Background: The Sales - Superstore dataset contains detailed information about your company's sales. Your manager, Sylvia, has decided to cut the three worst-performing sub-categories in their region in terms of **Sales**.

Objective: To create one data visualization that will identify which three sub-categories are the worst performers by region and show how much worse they perform than other sub-categories.
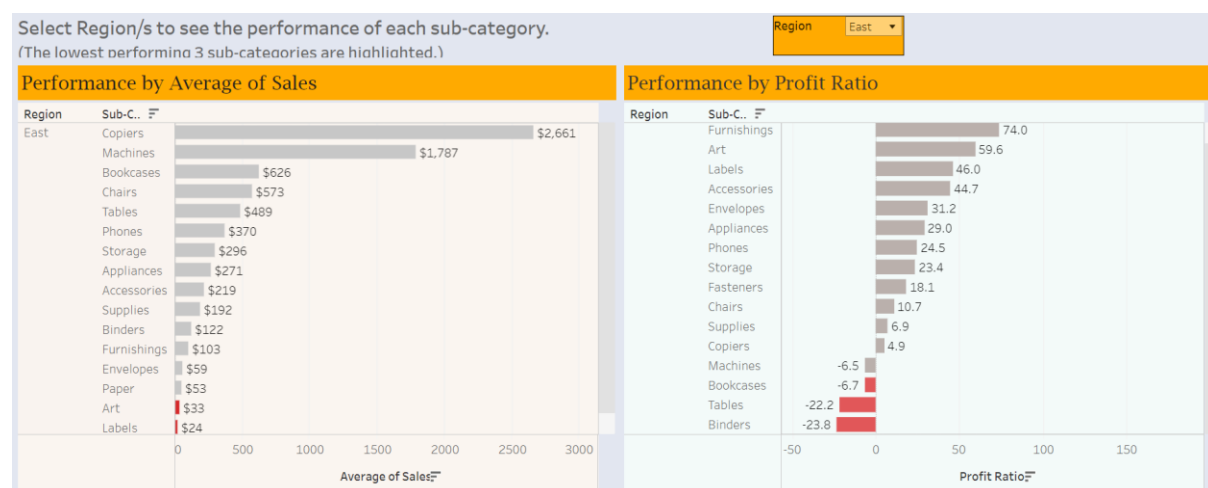
Steps to create the visualisation:

1. Drag 'Region' and 'Sub-Category' to Rows and AVG(Sales) to Columns and arrange it in descending order.
2. Show the 'Region' filter for selecting one or multiple regions.
3. Create a calculated field called Rank
   RANK(AVG(0-[Sales]))<=3 -Drag this into the color to highlight the bottom 3 sub-categories
   Edit Table Calculation for 'Rank' and select 'Specific Dimensions'→ 'Sub-category'.
4. On the new sheet- Drag 'Region' and 'Sub-Category' to Rows and SUM(Profit Ratio) to Columns and arrange them in descending order.
5. Create a calculated field called Rank2
   RANK(SUM(0-[Profit Ratio]))<=3
   Edit Table Calculation for 'Rank' and select 'Specific Dimensions'→ 'Sub-category'.
6. Create a dashboard -Drag both sheets on it and edit the filter so that it will be applied to all the related sheets.
7. Format shading, and font, and give appropriate titles to the dashboard
8. Now we can view the sub-categories by Average sales and profit ratio by selecting the desired regions.

Link to my dashboard:

https://public.tableau.com/views/Thelowestperforming3subcategoriesbyregion-Superstore/Dashboard1?:language=en-GB&:display_count=n&:origin=viz_share_link

Snapshot:

Inference:

1.If we view the sales by region we get to know that the Art, Labels, and Fasteners are the lowest performers in all the regions.

2. However, that does not necessarily mean that these sub-categories are at a loss. So, if we consider the profit ratio which is the sum of profit divided by the sum of sales, we arrive at a different conclusion.

For the **Central** region, the worst performers are Furnishings, Appliances, and Binders.

For the **East** region, the worst performers are Bookcases, Tables, and Binders.

For the **South** region, the worst performers are Machines, Tables, and Binders.

For the **West** region, the worst performers are Machines, Tables, and Bookcases.

So, we need to provide these insights to the manager so that appropriate actions can be taken.