

TASK 1 : LOD EXPRESSIONS

FIXED LOD EXPRESSION :

** As we see above, The fixed LOD expression consists a fixed value that is 286,397.*

** Where it represents the categories vise profit in a ship mode.*

** In this ship mode there is a some classes and they are :*

- first class*
- second class*
- standard class*

** These classes are again categorized into furniture, office appliances, Technology .*

** This LOD expression shows the profit category vise as well as class by class.*

** Where, the fixed profit vaue is 286,397 and it was obtained by sum of all profits.*

EXCLUDE LOD EXPRESSION:

** As we see in above exclude LOD, The exclude values are based on the average discount.*

** The overall discount value is 1,561.*

** Here , the exclude lod expression shows the exclude discount value in the central, east, west, and south regions.*

** This regions are categorized into class using ship mode they are:*

- first class /*
- second class*
- standard class*

** And this classes are sub-categorized into Accessories, Applicanes, Art, etc.,*

** It shows the exclude discount based on the sub-categories as well as ship mode and regions.*

Data Source	FIXED LOD EXPRESSION 1	EXCLUDE LOD EXPRESSION	FILLED MAP	HEAT MAP	TOP N PARAMETERS	Sheet 6			
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TASK 2: GEOGRAPHICAL MAPS

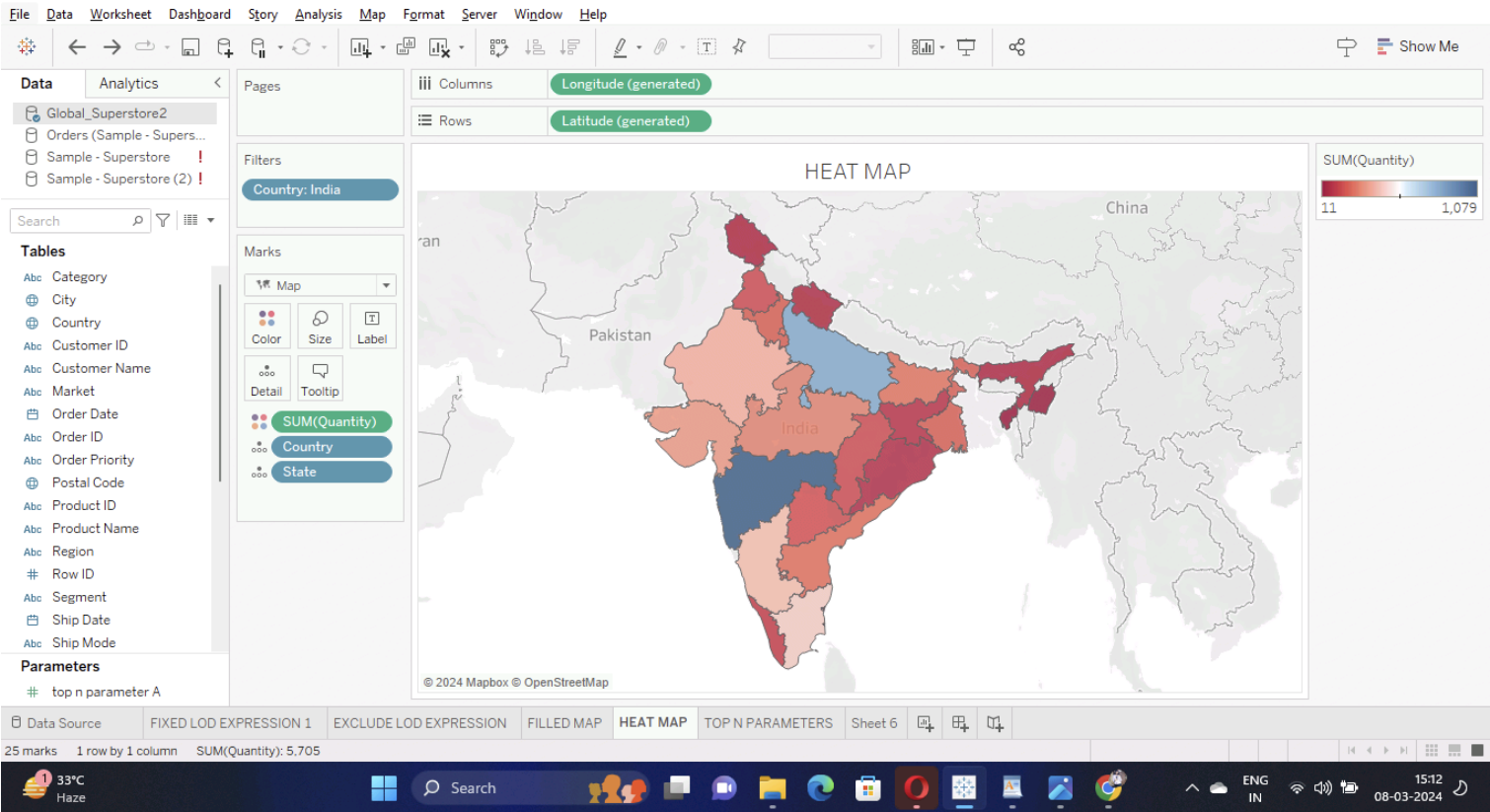
FILLED MAPS:

- *Filled maps in Tableau are similar to symbol maps, but they include many more data points. While a symbol map draws a symbol at the intersection of each latitude and longitude pair, filled maps draw a polygon around the entire border.*
- *Filled maps show your data as shaded areas. Heatmaps show your data using a color gradient. Line maps show your data as lines or paths over a geographic area. Connection maps shows your data as pairs of points that are connected by a line or an arc.*
- *The above filled map shows the african country and where mentioned the names of the states in this filled map , it was colored with different colors for different states in the filled map.*



HEAT MAPS:

- *A simple heat map provides an immediate visual summary of information across two axes, allowing users to quickly grasp the most important or relevant data points. More elaborate heat maps allow the viewer to understand complex data sets. A heat map is a way to represent data points in a data set in a visual manner.*
- *Heatmaps present patterns, trends, and relationships within the data. They use color and size from two on the same or different measures. For example, while using color to help identify changes to a measure in a heatmap, the creator might reinforce its importance by keying the same measure to size.*
- *Heatmaps can give a more comprehensive overview of how users are really behaving and the actual conversion rate. Heatmaps are also a lot more visual than standard analytics reports, which can make them easier to analyze at a glance.*



TASK 3:

TOP N PARAMETERS OR DYNAMIC DIMENSIONAL PARAMETERS:

- *The first step to showing the dimension members of the top N and grouping everything else into one line is to create a parameter for the top N. This will eventually allow the end user to choose how many individual dimension members to show (i.e. top 5, top 6, top 7, and so on).*
- *In this visualisation , I give the top 4 parameters according to the region dataset column.*
- *Right-click on the field region and go to the tab named Top. Here, choose the second radio option by field. From the drop-down, choose the option Top 4 by Sum of profit.*

