**Using Measure names and Measure values**

**Business Scenario**:

A multinational retail chain is planning to launch its retail store. The chairman needs to analyze products currently being sold by the company. He should be able to quickly filter the data to examine various aspects of Product sales. Create a highlight table with the year, subcategory, and all the measures. Answer the following questions:

* What is the overall sales of the East region a couple of years back? (**Note**: Add a filter for the East region and add subtotals)
* What is the aggregated profit ratio for Binders four years back in the Central region?

(**Note**: Add a filter for the Central region).

**Overview:**

* Create a highlight table with year, subcategory, and all the measures
* Enable color legends per measure
* Apply a quick filter on measure names

**Answers:**

Based on the view, these are the answers to the questions in the problem statement:

* + What is the overall sales of the East region in2014?

Answer: **$128,680**

* + What is the aggregated profit ratio for Binders in 2016 in the Central region?

Answer: **21%**