

Analysis of revenue in sales dataset:

- i) Create a choropleth map (fill the map) to spot the special trends to show the state which has the highest revenue.
- ii) Create a line chart to show the revenue based on the month of the year.
- iii) Create a bin of size 10 for the age measure to create a new dimension to show the revenue.
- iv) Create a donut chart view to show the percentage of revenue per region
- v) Create a butterfly chart by reversing the bar chart to compare female & male revenue based on product category.
- vi) Create a calculated field to show the average revenue per state & display profitable & non-profitable state. vii) Build a dashboard

Sales_06FY2020-21copy.csv

Link to Download the file - https://github.com/stanley-george-joseph/Customer-Analysis-Tableau/blob/main/sales_06_FY2020-21.csv.zip

Link to U Tube Video - <https://www.youtube.com/watch?v=SGyMYG6C91M> – Good one

Link to U Tube Video - <https://www.youtube.com/watch?v=7IJ3fKB8nrw>

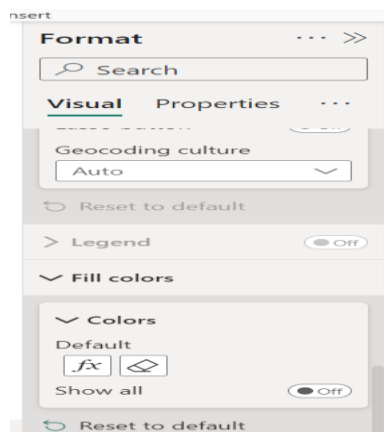
Link to U Tube Video - https://www.youtube.com/watch?v=-QOtL_LOc40 --- What I am seeing

- How to create a butterfly Chart or Tornado Chart - Link to U Tube Video <https://www.youtube.com/watch?v=uS9318LlieY>

Upload your file in Power BI, the necessary Data Type changes by clicking on to transform data, make the changes then close and apply.

Create a choropleth map (fill the map) to spot the special trends to show the state that has the highest revenue.

- From visuals select Map
- Add location as country
- On the Tool tip add the Total
- Under visuals, go to Map settings, Click on Fill color, click on to fix button, and do the conditional formatting to give some specific color for the highest value and also for the smallest value.



Default color - Fill colors - Colors



Format style

Gradient

What field should we base this on?

Sum of total

Summarization

Sum

How should we format empty values?

As zero

Minimum

Lowest value

Enter a value

Center

Middle value

Enter a value

Maximum

Highest value

Enter a value

☒ Add a middle color



[Learn more about conditional formatting](#)

OK

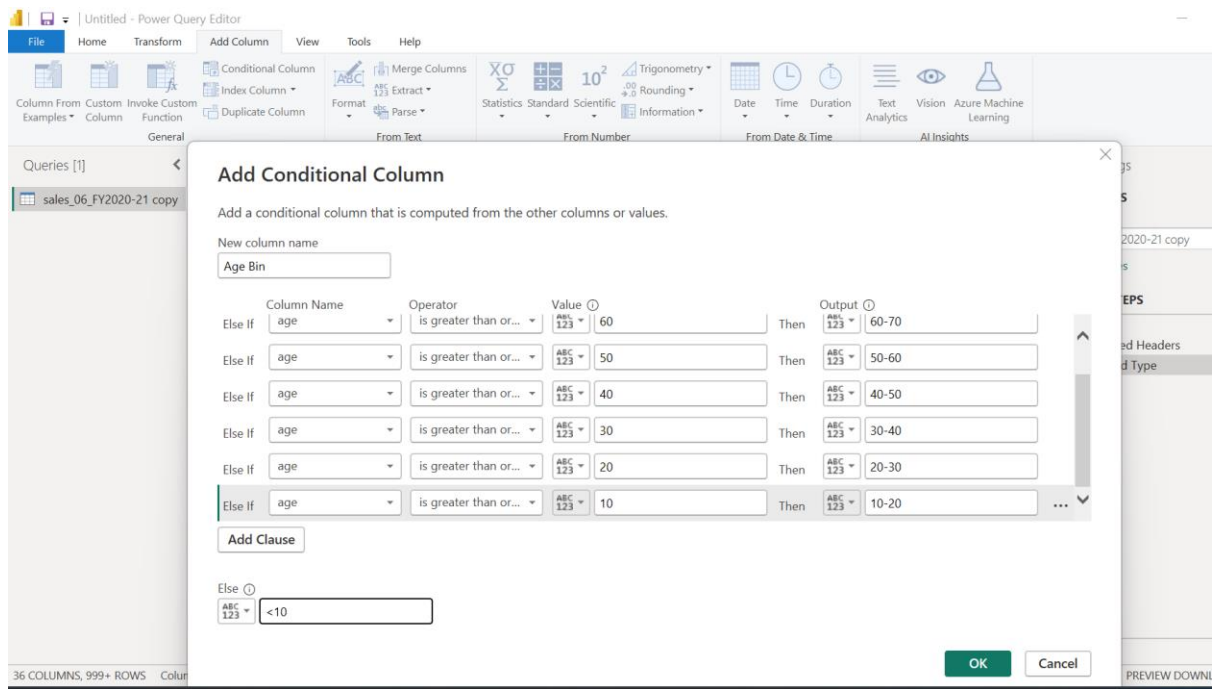
Cancel

Create a line chart to show the revenue based on the month of the year.

- Click on to transform data, click on the column year, and change it to date Data Type. Then Close and Apply
- Select a line chart from the visuals
- On the X axis, place the Month
- On Y Axis place total
- Do the formatting as Usual
- When we do the formatting on the X axis, choose it a categorical, then all the months will be displayed on the chart

Create a bin of size 10 for the age measure to create a new dimension to show the revenue.

- First, we will create a new column called Age Bin with the help of a conditional column.
- Click on to Transform Data
- Click on Add a column, Click on Conditional Column, Give the column Name as Age Bin
- Then place the IF statements appropriately.



- Click on to Close and Apply. With this, a new column called Age Bin Will be added to your Dataset.
- Click on Visual, Select Second Graph, Stacked Bar Graph
- On X axis Place Age Bin
- On Y Axis place Total
- Do the formatting as Usual

Create a donut chart view to show the percentage of revenue per region

- Select Donut Chart from Visuals
- On Legend, place Region
- On Values, place Total
- Do the formatting as Usual

Create a butterfly chart by reversing the bar chart to compare female & male revenue based on product category.

- The Butter Fly chart will not be available in the visual. So Click on more in the visuals, proceed to how it shows, Search for Tornado Chart, and click on Add(It will ask for your Microsoft Authentications and Mail ID to enable this Chart)
- Click on to Tornado Chart
- Under group add category
- Under Legend, add Gender
- On Values, add total
- Do the formatting as Usual

Create a calculated field to show the average revenue per state & display profitable & non-profitable state

First, we will create a Table View of state-wise Average Sales.

- Select Bar Graph from Visuals
- On X axis add State and
- On Y axis add Total and make it Average
- Adjust visuals in such a way that it shows top 10 or top 5 Profitable State.

To find the Nonprofitable States

- Make a copy of the Bar Graph which you have created earlier
- With the help of data labels find the least 5 from the chart
- With the help of the filters set the boundary as less than or equal to the threshold that you have noticed and greater than or equal to the threshold what you have noted

