

Lesson 03 Demo 06

Measure Names and Measure Values

Objective: To demonstrate creating Tableau cross tables and charts adeptly, by sequentially dragging dimensions, applying filters, and customizing visualizations for effective analysis.

Tools required: Tableau Desktop

Prerequisites: None

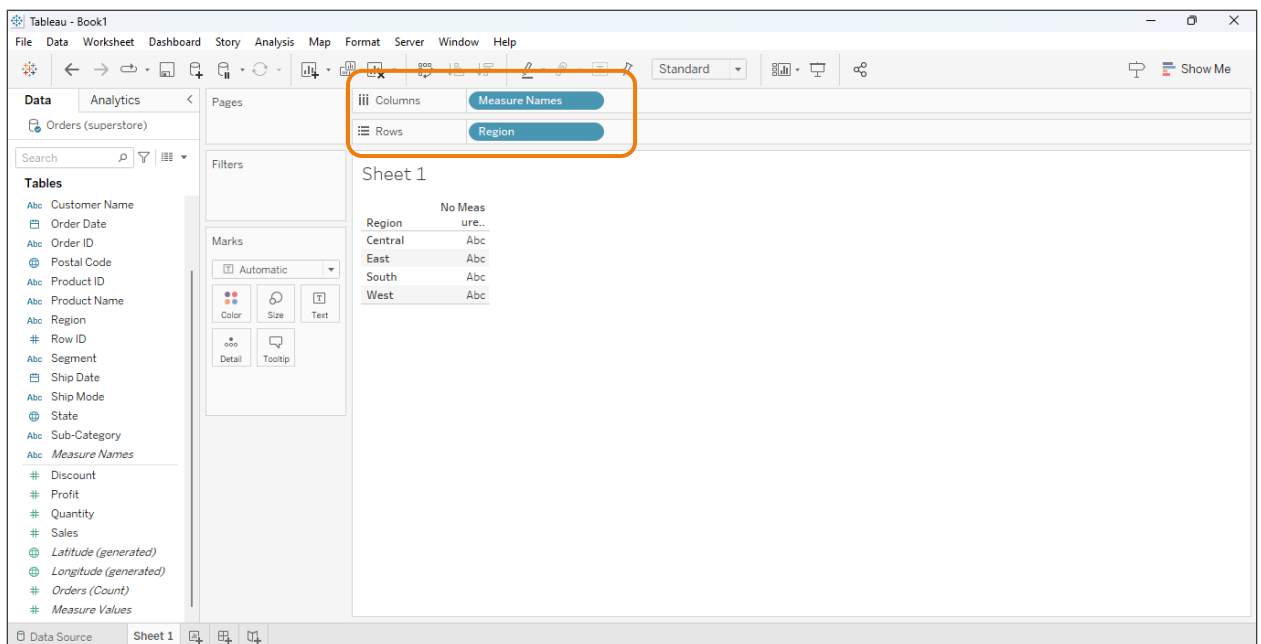
Note: Download the **superstore.xlsx** datasets from the Reference Material of the LMS

Steps to be followed:

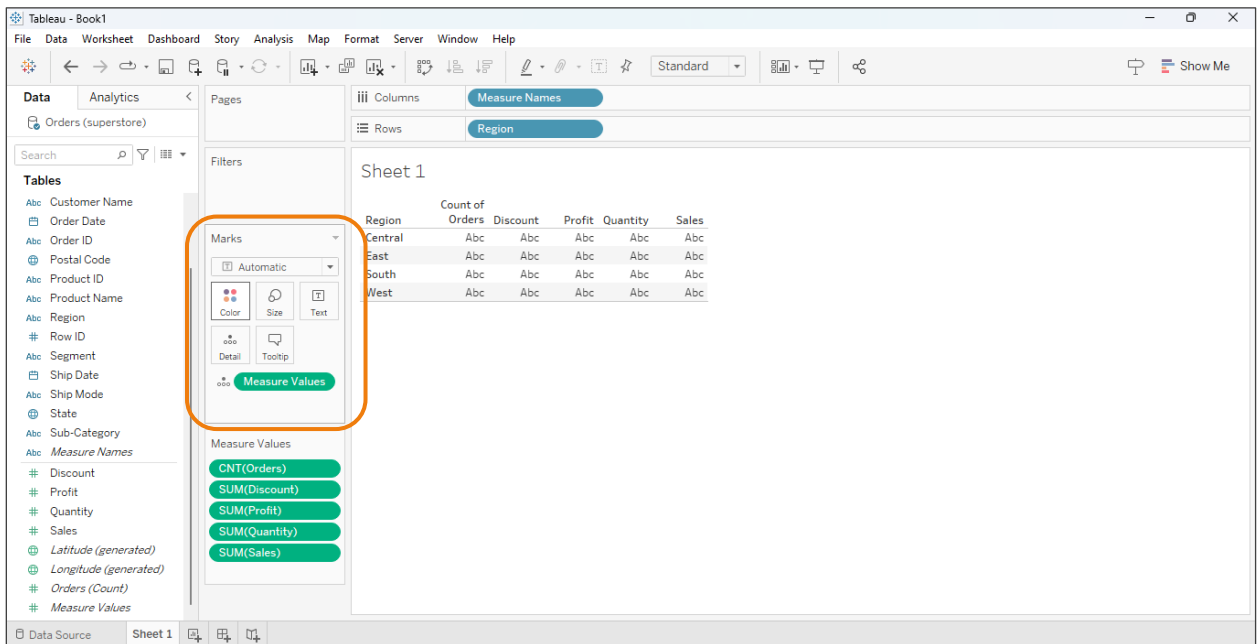
1. Create a Cross Table with Measure Names and Measure Values
2. Create a Chart to Show Weekly Segment Sales
3. Create a Chart with Measure Name and Measure Values

Step 1: Create a Cross Table with Measure Names and Measure Values

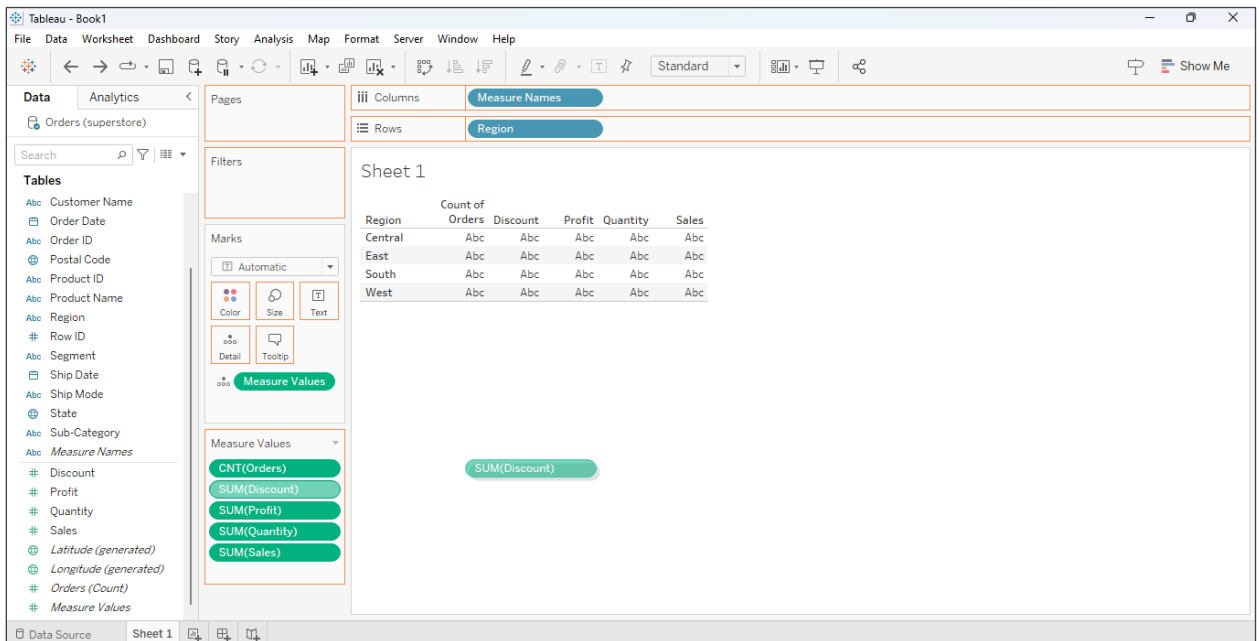
1.1 Drag **Region** to Rows and **Measure Names** to Columns

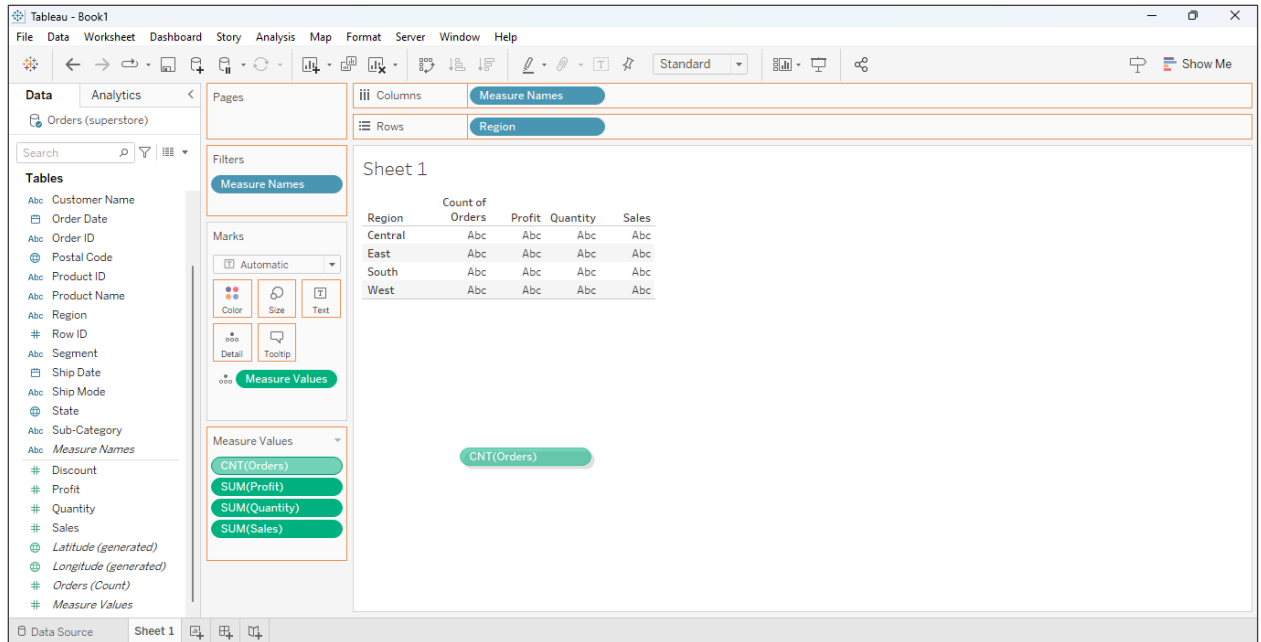


1.2 Drag **Measure Values** to populate values and place them on **Marks**



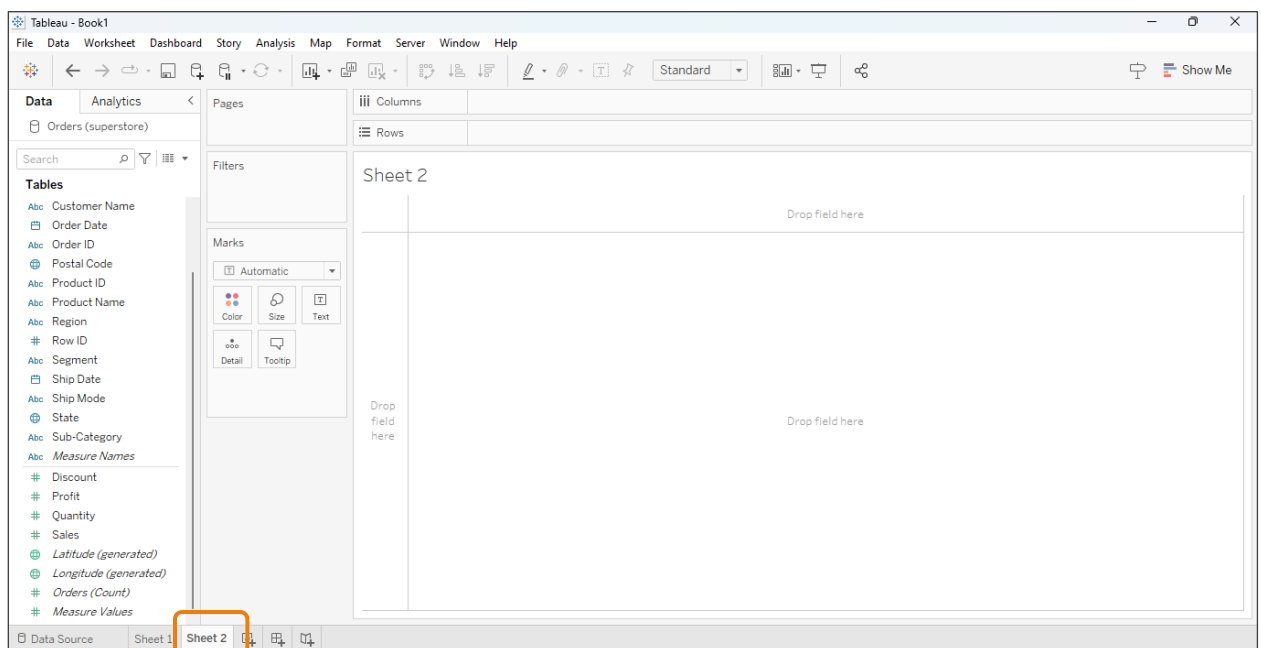
1.3 Drag out **SUM(Discount)** and **CNT(Orders)** from the **Measure Values** card



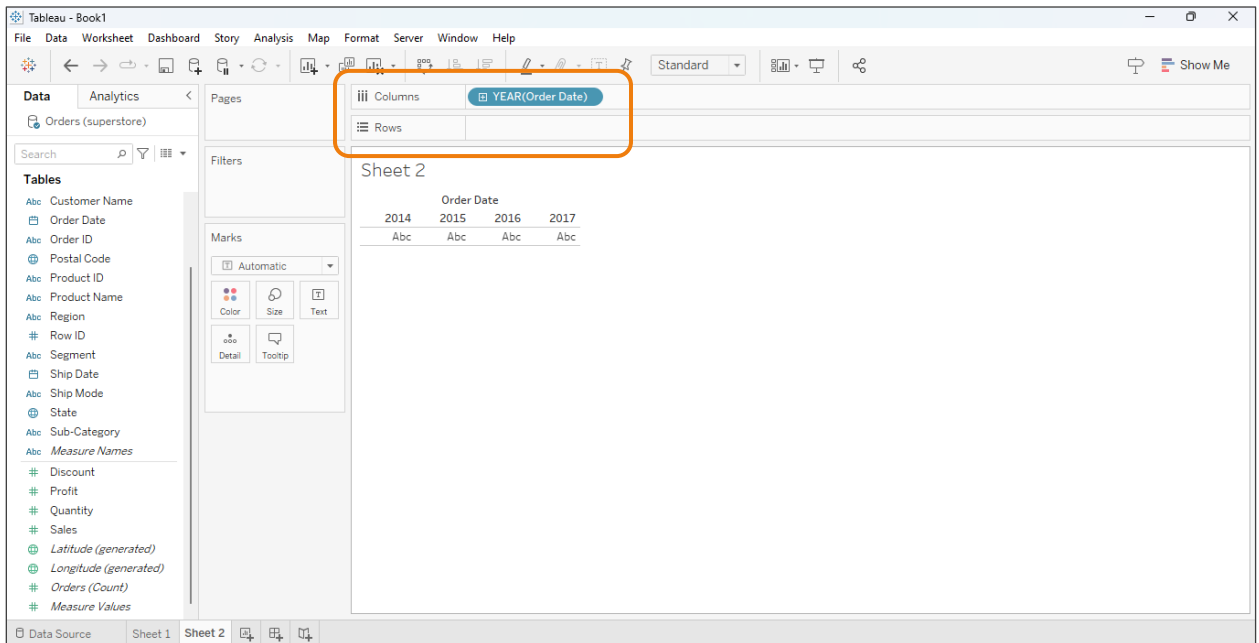


Step 2: Create a Chart to Show Weekly Segment Sales

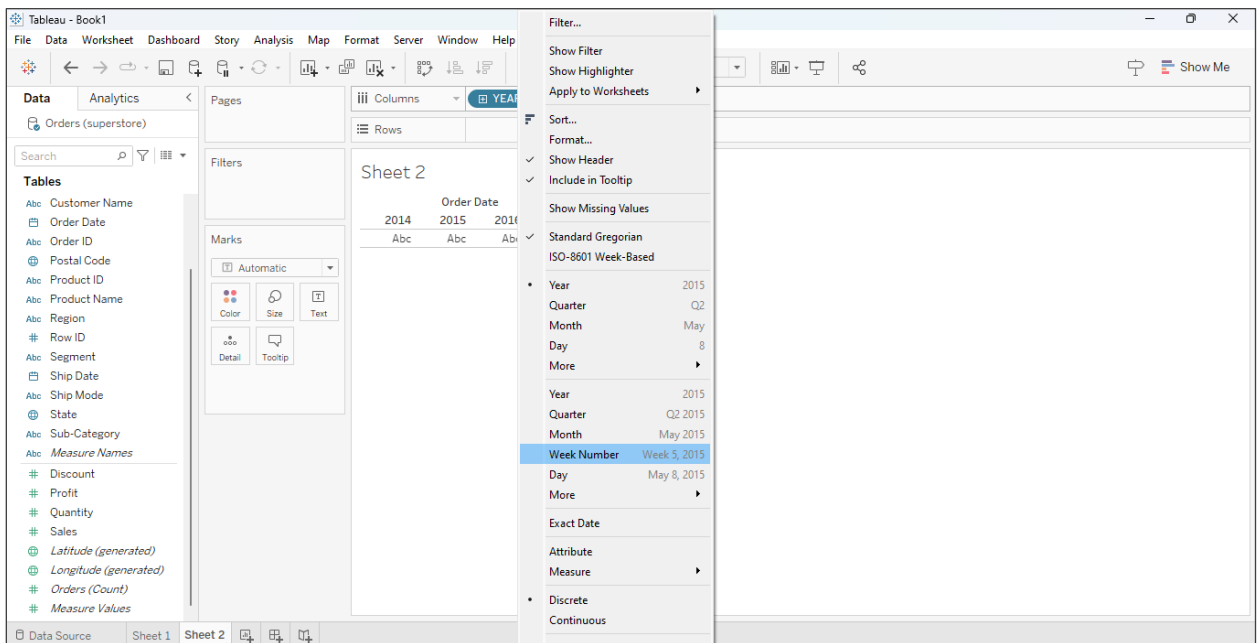
2.1 Navigate to New Sheet



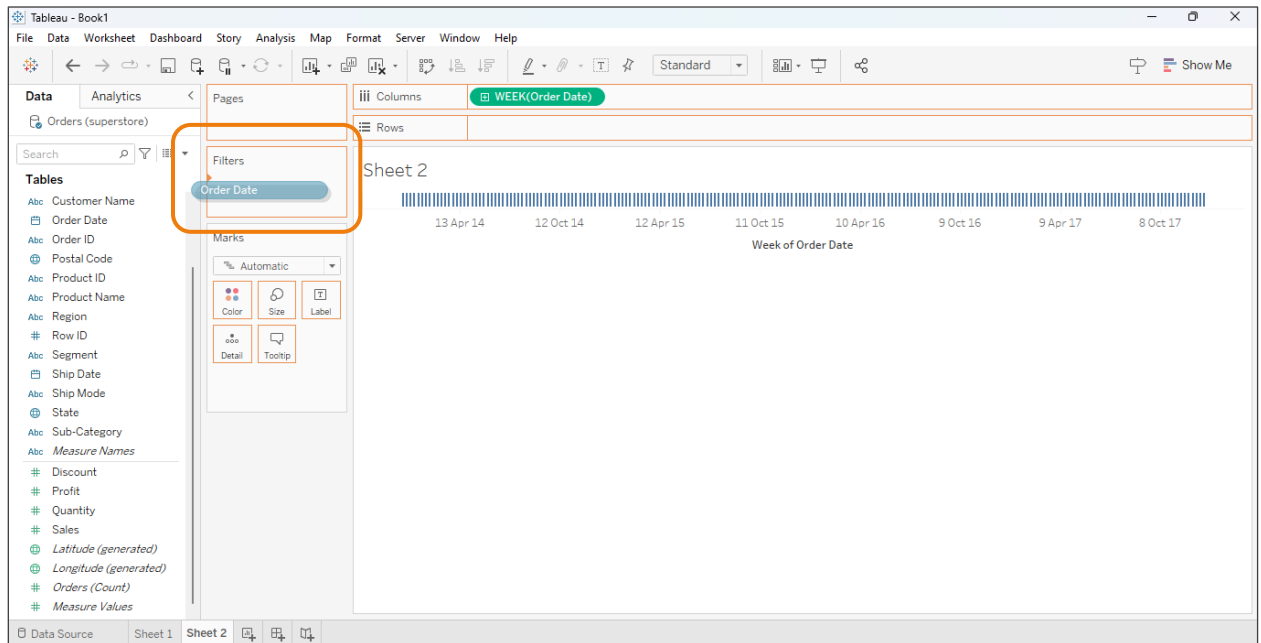
2.2 Drag **Order Date** to Columns shelf



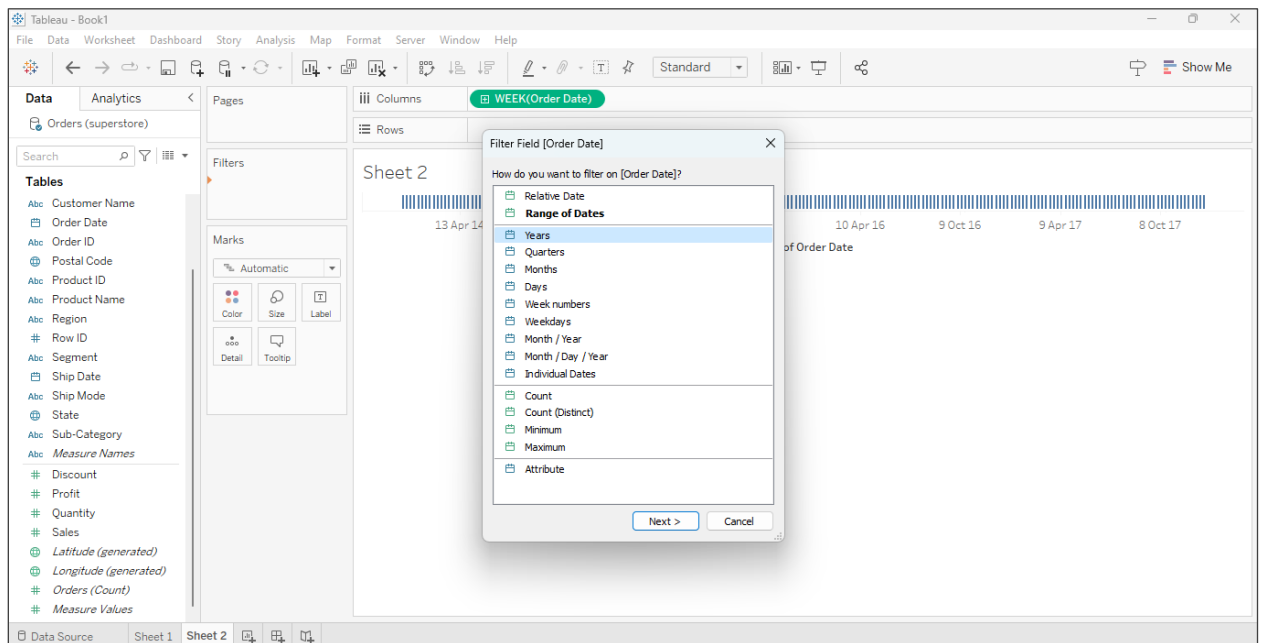
2.3 Right-click on **Order Date** field and select the Date Value (2nd One) as **Week Number**



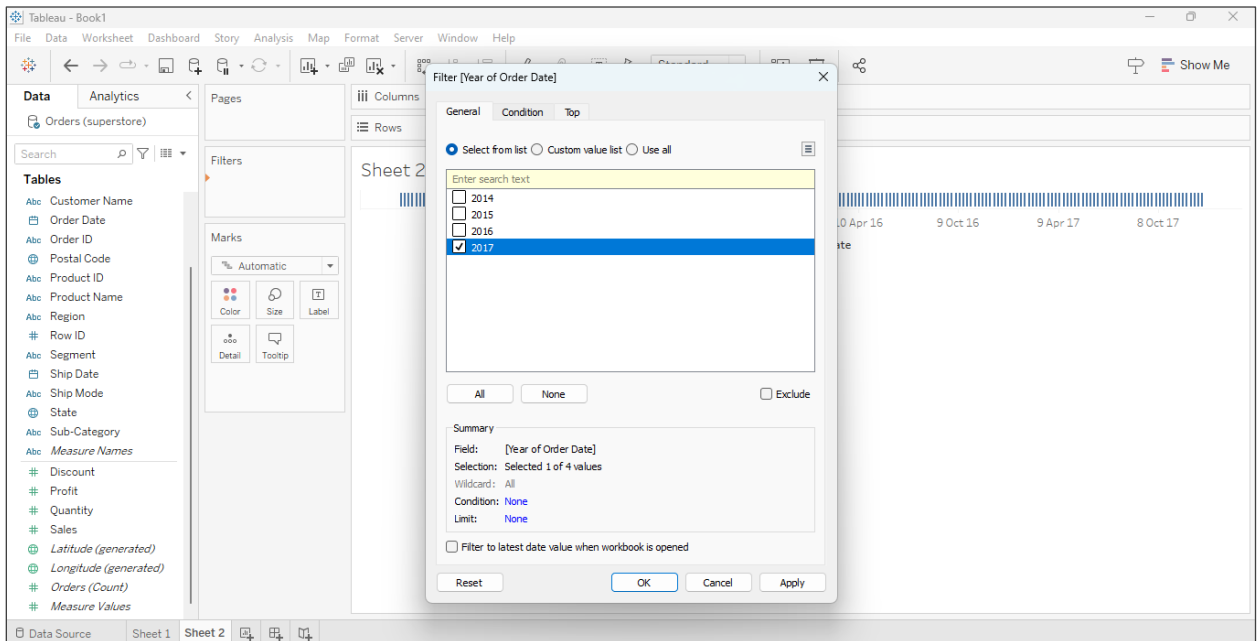
2.4 Drag **Order Date** to Filters



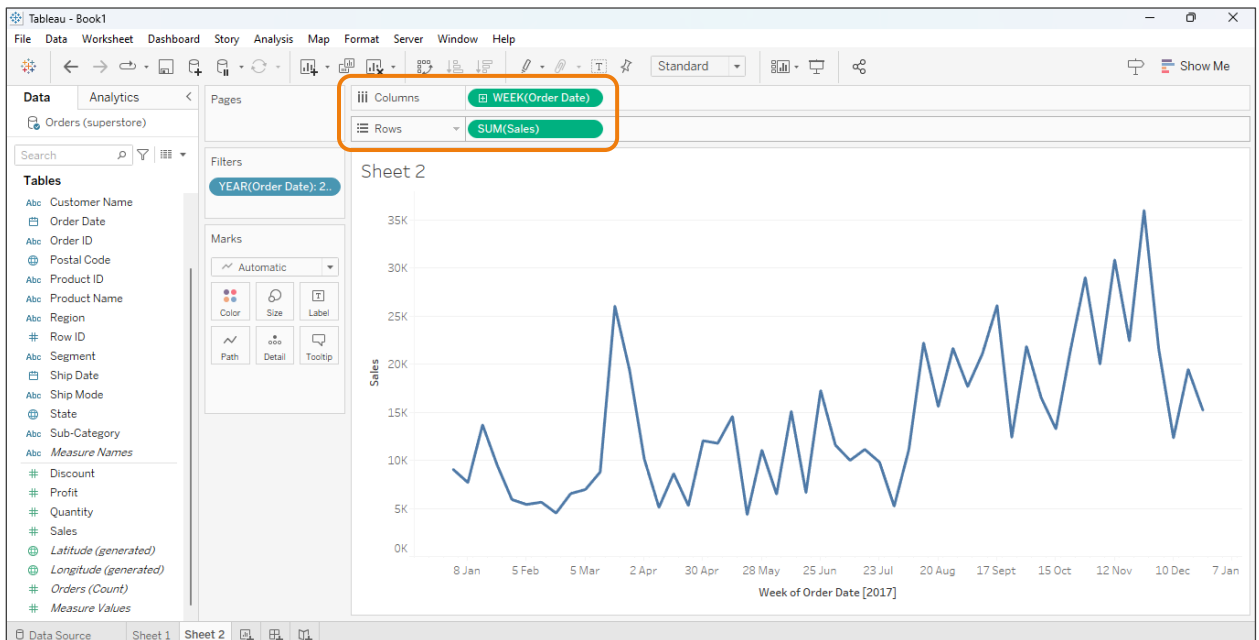
- Select the **Years** and click **Next**



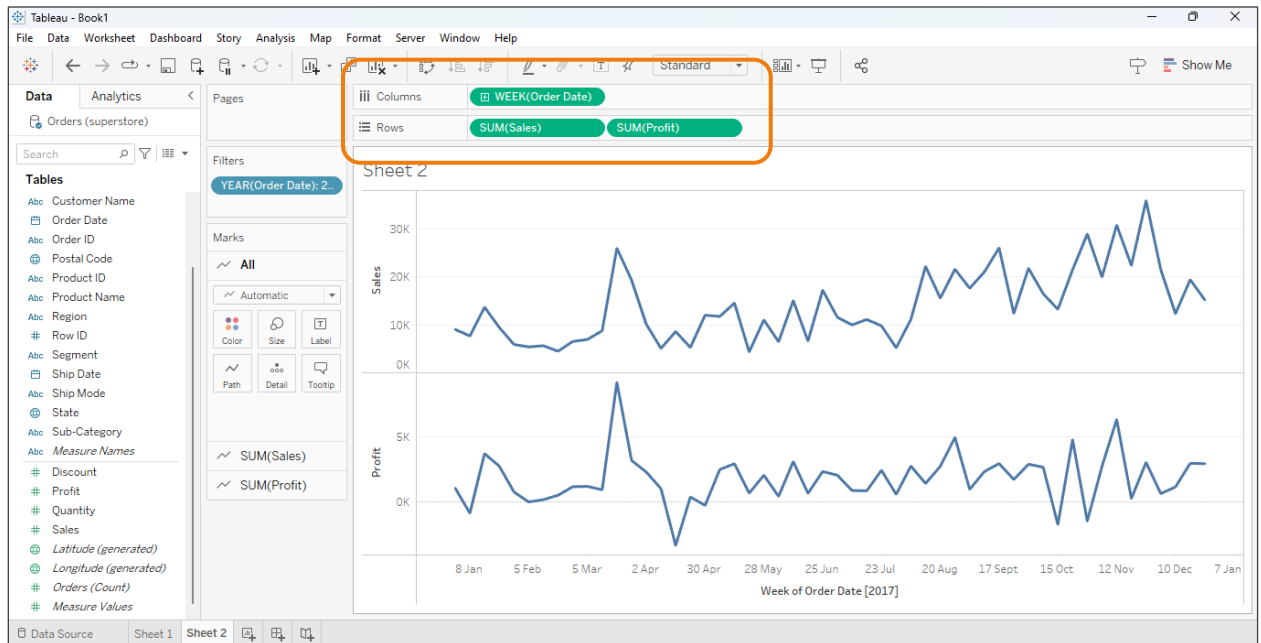
- Select 2017 as the **Year**, Click Apply and Ok



2.5 Drag **Sales** to Rows

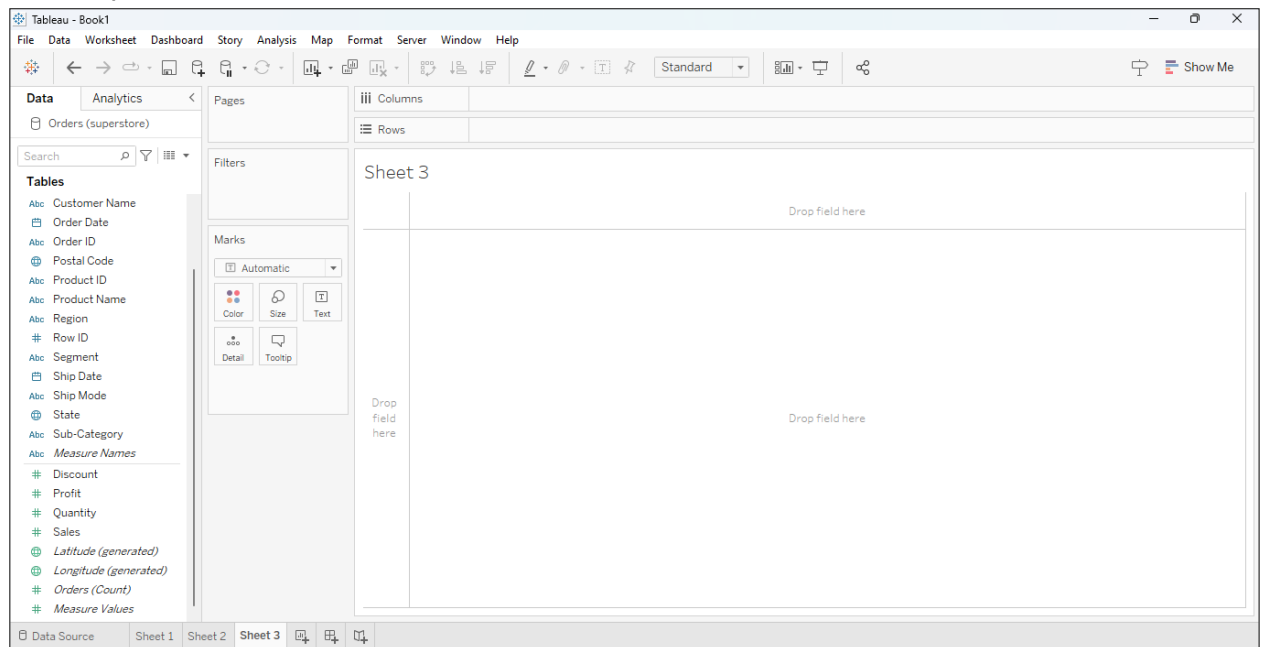


2.6 Drag **Profit** to Rows

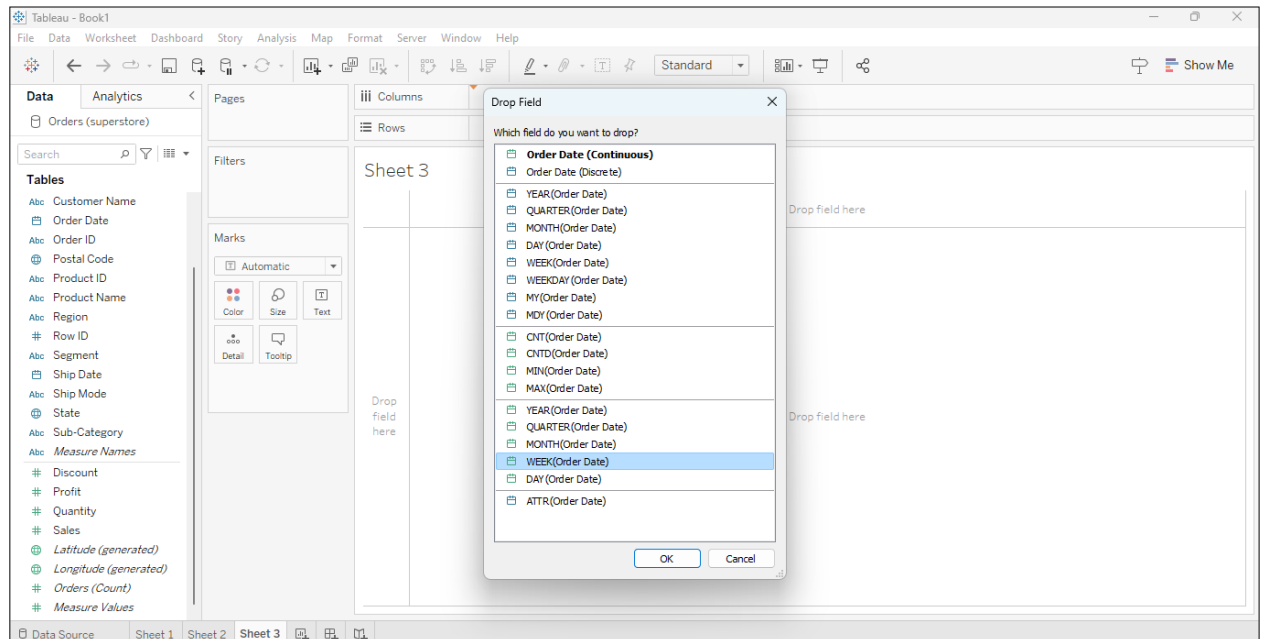


Step 3: Create a Chart with Measure Names and Measure Values

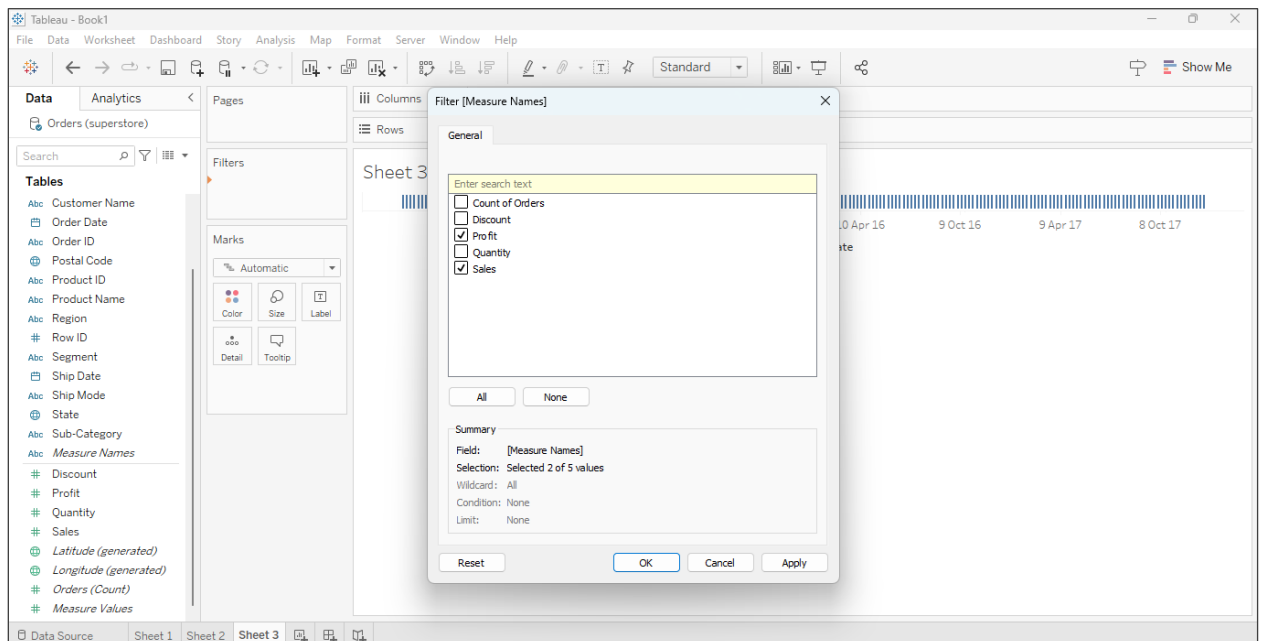
3.1 Open New Sheet



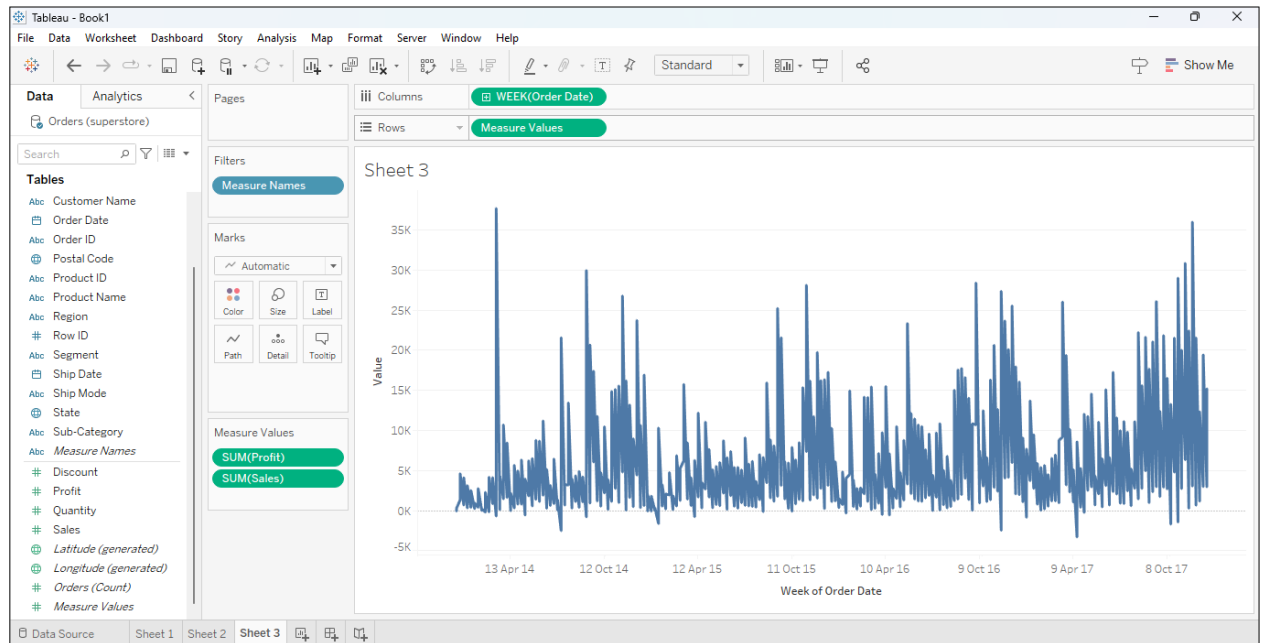
3.2 Right-click on **Order Date** and drag it into Columns shelf, then Select the Date Values as **WEEK(Order Date)**



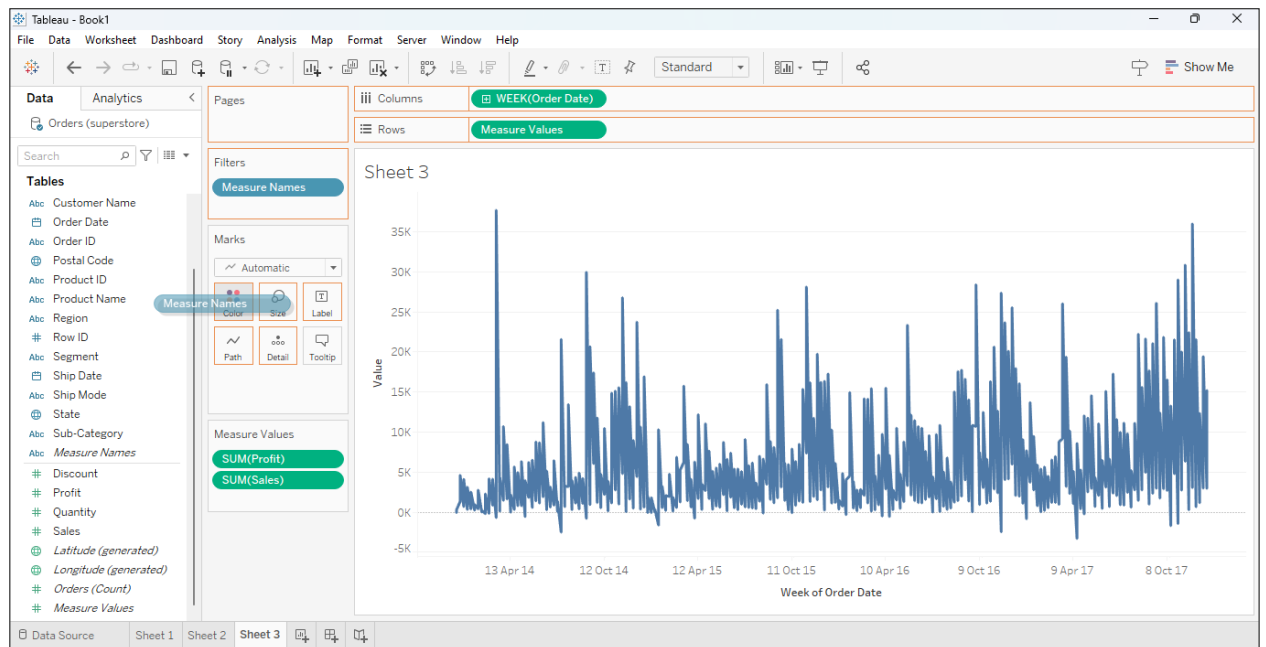
3.3 Drag **Measure Names** to Filter and Select **Sales** and **Profit** as the Filter



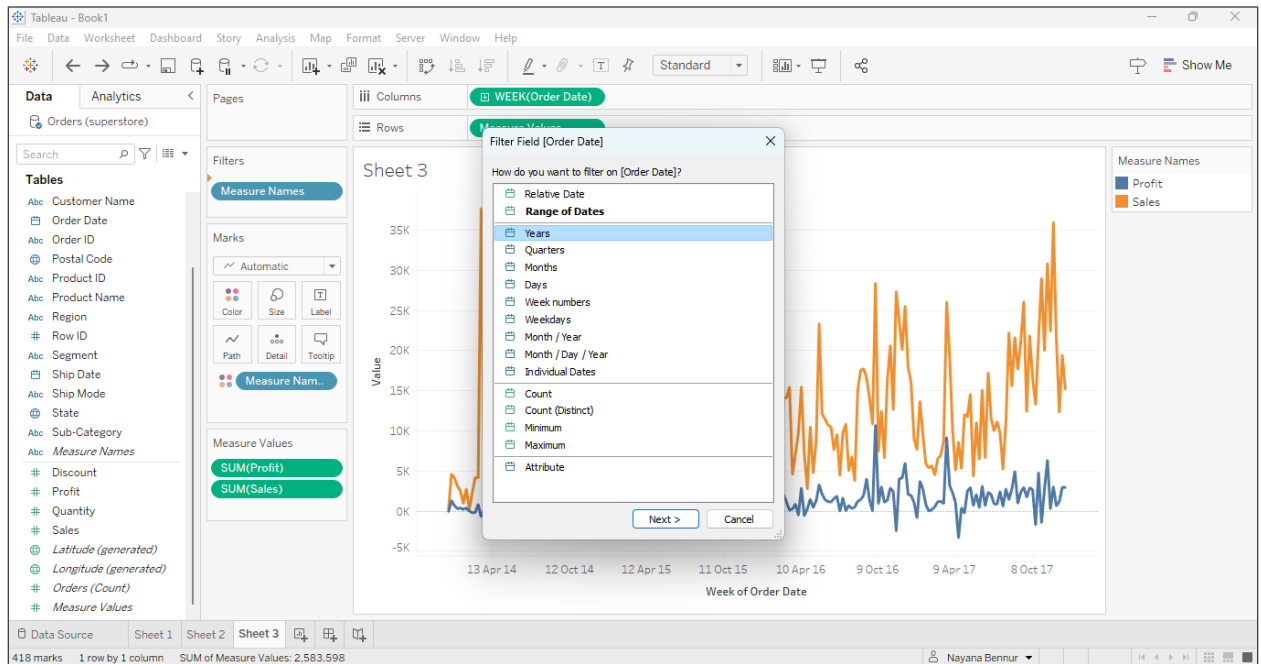
3.4 Drag **Measure Values** to Rows



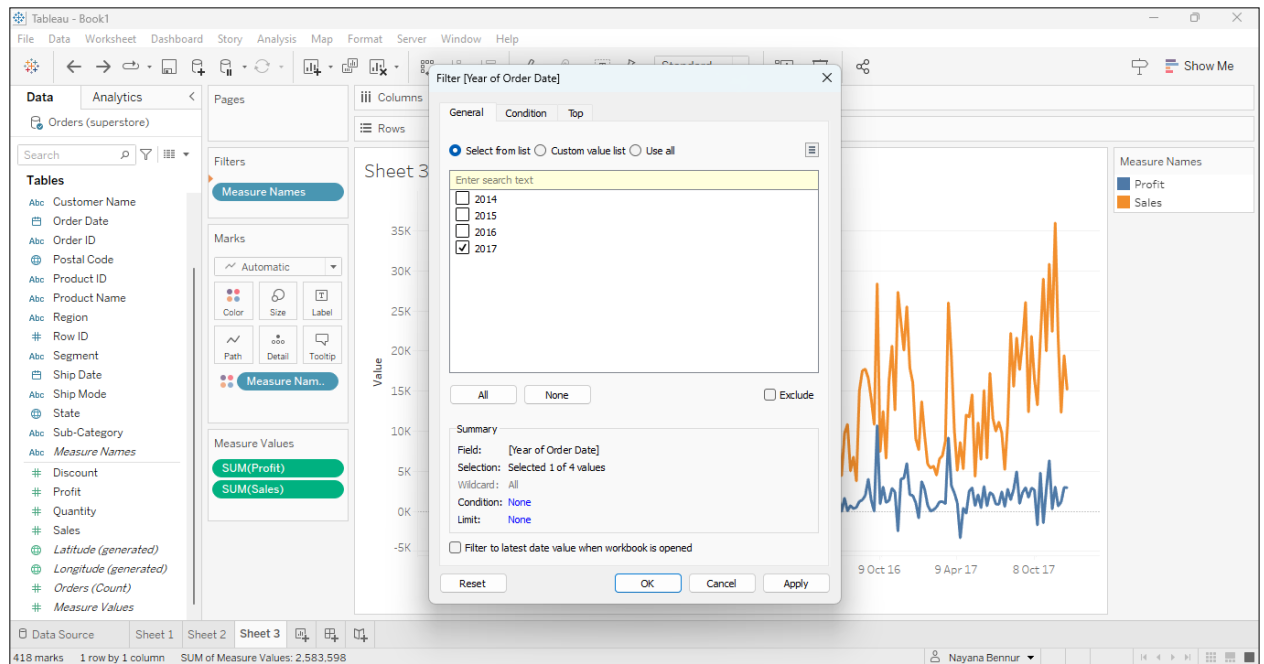
3.5 To segregate lines for Sales and Profit in different colors, drag **Measure Names** onto the Color Marks



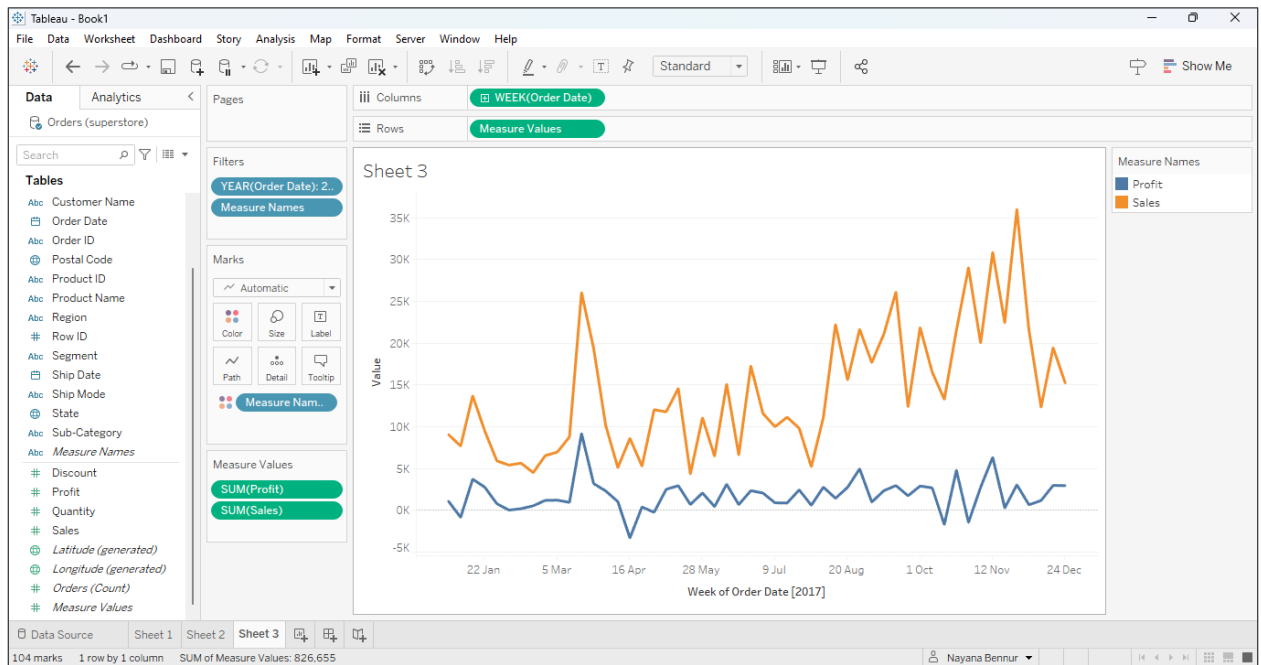
3.6 Drag **Order Date** to Filters



3.7 Select **2017** as Year



The final output will appear as shown below:



By creating a cross table with measure names and values and visualizing weekly segment sales and the relationships between various measures through charts, we effectively synthesized and illustrated key sales data insights.