**Lesson 04 Demo 1**

**Using Measure names and Measure values**

**Business Scenario**:

A multinational retail chain is planning to launch its retail store. The chairman needs to analyze products currently being sold by the company. He should be able to quickly filter the data to examine various aspects of Product sales. Create a highlight table with the year, subcategory, and all the measures. Answer the following questions:

* What is the overall sales of the East region a couple of years back? (**Note**: Add a filter for the East region and add subtotals)
* What is the aggregated profit ratio for Binders four years back in the Central region?

(**Note**: Add a filter for the Central region).

**Overview:**

* Create a highlight table with year, subcategory, and all the measures
* Enable color legends per measure
* Apply a quick filter on measure names

The result should resemble the image given below:



**Detailed Instructions:**

1. Open **Tableau 10.x** (You can go to Start Menu -> All Programs -> Tableau 2021.4)

Chart

Description automatically generated with medium confidence

1. From the home page, connect to the saved **Sample - Superstore** dataset

Graphical user interface, text

Description automatically generated

1. From Dimensions, drag **Order Date** and **Sub-Category** to the **Rows** shelf

Graphical user interface, text, application

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1. From Dimensions, drag **Measure Names** to the **Columns** shelf

Graphical user interface, text, application

Description automatically generated

1. From Measures, drag **Measure Values** to **Text** shelf and **Color** Shelf in Marks card

Graphical user interface, application, table

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1. To convert the view to a Highlight Table, change the **Marks** type to **Square**

Graphical user interface, application, table

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1. To enable the filter, right-click on the **Measure Names** field in the **Columns** shelf and select **Show Filter**

Graphical user interface, application, table

Description automatically generated

**Note**: The Show Filter option shows the following window.

Graphical user interface, application

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1. Uncheck **Count of Orders** and **Discount** in the show filter control

Graphical user interface, application

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1. To add **Profit Ratio**, go to the **Analysis** pane and select **Create Calculated Field**

Graphical user interface, application, table

Description automatically generated

1. In the **Calculated Field** window, in the Name box, write **Profit Ratio,** and in the **Formula box**, type **SUM([Profit])/SUM([Sales])**

Graphical user interface, application

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1. Click **OK**

Graphical user interface, application

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1. Drag **Profit Ratio** to **Measure Values** under **SUM(Profit)**

Graphical user interface, application, table

Description automatically generated

1. Click on **AGG(Profit Ratio)** in **Measure Values** and select **Format**

Graphical user interface, application, table

Description automatically generated

1. In the **Pane** window, under **Default,** click on the drop-down of **Numbers,** select **Percentage,** and decrease the **Decimal** places to 0

Graphical user interface, application, table

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1. In **Measure values,** click on **SUM(Profit)** and select **Format**

Graphical user interface, application

Description automatically generated

1. In the **Pane** window, under **Default**, click on **Numbers** drop-down, select **Currency (Standard)** drop-down, and change it to **English (United States)**

Graphical user interface, application, table

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1. Select **Currency(Custom)** and decrease the **Decimal value** to 0

Graphical user interface, application

Description automatically generated

1. In **Measure Values,** click on **SUM(Sales)** and select **Format**

Graphical user interface, application

Description automatically generated

1. In the **Pane** window, under **Default**, click on **Numbers** drop-down, select **Currency (Standard)** drop-down, and change it to **English (United States)**

Graphical user interface, table

Description automatically generated

1. Select **Currency (Custom)** and decrease the **Decimal** value to 0

Graphical user interface, application

Description automatically generated

1. To enable color legends per measure, right-click on **Measure Values** in the **Color** shelf and select **Use Separate Legends**

Graphical user interface, application, table

Description automatically generated

**Note**: The Color Legends are enabled.

Graphical user interface, application, table

Description automatically generated

1. Rename the worksheet as **Subcategory Analysis**

Graphical user interface, application

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**Note**: Keepthe workbook open for the next exercise.

**Answers:**

Based on the view, these are the answers to the questions in the problem statement:

* + What is the overall sales of the East region in2014?

Answer: **$128,680**

* + What is the aggregated profit ratio for Binders in 2016 in the Central region?

Answer: **21%**