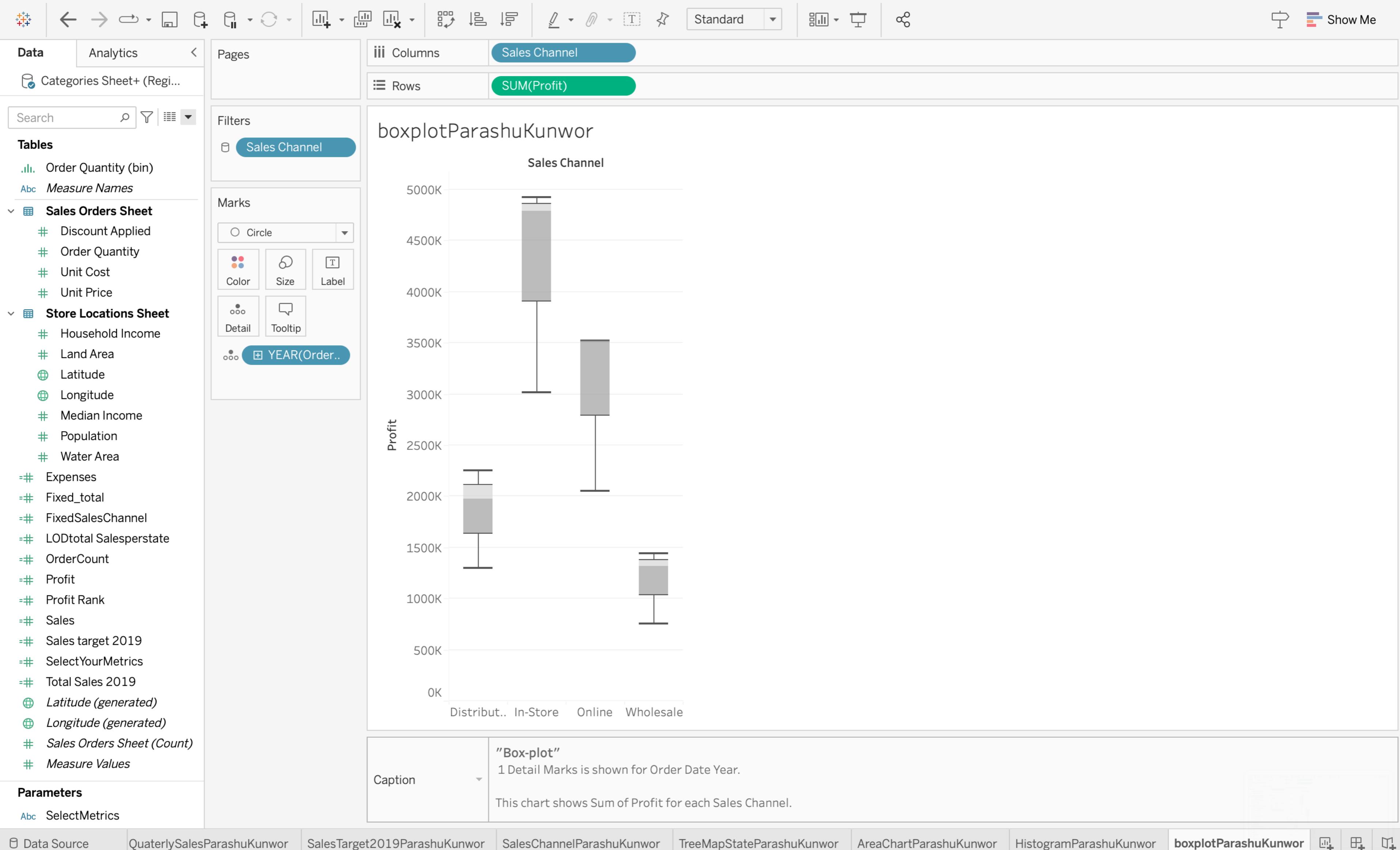
Parameters

SelectMetrics









**Data**      Analytics <

Categories Sheet+ (Regi...)

Pages

Columns  
Order Quantity (bin)

Rows  
CNT(Order Quantity)

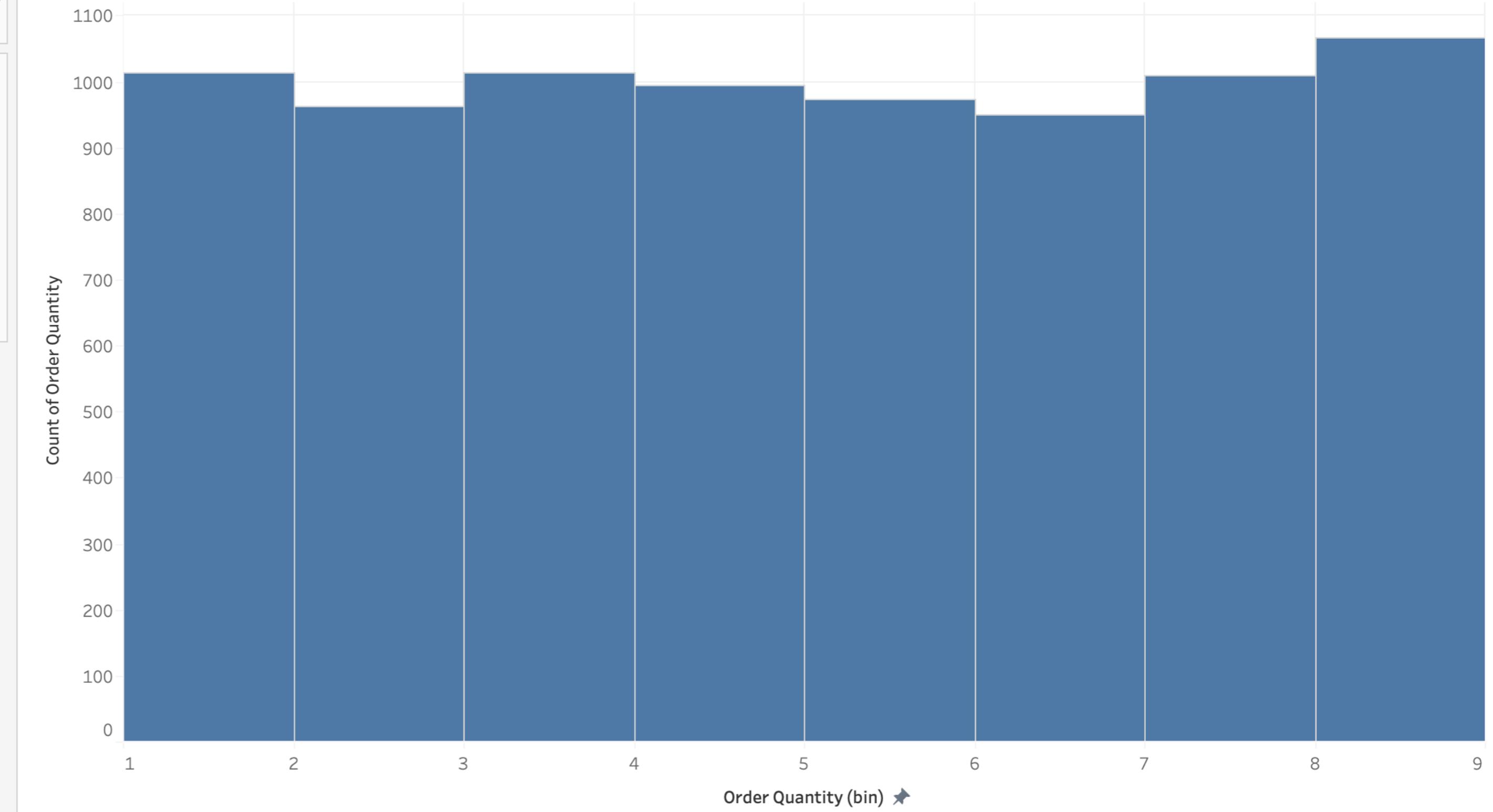
Filters  
 Sales Channel

Marks  
Automatic

Color  
Size  
Label

Detail  
Tooltip

## HistogramParashuKunwor



Caption  
"Histogram"

The trend of count of Order Quantity for Order Quantity (bin). Order quantity bin 8 shows highest order.

