What is the average sales of the top 3 product categories in 2020?

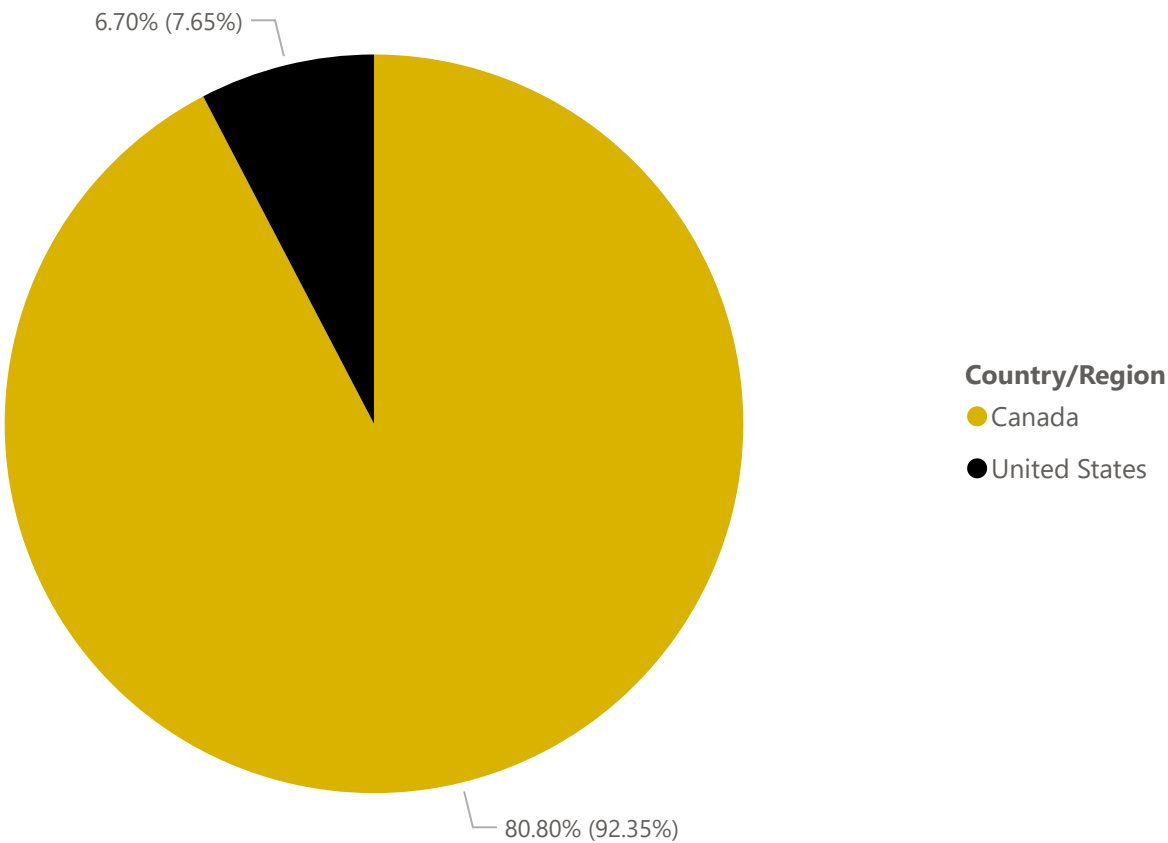| Category	Year	Average of Sales
Furniture	2020	364.33
Office Supplies	2020	123.81
Technology	2020	491.44
Total		**240.88**

Average of Sales by Category and Year
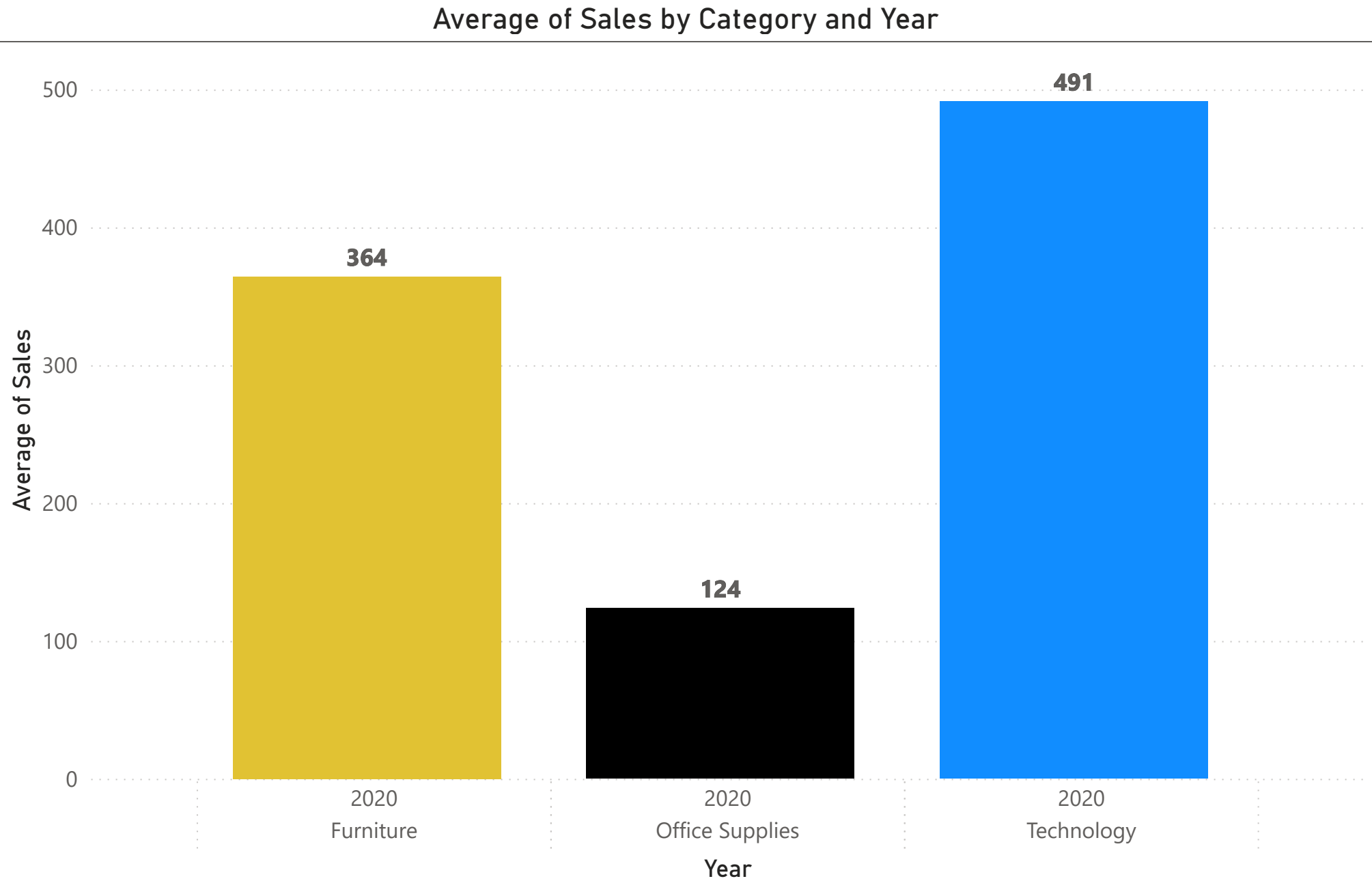
What is the percentage of sales that come from the top 10 customers in the different countries and which country has the highest?

Country with Highest % Sales by Country/Region
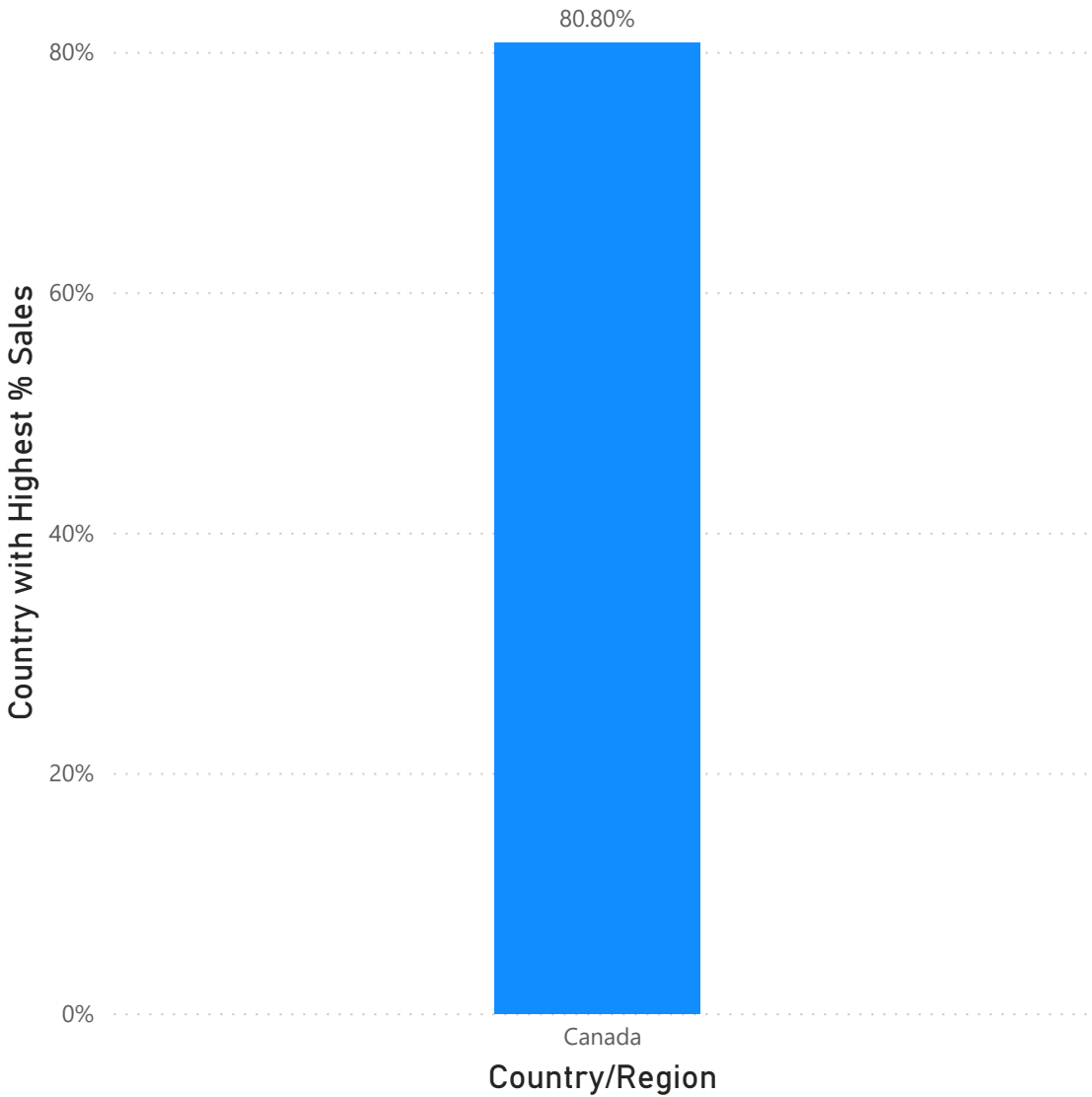
% Sales from Top 10 by Country/Region

80.80%

80%

60%

Country with Highest % Sales

40%

20%

0%

Canada

Country/Region

6.70% (7.65%)

80.80% (92.35%)

Country/Region

● Canada

● United States

What are the sales trends by month, year, and region?

Sum of Sales by Year, Month and Region
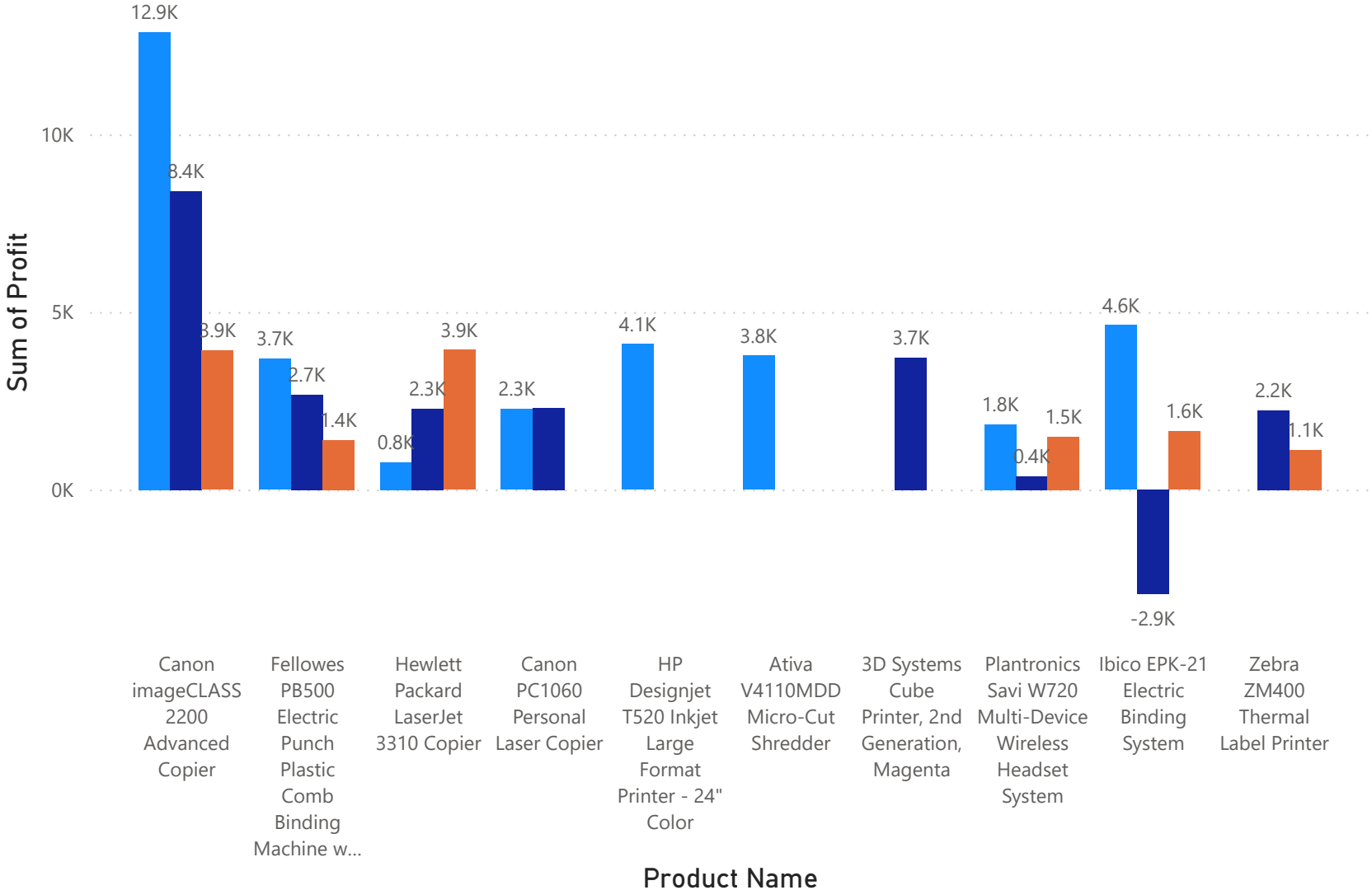
Region ●Central ●East ●South ●West
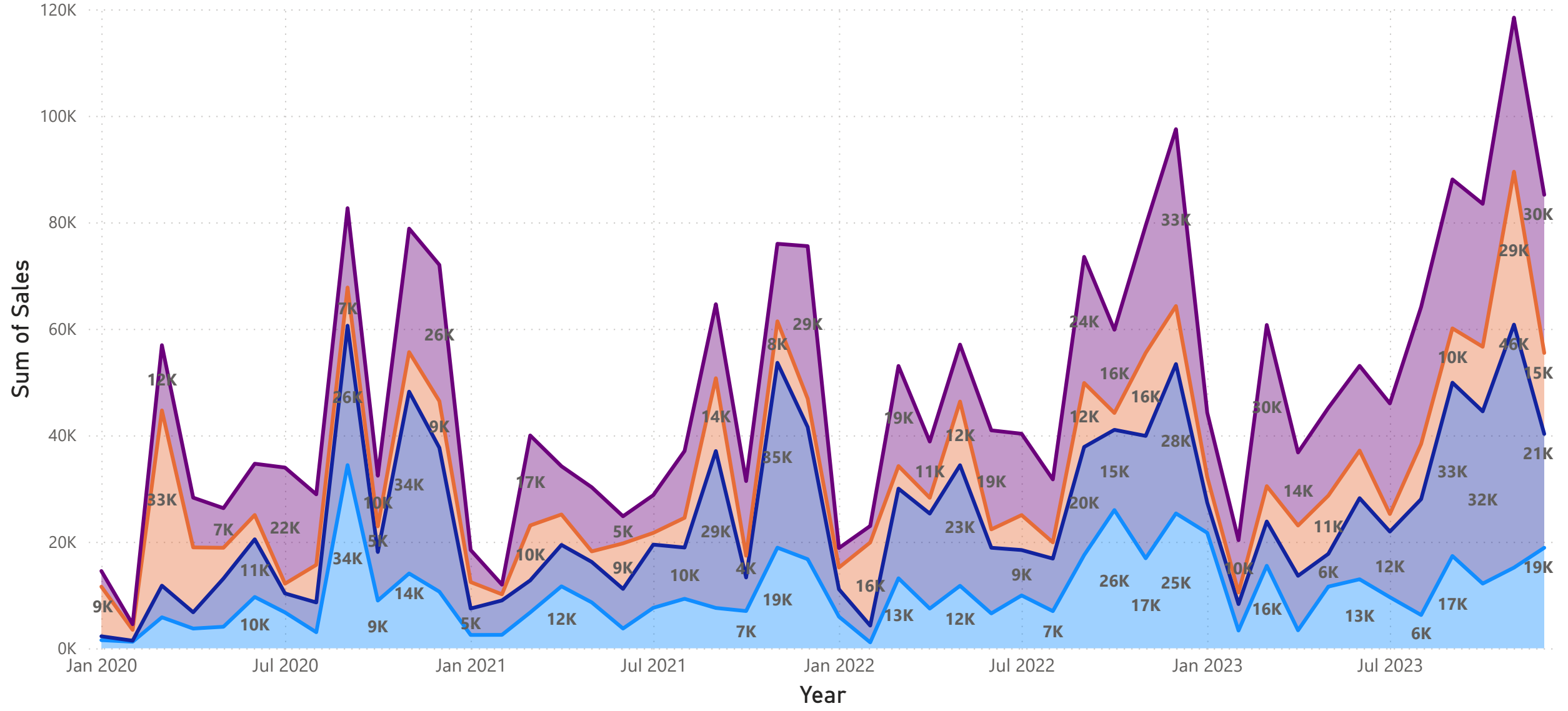
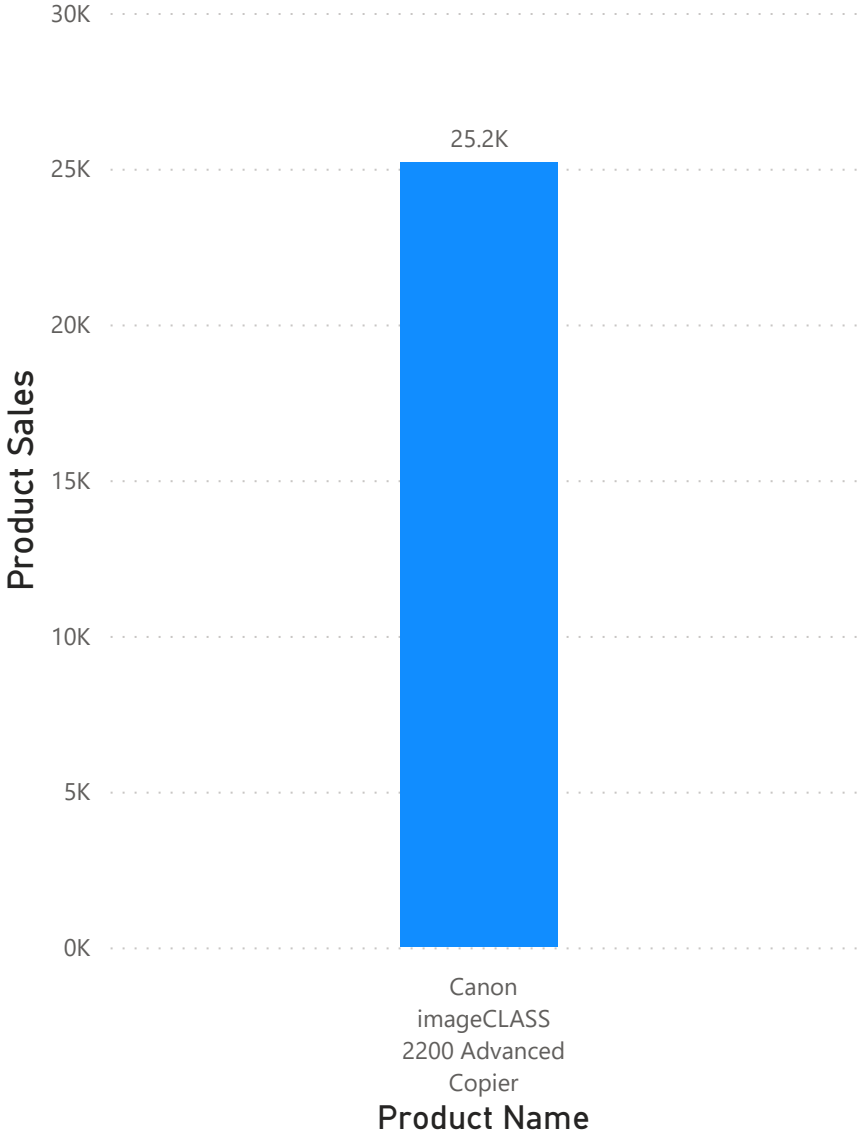# What are the most profitable products by customer segment?. Which product has the highest sales? Are both items the same ?

Sum of Profit by Product Name and Segment

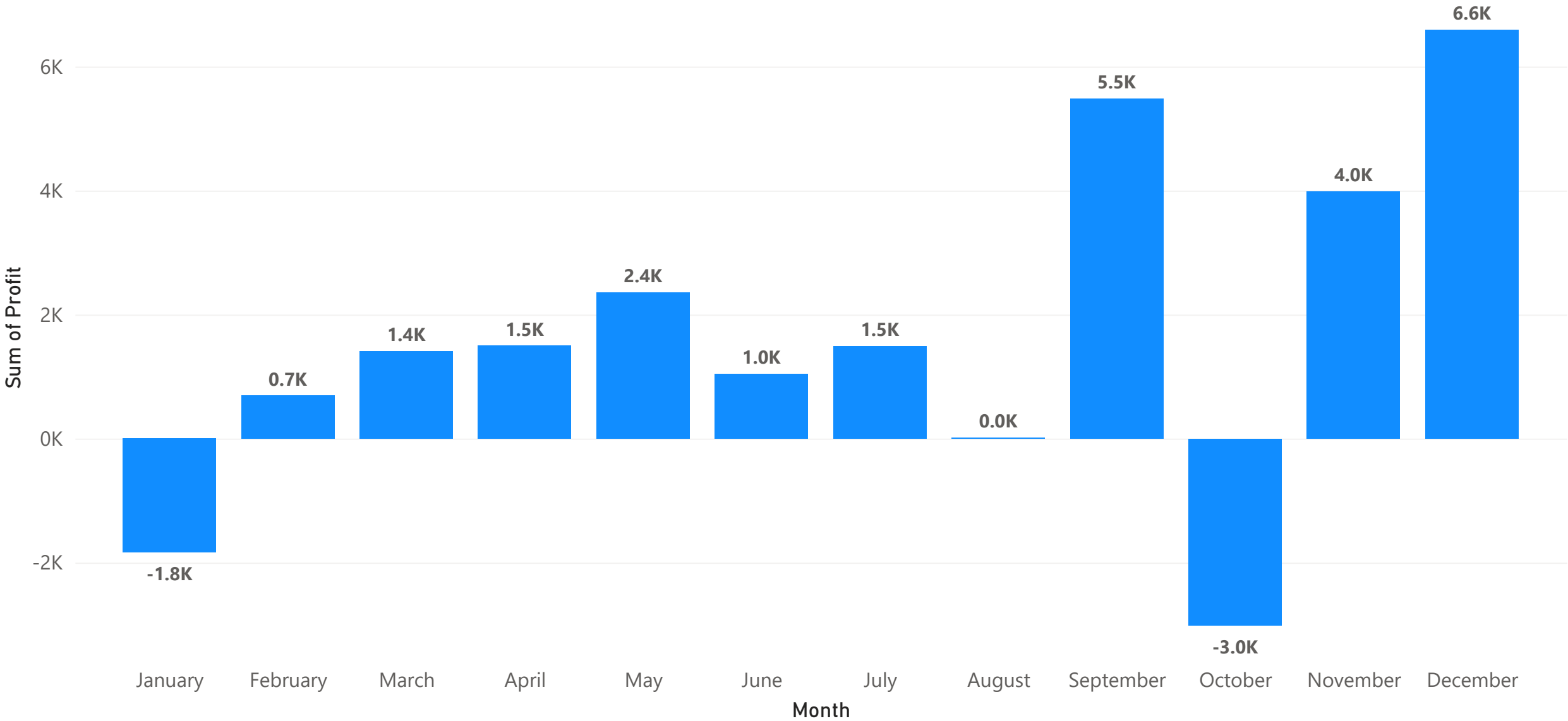**Segment** ● Consumer ● Corporate ● Home Office

Top 1 Product Name by Product Sales

What are the least profitable product categories by month and sales channel?

Sum of Profit and Sum of Sales by Month and Category

Category ● Furniture

What are the least profitable product categories by month, region, city and sales channel?. Find the toppers in each month, region, city and sales channel.

Country/Region	Sum of Profit ▼
⊞ United States	4.47
Total	**4.47**

Country/Region, Month, City, Sales ⌄

- ⌄ ☐ Canada
- ⌃ ◼ United States
  - ⌃ ◼ January
    - ⌃ ◼ Alexandria
      - ◼ 12.42
      - ☐ 16.68
      - ☐ 19.44
      - ☐ 62.82
      - ☐ 155.35
      - ☐ 187.98
      - ☐ 192.22
      - ☐ 489.92
    - ⌄ ☐ Amarillo
    - ⌄ ☐ Athens
    - ⌄ ☐ Atlanta
    - ⌄ ☐ Atlantic City
    - ⌄ ☐ Aurora
    - ⌄ ☐ Austin
    - ⌄ ☐ Bartlett
    - ⌄ ☐ Baytown

Create a DataViz that shows the sales trends by product category, region, and month.

Sum of Sales by Month, Category and Region

Region ● Central ● East ● South ● West

Category, Region ⌄

⌄ ☐ Furniture

⌄ ☐ Office Suppli...

⌄ ☐ Technology
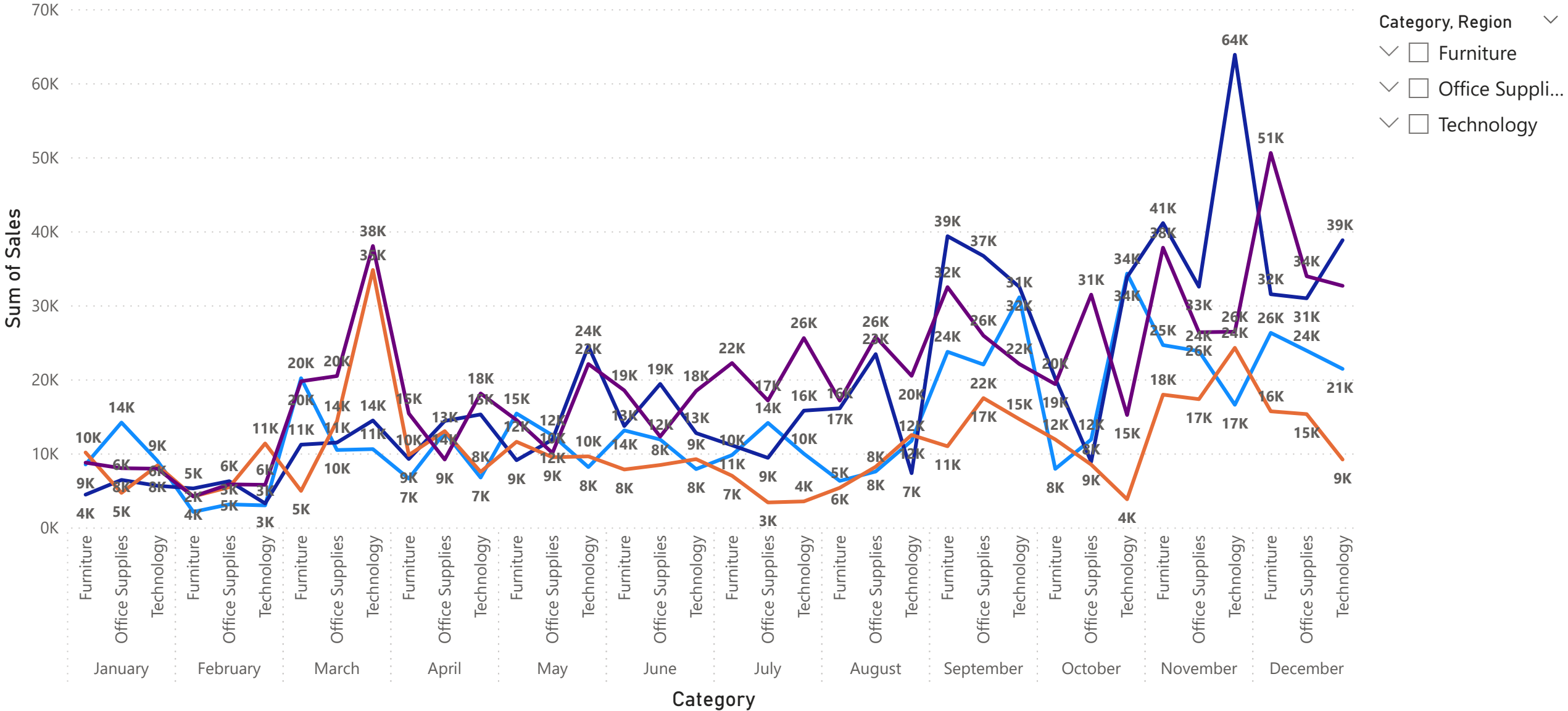
Create a map that shows the sales of the Superstore by region and customer segment.

Sum of Sales and First Region by State/Province and Segment

Segment ●Consumer ●Corporate ●Home Office

Microsoft Bing

© 2023 Microsoft Corporation

Create a bar chart that shows the average profit margin for each product category by month. Add a legend for the region.
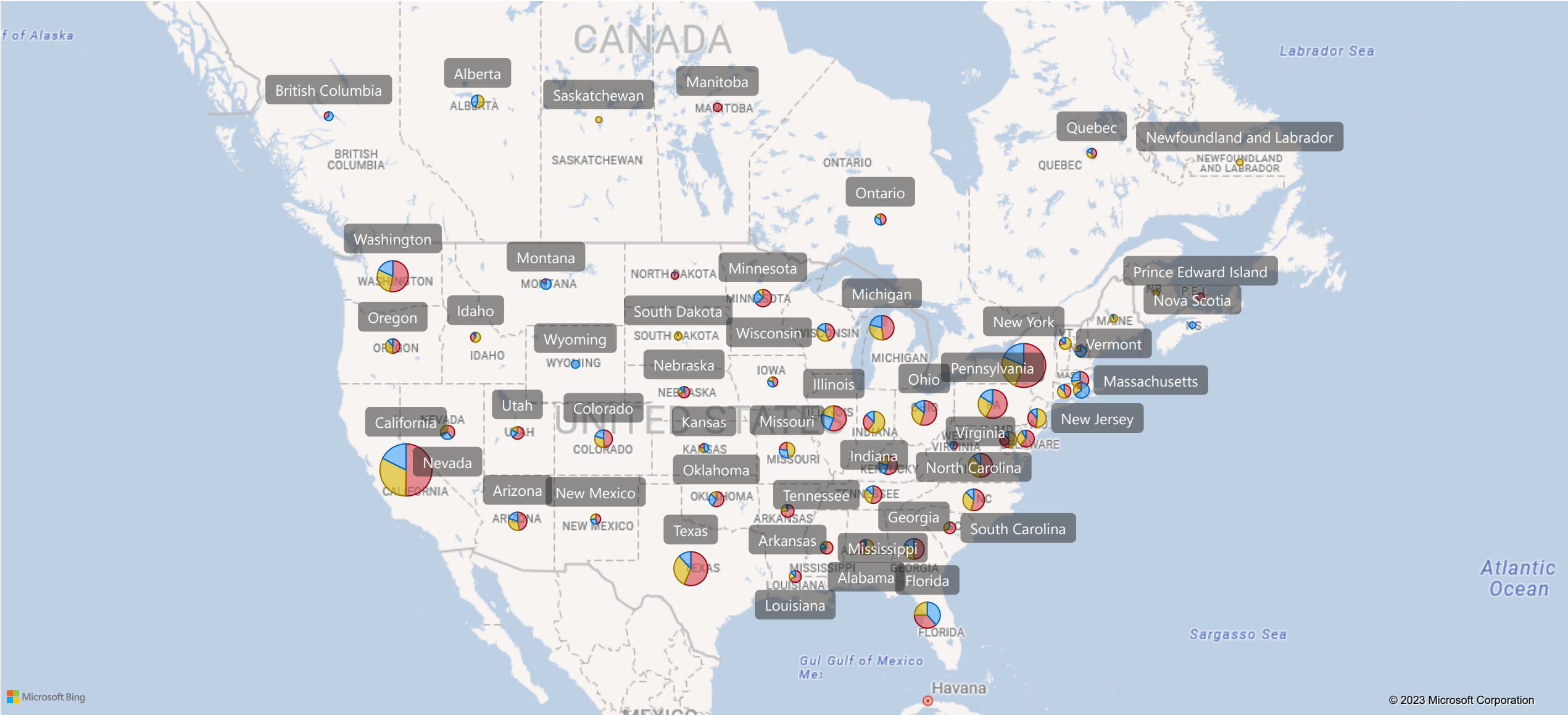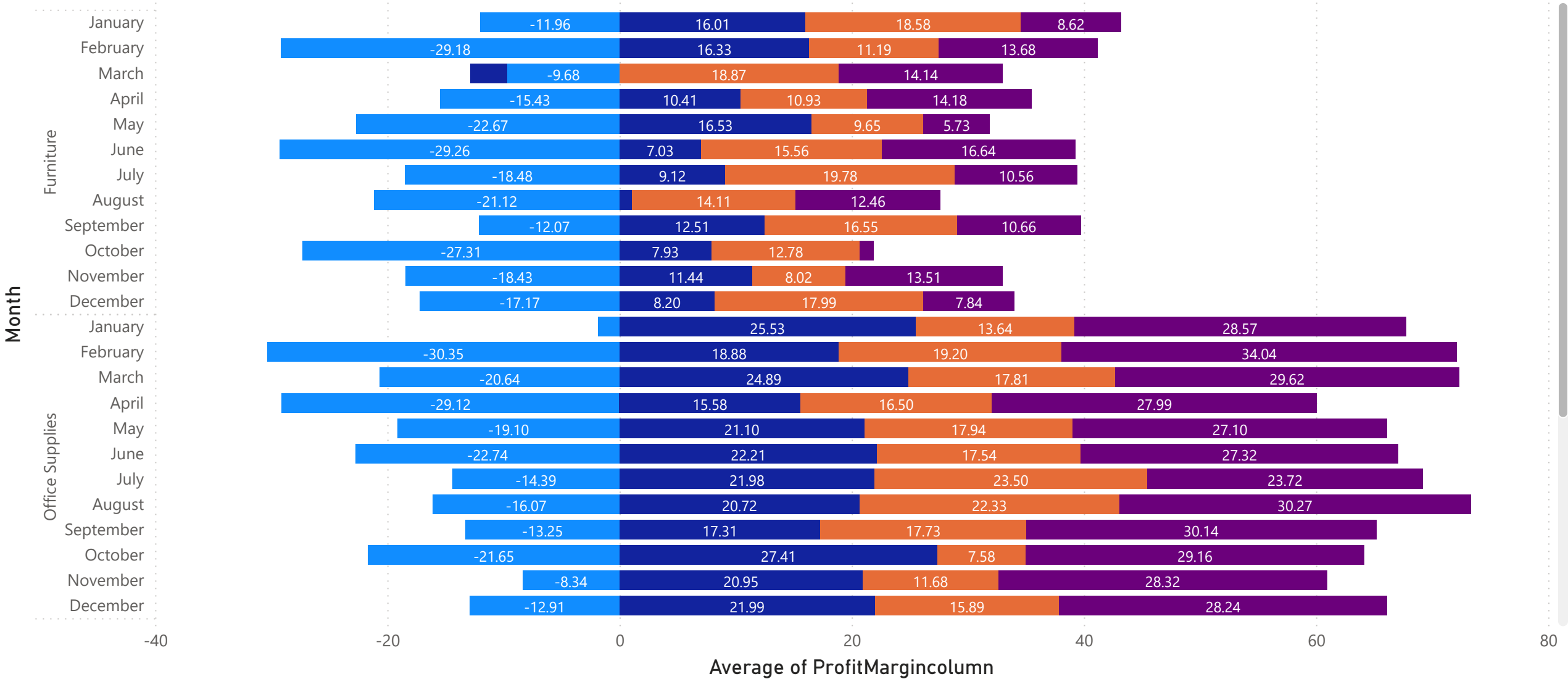
Average of ProfitMargincolumn by Category, Month and Region

Region ● Central ● East ● South ● West

Month		Furniture			
January	-11.96	16.01	18.58	8.62	
February	-29.18	16.33	11.19	13.68	
March	-9.68	18.87	14.14		
April	-15.43	10.41	10.93	14.18	
May	-22.67	16.53	9.65	5.73	
June	-29.26	7.03	15.56	16.64	
July	-18.48	9.12	19.78	10.56	
August	-21.12	14.11	12.46		
September	-12.07	12.51	16.55	10.66	
October	-27.31	7.93	12.78		
November	-18.43	11.44	8.02	13.51	
December	-17.17	8.20	17.99	7.84	

Month		Office Supplies			
January	25.53	13.64	28.57		
February	-30.35	18.88	19.20	34.04	
March	-20.64	24.89	17.81	29.62	
April	-29.12	15.58	16.50	27.99	
May	-19.10	21.10	17.94	27.10	
June	-22.74	22.21	17.54	27.32	
July	-14.39	21.98	23.50	23.72	
August	-16.07	20.72	22.33	30.27	
September	-13.25	17.31	17.73	30.14	
October	-21.65	27.41	7.58	29.16	
November	-8.34	20.95	11.68	28.32	
December	-12.91	21.99	15.89	28.24	

Average of ProfitMargincolumn

Create a scatterplot that shows the relationship between sales and profit by customer segment.

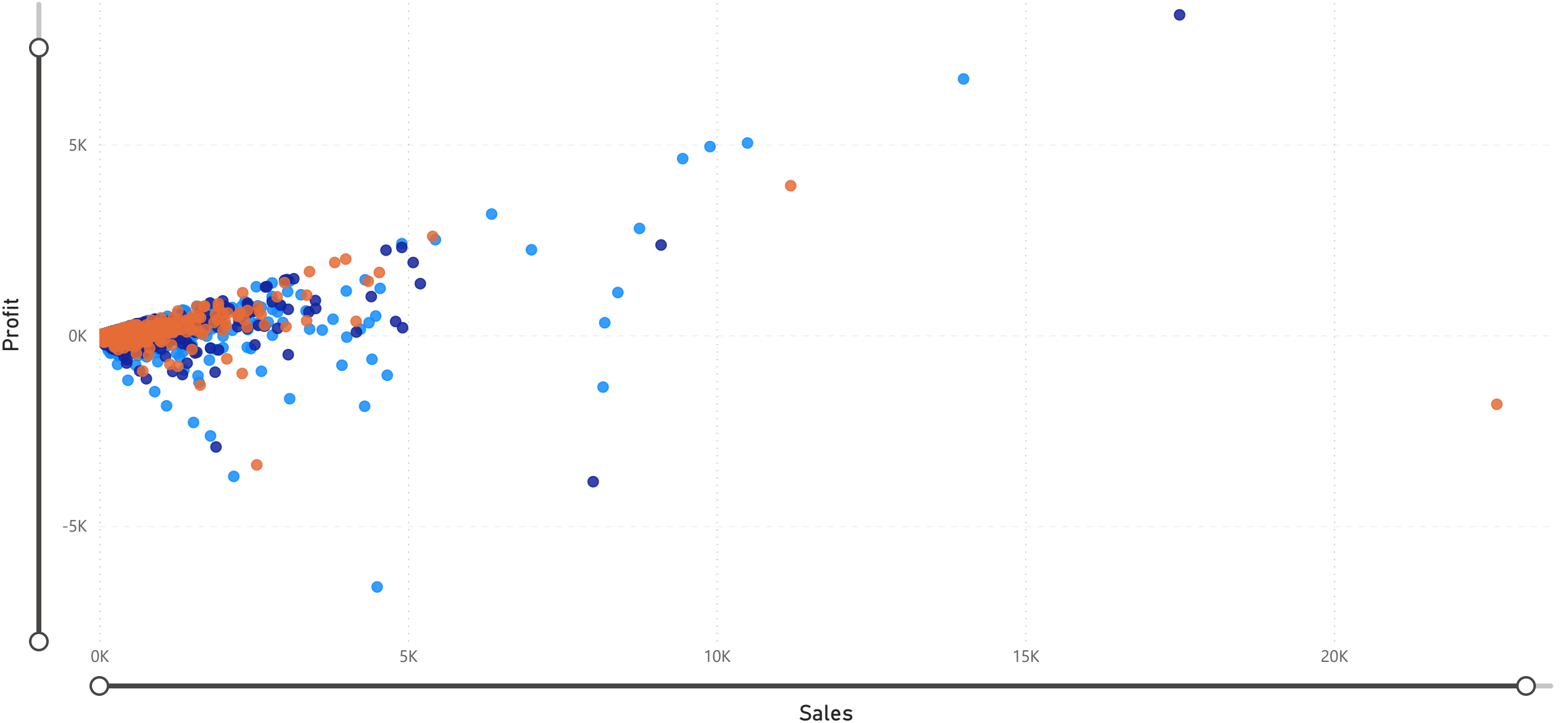**Segment, Sales and Profit**

Segment ● Consumer ● Corporate ● Home Office
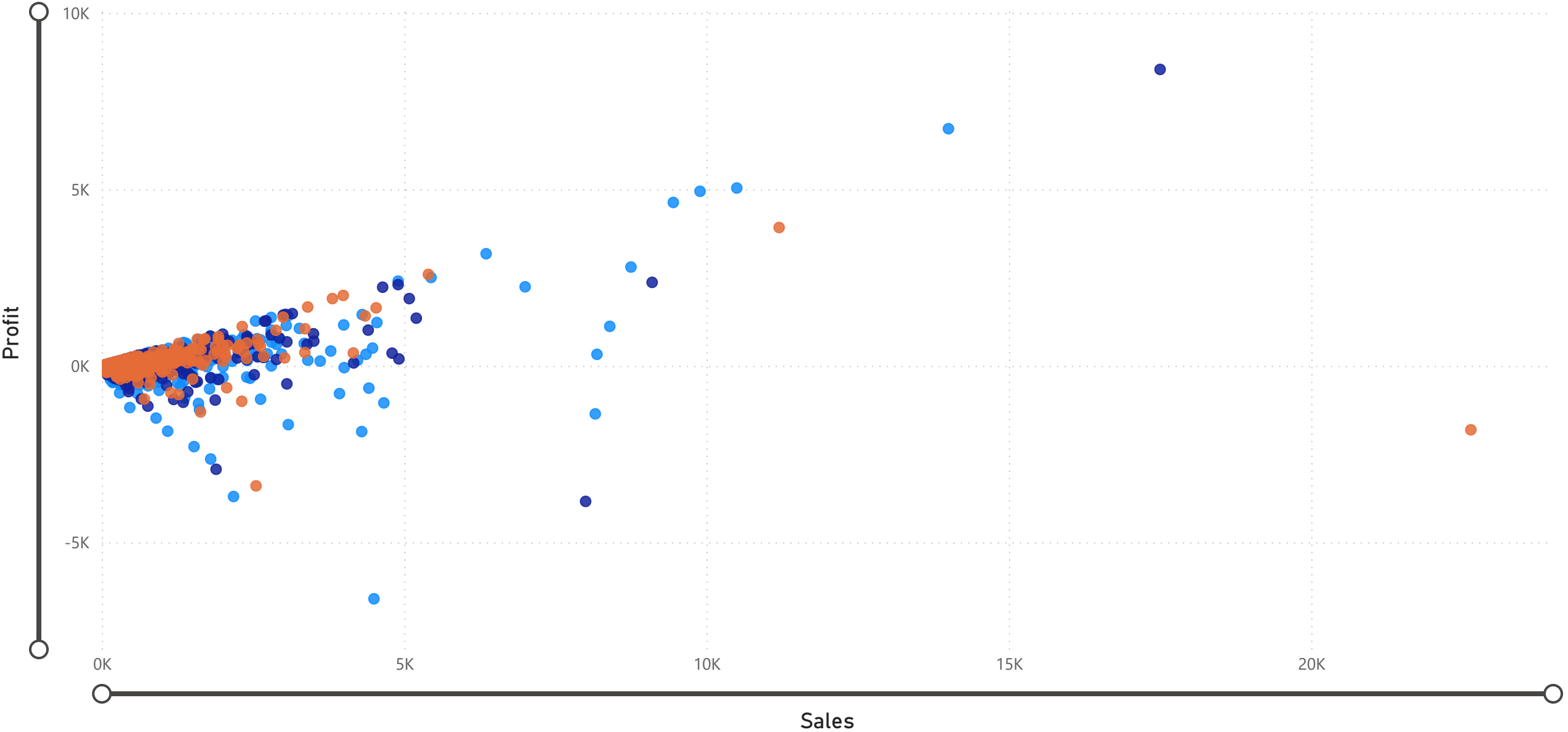
Use a filter to show the sales of the United States in the above graph.

United States Segment, Sales and Profit

Segment ● Consumer ● Corporate ● Home Office

Use a conditional formatting rule to highlight the products with the high, low and medium profit margins in the month of January.

Product Name	Month	Sum of Profit	ProfitMargin ▼
Adams Telephone Message Book w/Frequently-Called Numbers Space, 400 Messages per Book	January	19.95	50.00%
Avery 475	January	22.20	50.00%
Brown Kraft Recycled Envelopes	January	25.47	50.00%
Cardinal EasyOpen D-Ring Binders	January	9.14	50.00%
Fellowes PB500 Electric Punch Plastic Comb Binding Machine with Manual Bind	January	635.50	50.00%
REDIFORM Incoming/Outgoing Call Register, 11" X 8 1/2", 100 Messages	January	8.34	50.00%
XtraLife ClearVue Slant-D Ring Binders by Cardinal	January	15.68	50.00%
Xerox 1934	January	137.15	49.00%
Floodlight Indoor Halogen Bulbs, 1 Bulb per Pack, 60 Watts	January	38.02	49.00%
Ibico Standard Transparent Covers	January	16.15	49.00%
Xerox 188	January	5.56	49.00%
GE General Use Halogen Bulbs, 100 Watts, 1 Bulb per Pack	January	30.78	49.00%
Xerox 1893	January	40.17	49.00%
Staple envelope	January	32.88	48.47%
Binder Clips by OIC	January	5.68	48.00%
Eureka Recycled Copy Paper 8 1/2" x 11", Ream	January	9.33	48.00%
Xerox 1887	January	45.53	48.00%
Xerox 1905	January	18.66	48.00%
Total		**9,497.25**	**9.89%**

Join the Superstore returns and people data with the Order data to Returned to show the actual sales of each customer segment against "Regional Manager"

Segment	Chuck Magee	Fred Suzuki	Roxanne Rodriguez	Sadie Pawthorne	Total
⊞ Consumer	3,57,141.86	1,95,580.97	2,53,962.22	3,63,974.74	11,70,659.79
⊞ Corporate	2,03,576.63	1,21,885.93	1,57,995.81	2,32,347.76	7,15,806.13
⊞ Home Office	1,31,109.68	74,255.00	91,212.64	1,43,491.11	4,40,068.43
Total	**6,91,828.17**	**3,91,721.91**	**5,03,170.67**	**7,39,813.61**	**23,26,534.35**

Total Sales

Segment	Chuck Magee	Fred Suzuki	Roxanne Rodriguez	Sadie Pawthorne	Total
⊞ Consumer	27,227.88	8,473.54	8,230.52	61,453.31	1,05,385.25
⊞ Corporate	10,318.00	7,128.22	3,627.45	30,838.39	51,912.04
⊞ Home Office	4,159.27	1,707.34	2,149.01	15,191.36	23,206.98
Total	**41,705.14**	**17,309.10**	**14,006.98**	**1,07,483.06**	**1,80,504.28**

Total Sales Returned

Use multilevel filtering to show the sales of the United States in the month of January for the Consumer customer segment.

Sum of Sales by Country/Region and Segment

Segment ● Consumer
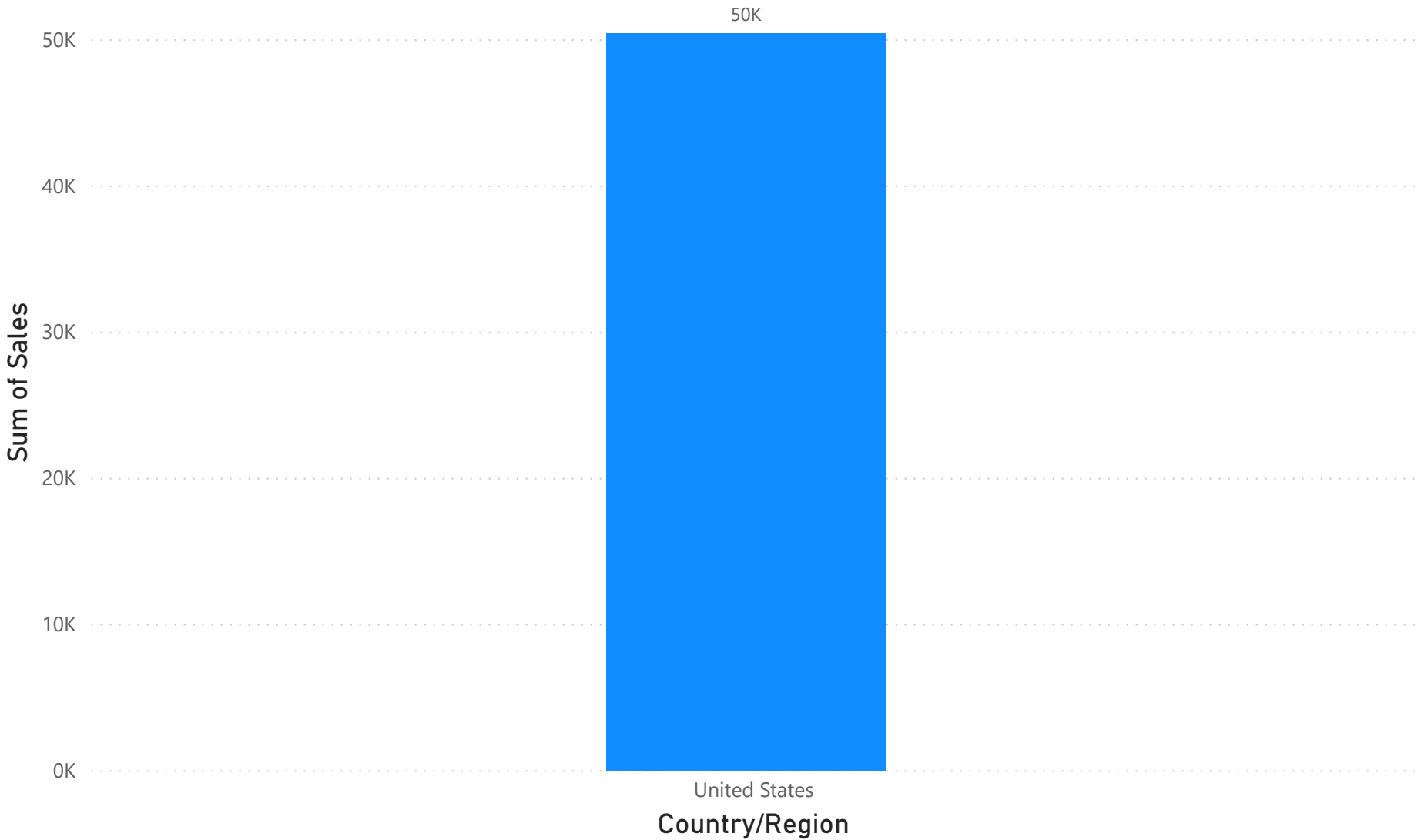
Country/Region	Segment	Month	Sum of Sales
United States	Consumer	January	50,441.29
Total			**50,441.29**

Country/Region, Segment, ...

- ⌄ ◯ Canada
- ⌃ ◉ United States
  - ⌃ ◉ Consumer
    - ◉ January
    - ◯ February
    - ◯ March
    - ◯ April
    - ◯ May
    - ◯ June
    - ◯ July
    - ◯ August
    - ◯ September
    - ◯ October
   - ◯ November
    - ◯ December
  - ⌄ ◯ Corporate
  - ⌄ ◯ Home Office

Write a calculated field measure to calculate the total profit for each product category by month.

TotalProfitByCategoryByMonth = CALCULATE(SUM('Orders'[Profit]),ALLEXCEPT('Orders', 'Orders'[Category],'Orders'[Order Date].[Month]))

TotalProfitByCategoryByMonth by Month and Category

Category ● Furniture ● Office Supplies ● Technology
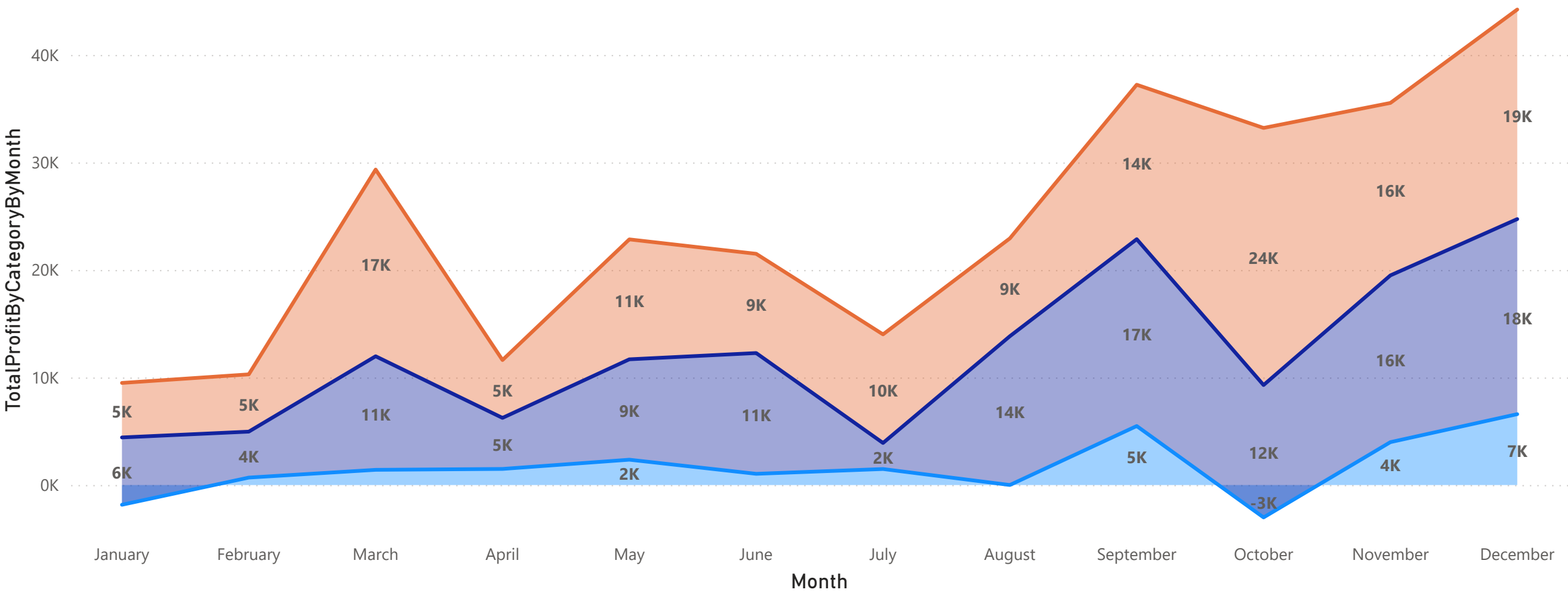
Write a calculated field measure to calculate the average sales per day by customer segment.

AverageSalesPerDayBySegment = DIVIDE(SUM('Orders'[Sales]),COUNTROWS(VALUES('Orders'[Order Date].[Date])) * COUNTROWS(VALUES('Orders'[Segment])),0)
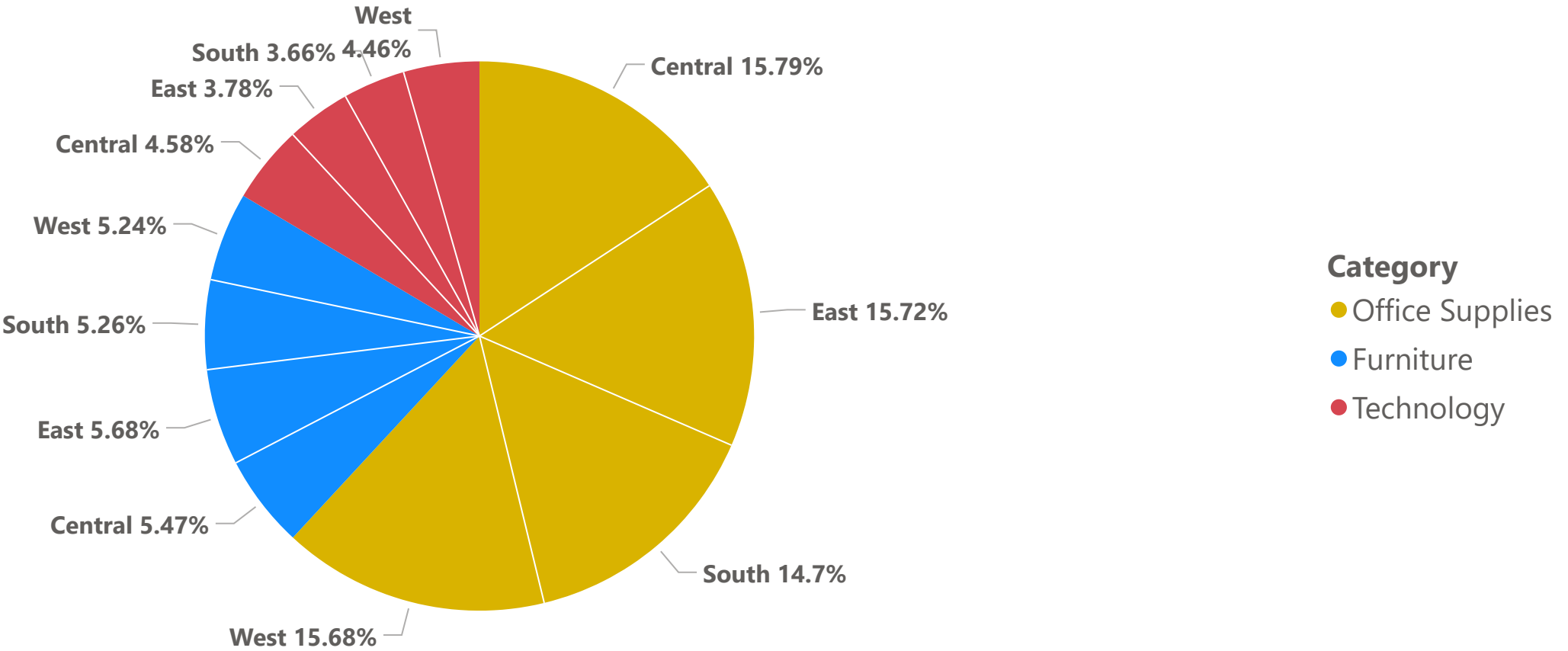
AverageSalesPerDayBySegment by Segment
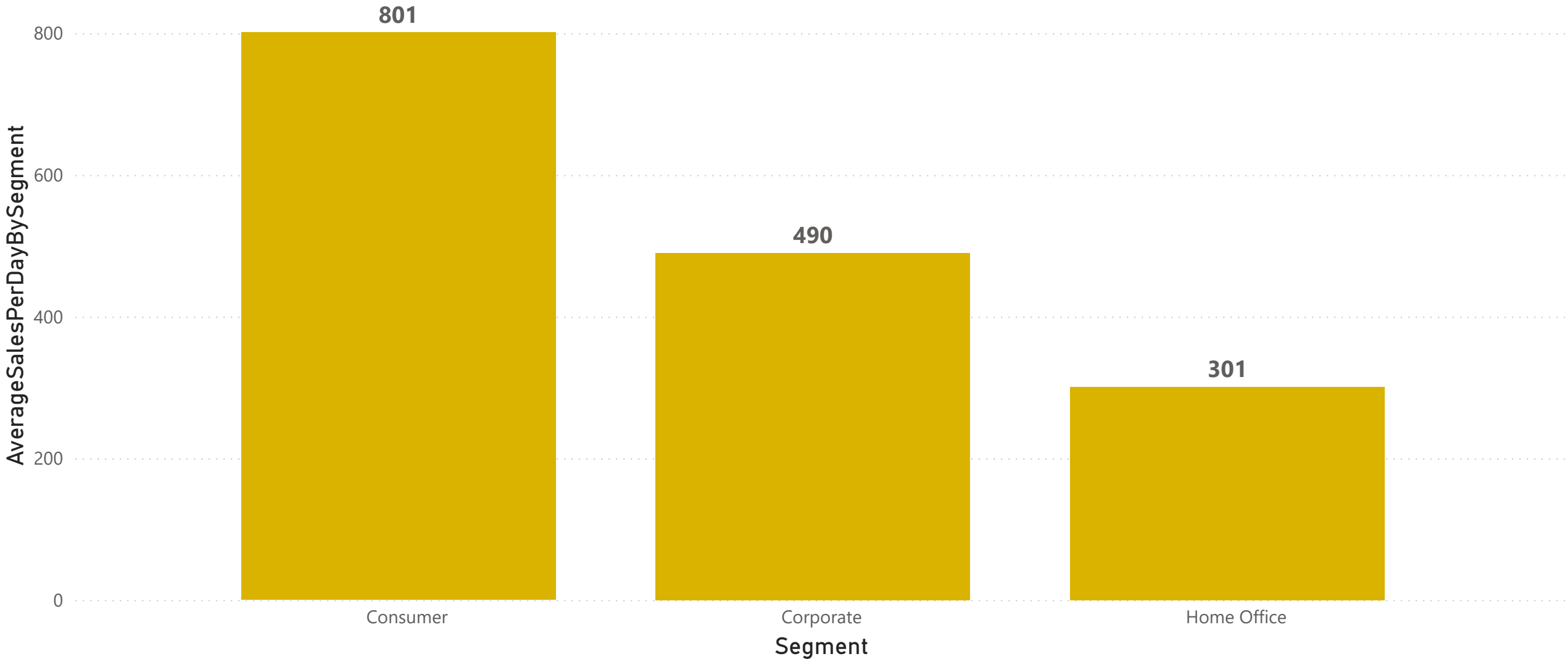
Create a calculated field to show the percentage of sales that come from each product category by region.
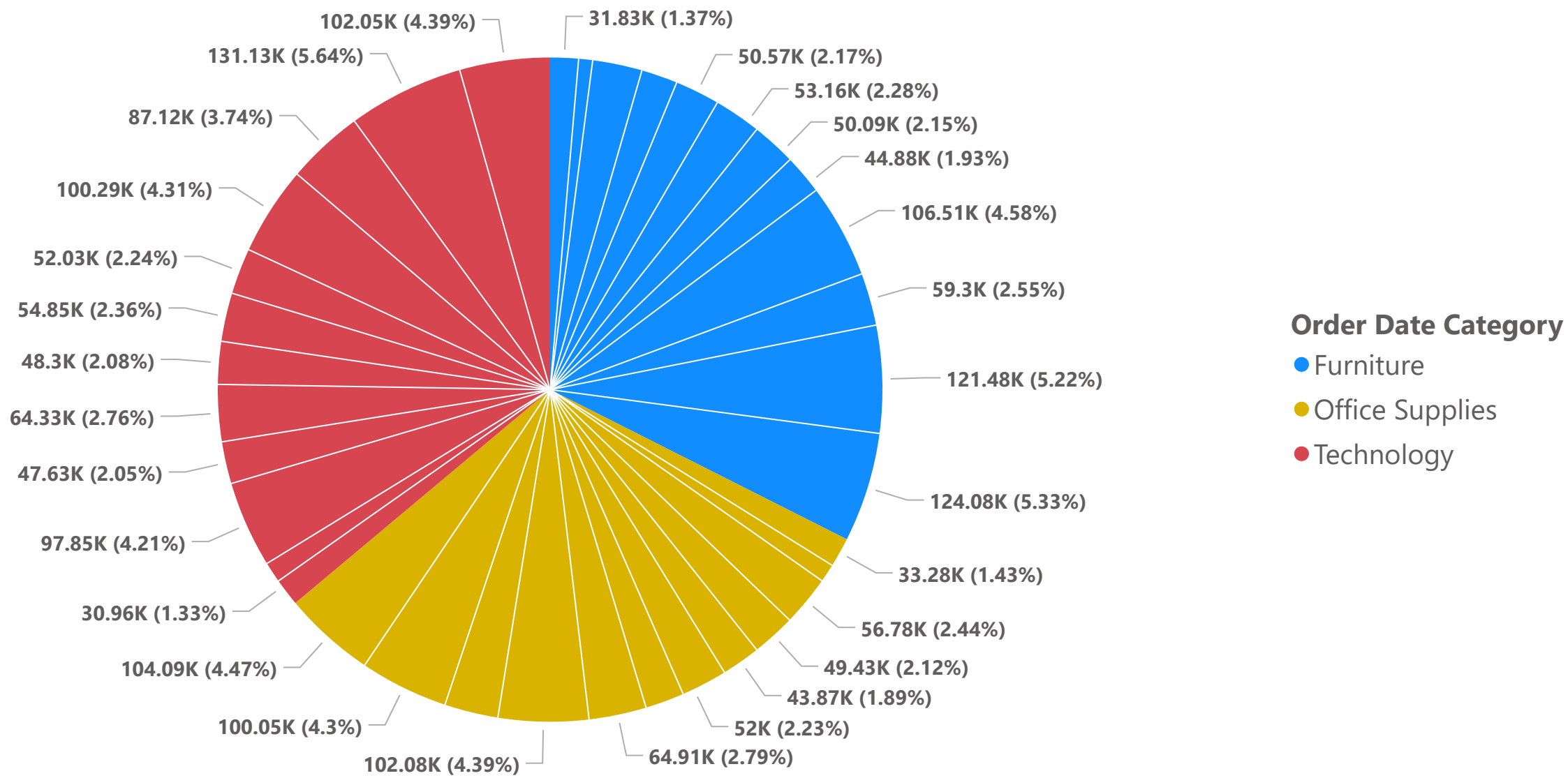
PercentageSalesByCategoryByRegion =
DIVIDE(SUM('Orders'[Sales]),CALCULATE(SUM('Orders'[Sales]),ALLEXCEPT('Orders', 'Orders'[Category],
'Orders'[Region])),0)

**Sum of PercentageSalesByCategoryByRegion by Category and Region**

Create a pie chart that shows the distribution of sales by product category by month.
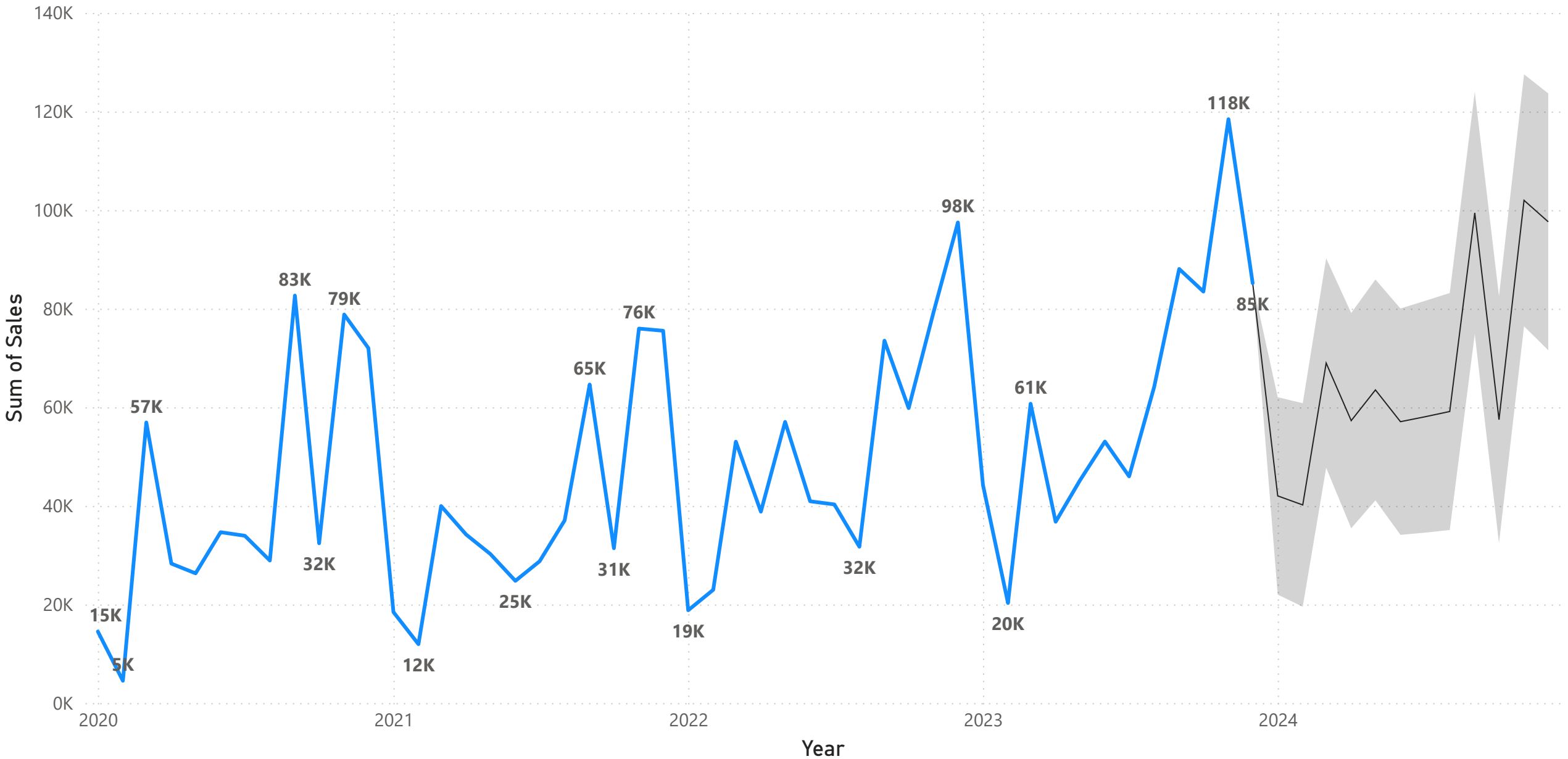
Sum of Sales by Category and Month

Order Date Category
- Furniture
- Office Supplies
- Technology

31.83K (1.37%)
50.57K (2.17%)
53.16K (2.28%)
50.09K (2.15%)
44.88K (1.93%)
106.51K (4.58%)
59.3K (2.55%)
121.48K (5.22%)
124.08K (5.33%)
33.28K (1.43%)
56.78K (2.44%)
49.43K (2.12%)
43.87K (1.89%)
52K (2.23%)
64.91K (2.79%)
102.08K (4.39%)
100.05K (4.3%)
104.09K (4.47%)
30.96K (1.33%)
97.85K (4.21%)
47.63K (2.05%)
64.33K (2.76%)
48.3K (2.08%)
54.85K (2.36%)
52.03K (2.24%)
100.29K (4.31%)
87.12K (3.74%)
131.13K (5.64%)
102.05K (4.39%)

Create a treemap that shows the sales of the Superstore by product category, region, and month.

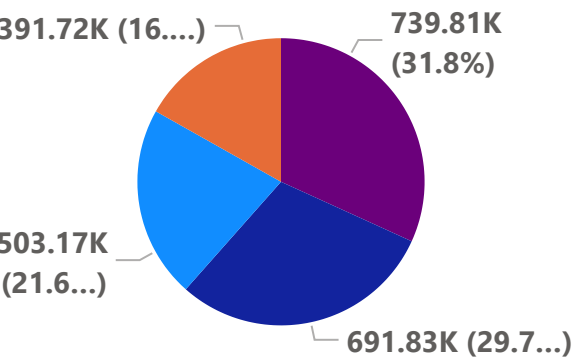Sum of Sales by Category, Month and Region
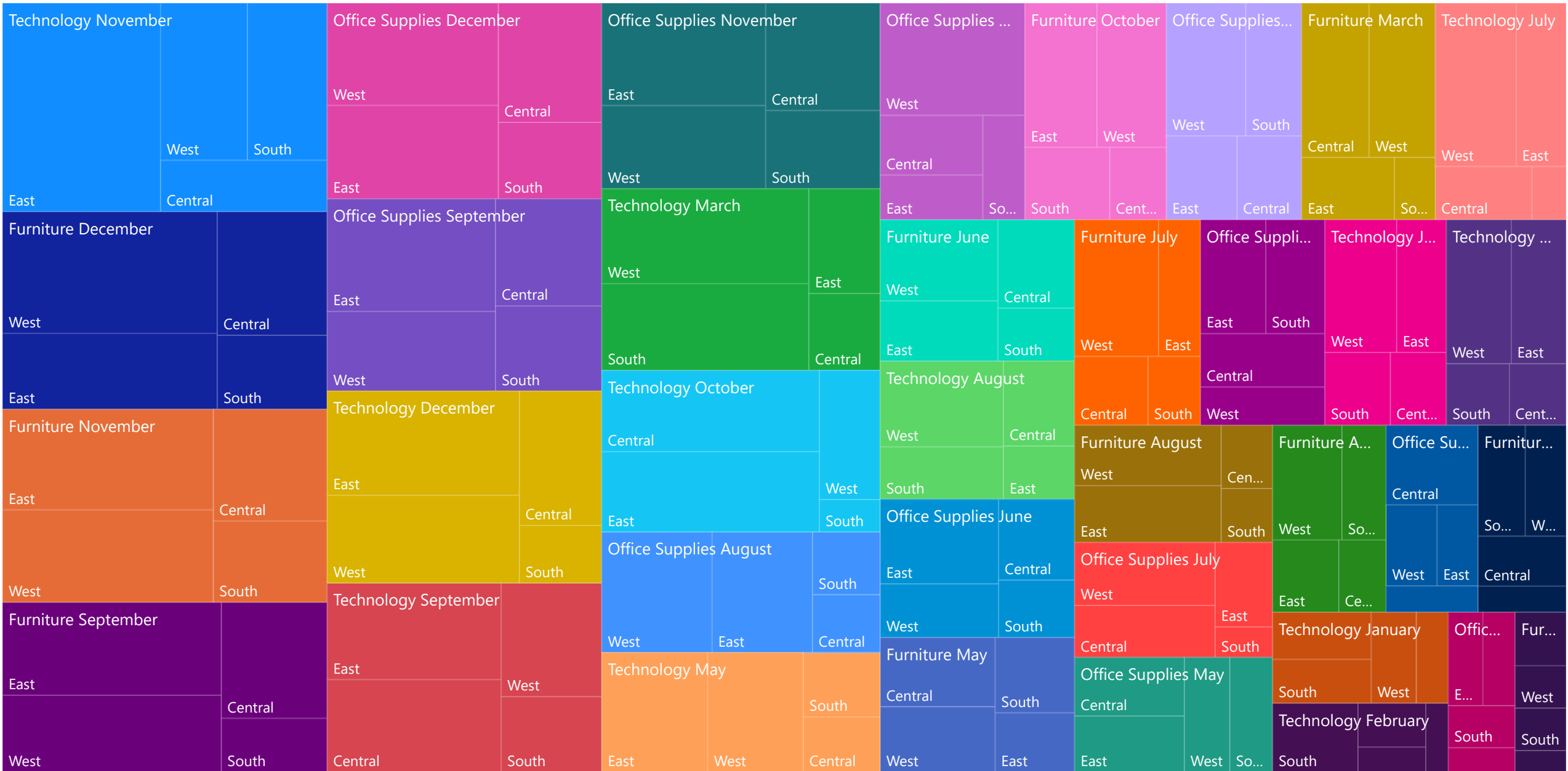
Use Tableau's forecasting feature to predict the sales of Superstore based on monthly sales.
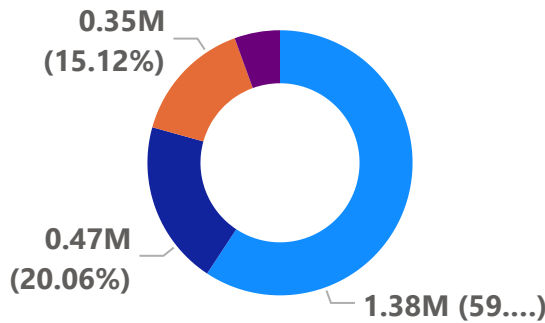
Sum of Sales by Year and Month

Create a dashboard that shows the sales trends for the Superstore, as well as the forecasted sales.
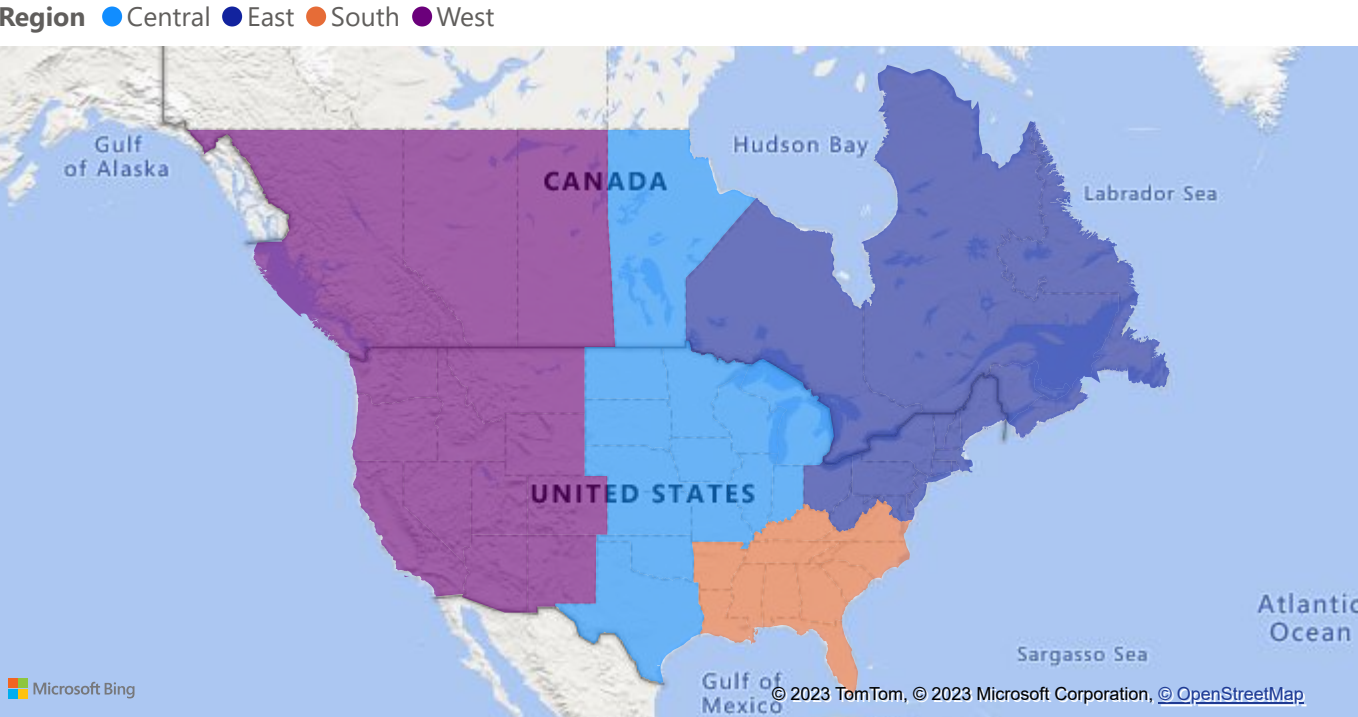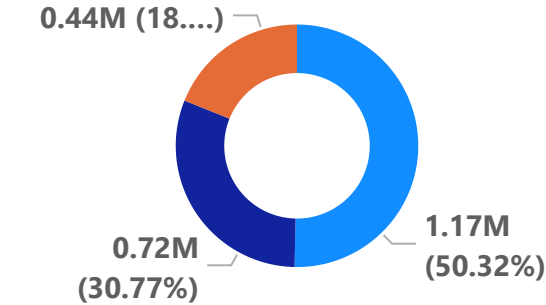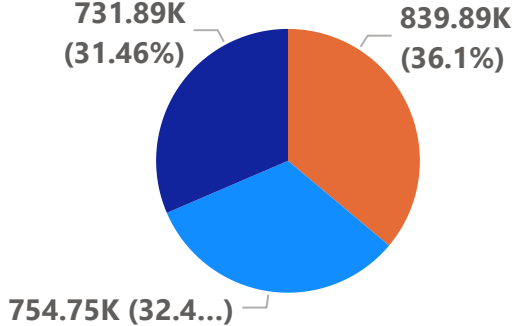
Sum of Sales by Region

391.72K (16....)
739.81K (31.8%)
503.17K (21.6...)
691.83K (29.7...)

Sum of Sales by Ship Mode

0.35M (15.12%)
0.47M (20.06%)
1.38M (59....)

Sum of Sales by Segment

0.44M (18....)
0.72M (30.77%)
1.17M (50.32%)

Sum of Sales by Category

731.89K (31.46%)
839.89K (36.1%)
754.75K (32.4...)

Sum of Sales by State/Province and Region

Region ● Central ● East ● South ● West

© 2023 TomTom, © 2023 Microsoft Corporation, © OpenStreetMap

Forecasted sales

15K 5K 57K 83K 79K 32K 12K 25K 31K 65K 19K 76K 32K 98K 61K 20K 118K 85K

2020   2021   2022   2023   2024

Year

Sum of Sales
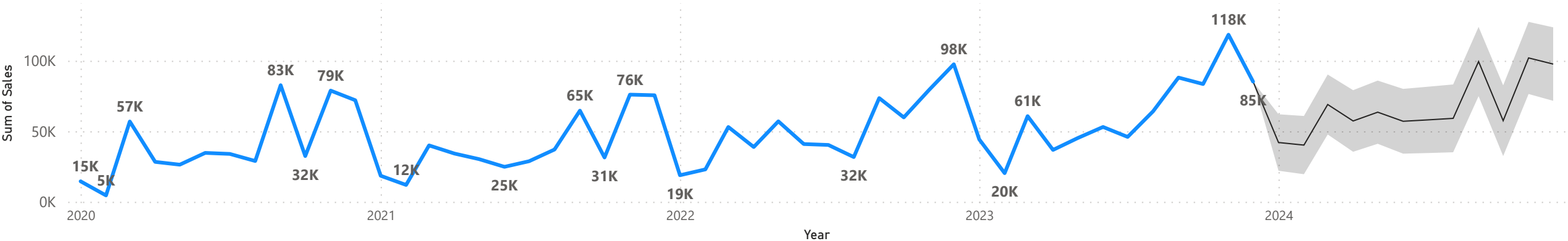
Usen multilevel filtering to create a view that shows the sales of the Superstore in the United States in the month of January for the Consumer customer segment. The view should only show products that have a profit margin of at least 10%.

Country/Region	Month	Segment	Product Name	Sum of Sales	ProfitMargin ▼
United States	January	Consumer	Avery 475	44.40	50.00%
United States	January	Consumer	Xerox 1934	279.90	49.00%
United States	January	Consumer	Floodlight Indoor Halogen Bulbs, 1 Bulb per Pack, 60 Watts	77.60	49.00%
United States	January	Consumer	Ibico Standard Transparent Covers	32.96	49.00%
United States	January	Consumer	Binder Clips by OIC	11.84	48.00%
United States	January	Consumer	Xerox 1887	94.85	48.00%
United States	January	Consumer	Xerox 1905	38.88	48.00%
United States	January	Consumer	Xerox 1959	60.12	48.00%
United States	January	Consumer	Xerox 225	19.44	48.00%
United States	January	Consumer	Wirebound Service Call Books, 5 1/2" x 4"	19.36	48.00%
United States	January	Consumer	Xerox 195	40.08	48.00%
United States	January	Consumer	Xerox 1997	12.96	48.00%
United States	January	Consumer	Xerox 1999	12.96	48.00%
United States	January	Consumer	Xerox 218	12.96	48.00%
United States	January	Consumer	Easy-staple paper	106.32	47.00%
United States	January	Consumer	Speediset Carbonless Redi-Letter 7" x 8 1/2"	51.55	47.00%
United States	January	Consumer	Xerox 1881	12.28	47.00%
United States	January	Consumer	Acco Pressboard Covers with Storage Hooks, 9 1/2" x 11", Executive Red	19.05	47.00%
United States	January	Consumer	Avery 512	26.01	47.00%
United States	January	Consumer	Poly String Tie Envelopes	2.04	47.00%
United States	January	Consumer	Staple envelope	23.34	47.00%
United States	January	Consumer	Xerox 191	79.92	47.00%
Total				**29,777.78**	**27.79%**