

How to Use Tableau to Identify Exposure to U.S. Tariffs

1. Constructing a Tariff Exposure Dashboard

Key Questions to Answer:

- Which imported products are affected by the new tariffs?
- What percentage of our total costs are tied to tariffed goods?
- How are our suppliers and customers impacted?

Data Sources to Connect

- ERP & Procurement Systems (SAP, Oracle, NetSuite) → Supplier & SKU-level costs
- Trade & Customs Data (CBSA, U.S. ITC) → Tariff classifications & duty payments
- CRM (Salesforce) → Customer orders & pricing impact
- Transportation & Logistics Data (Carrier invoices, Freight tracking)

Key Visualizations

✓ **Tariffed Product Breakdown:** A heatmap showing % of product costs affected by new tariffs.

✓ **Supplier Exposure Map:** A geographic view of suppliers in tariff-affected categories.

✓ **Landed Cost Trend:** Line chart tracking cost increases due to tariffs.

2. Supplier & Supply Chain Risk Monitoring

Key Questions to Answer:

- Which suppliers are in tariffed categories, and how much do we spend with them?
- Can we shift sourcing to alternative suppliers or regions?
- What is our tariff-adjusted landed cost per unit?

Data Sources to Connect

- Supplier Contracts & Purchase Orders → Cost & volume by vendor
- Customs Tariff Codes → HS codes & tariff rates
- Logistics & Freight Costs → Adjusted landed cost analysis

Key Visualizations

- ✓ **Supplier Risk Scorecard:** Rank suppliers based on their tariff exposure and cost impact.
- ✓ **Alternative Sourcing Opportunities:** Highlight potential vendors outside tariffed regions.
- ✓ **Landed Cost Comparison:** Before vs. after tariff impact by supplier & product.

3. Cost & Profitability Impact Analysis

Key Questions to Answer:

- How much do tariffs add to our total cost of goods sold (COGS)?
- Which products need a price adjustment to maintain margins?
- What's the projected financial impact on our bottom line?

Data Sources to Connect

- Finance & Accounting Systems → Cost of goods sold (COGS) & revenue data
- Sales Orders & Pricing → Impacted product SKUs & customers
- Freight & Duties Data → Additional tariff & import costs

Key Visualizations

- ✓ **Tariff-Adjusted Margin Analysis:** Waterfall chart showing pre/post-tariff margin changes.
- ✓ **Break-Even Price Calculator:** Tool to model necessary price increases.
- ✓ **Revenue at Risk:** Customers likely to be impacted by cost-driven price changes.

4. Automated Alerts & Reporting

Key Questions to Answer:

- How can we proactively monitor changes in tariffs?
- Can we get alerts when tariffed products hit a specific threshold?

Setup in Tableau

- ✓ **Automated Alerts:** Set up triggers for products that exceed a defined tariff cost threshold.
- ✓ **Scheduled Reports:** Weekly or monthly reports tracking exposure to tariffed categories.
- ✓ **Executive Dashboard:** Centralized view for leadership to assess financial & supply chain risks.

Next Steps for Companies

- ✓ **Step 1:** Integrate tariff data into your existing Tableau reporting.
- ✓ **Step 2:** Set up exposure dashboards to track impact on costs & supply chain.
- ✓ **Step 3:** Automate alerts to stay ahead of changes in tariff-related expenses.