**Matrix** visual to show **Total Transactions**, **Total Profit**, **Profit Margin**, and **Return Rate** by **Product\_Brand**(*on rows*)

* Add conditional formatting to show **data bars** on the Total Transactions column, and **color scales** on Profit Margin (*White to Green*) and Return Rate (*White to Red*)
* Add a visual level**Top N** filter to only show the top 30 product brands, then sort descending by Total Transactions

**KPI Card** to show **Total Transactions**, with **Start of Month** as the trend axis and **Last Month Transactions** as the target goal

**KPI Card** to show **Total Profit**, with **Start of Month** as the trend axis and **Last Month Profit** as the target goal

**KPI Card** to show **Total Returns**, with **Start of Month** as the trend axis and **Last Month Returns** as the target goal

**New Card Visuals** to show **Total Transactions, Total Profit, Total Revenue and Return Rate**

**New Card Visual with Reference Labels** to build a card with **Total Revenue** filtered with **Latest start of month** and the metrics as follows: **Last Month Revenue, Revenue Target and Revenue Target Gap**

**Map** visual to show **Total Transactions** by store city

* Add a slicer for store country

Next to the map, I added a **Treemap** visual to break down **Total Transactions** by store country. Then I Pulled in **store\_state** and **store\_city**beneath **store\_country** in the "Group" field to enable drill-up and drill-down functionality

Beneath the map, I added a **Column Chart** to show **Total Revenue** by week.

* Add a **report level filter** to only show data for 1998

Add a **Gauge Chart** to show **Total Revenue** against**Revenue Target**

* Add a visual level **Top N** filter to show the latest **Start of Month**

Select the Matrix and activate the  **Edit interactions** option to prevent the Treemap from filtering

Add a new bookmark named "***Portland 1000 Sales***"

Add a new bookmark named "***Vancouver Total Transactions***"

Add a new bookmark named "***LA Total Transactions***"



