

1. Connect Source Data

Open the source data Excel Sample-superstore.xls. It will be connected and all 3 different sheets will be showing, drag Order sheet to the up right space and the detailed information of it will be shown at bottom, and order sheet will be used as a source data during the following process.

In the left side bar, the categorically descriptive fields will be shown on top and quantitative fields are at bottom, which can be used to do calculation in further process.

Tableau Public - Book1

Connections: Sample-Superstore (Microsoft Excel)

Sheets: Orders, People, Returns

Need more data? Drag tables here to relate them. Learn more

Sort fields: Data source order

Show aliases Show hidden fields 1,000 + rows

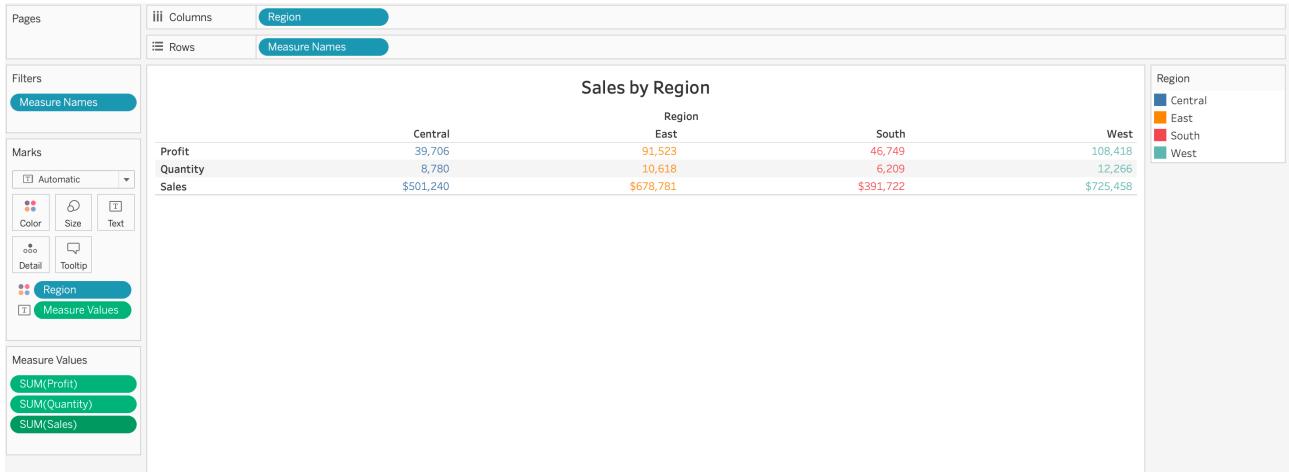
| Row ID | Order ID | Order Date | Ship Date | Ship Mode | Customer ID | Customer Name | Segment | Country | City | State | Postal Code | Region |
|--------|----------------|------------|-----------|----------------|-------------|------------------|-------------|---------------|--------------|--------------|-------------|--------|
| 7981 | CA-2011-103896 | 3/1/2013 | 7/1/2013 | Standard Class | DP-19000 | Darren Powers | Consumer | United States | Houston | Texas | 77095 | Co |
| 740 | CA-2011-112326 | 4/1/2013 | 8/1/2013 | Standard Class | P0-19195 | Phillina Ober | Home Office | United States | Naperville | Illinois | 60540 | Co |
| 741 | CA-2011-112326 | 4/1/2013 | 8/1/2013 | Standard Class | P0-19195 | Phillina Ober | Home Office | United States | Naperville | Illinois | 60540 | Co |
| 742 | CA-2011-112326 | 4/1/2013 | 8/1/2013 | Standard Class | P0-19195 | Phillina Ober | Home Office | United States | Naperville | Illinois | 60540 | Co |
| 1760 | CA-2011-141817 | 5/1/2013 | 12/1/2013 | Standard Class | MB-18005 | Mick Brown | Consumer | United States | Philadelphia | Pennsylvania | 19143 | Ea |
| 5328 | CA-2011-130813 | 6/1/2013 | 8/1/2013 | Second Class | LS-17230 | Lycoris Saunders | Consumer | United States | Los Angeles | California | 90049 | Wt |
| 7181 | CA-2011-060603 | 6/1/2013 | 7/1/2013 | First Class | JO-15145 | Jack O'Briant | Corporate | United States | Athens | Georgia | 30605 | So |
| 7475 | CA-2011-167199 | 6/1/2013 | 10/1/2013 | Standard Class | ME-17320 | Maria Etezadi | Home Office | United States | Henderson | Kentucky | 42420 | So |
| 7476 | CA-2011-167199 | 6/1/2013 | 10/1/2013 | Standard Class | ME-17320 | Maria Etezadi | Home Office | United States | Henderson | Kentucky | 42420 | So |
| 7477 | CA-2011-167199 | 6/1/2013 | 10/1/2013 | Standard Class | ME-17320 | Maria Etezadi | Home Office | United States | Henderson | Kentucky | 42420 | So |
| 7478 | CA-2011-167199 | 6/1/2013 | 10/1/2013 | Standard Class | ME-17320 | Maria Etezadi | Home Office | United States | Henderson | Kentucky | 42420 | So |
| 7479 | CA-2011-167199 | 6/1/2013 | 10/1/2013 | Standard Class | ME-17320 | Maria Etezadi | Home Office | United States | Henderson | Kentucky | 42420 | So |
| 7480 | CA-2011-167199 | 6/1/2013 | 10/1/2013 | Standard Class | ME-17320 | Maria Etezadi | Home Office | United States | Henderson | Kentucky | 42420 | So |
| 7481 | CA-2011-167199 | 6/1/2013 | 10/1/2013 | Standard Class | ME-17320 | Maria Etezadi | Home Office | United States | Henderson | Kentucky | 42420 | So |

2. Sales by Region

All unique values of Region will be shown after dragging it into Columns and the sum for each region will be shown once simply double click on Quantity and Sales.

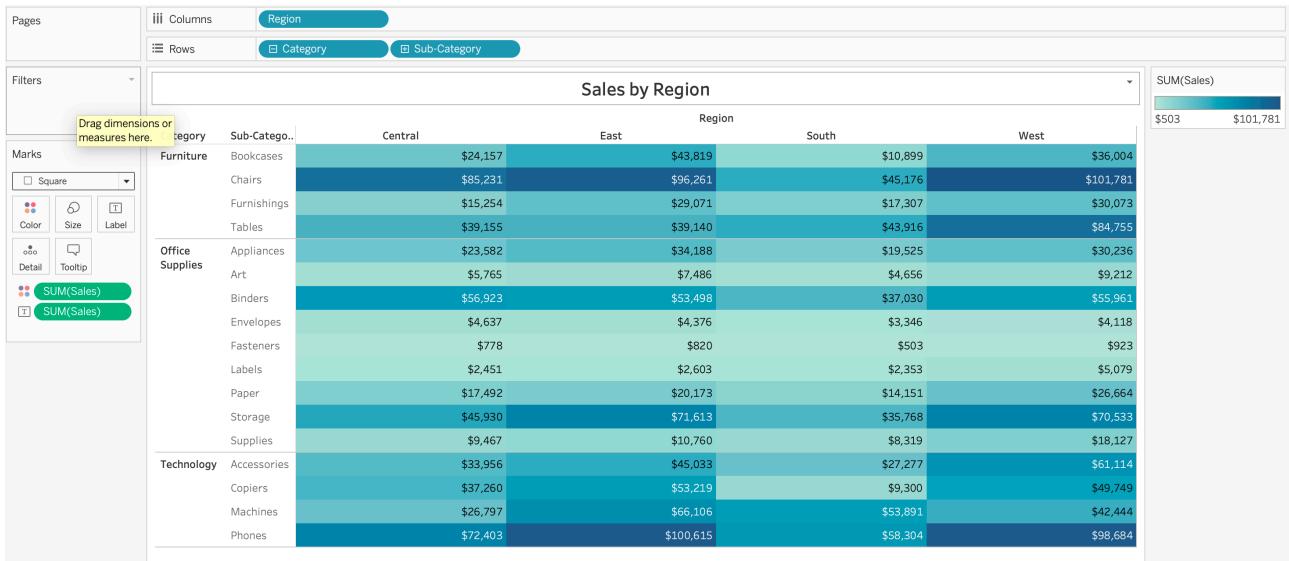
Drag Region into Colour to add different colours to different region.

Edit filters and more other quantitative fields can be chosen. Measure Values can be formatted, such as keep zero decimals and put a \$ sign before currency. Change Standard to Fit the width, edit the title.



Further process: add region hierarchy structure, the changes will be applied all the time after editing sale format with zero decimal with \$ sign at left measures names bar. Colour will fill in the whole square after choosing Square type.

The darkest square has the highest total sales and the sub-category can be folded up once clicking the “-” sign before category and only the detail of category will be showed.

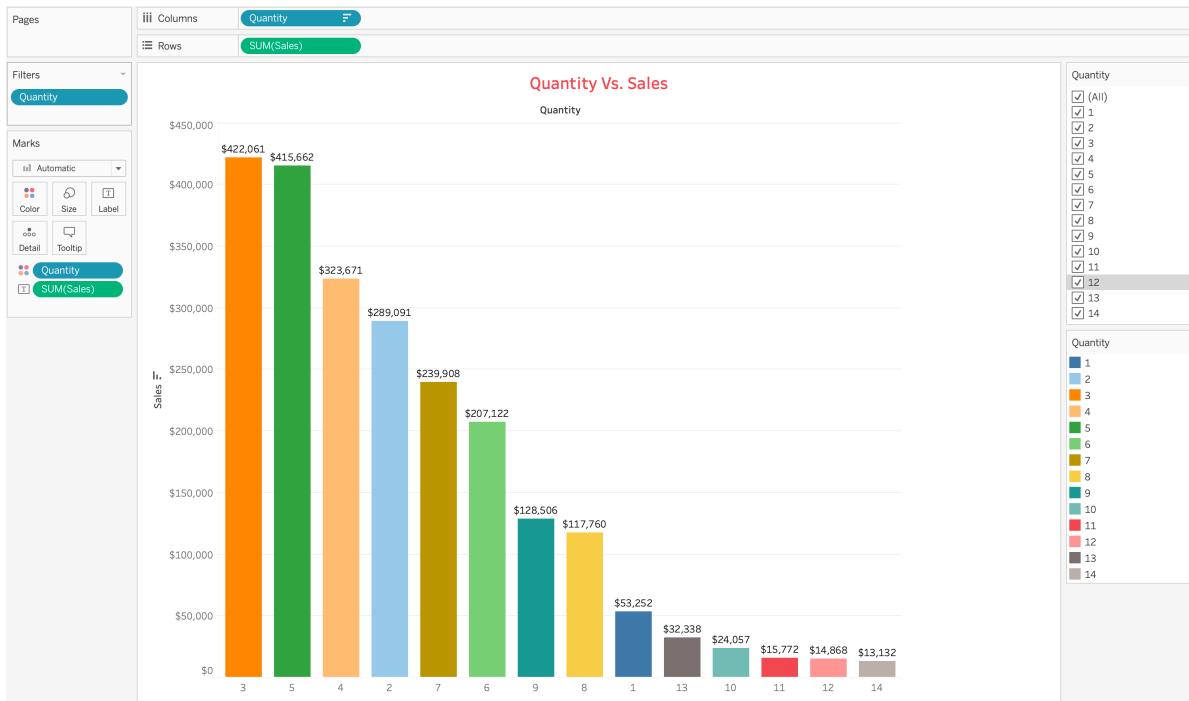


3. Quantity Vs. Sales

Since the quantity is finite number for the order, therefore, the correlation between quantity and sales can be visualised. Change quantity from continues into dimension and discrete type, then the sales for different quantities can be observed.



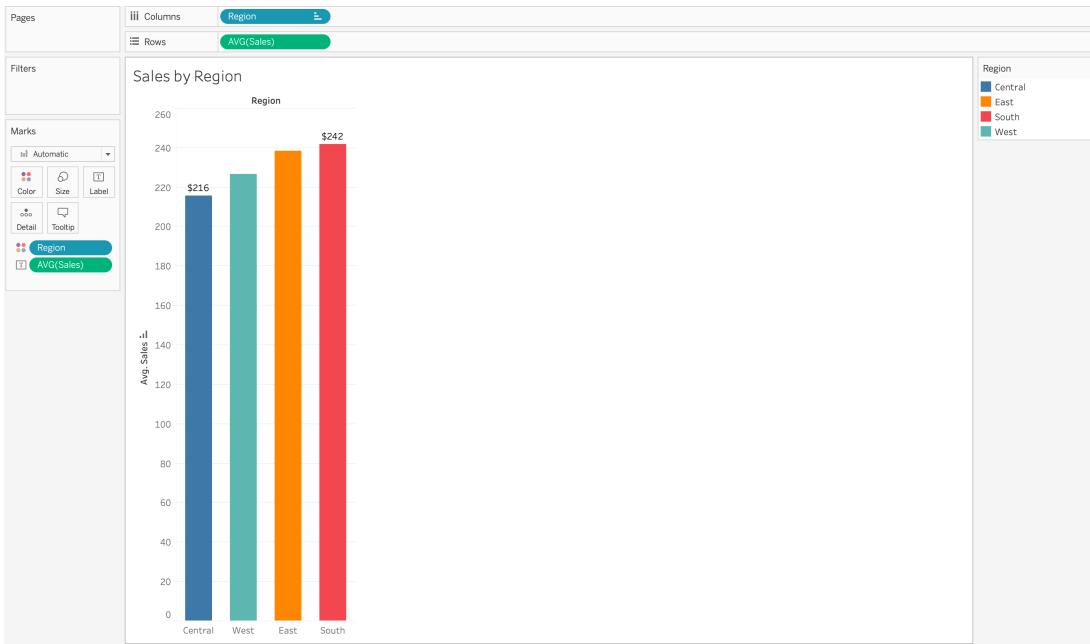
Filter and label features can be added to improve readability and interactive ability:



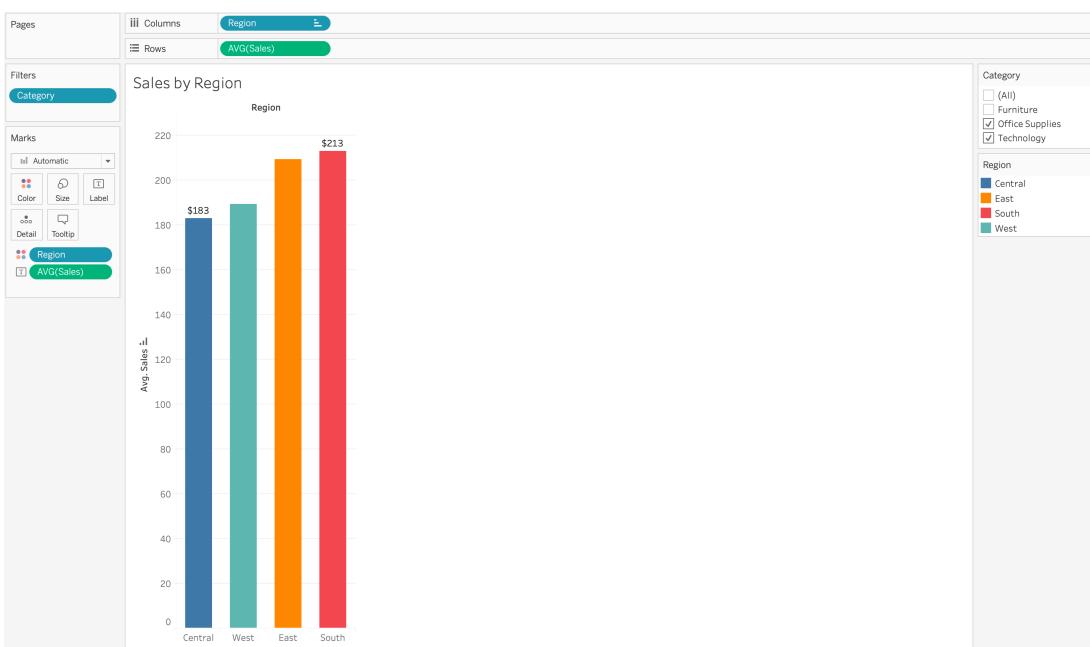
Therefore, the quantity of purchasing 3 or 5 products have a higher total sales number.

4. Sales by Region II

Different colour can be added by dragging region into colour or only click colour to change into one another single colour. The bar size can be adjusted through size mark. The detailed number of the sales can be added through label mark, and all labels for each bar or only some of them can be chosen through right clicking “Label” mark to choose.



Filter can be added added and show filter. The sales number will be actively changed once only some categories chose.

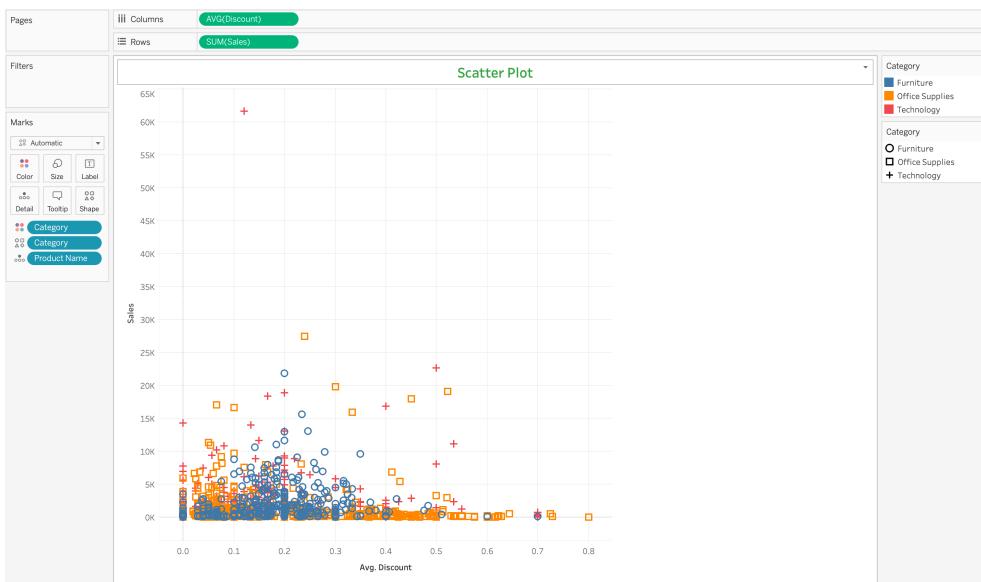


5. Scatter Plot

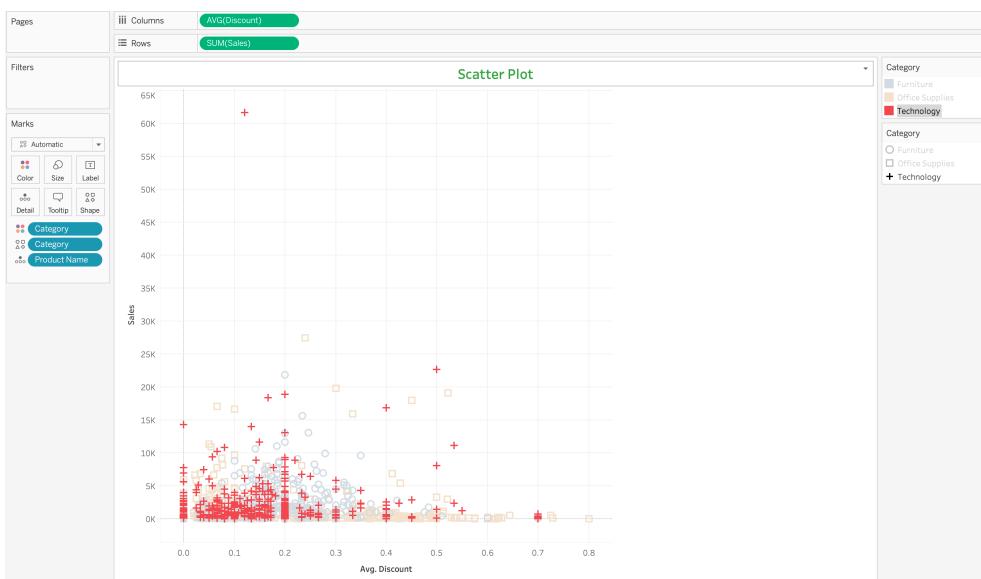
Scatter plot can be applied to study the correlation between discount and sales.

Put total sales in row and average discount in column, there is only one point showing, put product name into Detail Mark and drag category into colour and shape mark, then different category will show different colour and shape on the worksheet.

The reason why we did not choose to use product name to mark colour and shape is that there are too many different kinds of products though it can be applied.



Choose applying highlight in both category colour and shape legend, then both can be used to highlight one or more category.



6. Profit by Category

The application of hierarchy: there is a hierarchy structure between category, sub-category and product name. Therefore, drag subcategory and product to category and combine them into a hierarchy structure. Drag category hierarchy structure into columns and unfold it into category and sub-category.

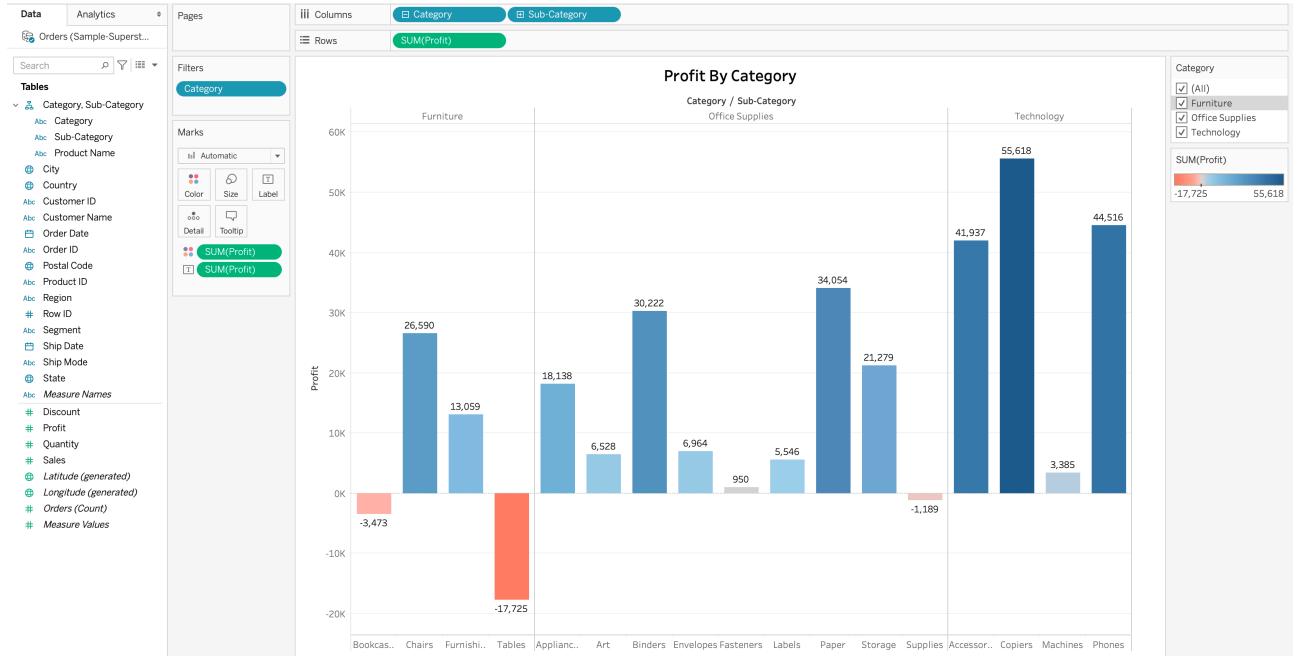
Tables

- Category, Sub-Category
 - Category
 - Sub-Category
 - Product Name**
- City
- Country

Columns Category Sub-Category

Rows SUM(Profit)

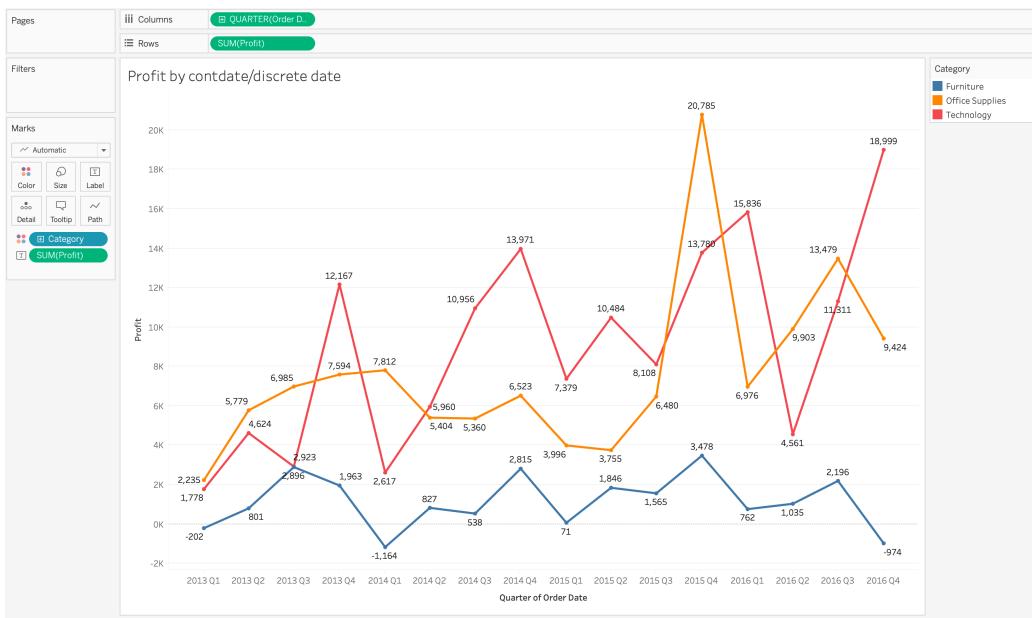
Filter can be added. And total sales can be applied to colour mark, the colour changes from dark red to dark blue according to number changes from small to big. Different colour can be used through edit colour.



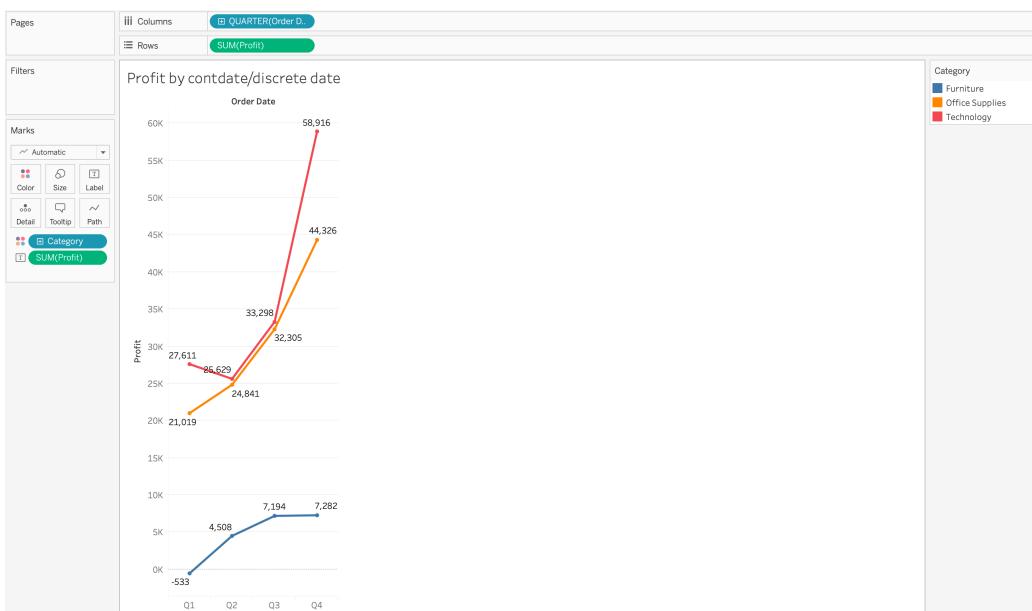
The reason why we did not unfold the hierarchy structure to product name level is that there are too many different kinds of product name and it will make the plot into too much detail though it can be applied.

7. Profit by Continuous Date/ Discrete Date

Order date can be dragged into columns and then different hierarchy level can be chosen by clicking the drop-down list. The quarter in columns is showing as green colour when continuous date applied.



Blue colour shows that the discrete date hierarchy level has been chosen. Only distinct value is shown for discrete column, therefore, only 4 distinct quarters are shown no matter how many years period from the source data. And this is difference between continues and discrete date in use.



8. Calculated Field

Drag order ID to rows and choose a specific order id through the filter and then add button from the pop-up window since there are too many different order ID.

The screenshot shows the Tableau interface. On the left, a 'Filter [Order ID]' dialog is open, set to 'General' mode. It lists several order IDs with checkboxes, and 'CA-2011-100762' is checked. On the right, a data view is displayed with 'Order ID' in the rows shelf and 'Product Name' in the columns shelf. A filter for 'Order ID: CA-2011-100762' is applied. The 'Calculated field' section shows the formula: `Order ID
CA-2011-100762`. Below it, the data table shows one row for 'Adams Telephone Message...' with 'Product Name' as 'Xerox 1885'.

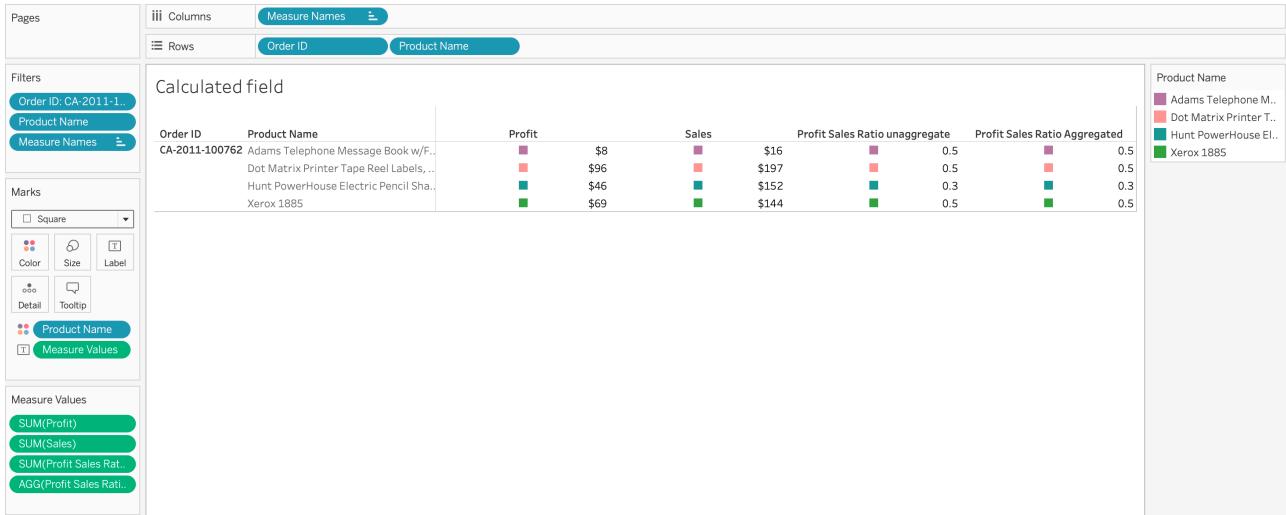
Similarly, drag the product name into rows and choose “use all” from filter and then add button from the pop-up window since there is limit number of product in one single order.

The screenshot shows the Tableau interface. On the left, a 'Filter [Product Name]' dialog is open, set to 'General' mode. It has a 'Select from list' option selected. On the right, a data view is displayed with 'Order ID' in the rows shelf and 'Product Name' in the columns shelf. A filter for 'Order ID: CA-2011-100762' is applied. The 'Calculated field' section shows the formula: `Order ID
Product Name
CA-2011-100762`. Below it, the data table shows four rows for 'Adams Telephone Message...', 'Dot Matrix Printer Tape R...', 'Hunt PowerHouse Electric...', and 'Xerox 1885', each with 'Product Name' as 'Xerox 1885'.

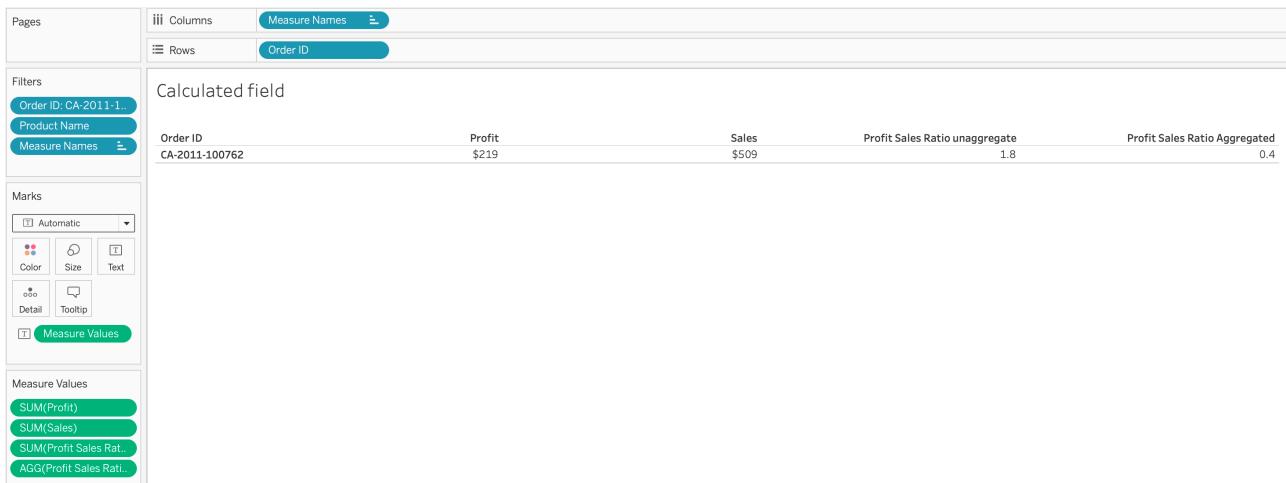
Then, choose Create Calculate Field from the drop-down list above Tables and create Profit Sales Ratio unaggregated formula and Profit Sales Ratio Aggregated formula.

The screenshot shows two 'Create Calculate Field' dialogs. The left dialog is titled 'Profit Sales Ratio unaggregate' and contains the formula `[Profit]/[Sales]`. The right dialog is titled 'Profit Sales Ratio Aggregated' and contains the formula `sum([Profit])/sum([Sales])`. Both dialogs show a validation message 'The calculation is valid.' at the bottom.

The difference between these two ratio can be observed by the formulae firstly, and then also have different meaning during the process: they have same ratio number when they under product name which is the lowest level currently.



When remove the product name field from rows, the ratio numbers will be different, the Profit Sales Ratio aggregated is the sum(profit)/sum(sales) = $219/509= 0.4$, however, the Profit Sales Ratio unaggregated = sum of sub-ratio of the each product = $0.5 + 0.5 + 0.3 + 0.5 = 1.8$. Obviously, the unaggregated one is not very reasonable, therefore, be noted in use.



9. Sales per Customer

Total number of customers can be calculated by count distinct number of customer ID, and then Sales per Customer can be created through sum(sales)/Total number of customers.

Total Number of Customers

```
COUNTD([Customer ID])
```

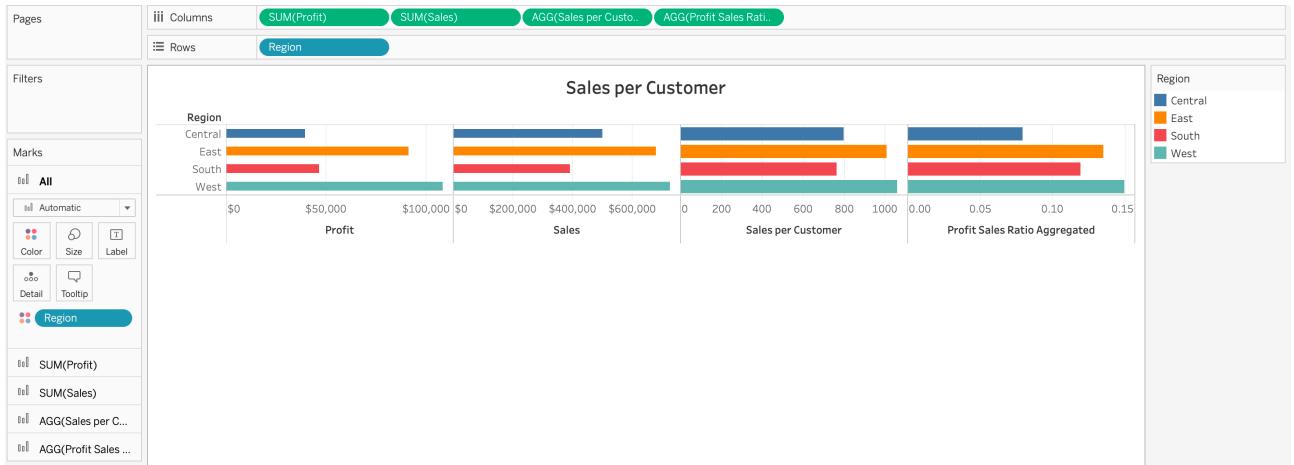
The calculation is valid. 2 Dependencies ▾ Apply OK

Sales per Customer

```
sum([Sales])/[Total Number of Customers]
```

The calculation is valid. 1 Dependency ▾ Apply OK

It will applied to all sub-plot when adjusting the the Marks in All, and it only applied to each single one plot when adjusting the each individual Mark. For example, it applied to Profit and Sales only when adjusting the size only for Profit and Sales.

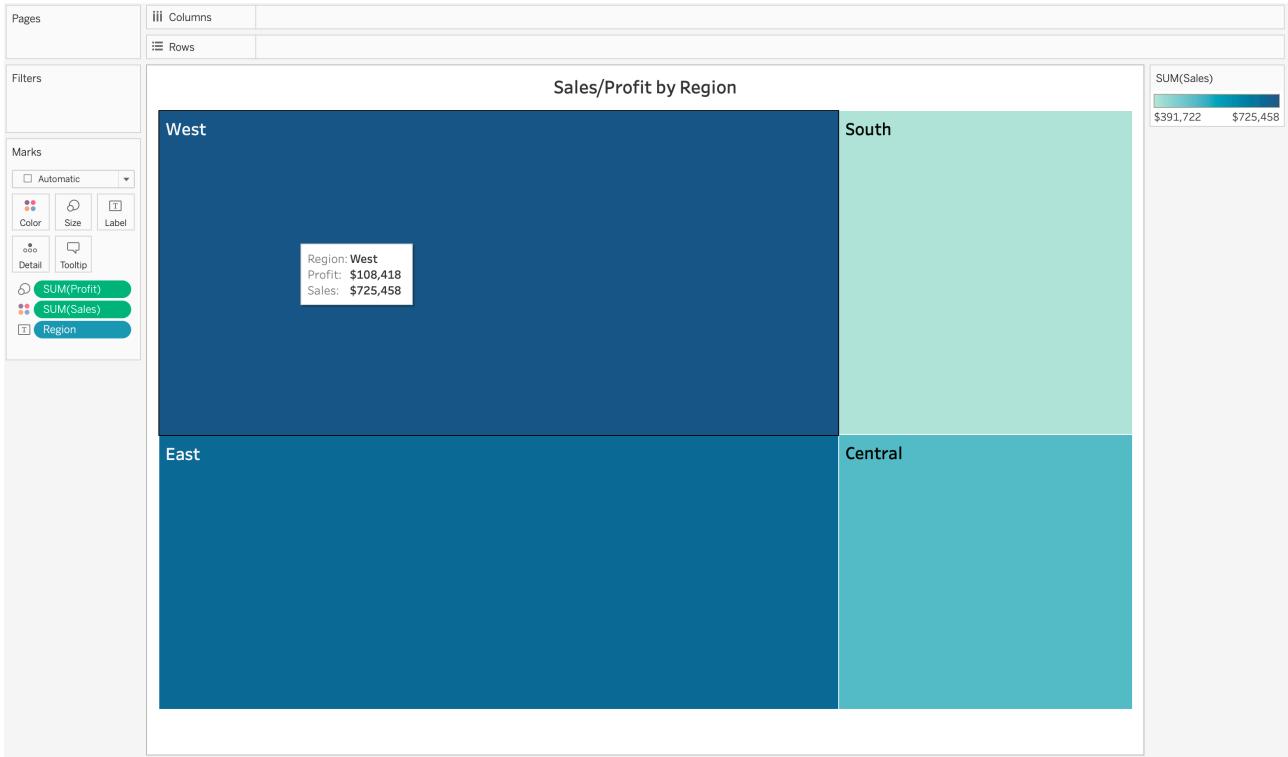


10. Sales/Profit by Region - Treemap

There are existing models that can be applied through show me sign on the top right corner. It shows that a Tree-maps view can be created by 1 or more dimensions and 1 or 2 measures when moving mouse to the Tree-maps sign.



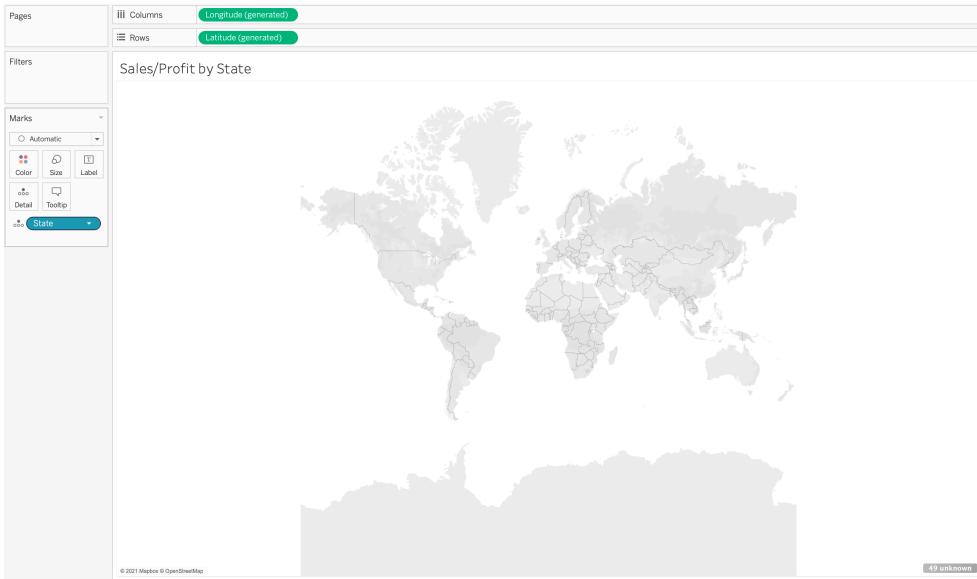
Selected 1 dimension Region and 2 measures Sales and Profit at the same time and click the tree-maps sign, a tree-maps plot can be shown as below snapshots.



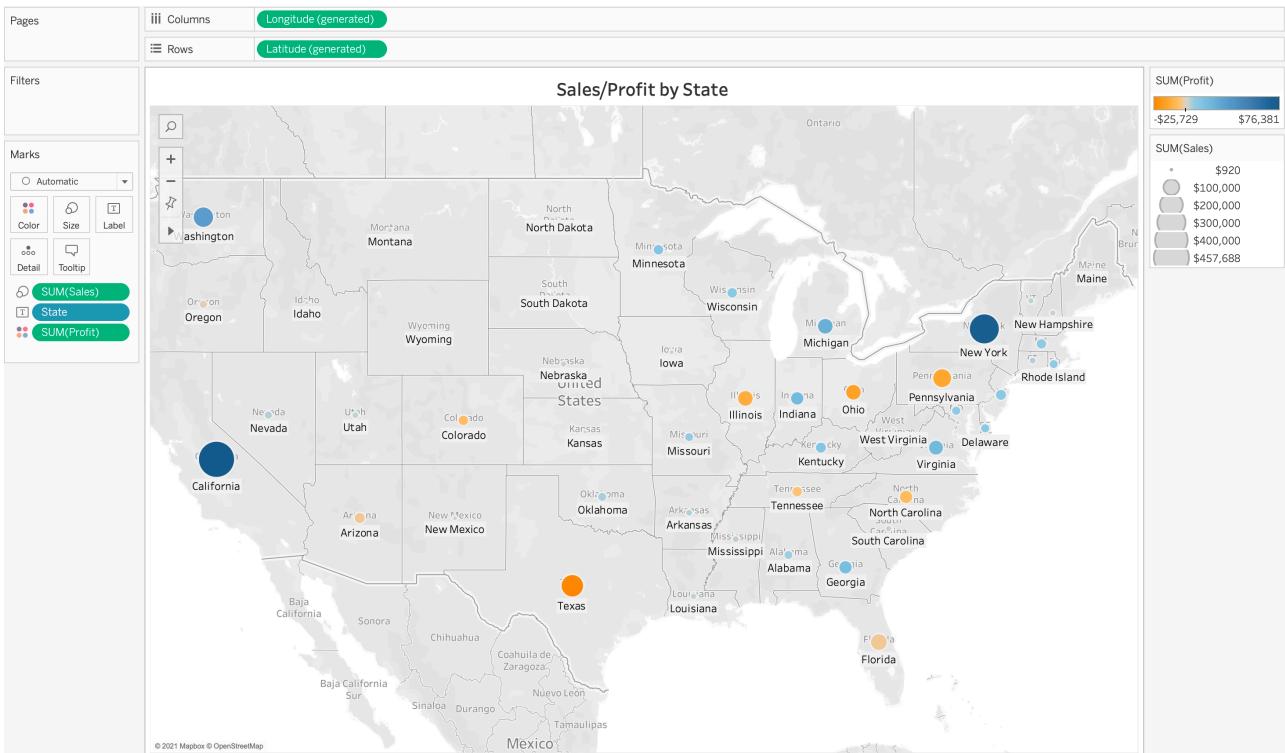
There are 2 measures in this plot. Profit is marked as size, which means that bigger size bigger number for these 4 regions. Sales in marked in colour, which means the darker the colour the bigger number based on the legend showing. Therefore, West has the biggest both sales and profit, then it's East.

11. Sales/Profit by State - Geographic map

State is a geographic dimension, a map as below can be shown when double clicking the state dimension.

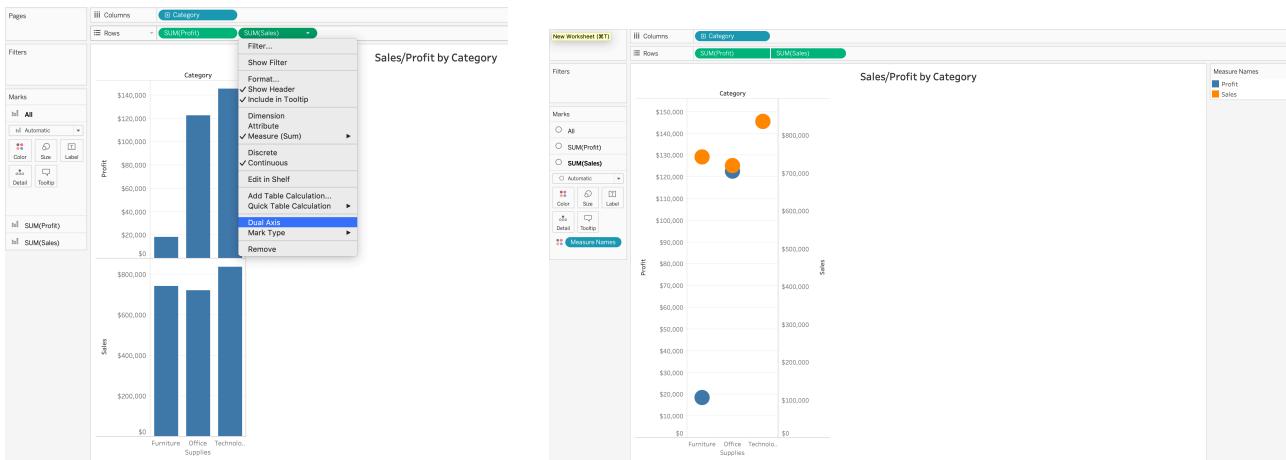


Edit the location as United States by clicking the 49 unknown at the bottom right corner, the regions can be recognised as below. Similarly, the size and colour will stand for the the number of Sales and Profit by legend.

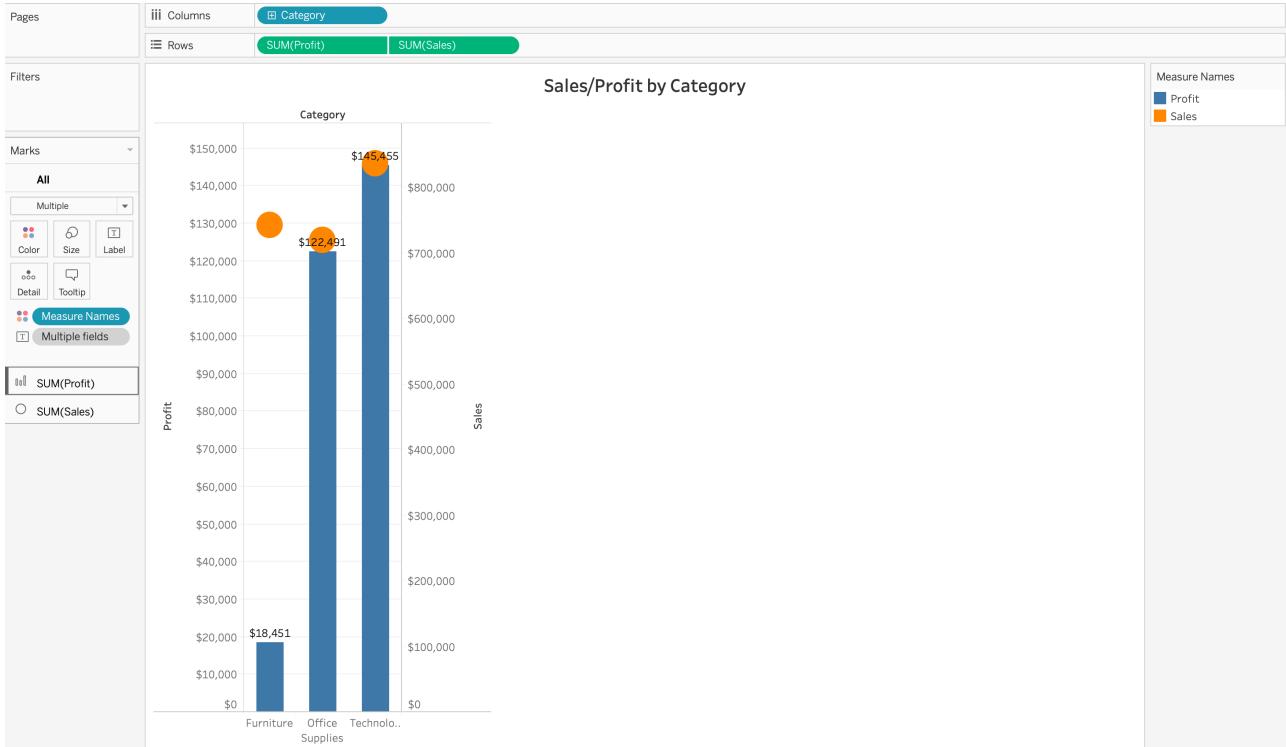


12. Sales/Profit by Category - Dual-Axis

By dragging category, sales and profit, a double-bar plot will be shown, choose Dual-Axis by right clicking the drop-down list of one measure, e.g. sales, the plot will be changed into the second one with two colour circle plot.



Change one of them from circle to bar chart, the Dual-Axis plot is showing as below: now the profit is showing by bar chart and sales is showing as circle in orange.



13. Sales/Profit Details

A bar chart can be created through dragging the dimension and measures into rows and columns as done before.

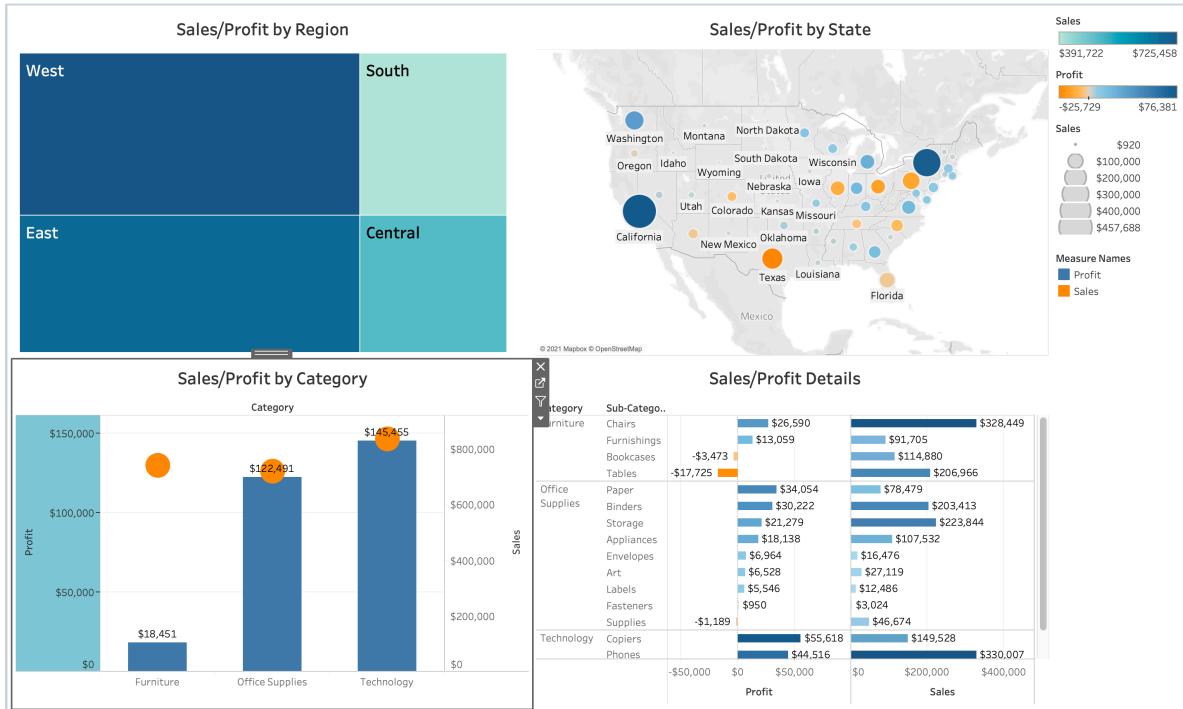
Note that the plot can only be sorted by one measure(Profit) as shown below, but it can not be applied to sales as well at the same time.

There are 2 legends for Profit and Sales separately.

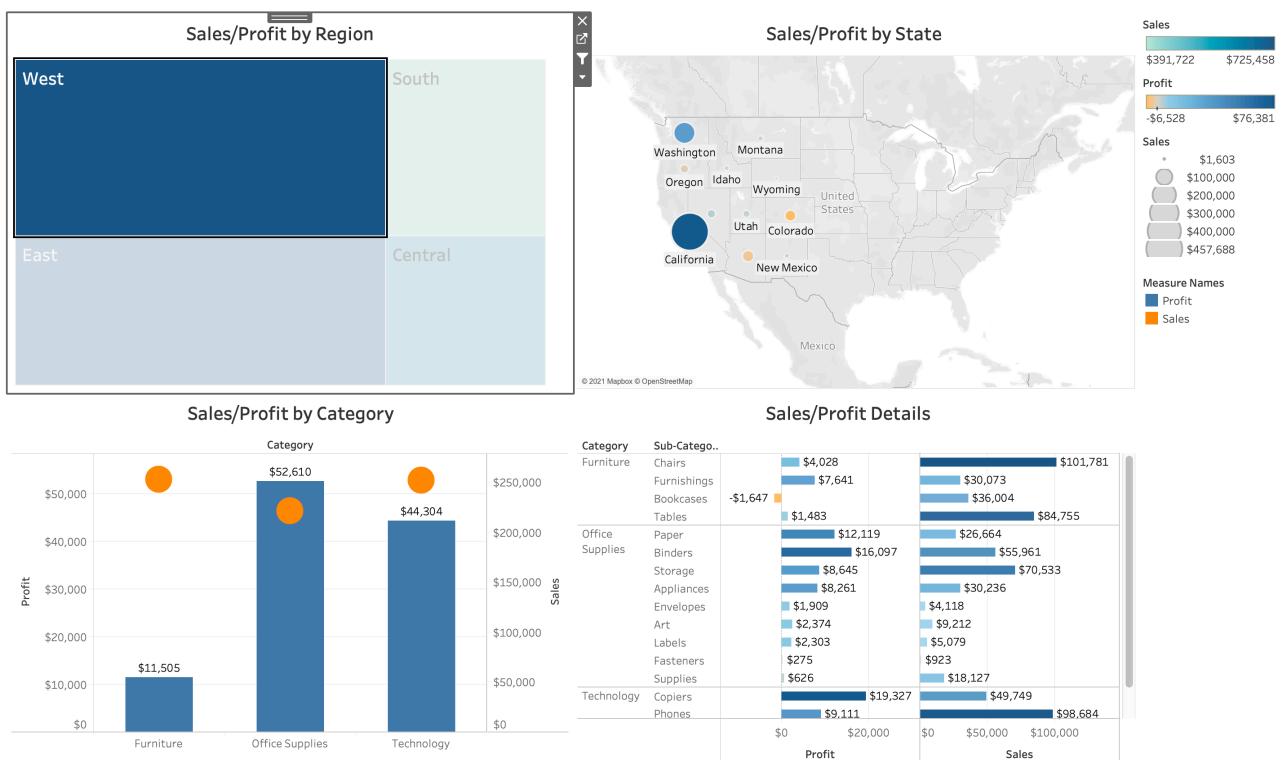


14. Sales/Profit Dashboard

The four created worksheets can be used to establish a Sales/Profit Dashboard as below.

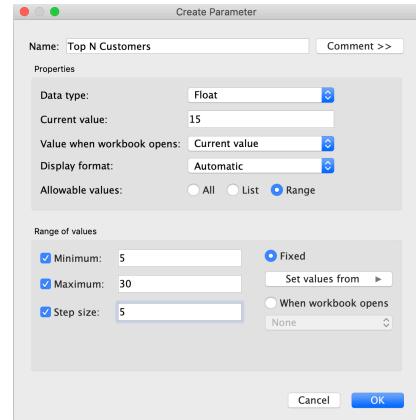
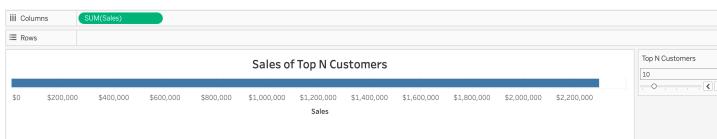


One sub-plot can be chosen as a filter by clicking the plot and choose the filter sign, for example, choose the first sub-plot as filter. Only one related west region sales/profit details will be shown after clicking the West in the first sub-plot.

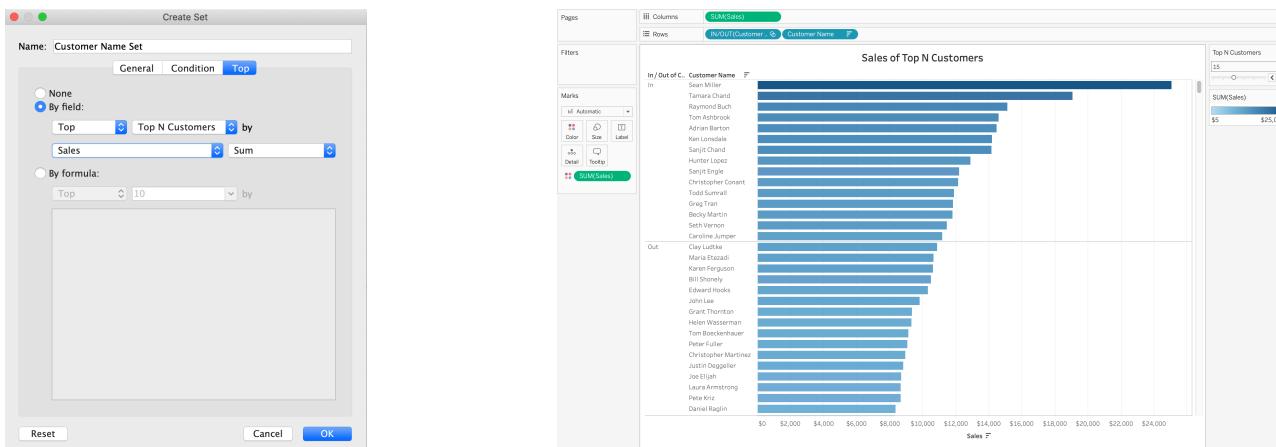


15.Sales of Top N customers - using parameter and set

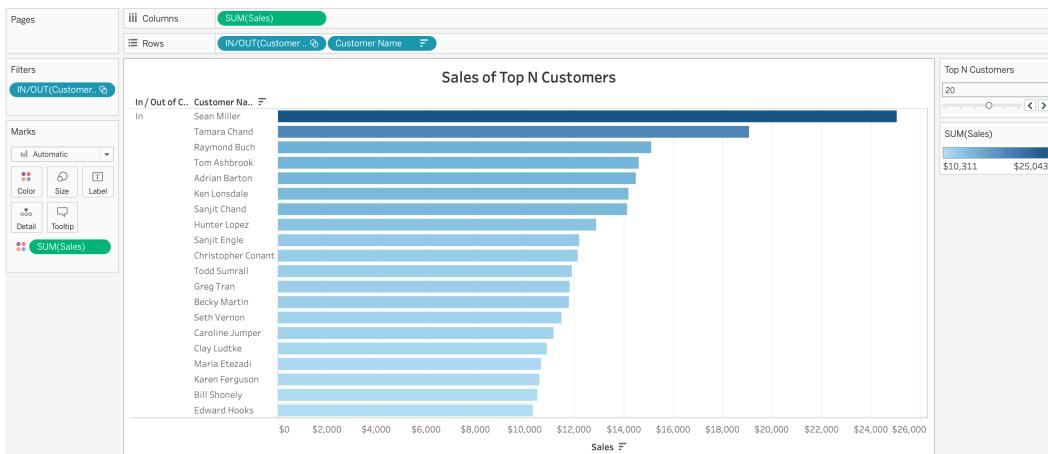
First of all, a parameter of Top N Customers can be created as below, top 15 customers is needed. Range can be chosen for the available values, like from 5 to 30 and each step is 5, then we can choose to check top 5, 10, 15 ... 30 customers by this parameter. Clicking show parameter, Top N Customers is showing at the top right corner. It can be changed by adding or subtracting by step.



A customer name set should be created for the Top N customers which is ranked by sum of sales. The In/Out(Customer name set) means within or outside of the customer set.

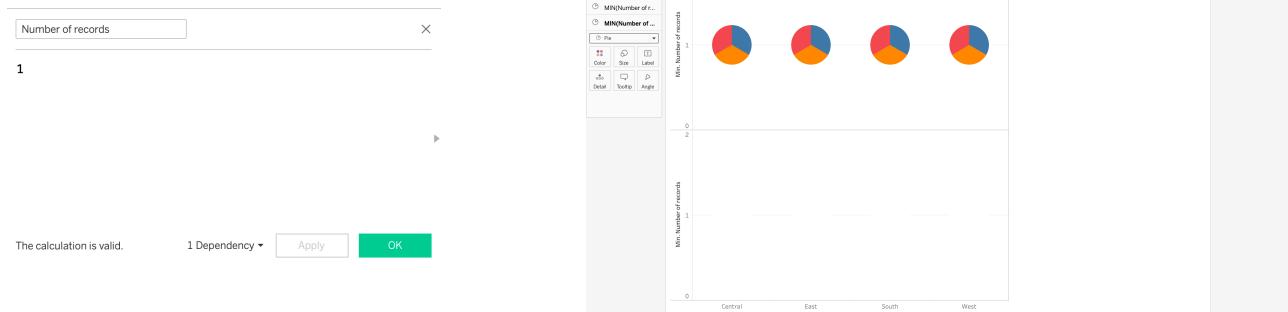


The top N customers outside of the customer set is not cared about, so it can be removed.

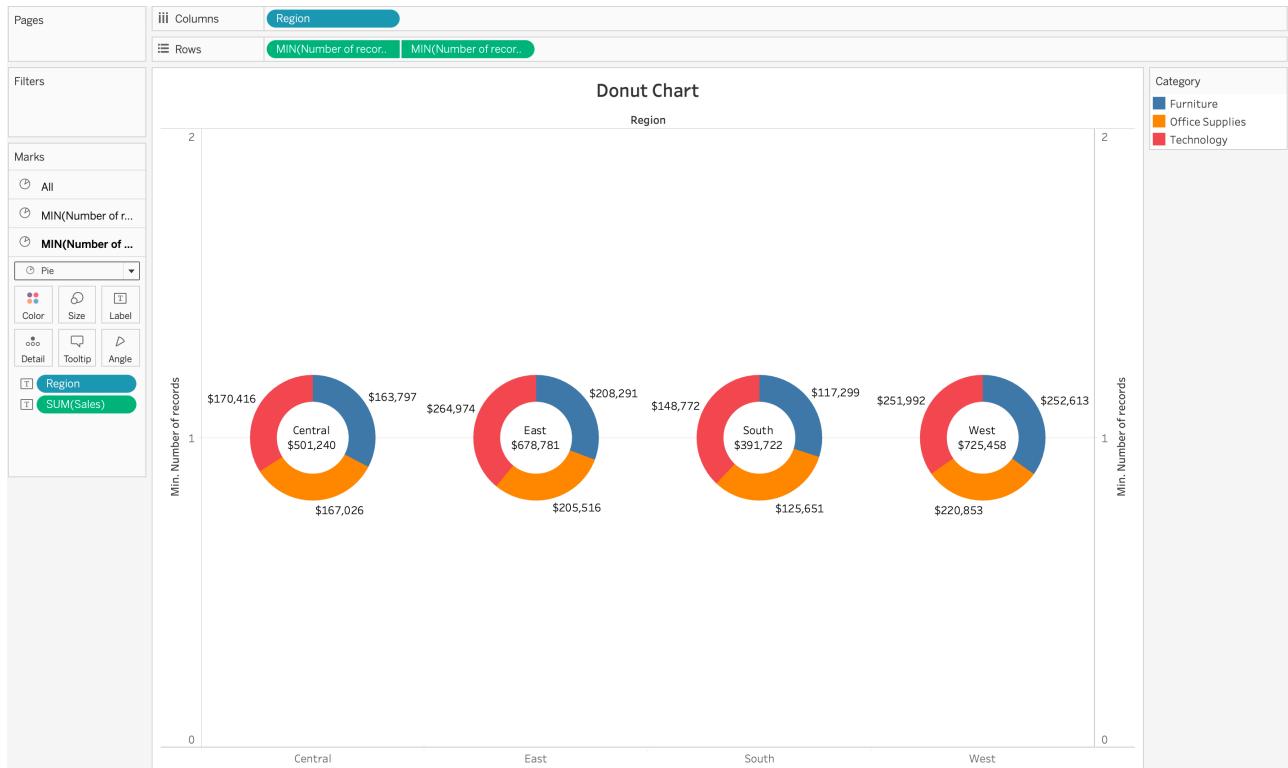


16. Donut Chart - using two pie charts

Create a new calculated field which is set as 1 for further use. Then chose region and sales and click pie chart at the same time, then drag region into columns and Number of Records into rows twice with measure type as minimum. The minimum number is still 1 since the number of records is constant 1. And drag category into colour mark of first one and mark the second one as white colour.

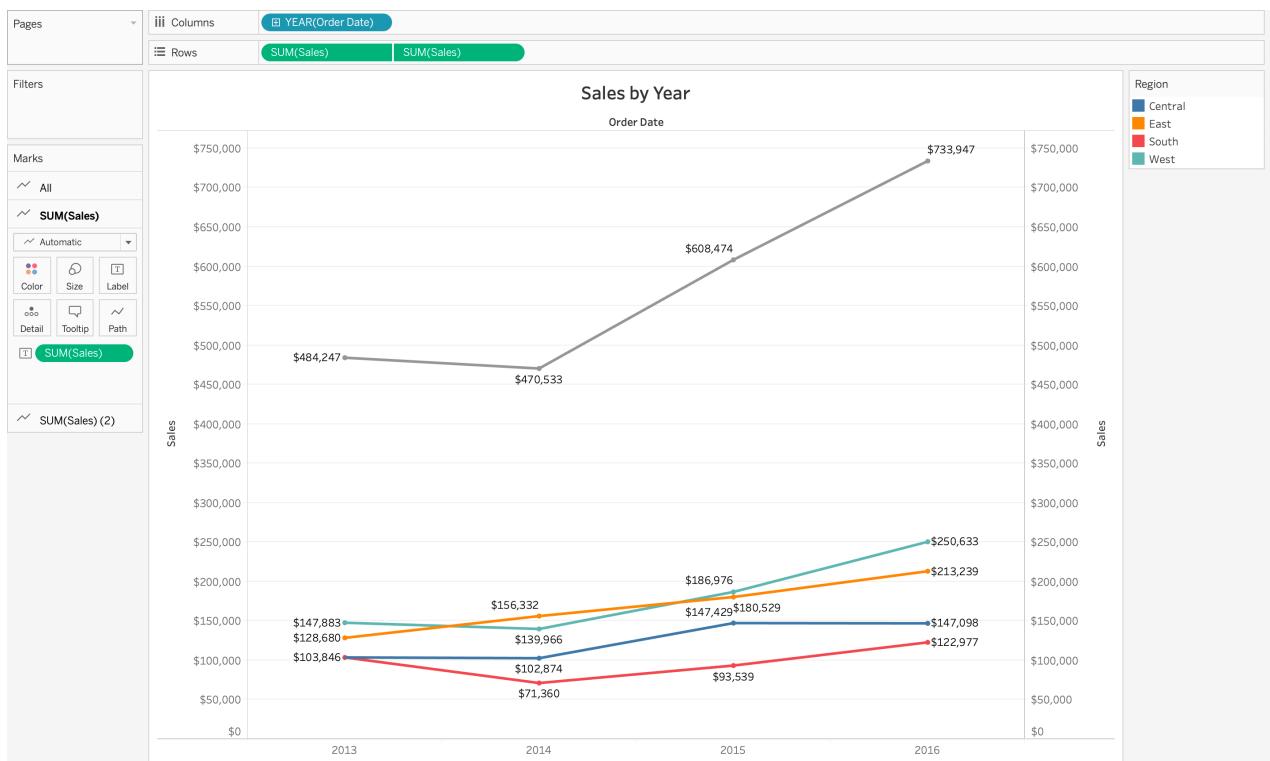


Adjust the size of the two rows of pie charts and using the Dual-Axis method to make a donut chart. Adjust the detailed info, put region and sum of sales with alignment in in middle of vertical in the second pie chart, and the donut chart is showing as below:

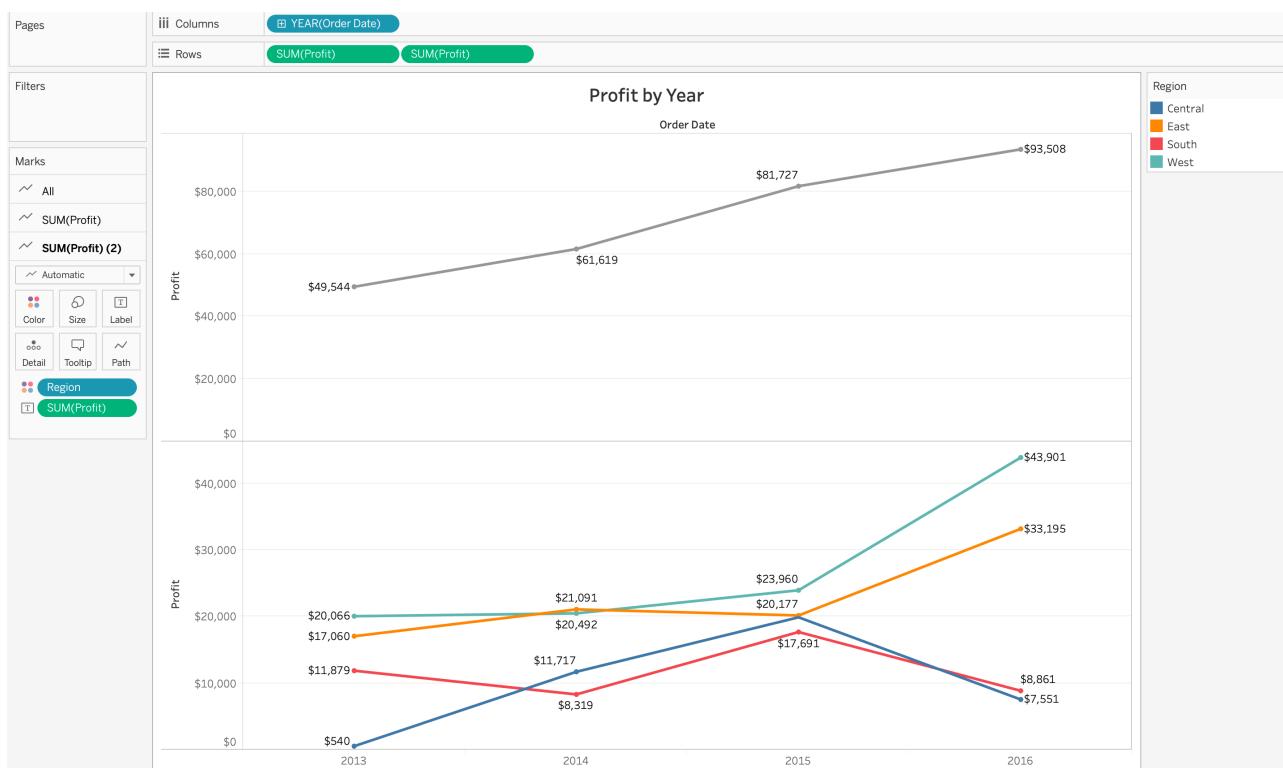


17. Sales/Profit by Year - Dual-Axis line chart

Create two line charts for the year sales and then use dual-axis. The first one is sum of the sales and the second is sales by region. It's important to synchronised axes to make sure they show the correct sales number.

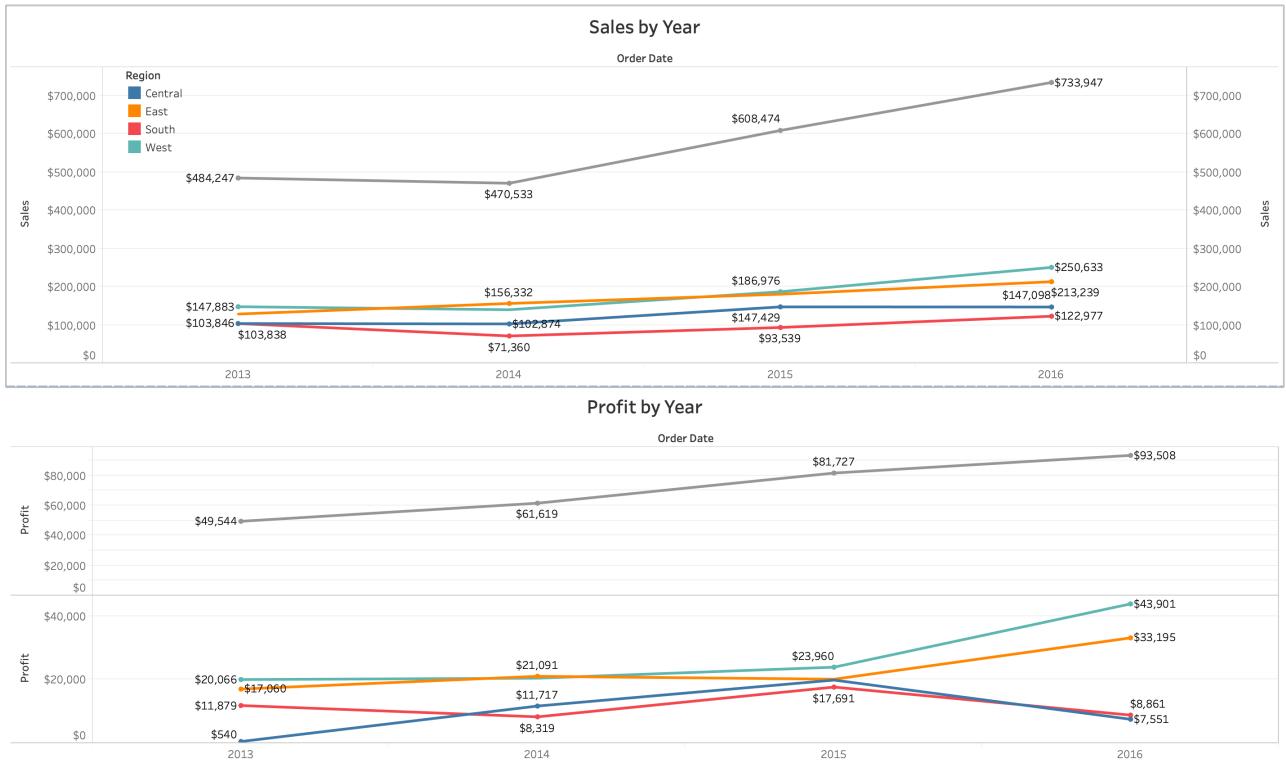


Duplicate the above worksheet and drag profit on sales to quick create profit by year.



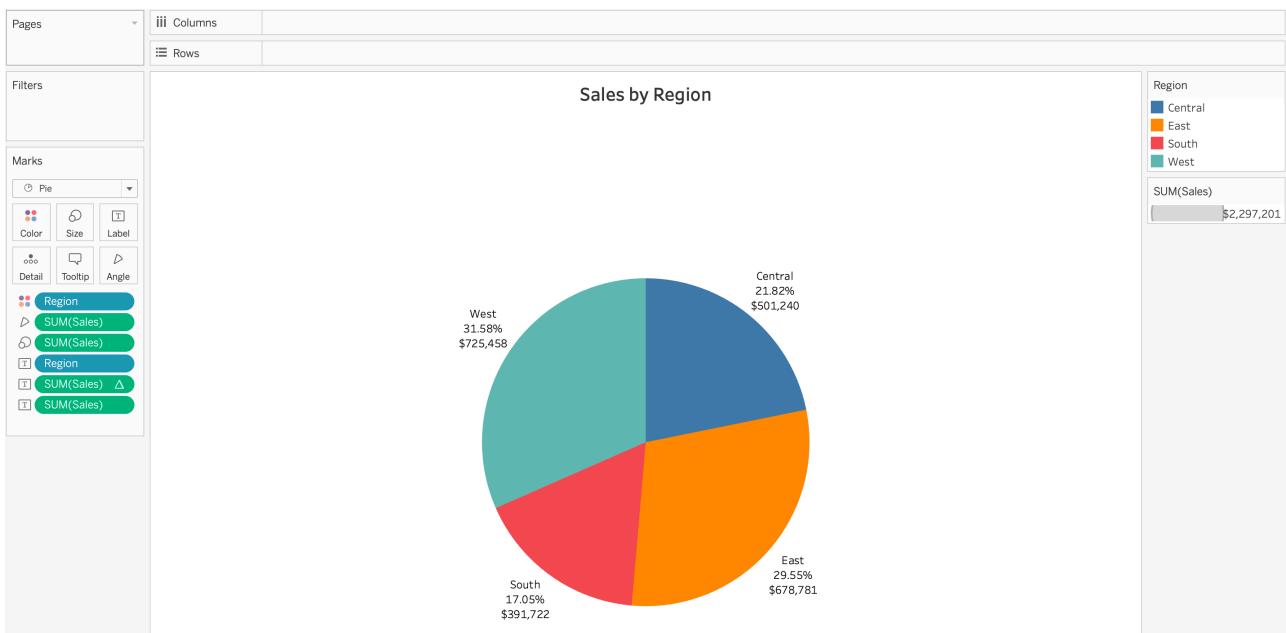
18. Sales/Profit by Year Dashboard

The dashboard for Sales/Profit by Year is as below, the legend can be moved and floating on the plot by choosing floating from the drop-down list.



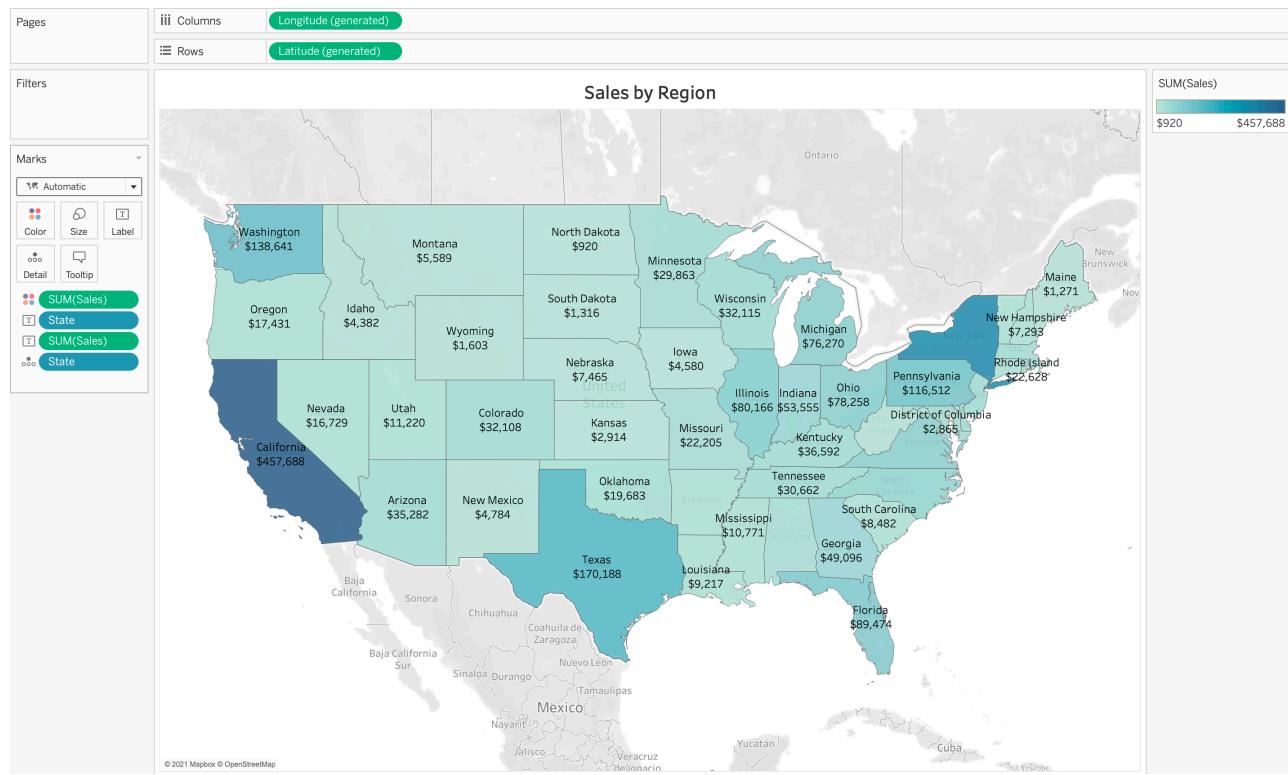
19. Sales by Region - Pie Chart

Choose quick table calculation to show the percentage of total sales from label mark.

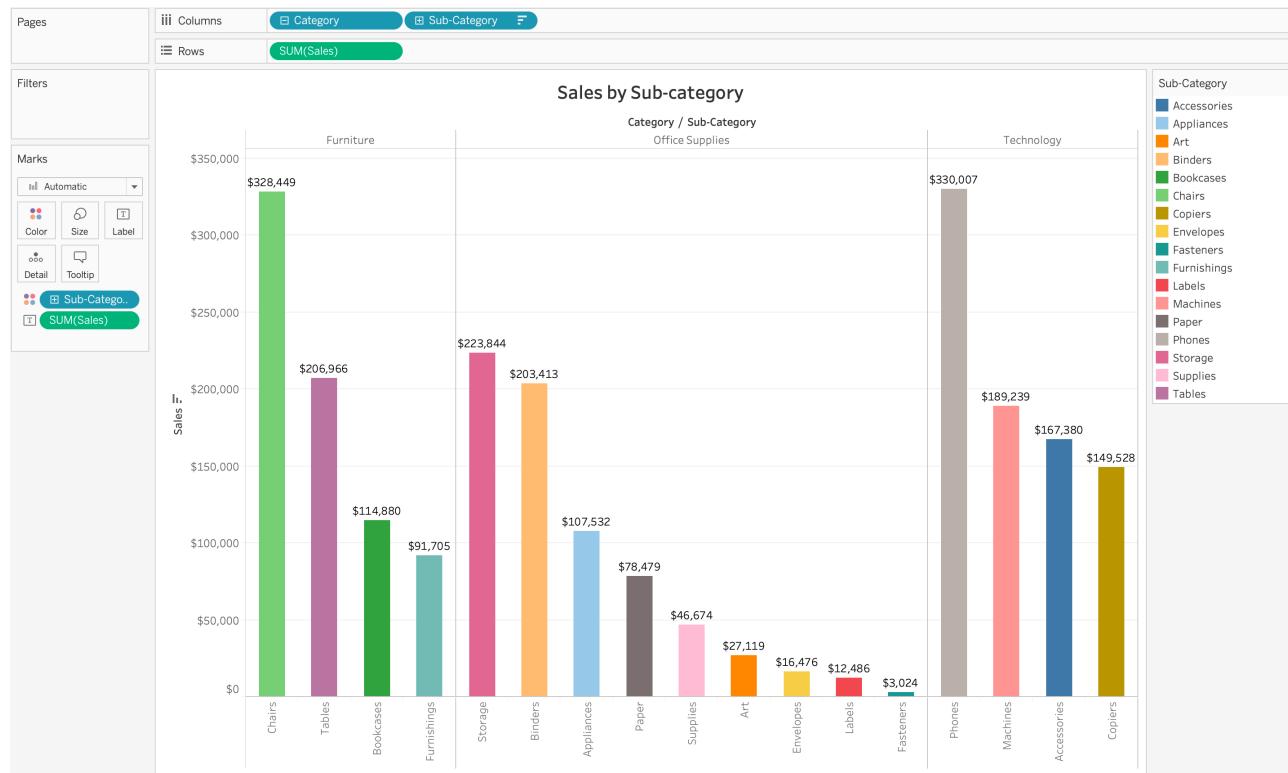


20. Sales by State - Geographic map II

The colour stands for the sum of sales once the sum of sales is dragged into colour mark.

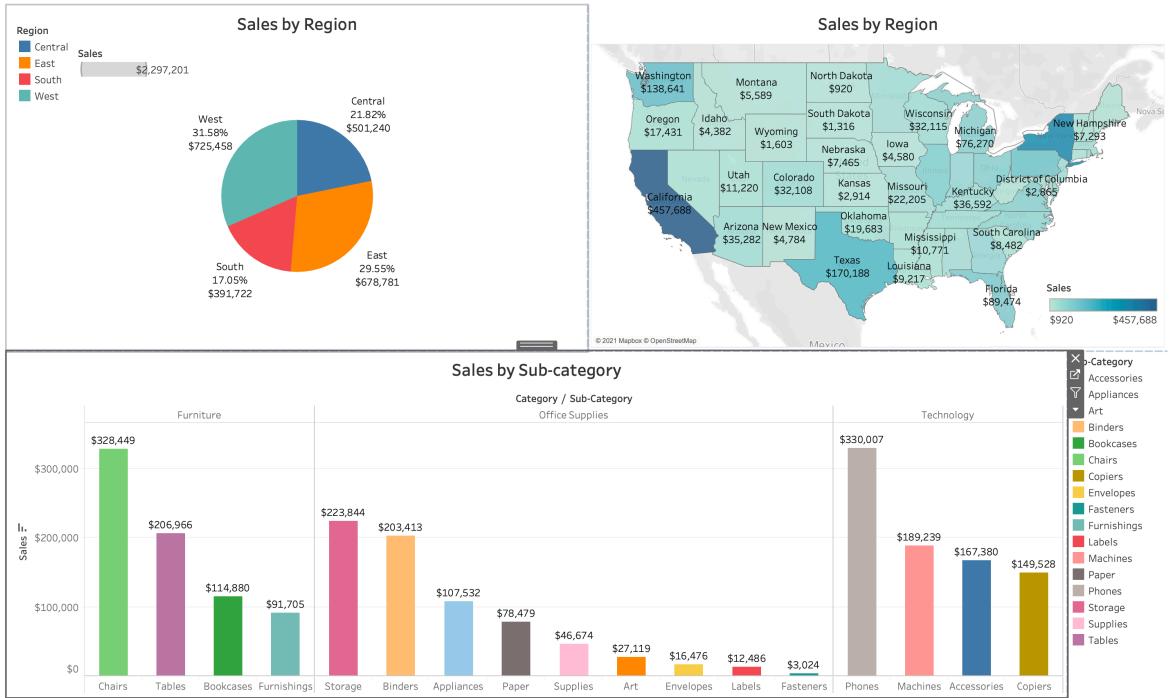


21. Sales by Sub-category



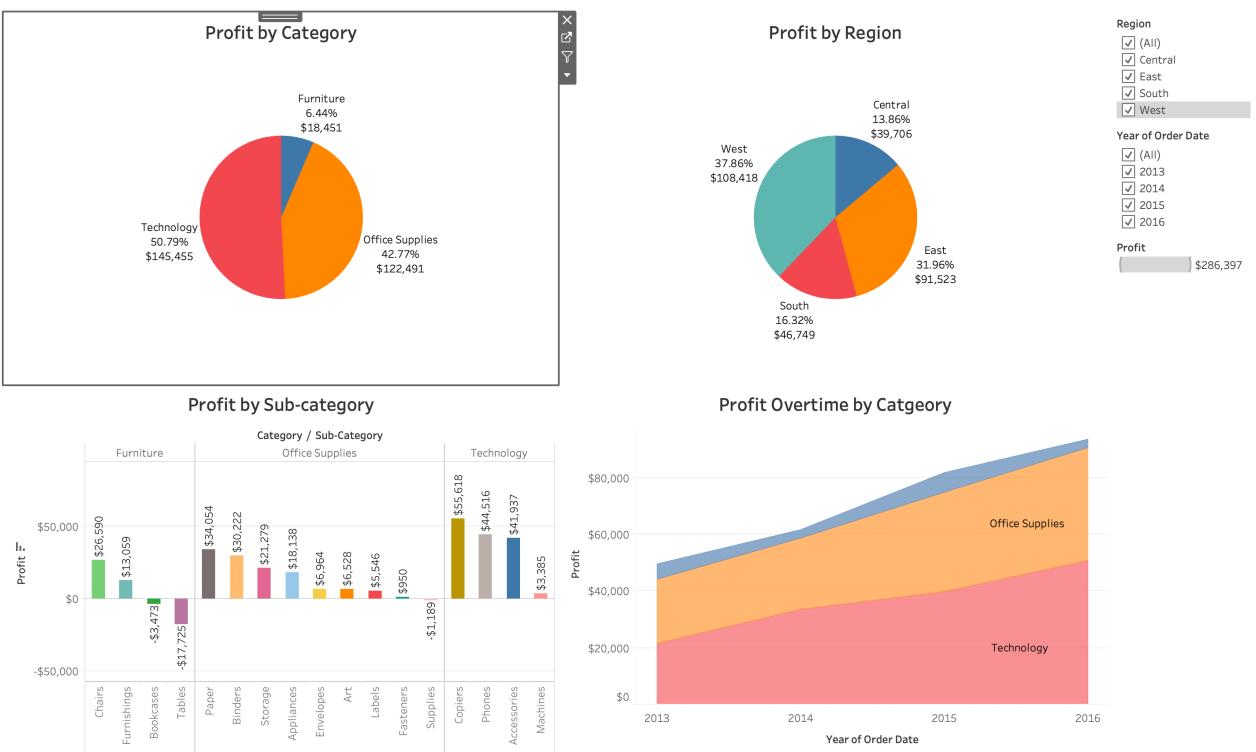
22. Sales Dashboard

By applying floating to move the legend to the proper location for each sub-plot.



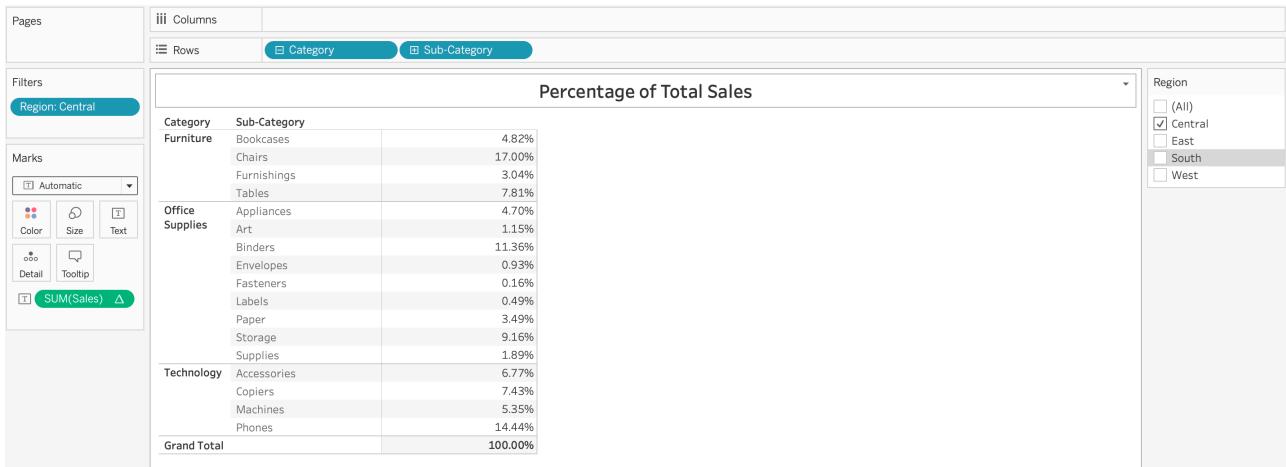
23. Profit Dashboard

Filter can be applied to all worksheet from drop-down list of the dashboard.



24. Percentage of Total Sales

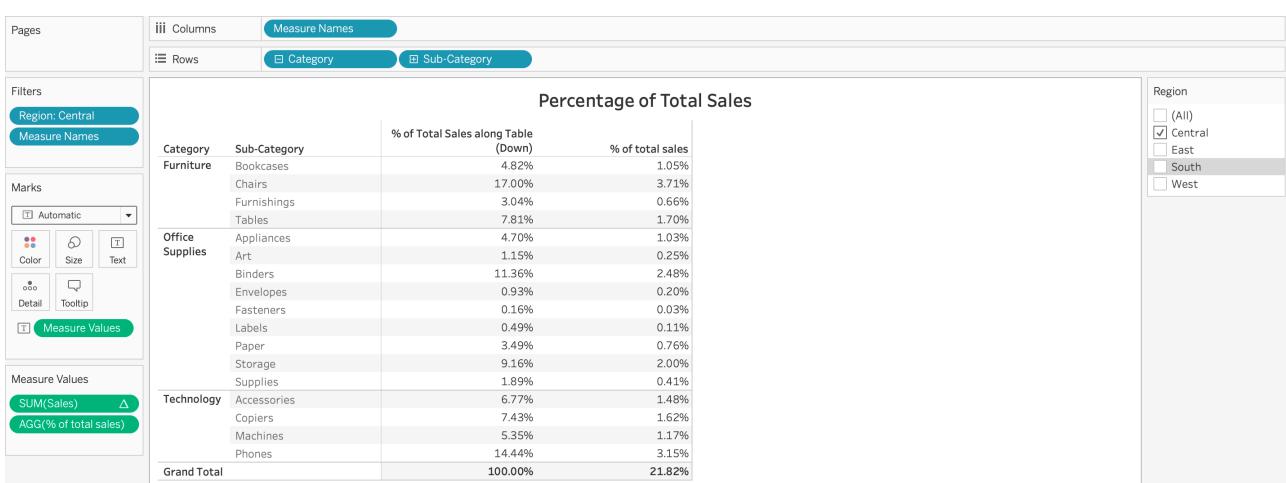
Create a text table of percentage of the total sales as below with region as filter. Show column grand total as 100% through Analysis in tool bar, this field will be always shown as 100% at the end of the column since the total base sales number changes when different region has been chosen in filter. Therefore, this filed is not reflecting the real percentage of total Sales of each region.



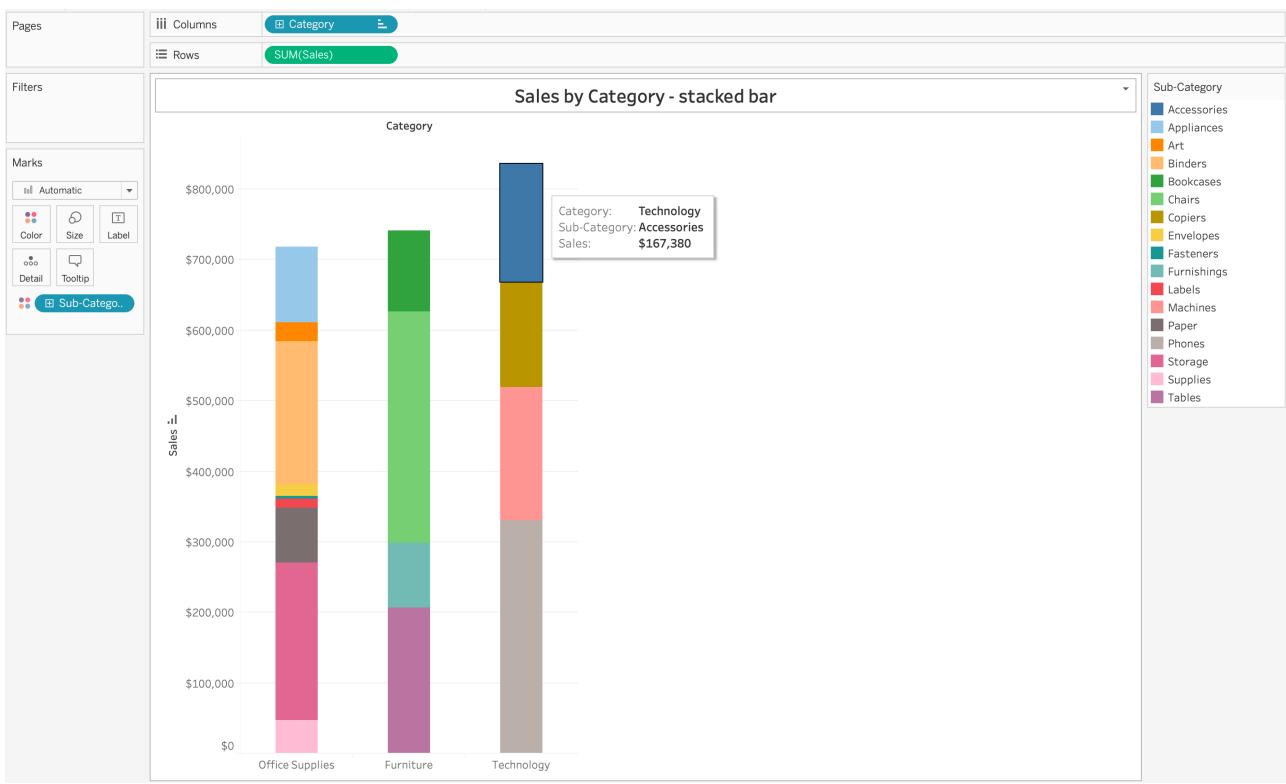
Create calculated field % of total sales as below shown and apply it.



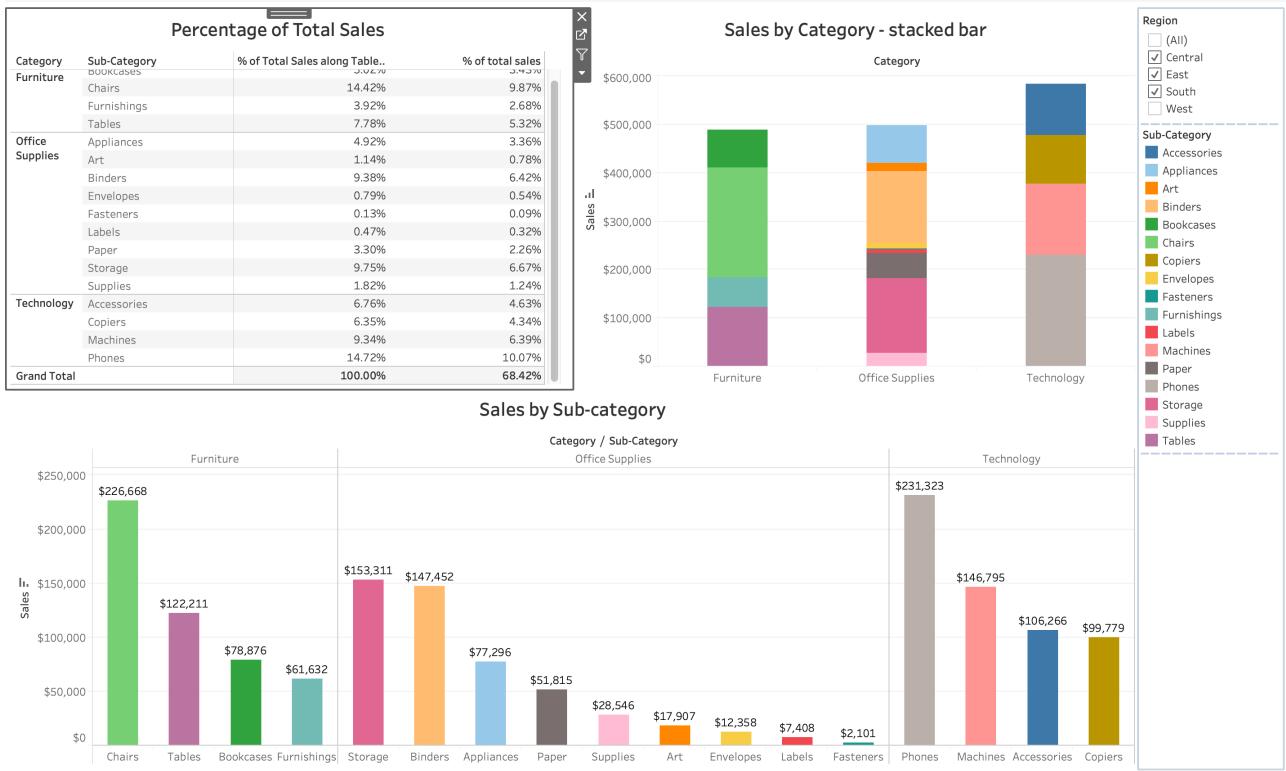
Now the real percentage of total sales of each region can be shown as below.



25. Sales by Category - Stacked Bar



26. Sales by Category Dashboard

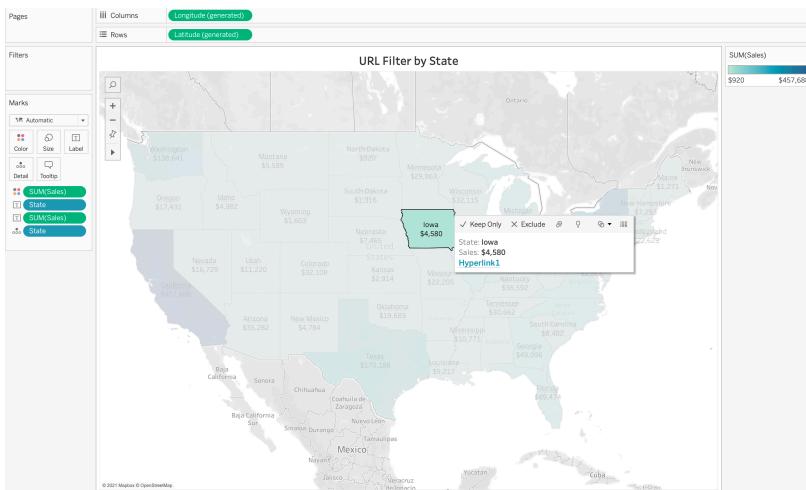
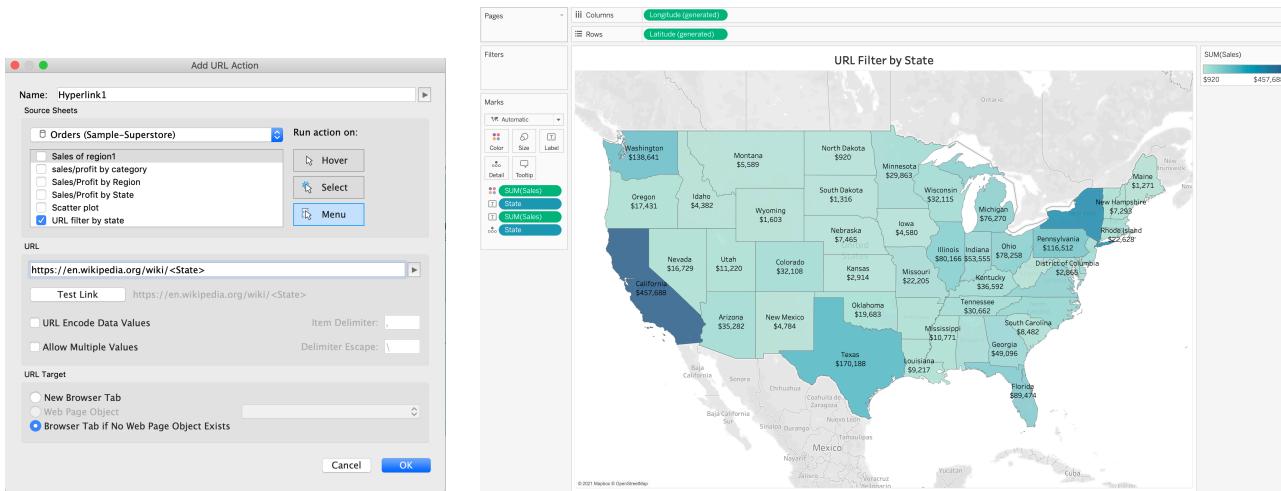


A highlight action can be added through add action in Dashboard of tool bar, choose the stacked bar as source sheet and sub-category bar as target sheet, then the same bar will be highlighted in target bar when the mouse is on one of the sub-category in stacked bar sheet as shown below.



27. URL Filter by State

Actions can also be added to work sheet, e.g. adding an URL action. Choosing this source sheet and assign to the URL of the wikipedia page and choose state field. A hyperlink is shown when clicking one of the state on the worksheet, and this hyperlink will go to the state introduction page on Wikipedia as below snapshots.



<https://en.wikipedia.org/wiki/Iowa>

The screenshot shows the Wikipedia article for 'Iowa'. The page includes the Wikipedia logo, a sidebar with links like 'Main page', 'Contents', and 'Tools', and a right sidebar with information about the state's flag, seal, nickname ('Hawkeye State'), motto ('Our liberties we prize and our rights we will maintain'), and anthem ('The Song of Iowa'). The main content area discusses the state's history, economy, and geography, mentioning its location in the Midwest, its capital Des Moines, and its status as the 26th most extensive state.

28. URL Action Applied to Dashboard

URL can also applied to Dashboard, similarly, add URL action for the worksheet and drag webpage object to the dashboard.

The dashboard displays a map titled "URL Filter by State" showing sales data for each US state. The states are color-coded by value, with a color scale from light green (\$1,120) to dark blue (\$457,688). The map includes state names and their corresponding sales values. Below the map is a Wikipedia page for "Nebraska".

| State | Sales |
|----------------------|-----------|
| Washington | \$138,641 |
| Oregon | \$17,431 |
| Idaho | \$4,382 |
| Montana | \$5,589 |
| Wyoming | \$1,603 |
| North Dakota | \$920 |
| South Dakota | \$1,316 |
| Nebraska | \$7,465 |
| Kansas | \$2,914 |
| Oklahoma | \$19,683 |
| Arizona | \$35,282 |
| Colorado | \$32,108 |
| Utah | \$11,220 |
| California | \$457,688 |
| New Mexico | \$4,784 |
| Mississippi | \$10,771 |
| Louisiana | \$9,217 |
| Texas | \$170,188 |
| Michigan | \$76,270 |
| Iowa | \$4,580 |
| Wisconsin | \$32,115 |
| Kentucky | \$36,592 |
| Missouri | \$22,205 |
| District of Columbia | \$2,865 |
| South Carolina | \$8,482 |
| Florida | \$89,474 |
| New Hampshire | \$7,293 |
| Nova Scotia | \$1,120 |

Nebraska
From Wikipedia, the free encyclopedia
This article is about the U.S. state. For other uses, see [Nebraska \(disambiguation\)](#).
Nebraska ([nebraskal](#)) is a state that lies both in the Great Plains and in the Midwestern United States. It is bordered by [South Dakota](#) to the north; [Iowa](#) to the east and [Missouri](#) to the southeast, both across the [Missouri River](#); [Kansas](#) to the south; [Colorado](#) to the southwest; and [Wyoming](#) to the west. It is the only [inlandlocked U.S. state](#). Indigenous peoples, including [Omaha](#), [Missouri](#), [Ponca](#), [Pawnee](#), [Otoe](#), and various branches of the [Lakota](#) (Sioux) tribes, lived in the region for thousands of years before European exploration. The state is crossed by many historic routes, including that of the [Lewis and Clark Expedition](#). Nebraska's area is just over 77,220 square miles (200,000 km²) with a population of 1.9 million. Its capital is [Lincoln](#), its largest city is [Omaha](#), which is on the [Mississippi River](#). Nebraska has administered the Union since 1867, two years after the end of the [American Civil War](#). The [Nebraska Legislature](#) is unlike any other American legislature in that it is unicameral and its members are elected without any official reference to political party affiliation.

Nebraska is composed of two major land regions: the [Dissected Till Plain](#) and the [Great Plains](#). The [Dissected Till Plain](#) region consists of gently rolling hills and contains the state's largest cities, [Omaha](#) and [Lincoln](#). The [Great Plains](#) region, occupying most of western Nebraska, is characterized by treeless prairie. Nebraska has two major climatic zones. The eastern half of the state has a [humid continental climate](#) (Köppen climate classification *Dfa*), a unique warmer subtype considered "warm-temperate" exists near the southern plains, which is analogous to that in Kansas and Oklahoma, which have a predominantly [humid subtropical climate](#). The western half of the state has a primarily [semi-arid climate](#) (Köppen *BSk*). The state has wide variations between winter and summer temperatures, variations that decrease moving south within the state. Violent [thunderstorms](#) and [tornadoes](#) occur primarily during spring and summer and sometimes in autumn. [Chinook wind](#) tends to warm the state significantly in the winter and early spring.

Coordinates: 41.5378°N 99.7951°W

Nebraska
State
State of Nebraska
Flag
Seal
Nickname(s): Cornhusker State
Motto(s): Equality before the law
Anthem: "Beautiful Nebraska"
Coordinates: 41.5378°N 99.7951°W

The bottom webpage can show the related specific webpage content when go to the hyperlink.

The dashboard displays a map titled "URL Filter by State" showing sales data for each US state. The states are color-coded by value, with a color scale from light green (\$1,120) to dark blue (\$457,688). The map includes state names and their corresponding sales values. Below the map is a Wikipedia page for "Texas".

| State | Sales |
|----------------------|-----------|
| Washington | \$138,641 |
| Oregon | \$17,431 |
| Idaho | \$4,382 |
| Montana | \$5,589 |
| Wyoming | \$1,603 |
| North Dakota | \$920 |
| South Dakota | \$1,316 |
| Nebraska | \$7,465 |
| Kansas | \$2,914 |
| Oklahoma | \$19,683 |
| Arizona | \$35,282 |
| Colorado | \$32,108 |
| Utah | \$11,220 |
| California | \$457,688 |
| New Mexico | \$4,784 |
| Mississippi | \$10,771 |
| Louisiana | \$9,217 |
| Texas | \$170,188 |
| Michigan | \$76,270 |
| Iowa | \$4,580 |
| Wisconsin | \$32,115 |
| Kentucky | \$36,592 |
| Missouri | \$22,205 |
| District of Columbia | \$2,865 |
| South Carolina | \$8,482 |
| Florida | \$89,474 |
| New Hampshire | \$7,293 |
| Nova Scotia | \$1,120 |

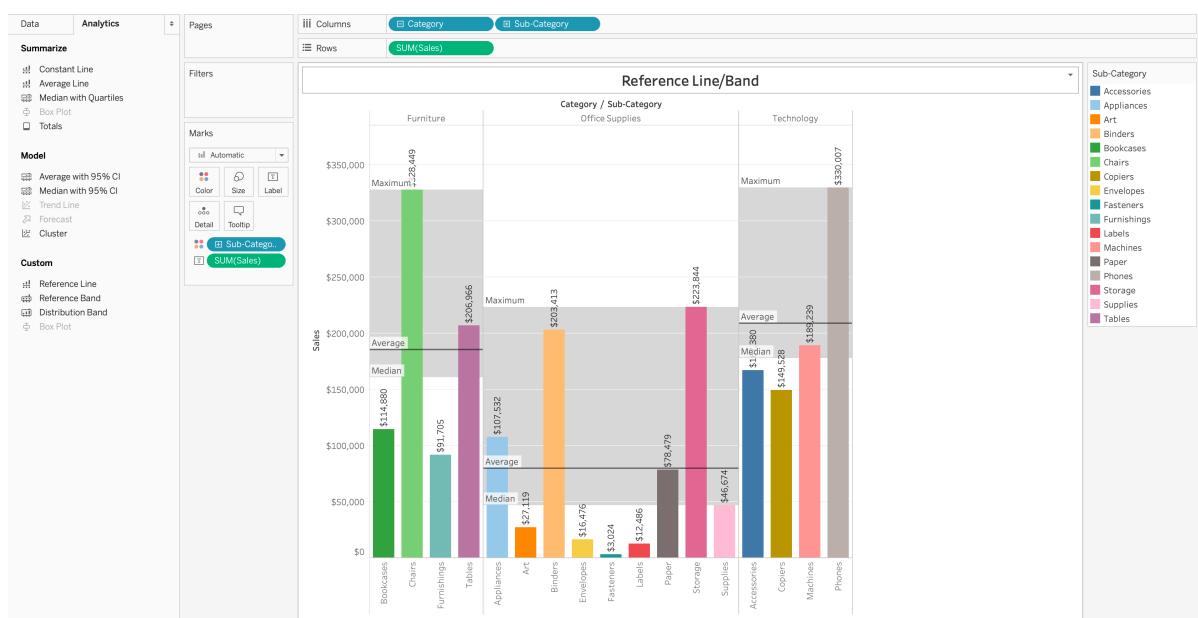
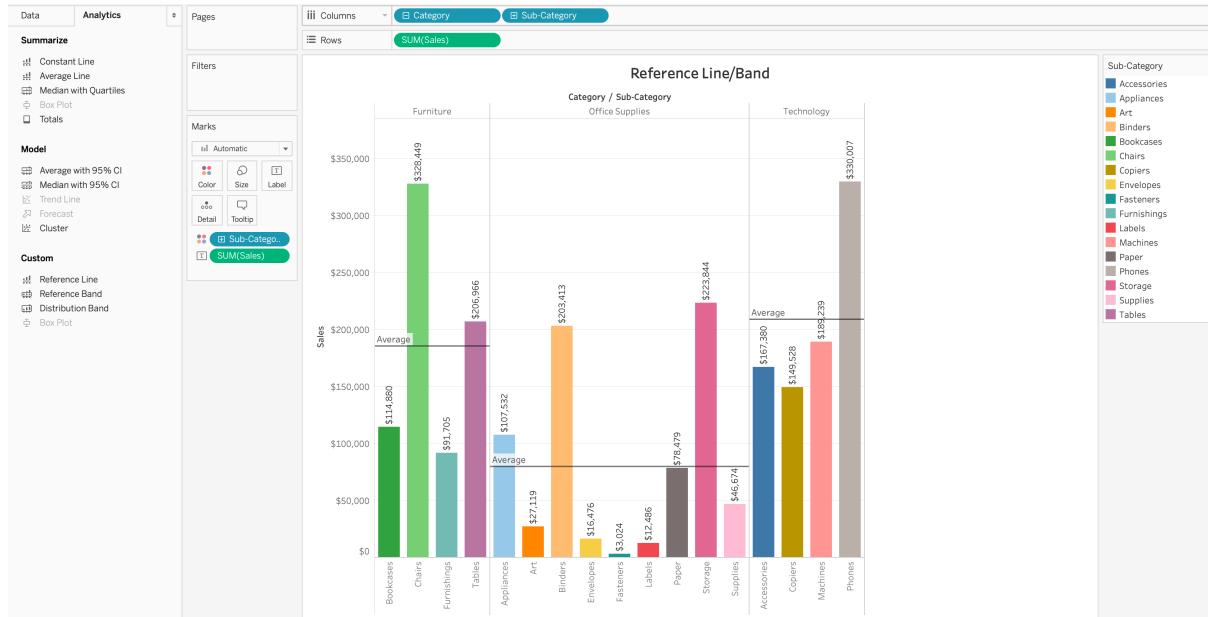
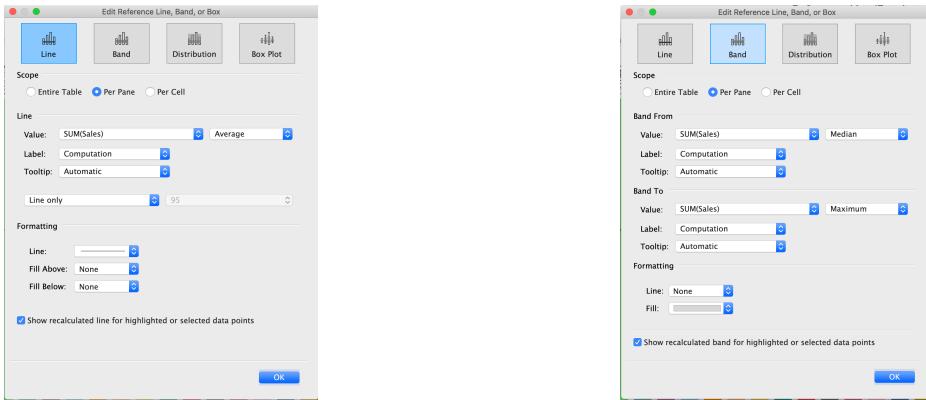
Texas
From Wikipedia, the free encyclopedia
This article is about the [State of Texas](#). For other uses, see [Texas \(disambiguation\)](#).
[Texas](#) ([Teksas](#), also [Spanish](#) [Texas](#) or [Teksas](#), pronounced [\[texəs\]](#) [[texəs](#)]) is a state in the South Central Region of the United States. It is the second largest state by both area (after Alaska) and population (after California). Texas shares borders with the states of Louisiana to the east, Arkansas to the northeast, Oklahoma to the north, New Mexico to the west, and the Mexican states of Chihuahua, Coahuila, Nuevo León, and Tamaulipas to the south and southwest, and has a coastline with the Gulf of Mexico to the southwest. Houston is the most populous city in Texas and the fourth largest in the U.S., while San Antonio is the second-most populous in the state and seventh largest in the U.S. Dallas–Fort Worth and Greater Houston are the fourth and fifth largest metropolitan statistical areas in the country, respectively. Other major cities include Austin, the second-most populous state capital in the U.S., and El Paso. Texas is nicknamed the "Lone Star State" for its former status as an independent republic, and as a reminder of the state's struggle for independence from Mexico. The "Lone Star" can be found on the Texas state flag and on the Texas state seal.^[10] The origin of Texas's name is from the word *dayu*, which means "friends" in the Caddo language.^[11] Due to its size and geologic features such as the [Balcones Fault](#), Texas contains diverse landscapes common to both the U.S. Southern and the [Southwestern regions](#).^[12] Although Texas is popularly associated with the U.S. southwestern deserts, less than ten percent of Texas's land area is desert.^[13] Most of the population centers are in areas of former prairie, grasslands, forests, and the coastline. Traveling from east to west, one can observe terrain that ranges from coastal swamps and piney woods, to rolling plains and rugged hills, and finally the desert and mountains of the West Bend.

The term "[six flags over Texas](#)" refers to several nations that have ruled over the territory. Spain was the first European country to claim and control the area.

Texas
State
State of Texas
Flag
Seal
Nickname(s): The Lone Star State
Motto(s): Friendship
Anthem: "Texas, Our Texas"

29. Reference Line/Band

Reference Line/Band can be added from left bar Analytics tag to help do some simple analytics.



30. Number of Orders per Customer

It used to check the unique order number of each customer. It shows the total order number for each customer as right snapshot.

Number of orders per customer

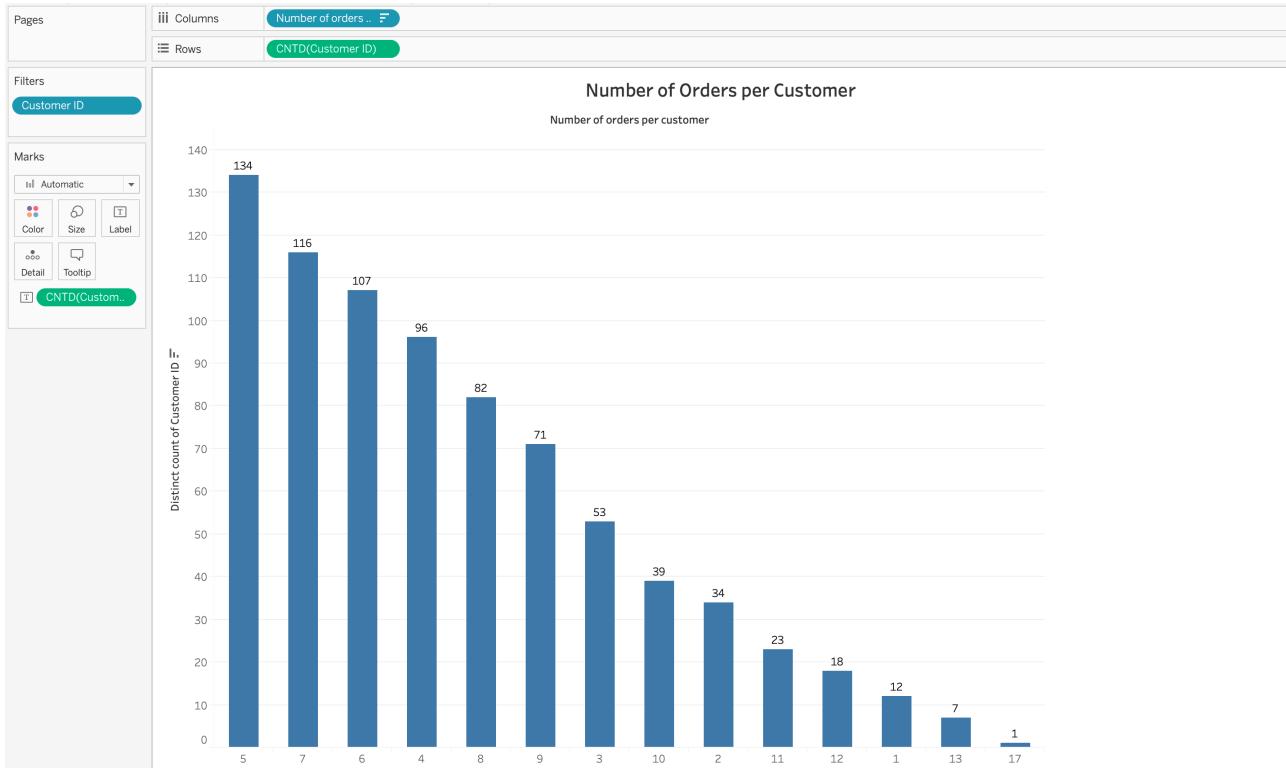
```
{ FIXED [Customer ID]:COUNTD([Order ID])}
```

The calculation is valid.

Apply OK

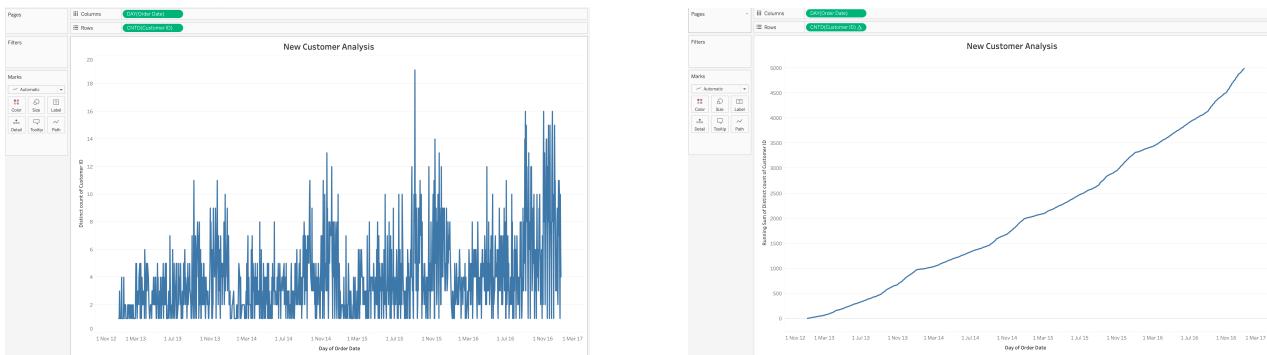
| Customer ID | Order ID | Product Name |
|-------------|----------------|---------------------------------|
| AA-10315 | CA-2011-128055 | Fellowes Advanced Comp... |
| | CA-2011-138100 | GBC Donaldson 200 Manual... |
| | CA-2012-121391 | Easy-staple paper... |
| | CA-2013-123982 | Master Caster Door Stop,... |
| | CA-2013-147039 | Tennex Personal Project Fil... |
| | CA-2014-147029 | Acco Banker's Clasps, 5.7/... |
| | CA-2014-147029 | High Speed Automatic Ele... |
| | CA-2014-147029 | Polymerite 850 Series Ring... |
| | CA-2014-147029 | Verbatim 75 GB 6 Blu-ray... |
| | CA-2014-147029 | Avery Binding System Hid... |
| | CA-2014-147029 | Belkin 325VA UPS Surge P... |
| | CA-2014-147029 | Avery Premier Heavy-Dut... |
| | CA-2011-138069 | ACCO/HIDE Binder by Acco |
| | CA-2012-109939 | Newell 321... |
| | CA-2012-145492 | Post-it Super Sticky File Boxes |
| | CA-2012-140921 | Colordge Poster Hangers |
| | CA-2013-126613 | Kensington Slimblade Net... |
| | CA-2013-131061 | Starlitte Officeware Hinge... |
| | CA-2014-100230 | ACCO/HIDE 3-Ring Binder,... |
| | CA-2014-100230 | Logitech G400s Edge Key... |
| | CA-2014-100230 | Xerox A200 Series MultiU... |
| | CA-2013-121671 | Clear Mylar Reinforcing S... |
| | CA-2013-121671 | Dovey Answer Skin Super... |
| | US-2014-169480 | Xerox 500... |
| | CA-2011-155271 | Avoid Verbal Orders Carb... |
| | CA-2013-114601 | Xerox 191... |
| | CA-2011-155271 | DAX Wood Document Fra... |
| | CA-2013-114601 | ClearSounds CSC500 Amp... |
| | CA-2013-114601 | Hon 4060 Series Tables |
| | CA-2013-114601 | NETGEAR ACL750 Dual Ba... |
| | CA-2013-114601 | Newell 321... |
| | CA-2013-114601 | Xerox 1980 |
| | CA-2013-114601 | Carbo 42" x 23 3/4" W.M... |
| | CA-2013-114601 | Rediform Wirebound "Ph... |
| | CA-2013-114601 | Strathmore Photo Frame ... |

Drag Number of orders per customers into column and change it into dimension and discrete, then drag customer ID into rows and change the measure as count distinct. Then the below bar chart shows the the total number of distinct customer ID for each order number category, e.g. there are totally 116 distinct customer ID in the source data who has totally 7 orders.

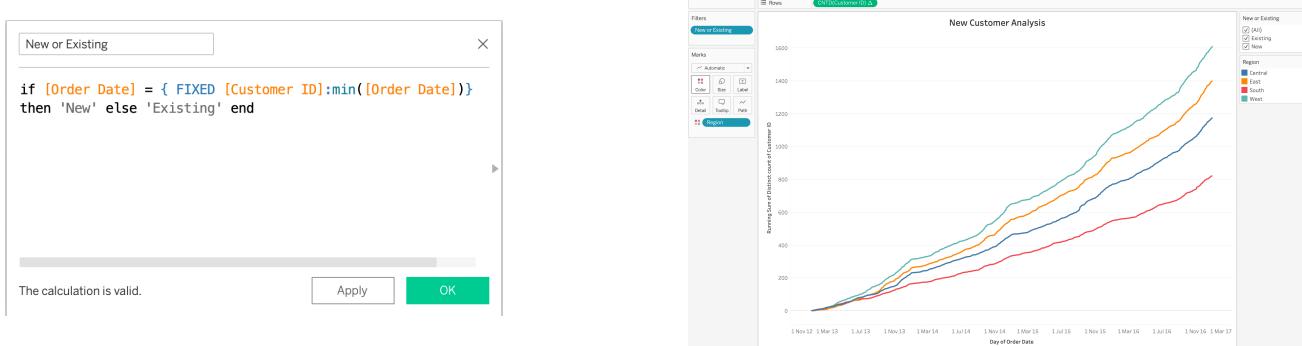


31. New Customer Analysis

Use continuous type order date on day level as column and the distinct number of customer ID as rows, the below plot shows the distinct customers on daily basis. However, this plot is not easy to read and understand, choose quick table calculation and running total from the drop-down list of CNTD(Customer ID), the plot changes into a line chart which has an increasing trend as right plot.



Create a new calculated field to define if the customer is a new or existing customer, apply it as a filter.



From the plots, from 2014 very limited new customers added on a daily basis for the company though the total number of customer seems increasing, therefore, new customers should be attracted in the future.