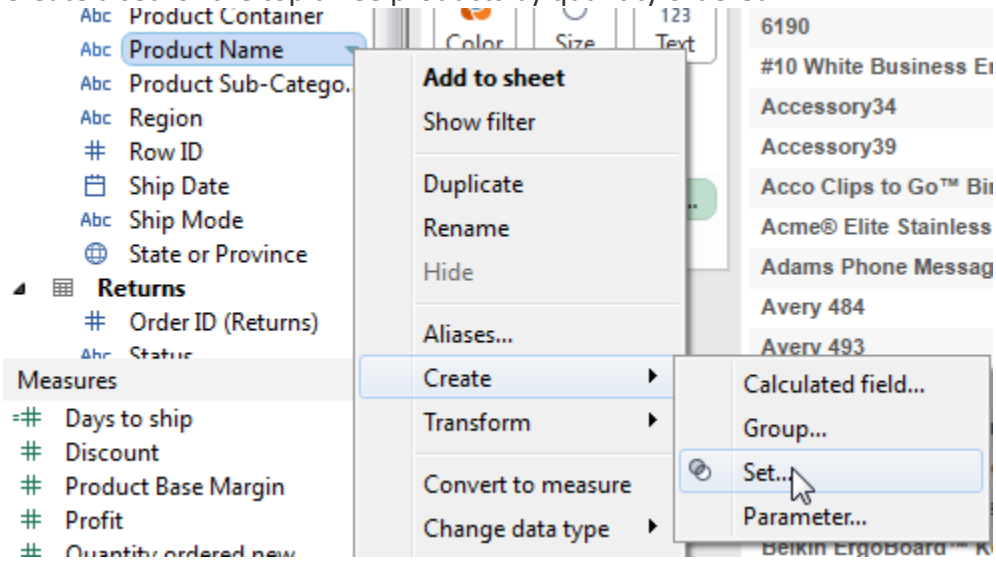
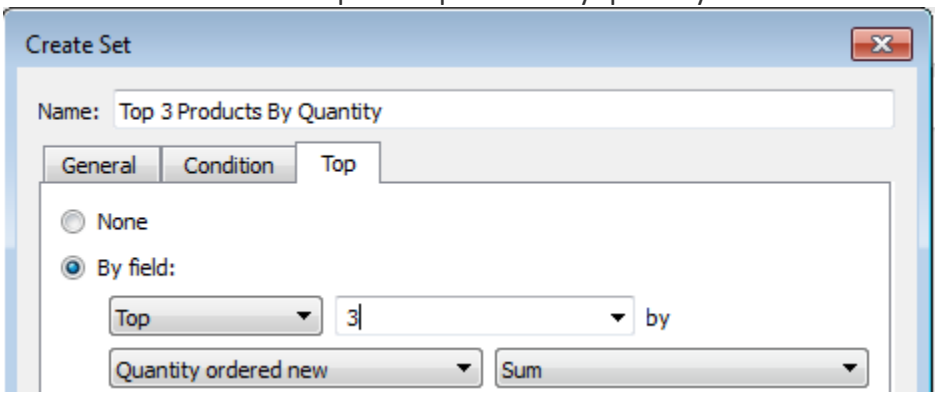
1. For the top three products ordered in the greatest quantities, which has a positive profit?
    a. Boston
    b. Dallas
    c. Los Angeles
    d. Miami

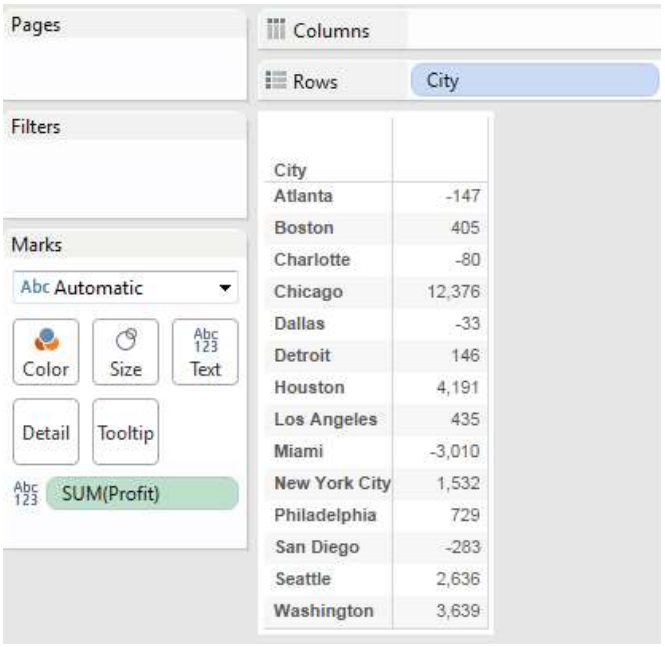
Create a set for the top three products by quantity ordered:



The set will include the top three products by quantity ordered new:

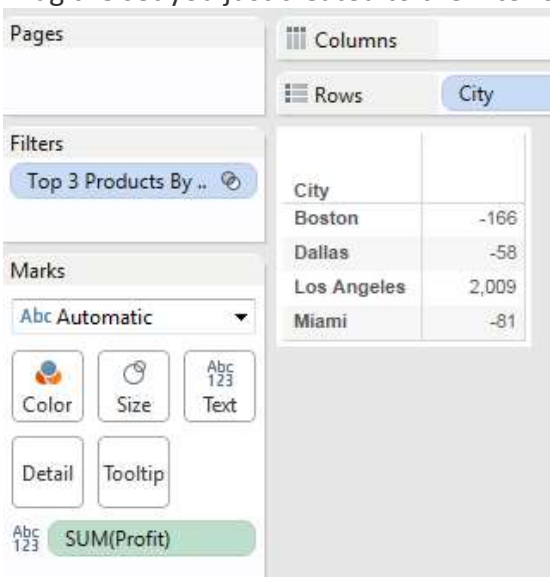


Add City and Profit to the view:



City	
Atlanta	-147
Boston	405
Charlotte	-80
Chicago	12,376
Dallas	-33
Detroit	146
Houston	4,191
Los Angeles	435
Miami	-3,010
New York City	1,532
Philadelphia	729
San Diego	-283
Seattle	2,636
Washington	3,639

Drag the set you just created to the filter card:

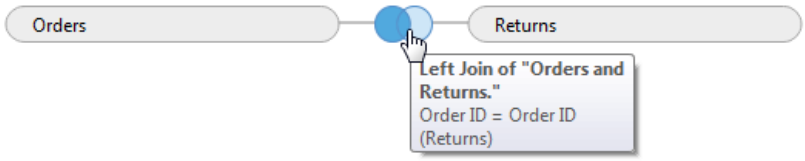


City	
Boston	-166
Dallas	-58
Los Angeles	2,009
Miami	-81

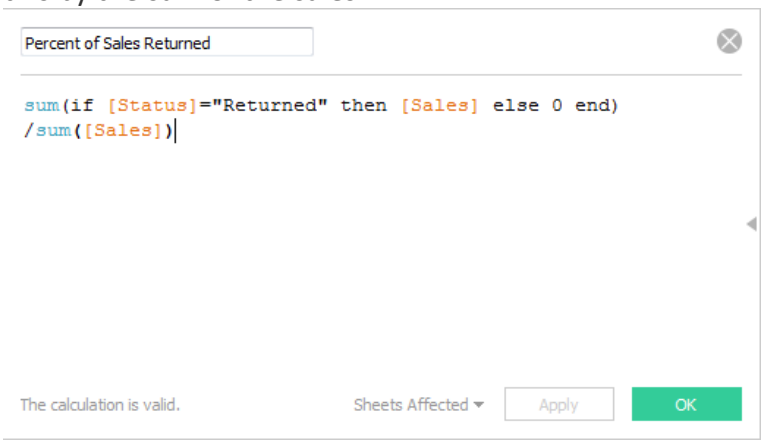
Los Angeles is the only city with a positive profit on the top 3 highest quantity items.

2. For items ordered in 2012, what percent of the total sales value was returned?
    a. 2.27%
    b. 5.21%
    c. 3.23%
    d. 3.66%

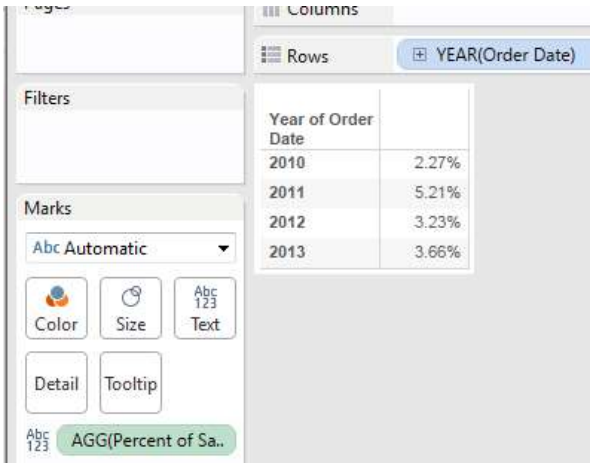
To see which products were returned and which were not returned, we'll need to do a left join.



Now add a calculation which takes the sum of sales value for the returned items and divides this by the sum of the sales:

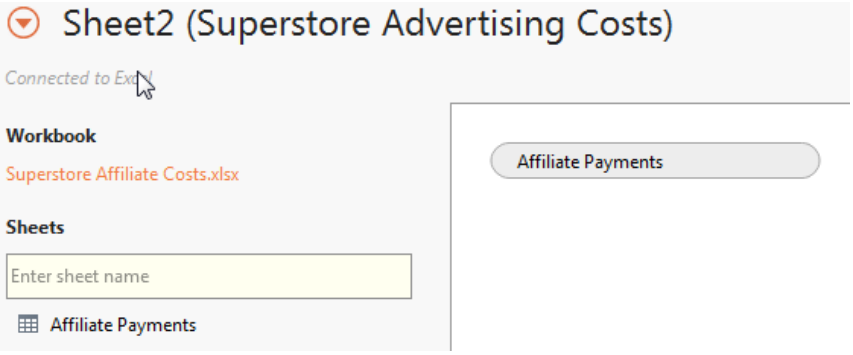


Now add the year of order date and the new calculation to the view:

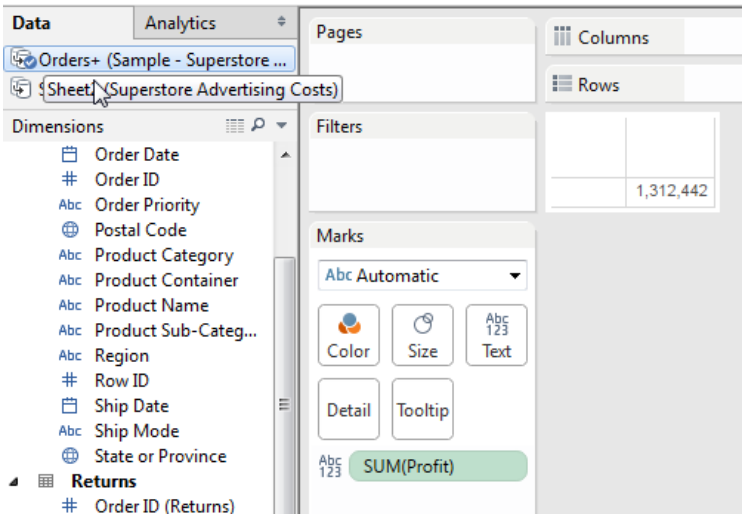


3. The Excel file “Superstore Affiliate Costs” shows how much was paid to the affiliate that assisted with the order. For those items purchased by the Small Business segment, what is the ratio of affiliate payment to profit?
    a. .0515%
    b. 5.15%
    c. .0197%
    d. .0328%

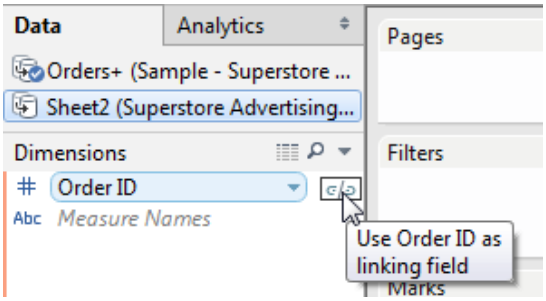
We only want to count the affiliate cost once per order, so we don’t want to join on order ID since there are multiple rows in the SuperStore data with the same Order ID. Instead, we will do a blend. First add a new data source with the affiliate data:



On a new worksheet, add Profit from the SuperStore data:

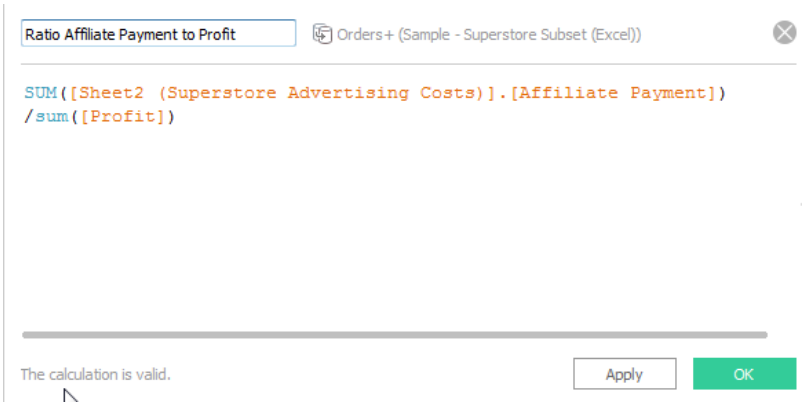


Click on SuperStore Advertising Costs and then click the paperclip icon to make the Order ID the link.

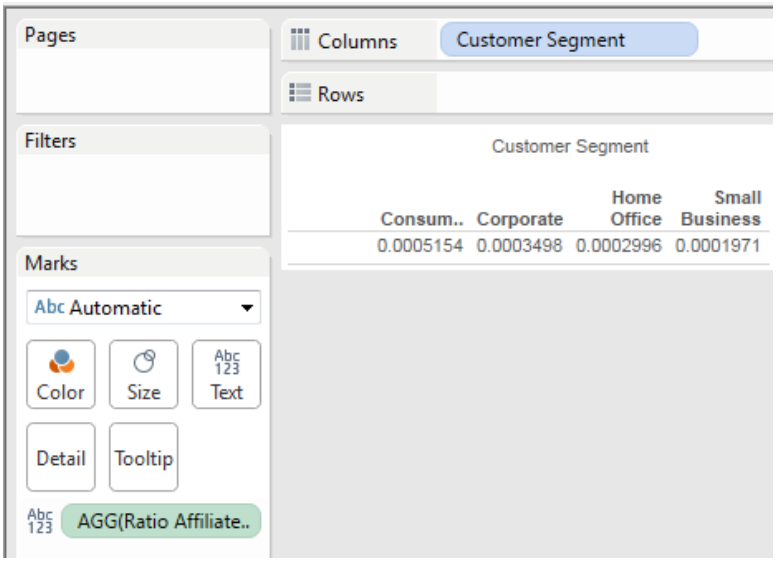


Add Customer Segment:

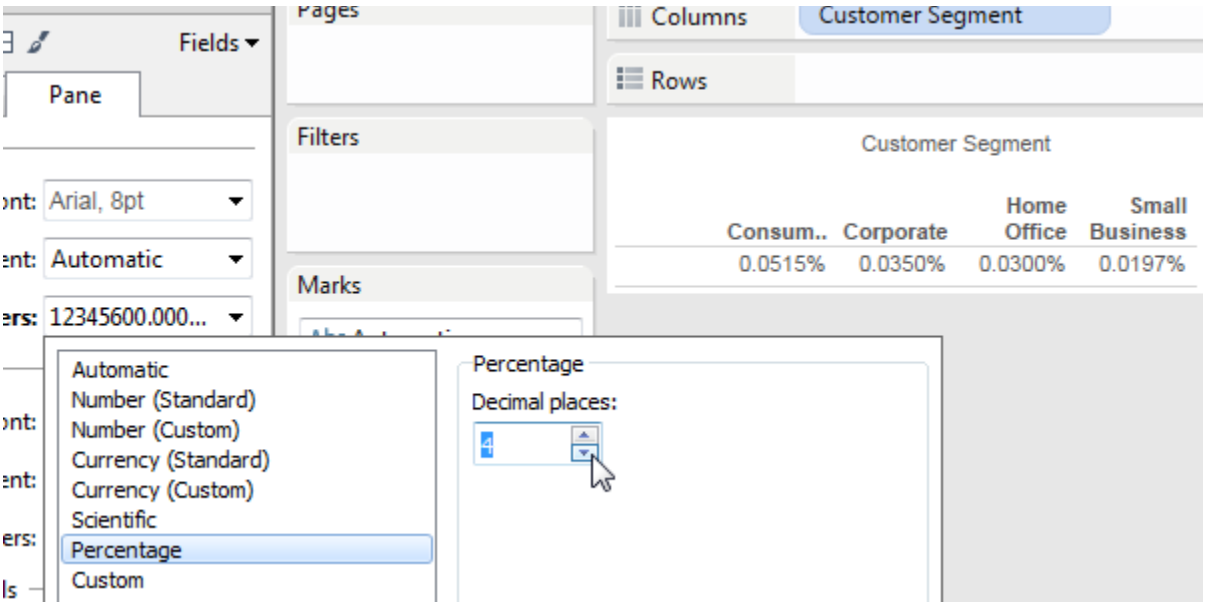
Now add a calculation to determine the ratio of affiliate payment to profit:



Remove the existing measures and add the new calculation to the view:



Switch to percentage:



Result: