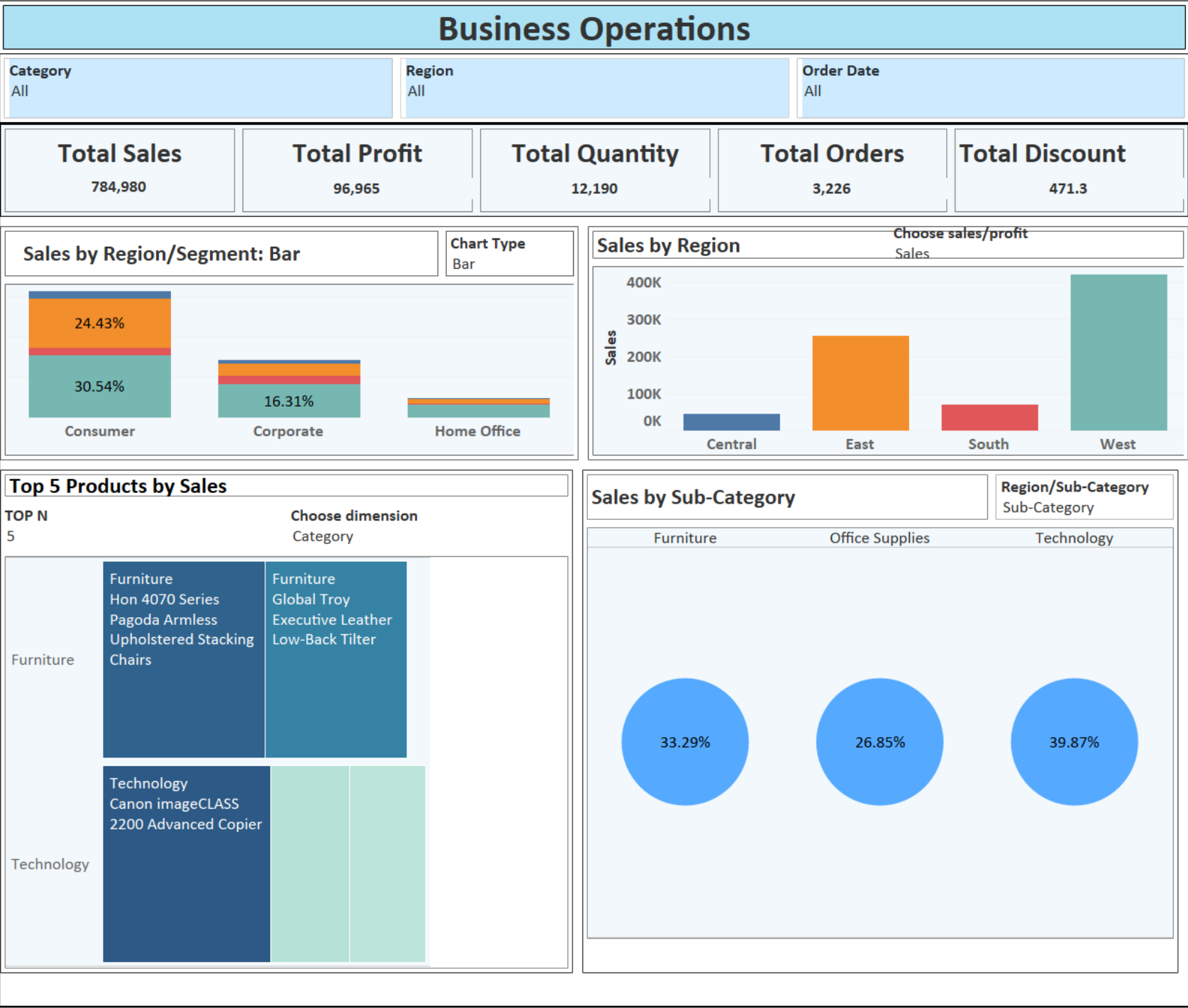


Tableau_training_workbook

File created on: 7/21/2025 9:47:04 PM



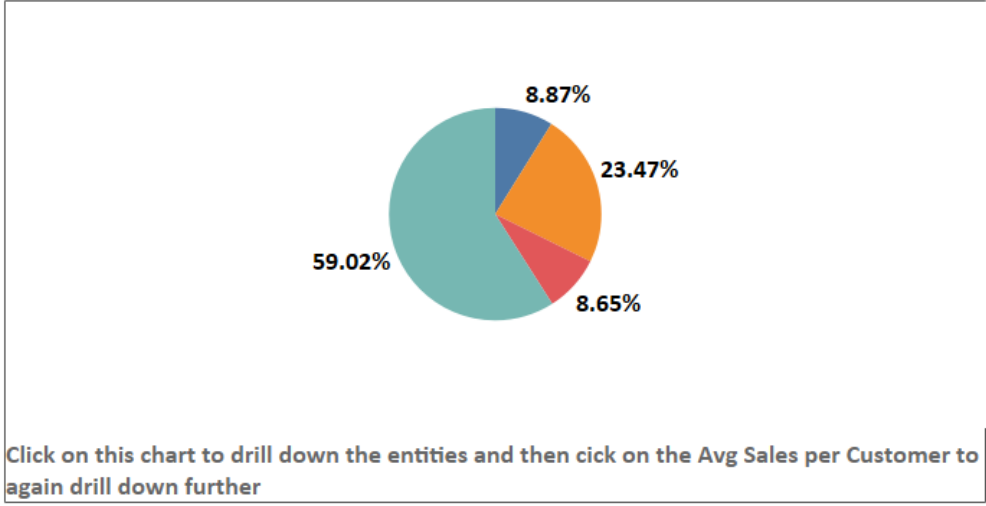
Customer KPIs

Total Customers
3,226

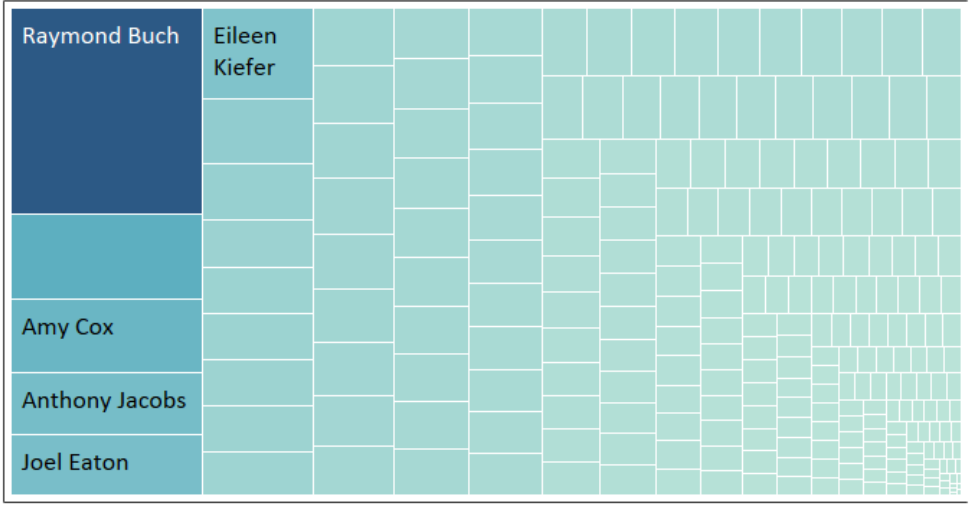
Order Date
All

Category
All

Customer Distribution by Region



Average Sales per Customer



Customer Detailed Summary

| Customer ID | Customer Name | Sales | Quantity | Count of Orders | Order Date | C |
|-------------|----------------------|----------|----------|-----------------|------------|---|
| AA-10645 | Anna Andreadi | 12.96 | 2 | 1 | 11/5/2024 | C |
| AB-10105 | Adrian Barton | 123.22 | 24 | 8 | 9/19/2024 | C |
| | | 2,246.02 | 16 | 8 | 9/19/2024 | T |
| AB-10255 | Alejandro Ballentine | 17.05 | 5 | 1 | 10/23/2023 | C |
| AC-10450 | Amy Cox | 1,665.62 | 2 | 1 | 12/19/2024 | C |
| | | | | | | |

Customer Retention

| | 2021 | 2022 | 2023 | 2024 |
|------|------|------|------|------|
| 2021 | 51 | 2 | 3 | 9 |
| 2022 | | 58 | 11 | 4 |
| 2023 | | | 58 | 7 |
| 2024 | | | | 80 |

Shipping & Delivery

Total Orders

3,226

Ship/Segment

Ship

Ship Mode

All

Order Date

All

Orders by Ship



Select the entity you want to filter on from the parameter above and then click on this chart to drill down further. You can also click on the Order by Region to sort further

Orders by Region

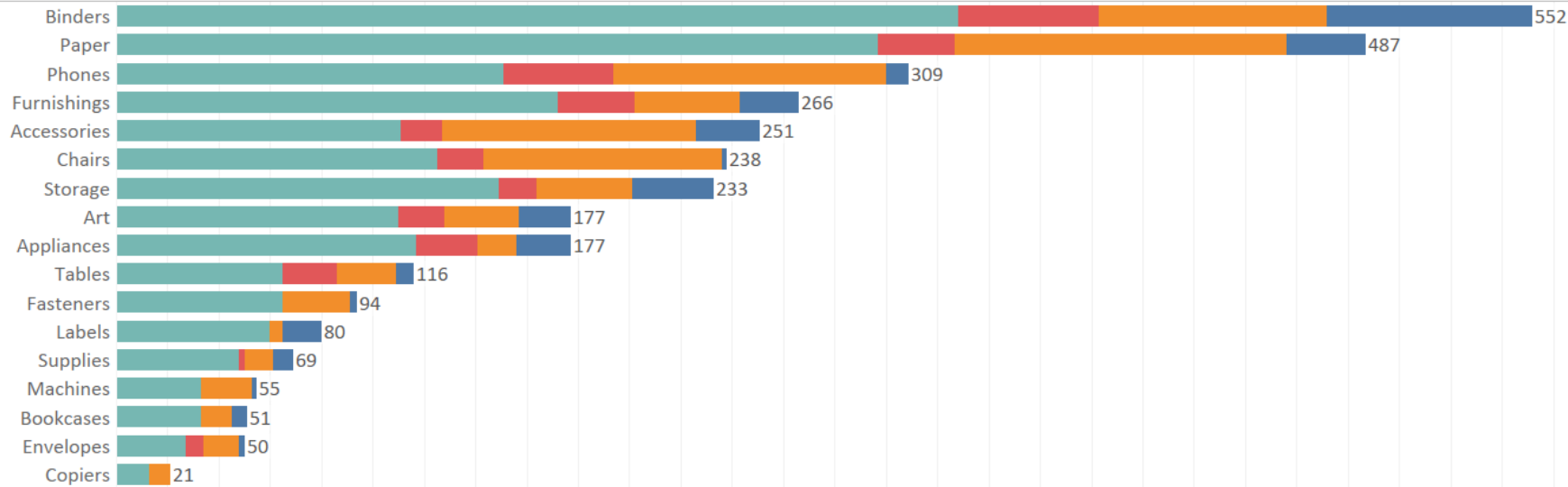
West

East

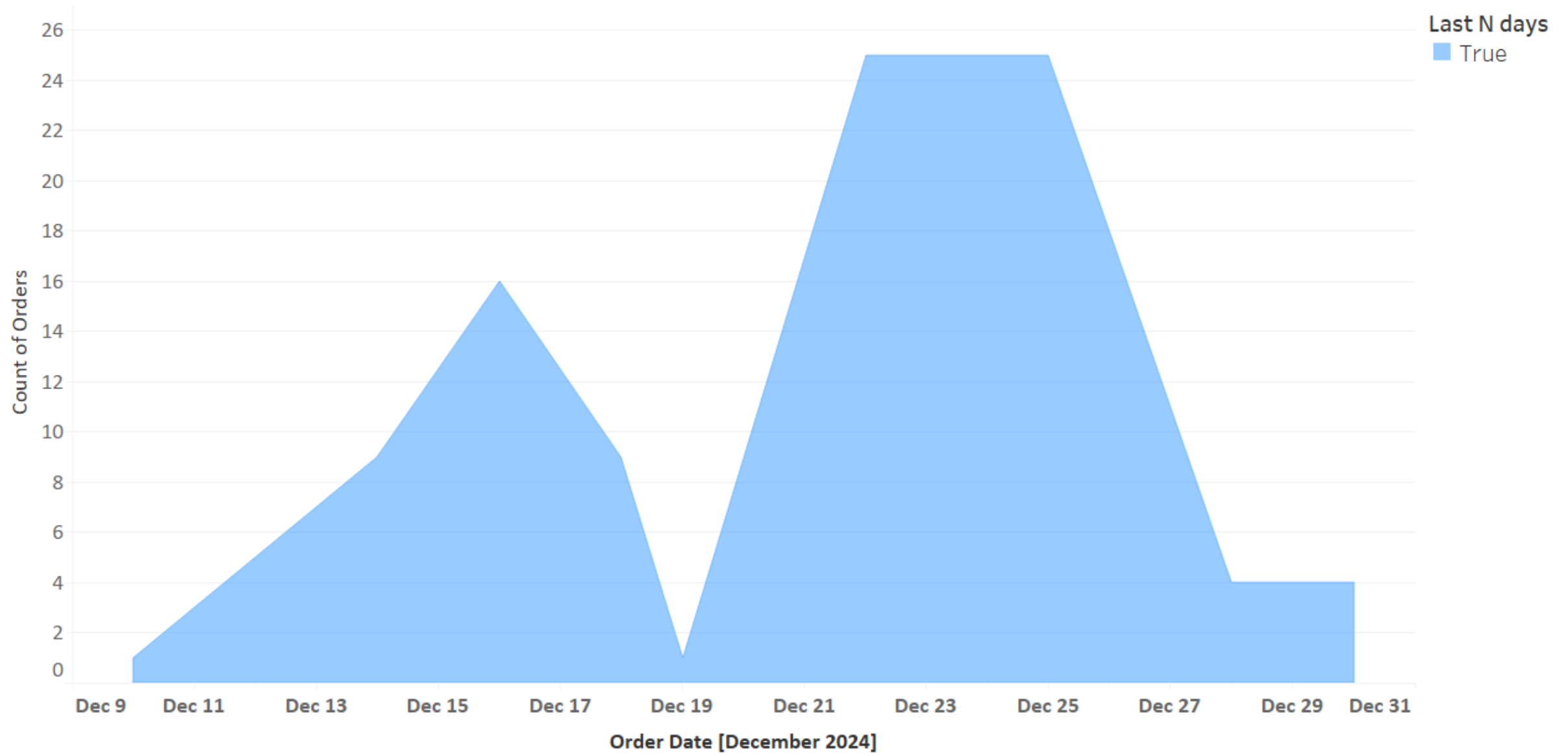
South

Central

Orders by Sub-Category

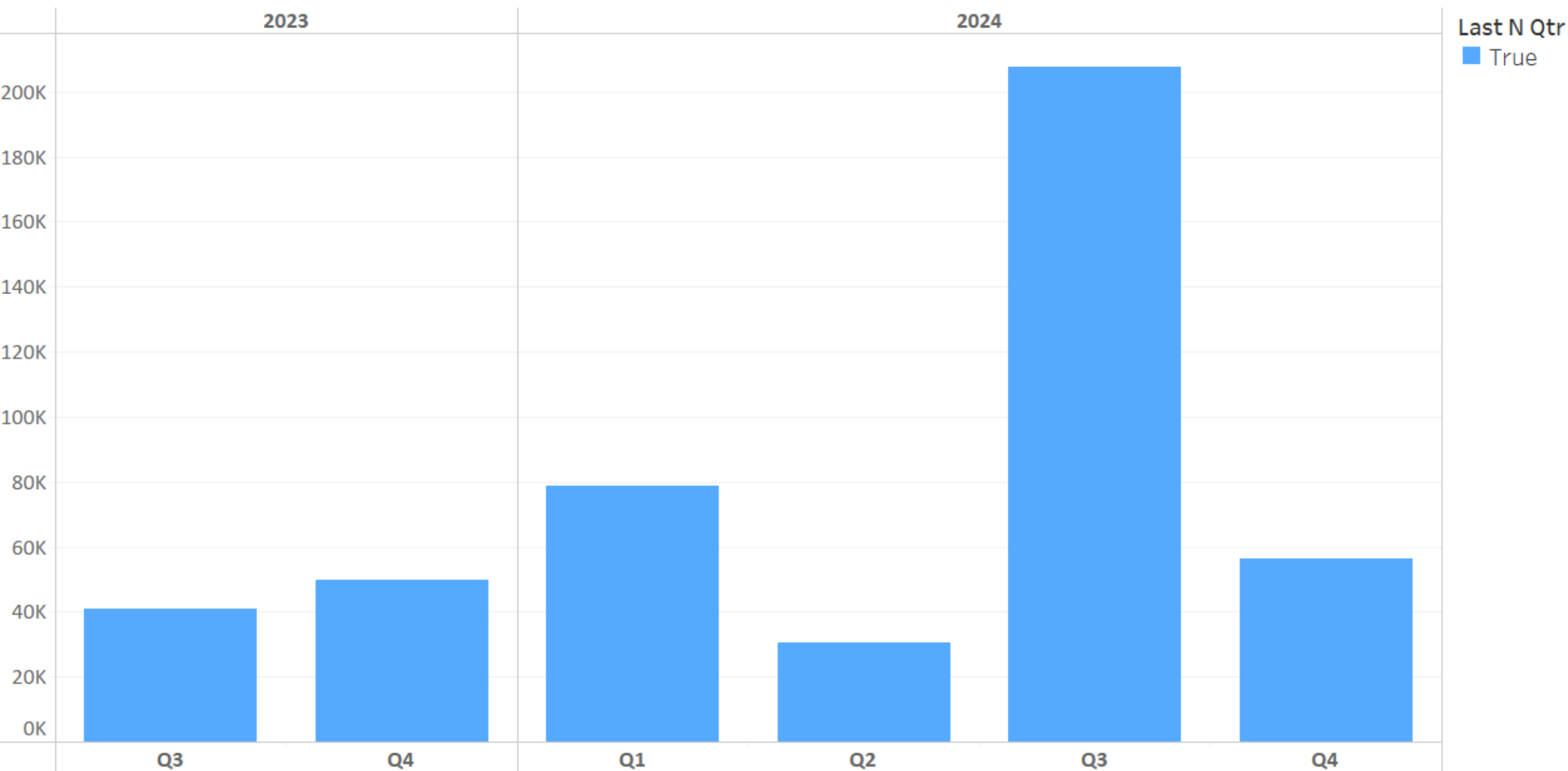


Last N days



This chart displays the **count of orders by order date**. The **color indicates whether the order falls within the "Last N days"**. The data is filtered to show only orders from **2024**, and the view is further filtered to include only orders where "Last N days" is **True**.

Last N Quarters



This chart displays the **sum of sales** for each **Order Date Quarter**, further broken down by **Order Date Year**. The **color indicates whether the order falls within the "Last N Quarters"**, and the view is filtered to include only those where "Last N Quarters" is **True**.