# Business Questions to Answer with Tableau

AdventureWorksDW2017: Reseller Sales

Use the SQL Server database AdventureWorksDW2017 and use the views created with SQL scripts.

## The business queries that need to be answered by using Tableau to create visualizations (including tabular) and dashboard(s):

* Product Contribution of Sales 2
* Comparison of Yearly Sales 2
* Sales Trends & Forecast by Month 2
* Sales Promotions & Discounts 4
* Product Sales by Geo 1
* Product Profits by Sales Territory 1
* Top Sales People (3)
* Top Resellers (Stores) 3
* Geo Contribution to Sales 1
* Any sales people attributes correlated to their sales (3)
* Any reseller attributes correlated to their sales 3

## Key business questions to answer:

* What products and product subcategories are not profitable overall and for specific years? 2
* What countries and states/provinces are not profitable overall and for specific years? 1
* What reseller business types and resellers are not profitable overall and for specific years? 3
* What promotions sell products for a loss overall and for specific years? 4

## Background: (we have discussed in previous assignments and workshops)

Resellers are businesses that resell AdventureWorks products

Resellers have employees who are salespeople

Dimensional Hierarchies:

* Product (Category, Subcategory& Product)
* ResellerBusiness (business type, reseller name)
* Geography related to resellers’ location
* Date related to orders, shipments or due dates

Profit = SalesAmount - TotalProductCosts

## Reseller questions to be answered (use tabular reports):

* What are the sales, discount amounts, product costs, profit, quantity ordered, number of orders & average order size (sales amount) for reseller sales by Product Hierarchy (Category, Subcategory, Model & Product) and ranked by sales? 2
* What are the sales, discount amounts, product costs, profit, quantity ordered, number of orders & average order size (sales amount) for reseller sales reseller hierarchy (business type, reseller name)? 3
* What are the sales, discount amounts, product costs, profit, quantity ordered, number of orders & average order size (sales amount) for reseller sales by Geo Hierarchy(Country, State & City)? 1
* What are the sales, discount amounts, product costs, profit, quantity ordered, number of orders & average order size (sales amount) for reseller sales by Promotion Hierarchy(Category, Type, Name)? 4

## Create the following Reseller Visualizations

* What are the sales amount vs profit by month & year? 2
* **Rank product sales amount within each Subcategory 2**
* **Provide contribution analysis with sales amount and product hierarchy 2**
* **Top10 product subcategories by sales amount for bikes category 2**
* Rank city sales amount within each state & country 1
* Provide contribution analysis to sales amount by geo hierarchy 1
* **Top 10 cities by sales amount 1**
* Map sales by city 1
* **Ranke the sales of salespeople (employees) (3)**
* What are the sales amount and profit of resellers based on a years open (use a bin size of 10 years) 3

## Reseller Dashboards

Create dashboards with previously built tabular reports and visualizations and Enable filters for:

* Geosales
* Product sales
* Resellersales
* Promotions sales

# Deliverables

Answer the questions by creating tabular reports, visualizations and dashboard using Tableau

Save and upload Tableau Workbook package filw

Create a PowerPoint presentation with a screenshot of each tabular report, visualization and dashboard on a slide and then upload that presentation