

(Tableau)

14/6/23

Additional Problems

Date 14/6

① → Profit Contribution

→ Determine which market had the least percentage contribution to total sales.

Rows → Market

Marks → Text → Total Sales → Percentage of Total

(quick cal table)

Option ② → South

② → Product Type Profit

→ In year 2012, determine which product type had the highest percentage contribution to total sales?

Column → Product type

Row → SUM(sales)

→ quick Table cal

1% of total

Filter → Date → years → 2012

Option ③ → Espresso

③ → Store id

→ Select the store id with highest sales value?

Row → Store id

Col → SUM(sales)

Spiral

17/9/23

Date 143

Sort by Desc acc to Sales

Option (4) → 702

④ → Store id Profit →
↪ Store id which generates highest Profit

Row → Store ID
Col → SUM(Profit)
Sort by Desc acc to Profit

Option (3) → 815

⑤ → Total Expenses
↪ Store id with highest total expenses
Note → Total Expense = COGS + marketing + other Expenses

create calculated field → COGS + marketing + other expenses

Row → Store id
Column → Total Expense
sort by desc acc to

Option (1) → 702

Spiral

14/9/23

Date: 14/9/23

⑥ → Profit Margin

↳ profit Margin for year 2012 & 2013

Col → YEAR (Date)

Row → Profit Margin

↳ create calculate field

$$\left(\frac{\text{SUM(Profit)}}{\text{SUM(Sales)}} \right) \times 100$$

option ②

↓

2012 = 26.35%

2013 = 36.71%

④ → Compare COGS

↳ of various products in 2012 & 2013
& select the statements that are correct.

Row → SUM (COGS)

Col → Date

Markes → Colors → Product

option ② → Dazjelling didn't change from 2012 to 2013

option ③ → COGS of HINT remain same from 2012 to 2013

⑦ → Marketing Cost

↳ Determine the cost of marketing for central market under small market size.

Row → Market

Markes → Text → SUM (Marketing)

Filter → Market size → small

option ② → 4,424

Spiral

14/9/23

Date: 14/9

Q → Major & Minor market sales

↳ Find the state with the highest sales in major & minor market respectively.

Rows → Market Size, State

Col → SUM (Sales)

Option (1) → Major Market → California

Minor/Small Market → Nevada