

Welcome to the Getting Started Companion Workbook

This workbook has been designed to give you a structured environment in which you can apply the skills you learned watching the Getting Started video. If you have not yet watched the video, it would be best to do so before working through these examples.

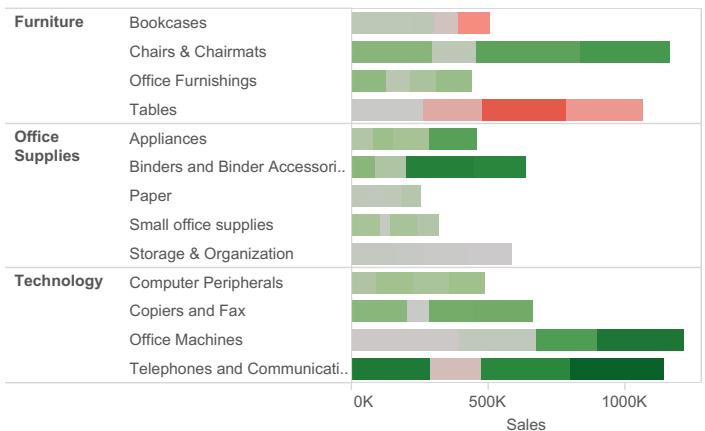
This workbook will walk you through the creation of a number of views that will help you practice the skills demonstrated in the video.

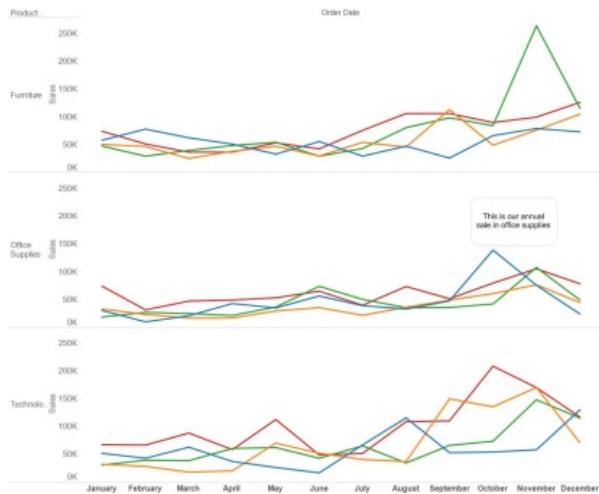
Each view you'll create is presented as an image followed by a blank sheet. Recreate the view on the blank sheet, referring to the image as a reference.



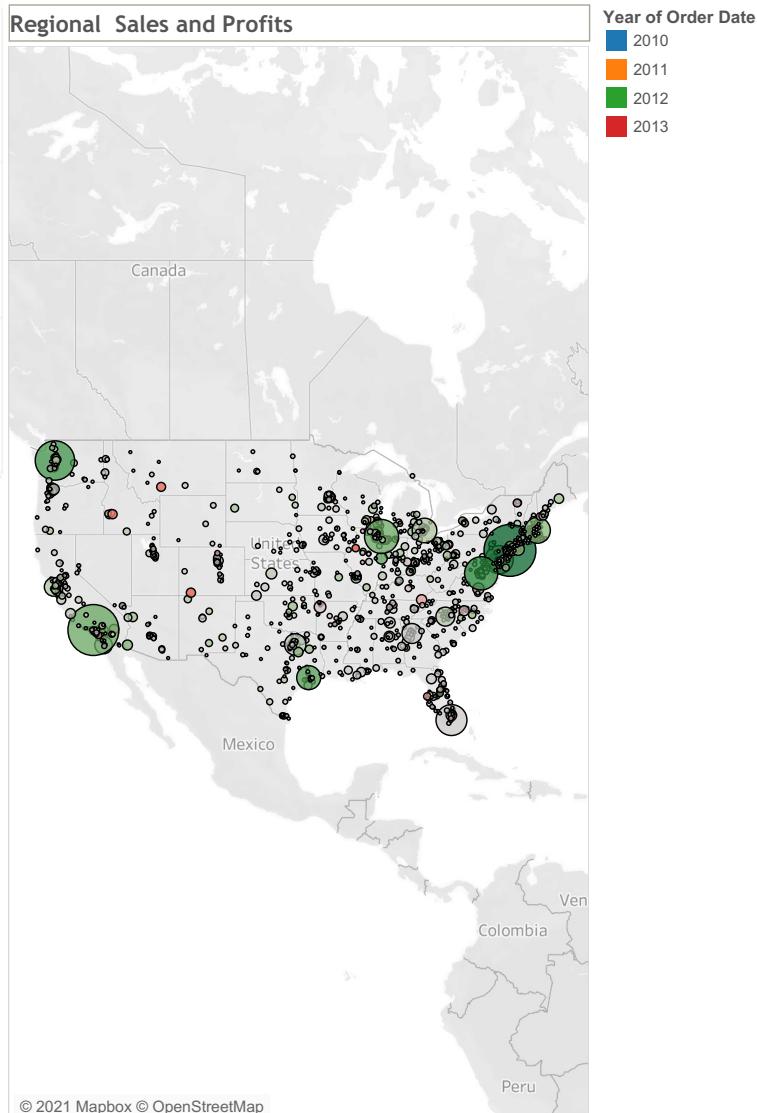
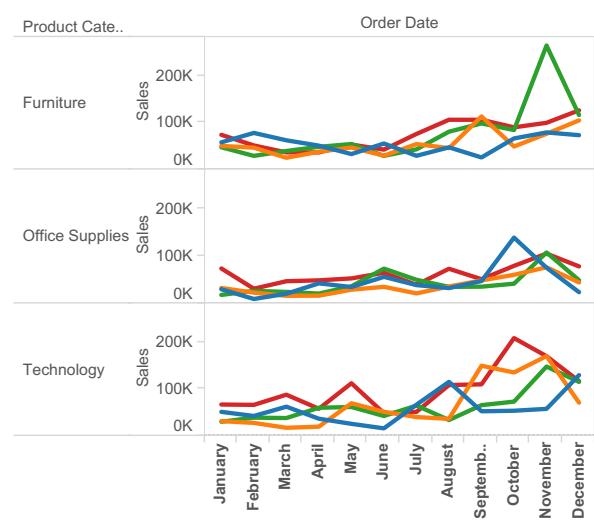
Regional Sales and Profitability

Sales by Category

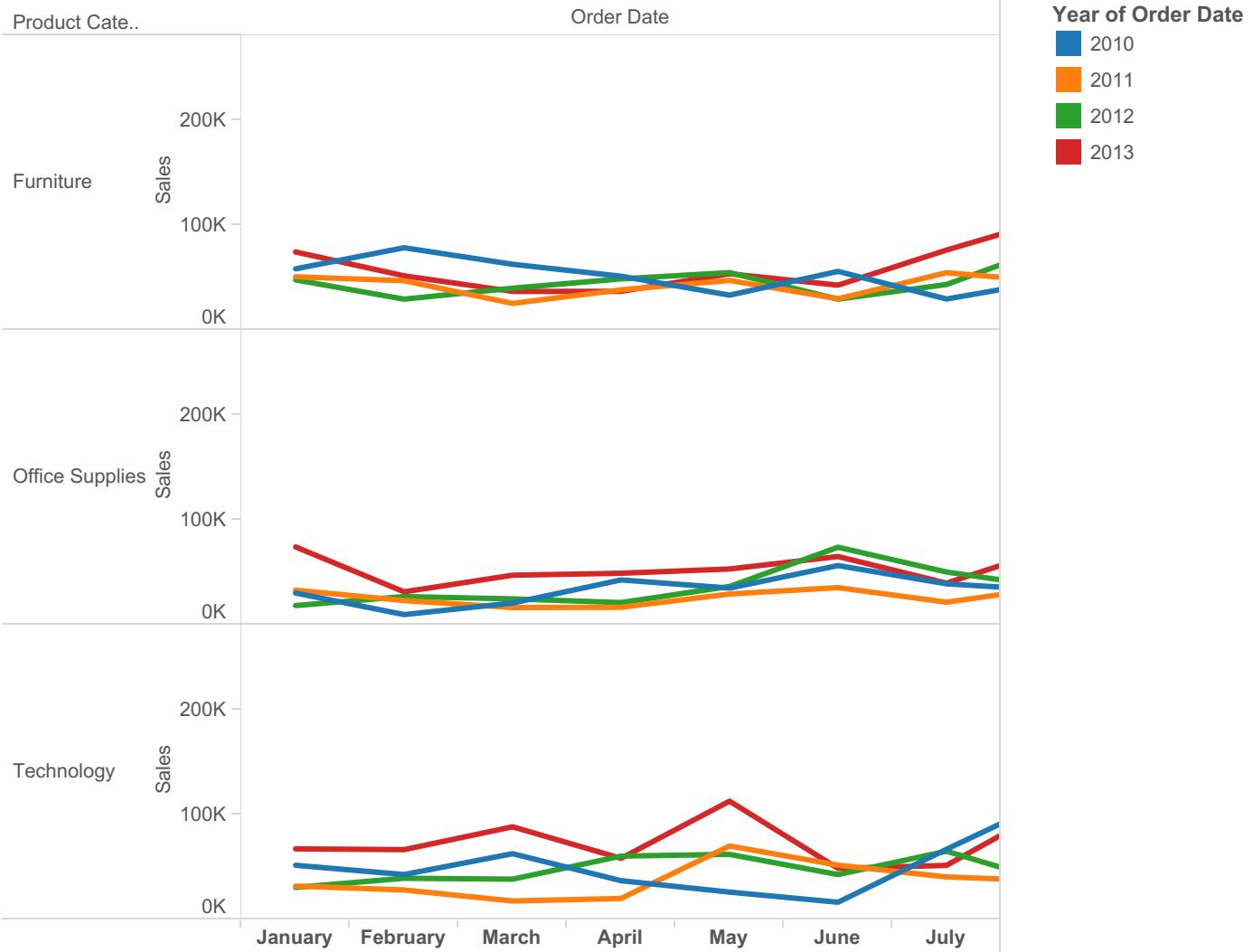




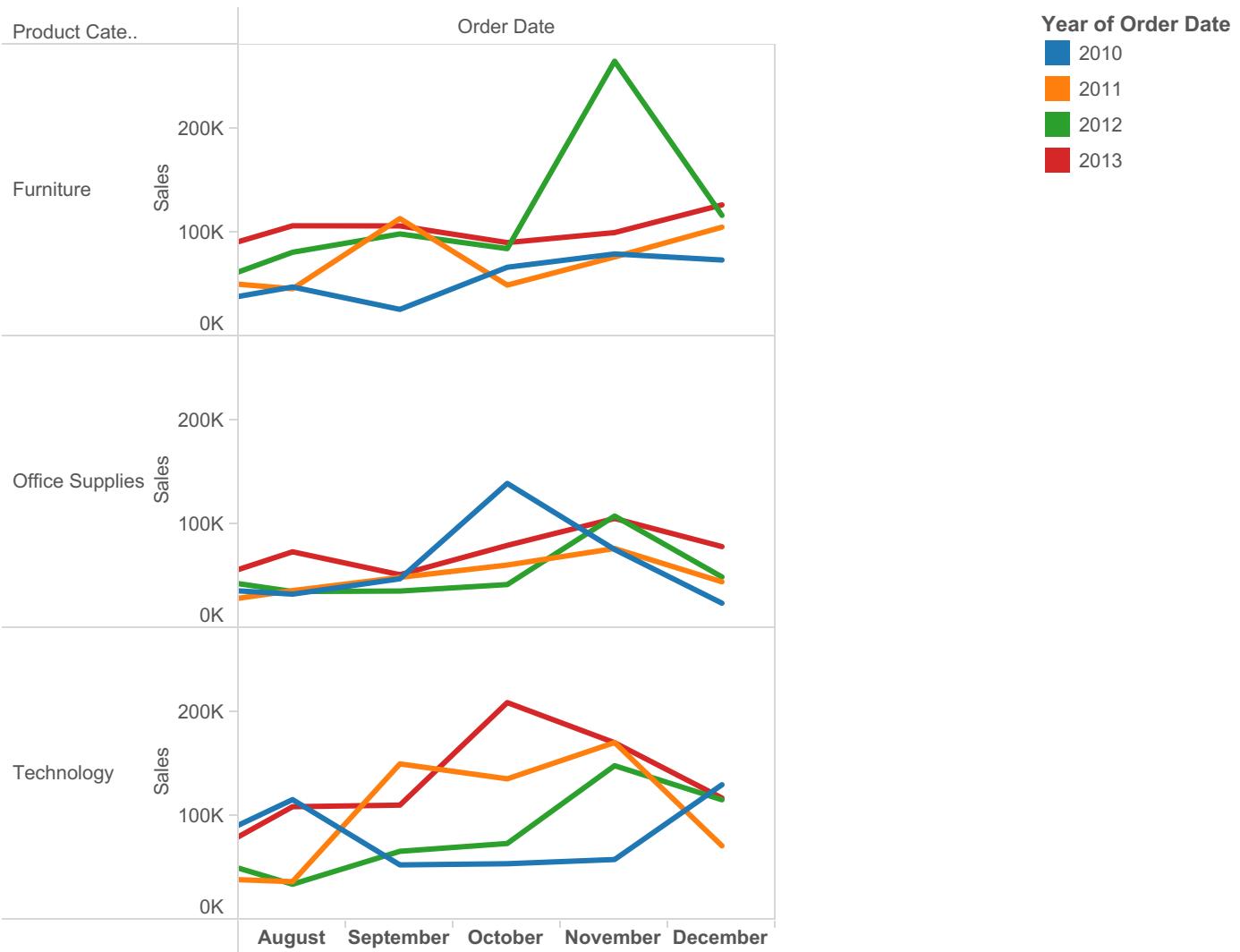
Sales Seasonality



Sales Seasonality



Sales Seasonality



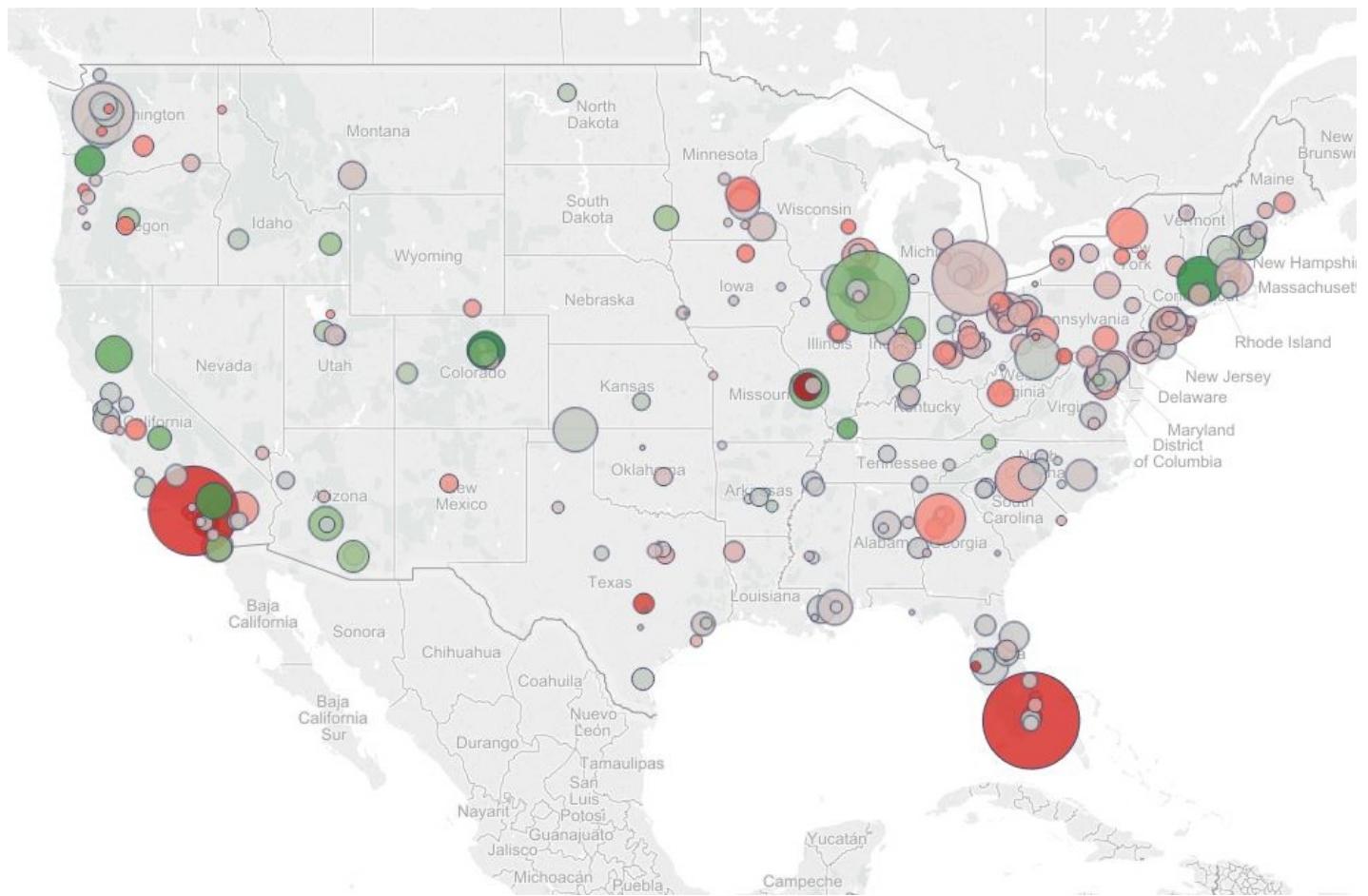
Product Cat..	Month of Or..	Order Date							
		2010		2011		2012		2013	
		YoY Growth	Sales						
Furniture	January		58,128	-12.98%	50,582	-5.84%	47,627	55.73%	74,168
	February		78,202	-40.17%	46,788	-37.36%	29,309	75.73%	51,505
	March		62,470	-59.52%	25,287	57.08%	39,720	-7.73%	36,648
	April		51,108	-25.32%	38,168	27.31%	48,592	-24.41%	36,731
	May		33,130	42.24%	47,123	15.76%	54,551	-2.08%	53,414
	June		55,708	-46.73%	29,674	-1.24%	29,305	45.39%	42,605
	July		29,440	84.93%	54,444	-20.57%	43,243	75.72%	75,984
	August		47,493	-3.61%	45,778	76.59%	80,840	31.44%	106,260
	September		25,973	335.97%	113,233	-13.07%	98,431	7.85%	106,158
	October		66,438	-25.84%	49,273	71.12%	84,316	6.88%	90,112
	November		79,222	-3.64%	76,340	246.35%	264,400	-62.27%	99,745
	December		73,388	43.02%	104,958	10.78%	116,269	8.67%	126,344
Office Supplies	January		30,116	8.93%	32,804	-44.48%	18,214	305.96%	73,940
	February		9,632	138.34%	22,957	16.49%	26,743	16.88%	31,258
	March		20,640	-20.94%	16,317	50.51%	24,559	91.66%	47,071
	April		42,592	-61.11%	16,564	27.16%	21,062	132.32%	48,932
	May		34,818	-16.16%	29,193	24.47%	36,337	45.85%	52,996
	June		56,245	-37.32%	35,255	108.95%	73,667	-11.98%	64,842
	July		38,878	-44.92%	21,412	134.01%	50,107	-21.12%	39,526
	August		32,624	10.38%	36,009	-2.37%	35,157	108.49%	73,300
	September		47,380	2.88%	48,735	-26.97%	35,589	44.08%	51,276
	October		139,000	-56.43%	60,568	-30.96%	41,818	89.98%	79,446
	November		75,520	1.23%	76,446	40.85%	107,676	-2.21%	105,294
	December		23,922	85.86%	44,462	10.50%	49,133	59.34%	78,291
Technology	January		51,487	-38.32%	31,759	-4.17%	30,436	120.53%	67,122
	February		42,699	-34.42%	28,000	39.87%	39,165	69.45%	66,366
	March		62,506	-71.92%	17,553	118.17%	38,295	129.99%	88,072
	April		36,843	-45.88%	19,938	202.01%	60,214	-3.55%	58,076
	May		25,990	168.72%	69,841	-11.41%	61,873	81.75%	112,451
	June		16,351	215.52%	51,589	-17.27%	42,678	13.74%	48,544
	July		66,719	-39.47%	40,387	60.64%	64,880	-20.77%	51,405
	August		115,450	-68.27%	36,629	-6.77%	34,149	218.09%	108,625
	September		52,728	184.01%	149,754	-56.07%	65,783	67.42%	110,134
	October		53,851	151.43%	135,397	-45.87%	73,296	184.67%	208,654
	November		57,892	194.11%	170,265	-13.06%	148,024	14.91%	170,090
	December		129,749	-45.26%	71,024	62.30%	115,274	1.48%	116,976

Crosstab

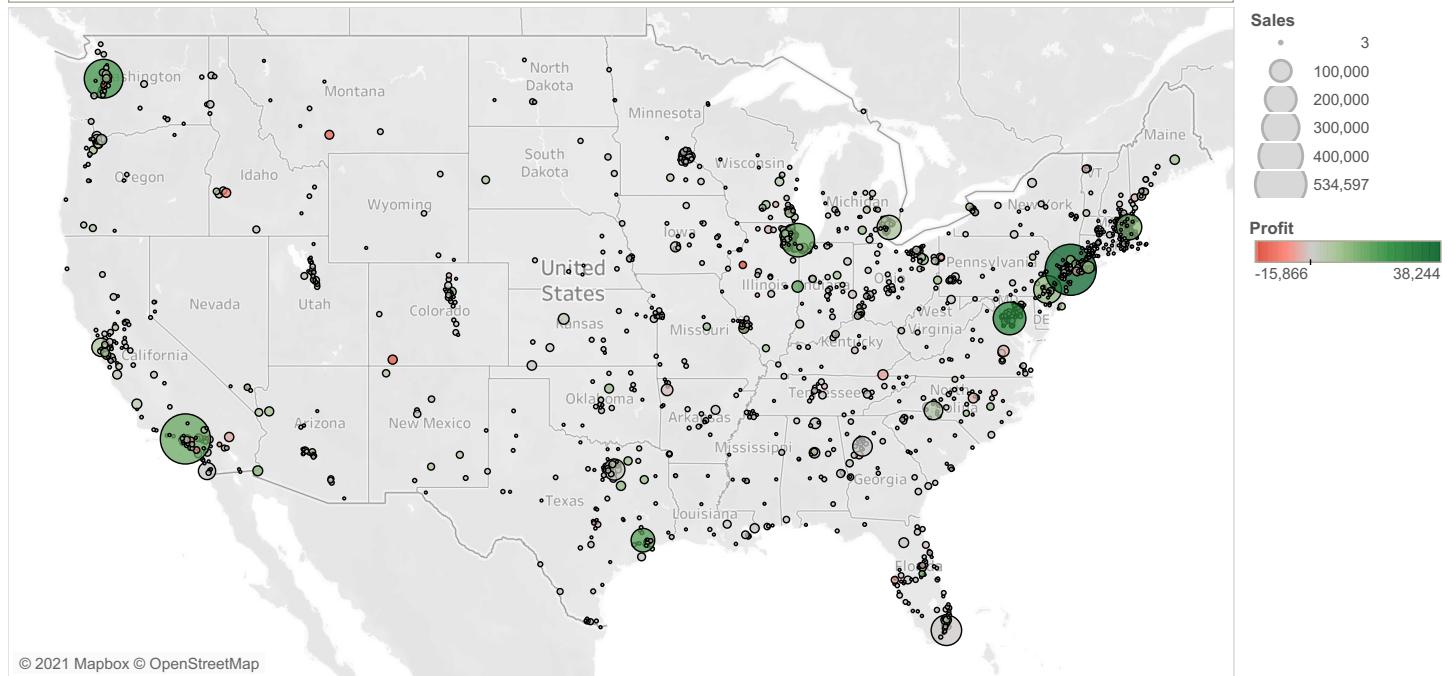
Product Category	Quarter of Order Date	Order Date						Profit	
		2010		2011		2012			
		Running Sum of Sales rest..	Sales	Running Sum of Sales rest..	Sales	Running Sum of Sales rest..	Sales		
Furniture	Q1	198,800	198,800	122,657	122,657	116,656	116,656	-22,430	
	Q2	338,747	139,947	237,622	114,965	249,104	132,448	112,151	
	Q3	441,652	102,905	451,076	213,455	471,618	222,514		
	Q4	660,699	219,048	681,647	230,571	936,603	464,984		
Office Supplies	Q1	60,388	60,388	72,078	72,078	69,516	69,516		
	Q2	194,043	133,655	153,091	81,012	200,582	131,066		
	Q3	312,926	118,882	259,247	106,156	321,435	120,853		
	Q4	551,369	238,443	440,724	181,477	520,062	198,627		
Technology	Q1	156,692	156,692	77,312	77,312	107,895	107,895		
	Q2	235,876	79,184	218,680	141,368	272,660	164,765		
	Q3	470,774	234,898	445,451	226,770	437,472	164,812		
	Q4	712,265	241,491	822,137	376,686	774,066	336,594		

Crosstab

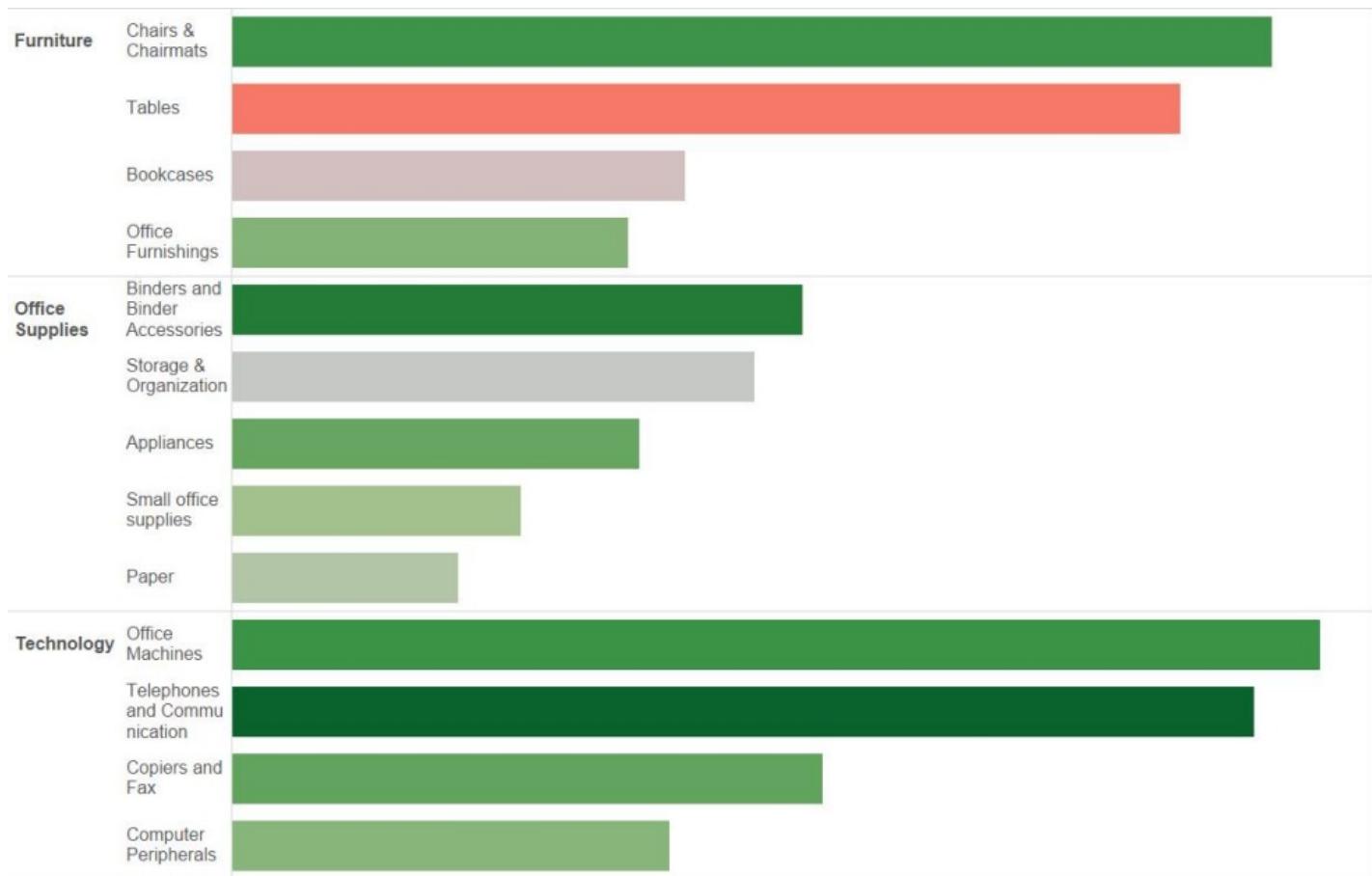
Product Category	Quarter of Order Date	Order Date		Profit	
		2013			
		Running Sum of Sales rest..	Sales		
Furniture	Q1	162,320	162,320	-22,430	
	Q2	295,071	132,751		
	Q3	583,473	288,402		
	Q4	899,675	316,202		
Office Supplies	Q1	152,269	152,269	112,151	
	Q2	319,039	166,770		
	Q3	483,140	164,102		
	Q4	746,171	263,030		
Technology	Q1	221,560	221,560	112,151	
	Q2	440,631	219,071		
	Q3	710,795	270,163		
	Q4	1,206,514	495,720		



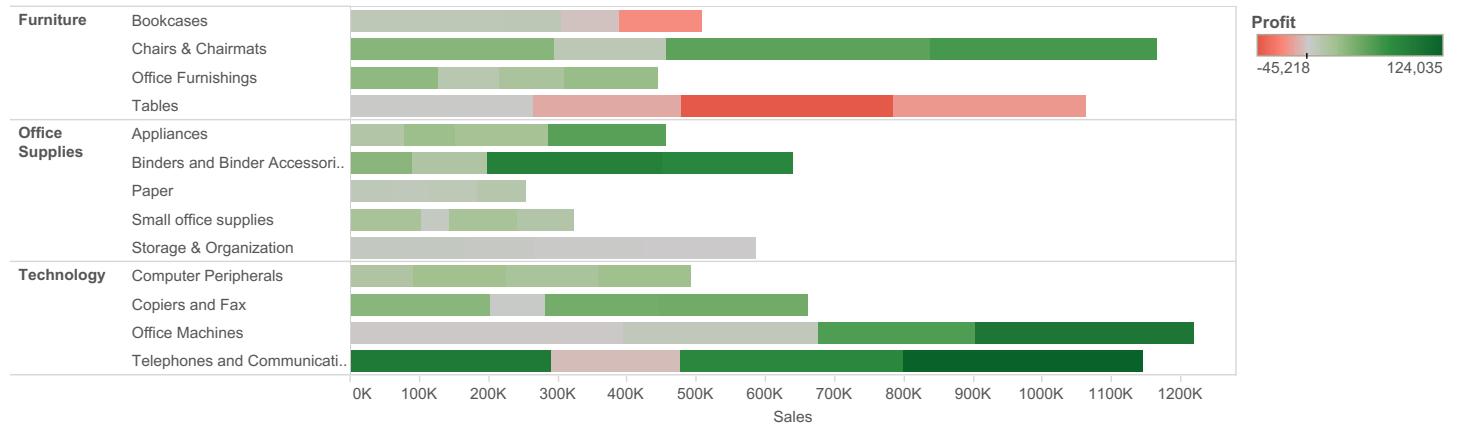
Regional Sales and Profits



Hint: it may be easiest to build the crosstab from the Sales Seasonality sheet instead of from scratch on this sheet.

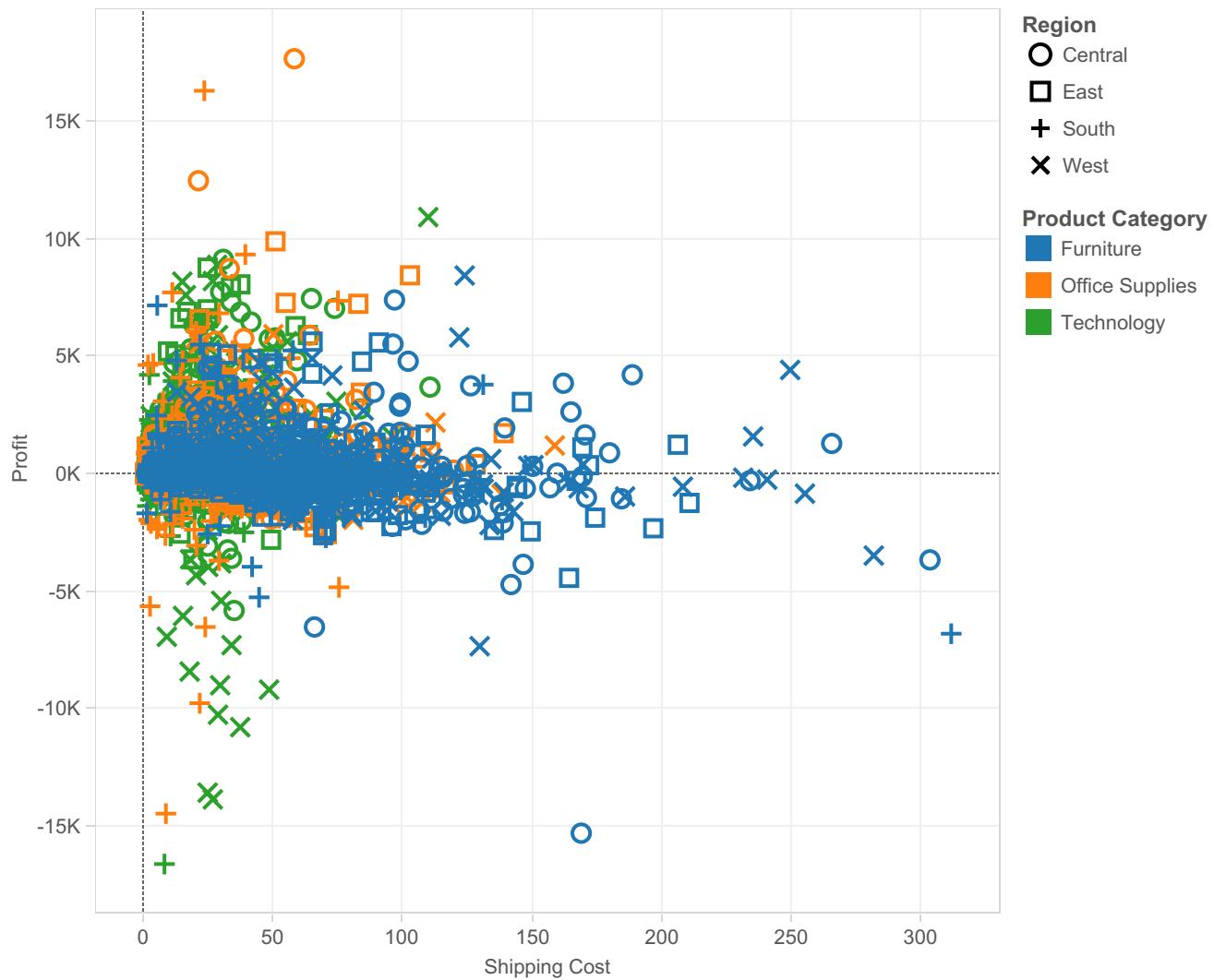


Sales by Category

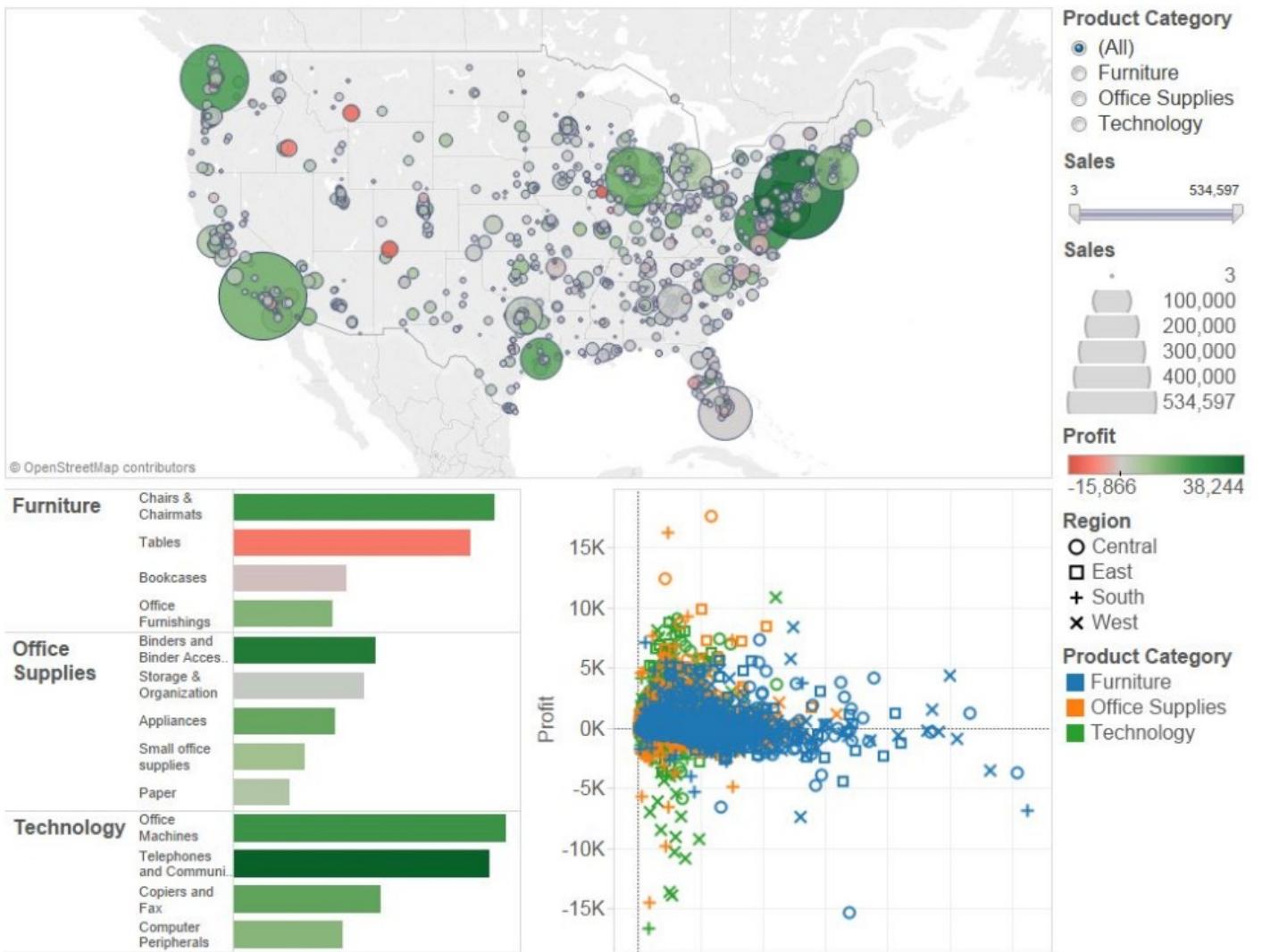




Customer Breakdown

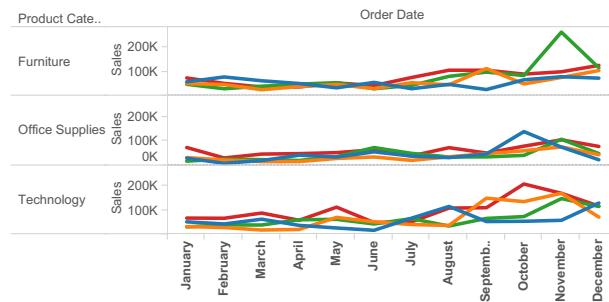


Sales Dashboard

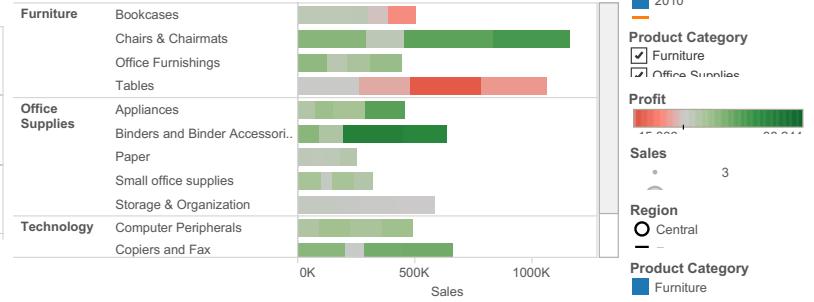


Sales Dashboard

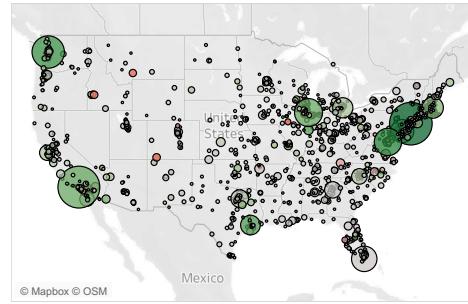
Sales Seasonality



Sales by Category



Regional Sales and Profits



Crosstab

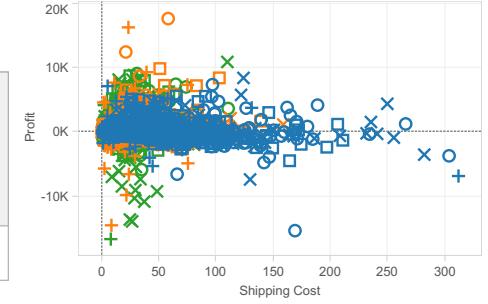
Order Date: 2010, 2011

Product Category: Furniture, Office Supplies, Technology

Quarter: Q1, Q2, Q3, Q4

Product Category	Quarter of Order	2010		2011	
		Running Sales	Sales	Running Sales	Sales
Furniture	Q1	198,800	198,800	122,657	122
	Q2	338,747	139,947	237,622	114
	Q3	441,652	102,905	451,076	213
	Q4	660,699	219,048	681,647	230
Office Supplies	Q1	60,388	60,388	72,078	72
	Q2	194,043	133,655	153,091	81
	Q3	312,926	118,882	259,247	106
	Q4	551,369	238,443	440,724	181
Technology	Q1	156,692	156,692	77,312	77

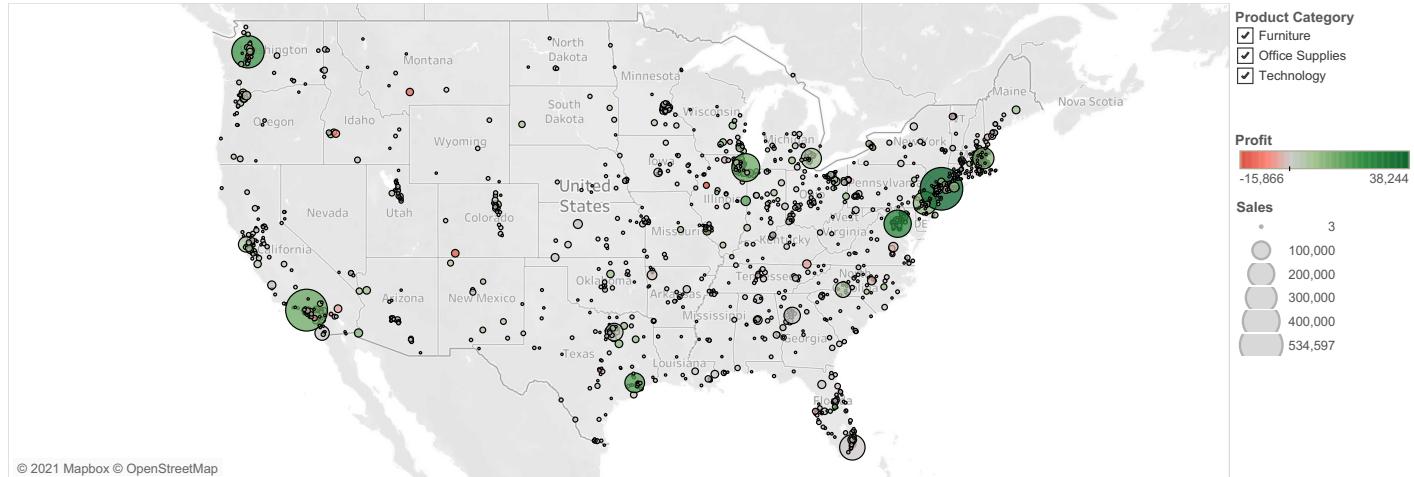
Customer Breakdown



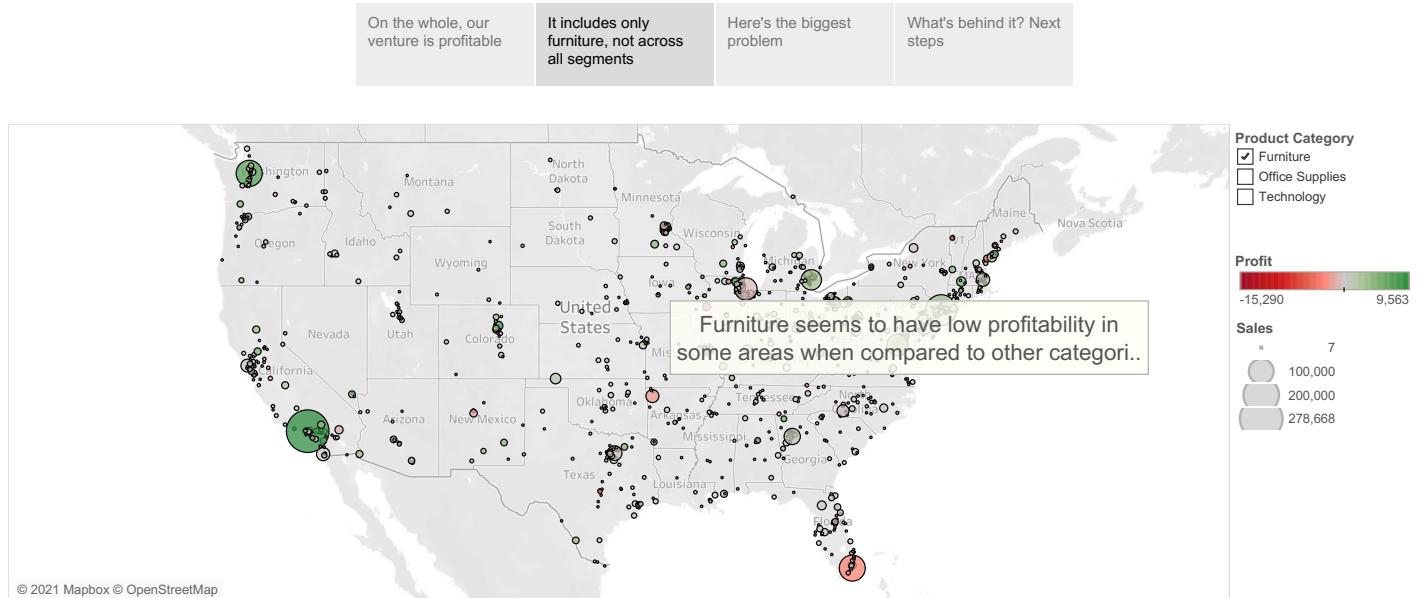
Build a story with the visualizations you've created. Remember, Story Points lets you save snapshots of specific states of a viz while retaining full interactivity. What story do you want to tell with this data?

Whole story of profitability

On the whole, our venture is profitable
It includes only furniture, not across all segments
Here's the biggest problem
What's behind it? Next steps



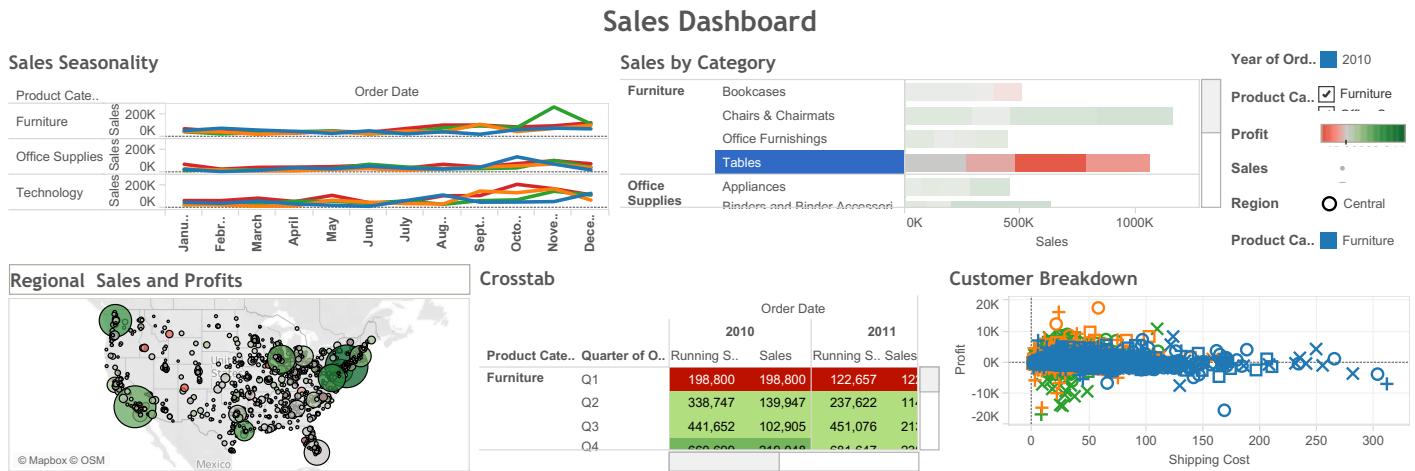
Whole story of profitability



Whole story of profitability



Whole story of profitability



Regional Sales and Profitability



Regional Sales and Profitability

