

Data Source

SUB Category & Region

SUB Category & Region 2

Shipping Mode + Product ID

Segments

Items (Profit & Loss)

Month State

Returned Items Map

Customer Return Rates

Highest Return Rates

Profit by Return Rates

Return Rates

Data

Analytics

<

Superstore

Search

Filter

Columns

Tables

Orders

Category

City

Country/Region

Customer ID

Customer Name

Order Date

Order ID

Postal Code

Product ID

Product Name

Region

Row ID

Segment

Ship Date

Ship Mode

State

Sub-Category

Returns

Order ID (Returns)

Returned

Profit (bin)

Profit (bin) 2

Profit (bin) 3

Sales (bin)

State-Month Combo

Measure Names

Orders

Discount

Profit

Quantity

Sales

Advertising

Calculation for Param...

Profit per Unit

Return Flag

Parameters

Calculation

Segment By

Pages

Filters

Exclusions (Region)

Marks

Square

Color

Size

Label

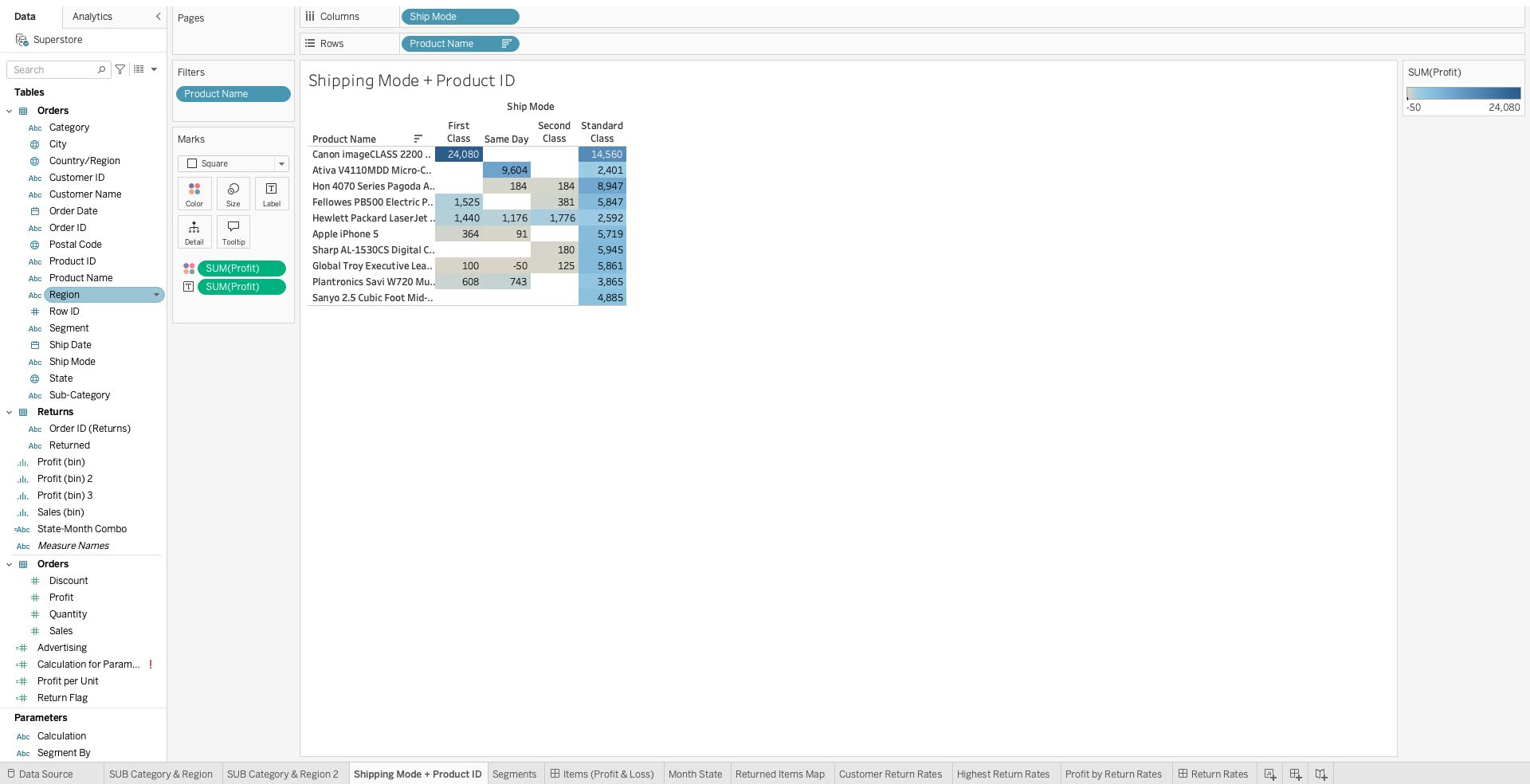
Detail

Tooltip

SUM(Profit)

SUM(Profit)





Data

Analytics

Superstore

Search

Filter

Sort

Tables

Orders

Category

City

Country/Region

Customer ID

Customer Name

Order Date

Order ID

Postal Code

Product ID

Product Name

Region

Row ID

Segment

Ship Date

Ship Mode

State

Sub-Category

Returns

Order ID (Returns)

Returned

Profit (bin)

Profit (bin) 2

Profit (bin) 3

Sales (bin)

State-Month Combo

Measure Names

Orders

Discount

Profit

Quantity

Sales

Advertising

Calculation for Param...

Profit per Unit

Return Flag

Parameters

Calculation

Segment By

Pages

Columns

Sub-Category

Rows

SUM(Profit)

Filters

Exclusions (Segm...)

Marks

Automatic

Color

Size

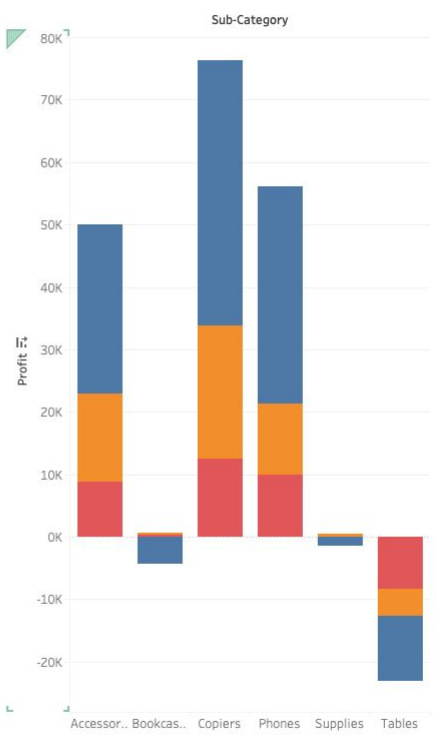
Label

Detail

Tooltip

Segment

Market Segments



Caption

In this chat we break down our best and worse items further, separating our products by industry.

Segment

Consumer

Corporate

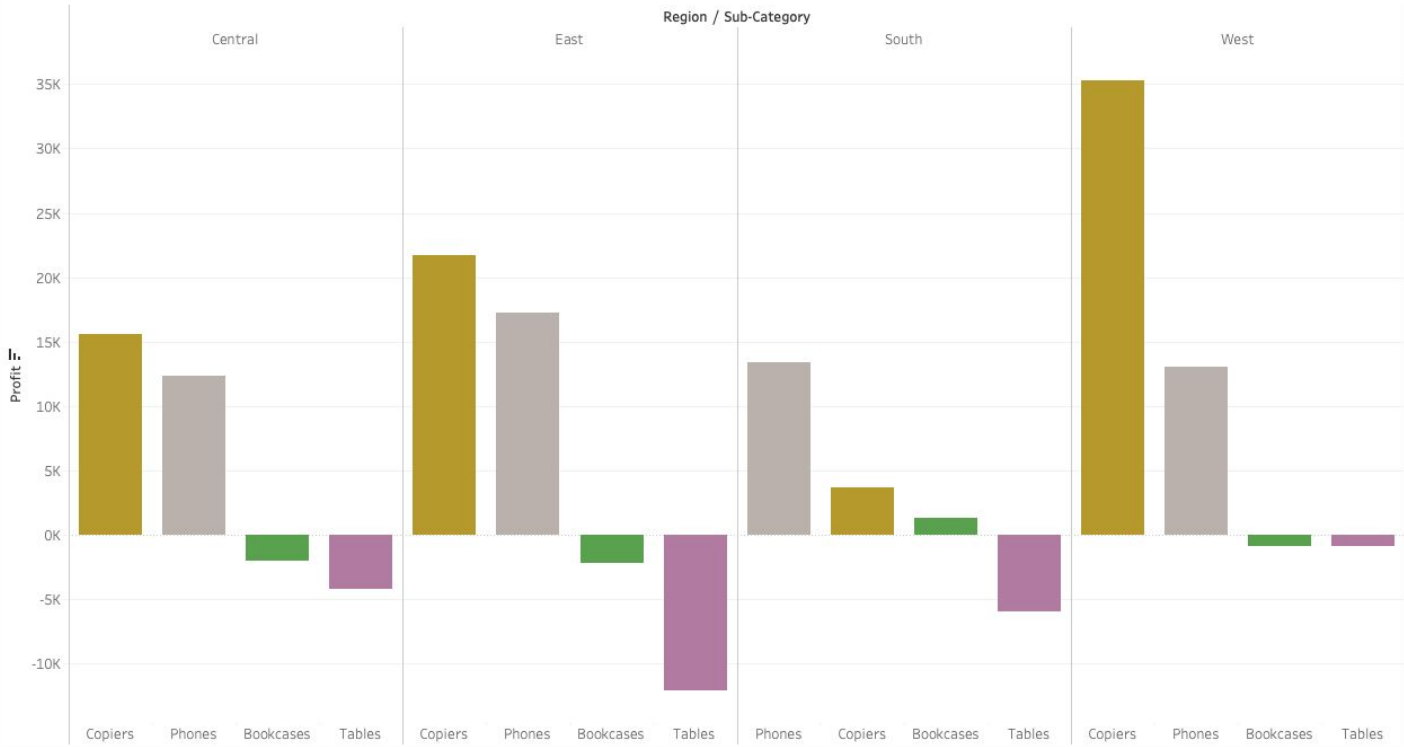
Home Office

Best/Worst Selling Items

The following are the top 2 best in worst selling items. Based in all regions, and the heatmap in worksheet two, we can see that these items have done the best and worst in all regions.

Top items:
- Copiers
- Phones

Worst items:
- Bookcases
- Tables

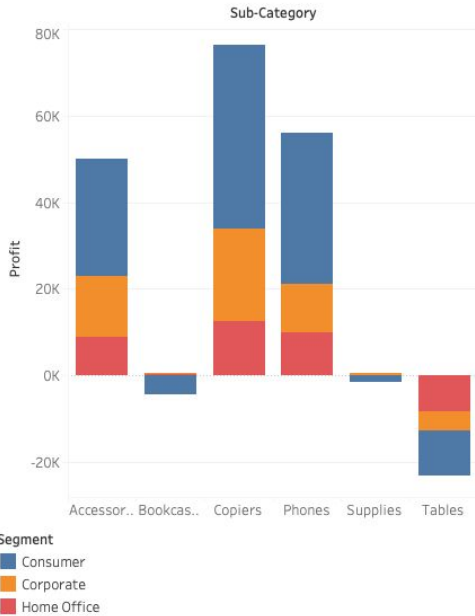


Sub-Category
Bookcases
Copiers
Phones
Tables

Profit vs Loss by Region

Sub-Catego..	Region			
	Central	East	South	West
Bookcases	-2,021	-2,148	1,339	-826
Copiers	15,609	21,743	3,659	35,293
Phones	12,331	17,261	13,363	13,097
Tables	-4,162	-12,073	-5,936	-896

Market Segments



Data

Analytics

Superstore

Search

Filter

Columns

Tables

Orders

Category

City

Country/Region

Customer ID

Customer Name

Order Date

Order ID

Postal Code

Product ID

Product Name

Region

Row ID

Segment

Ship Date

Ship Mode

State

Sub-Category

Returns

Order ID (Returns)

Returned

Profit (bin)

Profit (bin) 2

Profit (bin) 3

Sales (bin)

State-Month Combo

Measure Names

Orders

Discount

Profit

Quantity

Sales

Advertising

Calculation for Param...

Profit per Unit

Return Flag

Parameters

Calculation

Segment By

Pages

Columns

MONTH(Order Date)

Rows

State

Filters

State

Marks

Drag dimensions or measures here.

Square

Color

Size

Label

Detail

Tooltip

AVG(Profit)

AVG(Profit)

SUM(Advertising)

Return on ad Spend Ratios

The following combinations of states and months of the year are best for ad spending.

With highest ROAS in

Indiana/October
Vermont/November
Vermont/April

State	Order Date											
	January	February	March	April	May	June	July	August	Septemb..	October	November	December
Indiana	12.4 22	14.7 6	29.5 71	36.5 58	79.1 190	174.1 313	36.0 86	94.5 170	61.4 98	643.1 1,801	70.9 525	98.9 336
Rhode Island		-13.6 -11		12.1 7	34.4 14	24.7 10	49.7 20	26.9 22	94.0 169	162.4 617	20.1 4	250.0 600
Vermont	92.7 130			336.6 67							596.0 238	67.7 14



Caption

Average of Profit and sum of Advertising broken down by Order Date Month vs. State. Color shows average of Profit. The marks are labeled by average of Profit and sum of Advertising. The view is filtered on State, which keeps Indiana, Rhode Island and Vermont.

Data

Analytics

Superstore

Search

Tables

Orders

Category

City

Country/Region

Customer ID

Customer Name

Order Date

Order ID

Postal Code

Product ID

Product Name

Region

Row ID

Segment

Ship Date

Ship Mode

State

Sub-Category

Returns

Order ID (Returns)

Returned

Profit (bin)

Profit (bin) 2

Profit (bin) 3

Sales (bin)

State-Month Combo

Measure Names

Orders

Discount

Profit

Quantity

Sales

Advertising

Calculation for Param...

Profit per Unit

Return Flag

Parameters

Calculation

Segment By

Pages

Filters

State

Ship Mode

Sub-Category

Marks

Map

Color

Size

Label

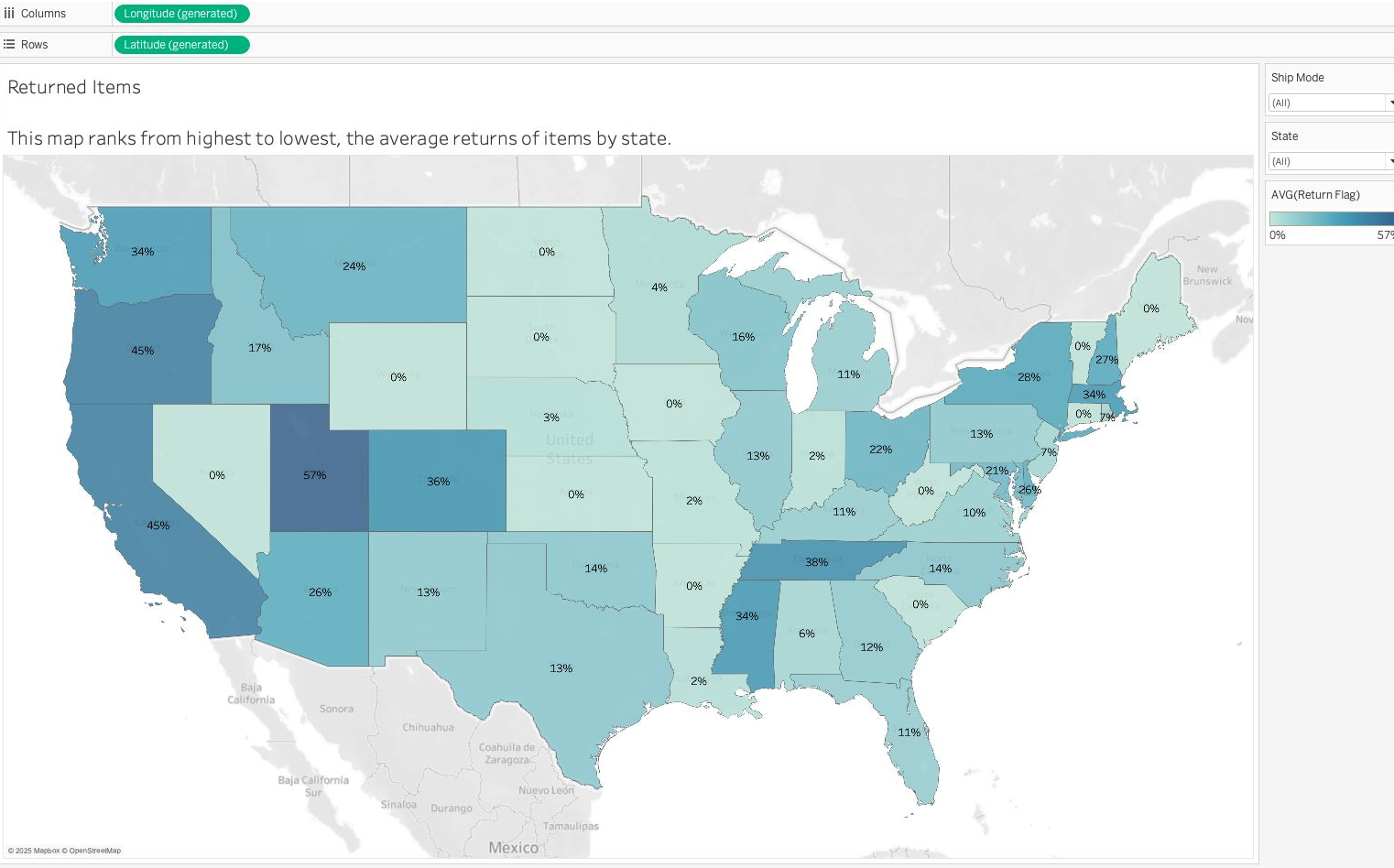
Detail

Tooltip

AVG(Return Fl..

AVG(Return Fl..

State



Data

Analytics

Superstore

Search

Tables

Orders

Category

City

Country/Region

Customer ID

Customer Name

Order Date

Order ID

Postal Code

Product ID

Product Name

Region

Row ID

Segment

Ship Date

Ship Mode

State

Sub-Category

Returns

Order ID (Returns)

Returned

Profit (bin)

Profit (bin) 2

Profit (bin) 3

Sales (bin)

State-Month Combo

Measure Names

Orders

Discount

Profit

Quantity

Sales

Advertising

Calculation for Param...

Profit per Unit

Return Flag

Parameters

Calculation

Segment By

Pages

Filters

Customer Name

Marks

Automatic

Color

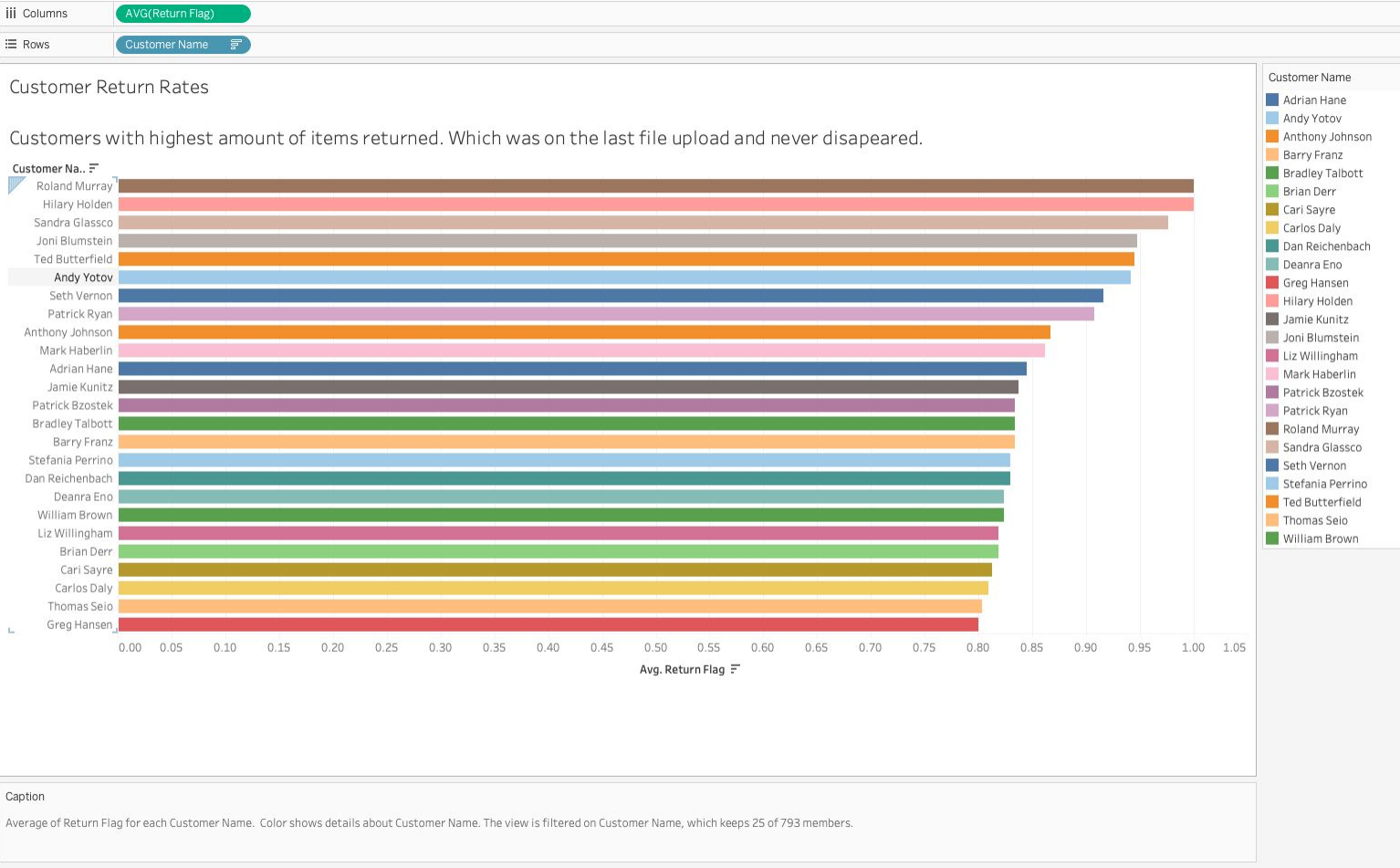
Size

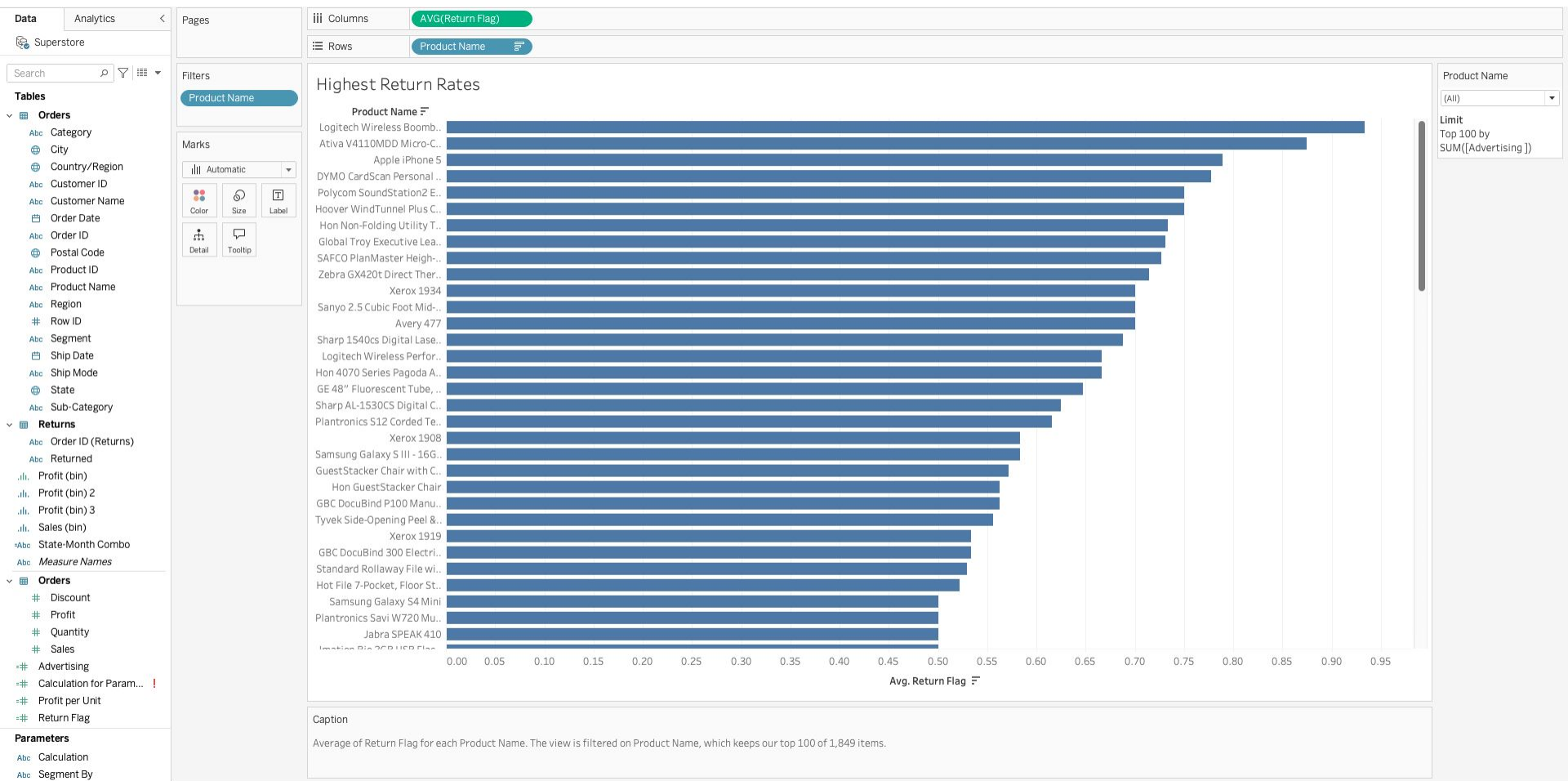
Label

Detail

Tooltip

Customer Name





Data

Analytics

Superstore

Search

Filters

Tables

Orders

Category

City

Country/Region

Customer ID

Customer Name

Order Date

Order ID

Postal Code

Product ID

Product Name

Region

Row ID

Segment

Ship Date

Ship Mode

State

Sub-Category

Returns

Order ID (Returns)

Returned

Profit (bin)

Profit (bin) 2

Profit (bin) 3

Sales (bin)

State-Month Combo

Measure Names

Orders

Discount

Profit

Quantity

Sales

Advertising

Calculation for Param...

Profit per Unit

Return Flag

Parameters

Calculation

Segment By

Pages

Filters

Marks

Automatic

Color

Size

Label

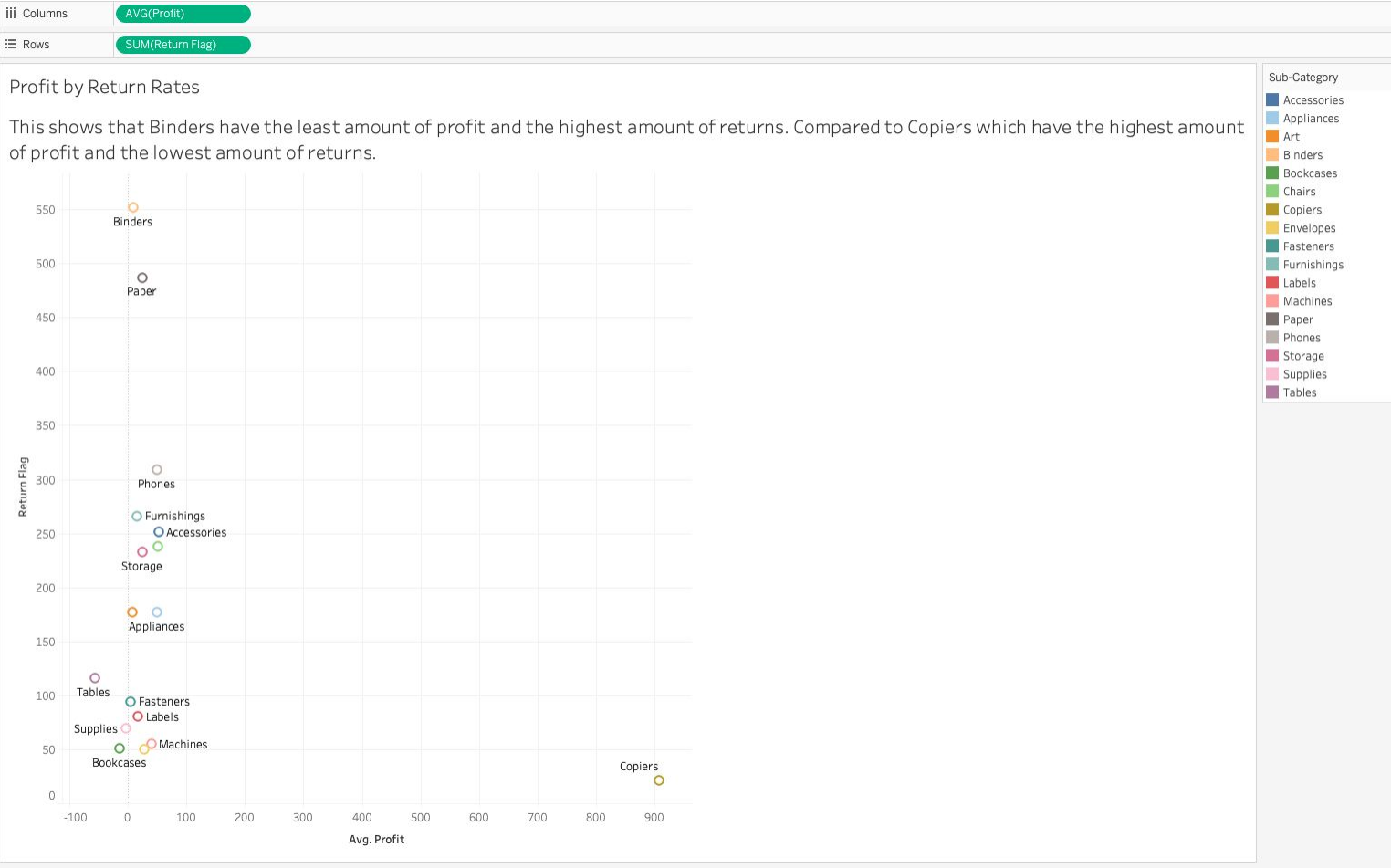
Detail

Tooltip

Shape

Sub-Category

Sub-Category



Dashboard

Layout

Default

Phone

Device Preview

Size

Automatic

Sheets

SUB Category & ...

SUB Category & ...

Shipping Mode + ...

Segments

Month State

Returned Items Map

Customer Return ...

Highest Return ...

Profit by Return ...

Objects

Horizontal Container

Vertical Container

Text

Extension

Pulse Metric

Image

Blank

Workflow

Web Page

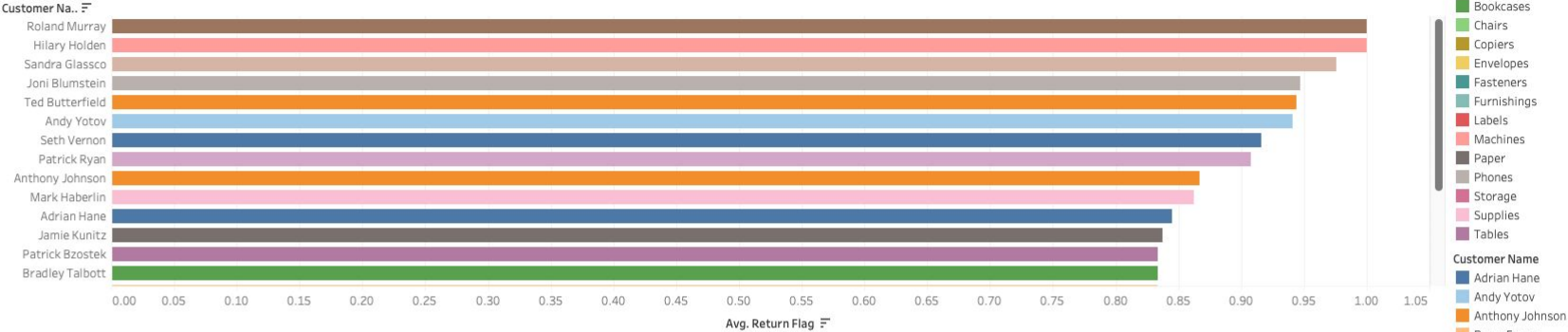
Tiled

Floating

Show dashboard title

Customer Return Rates

Customers with highest amount of items returned. Which was on the last file upload and never disappeared.



Profit by Return Rates

This shows that Binders have the least amount of profit and the highest amount of returns. Compared to Copiers which have the highest amount of profit and the lowest amount of returns.

