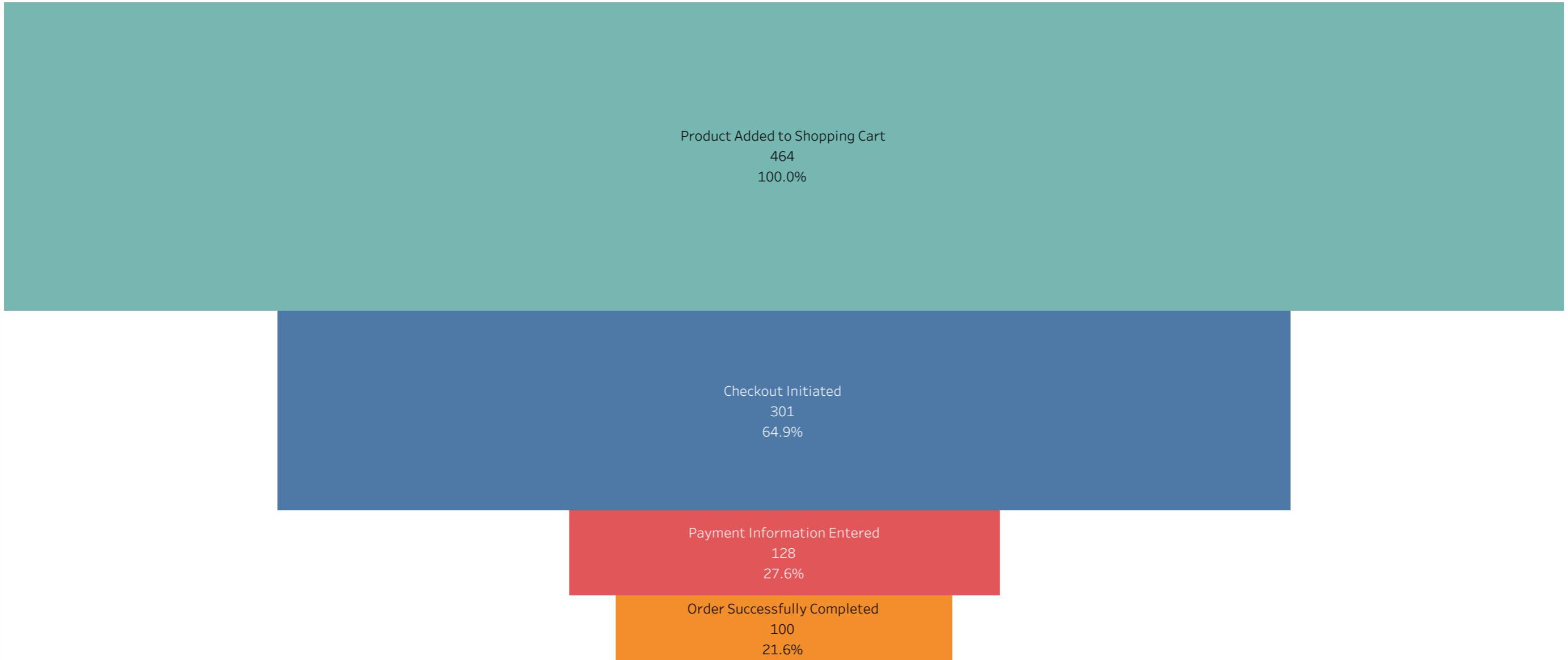


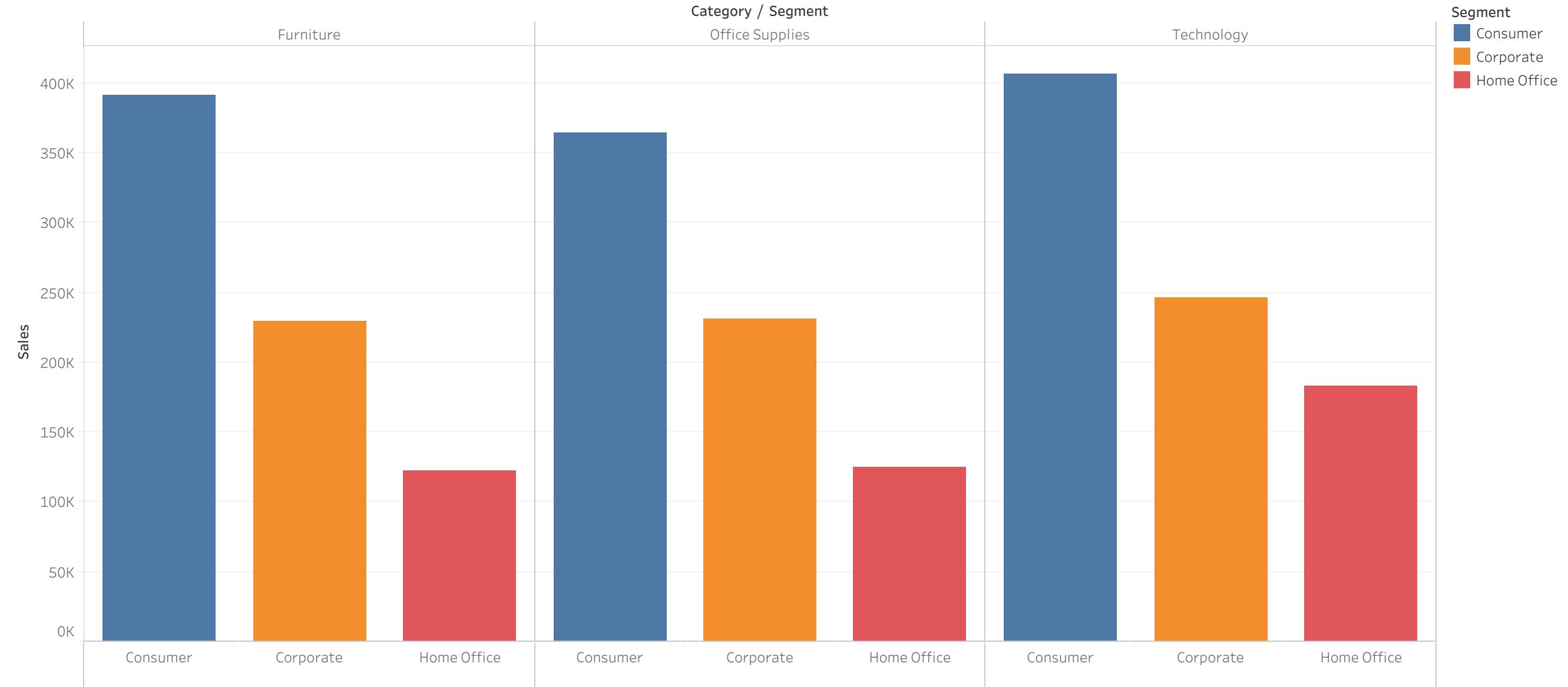
## E-commerce Funnel Chart



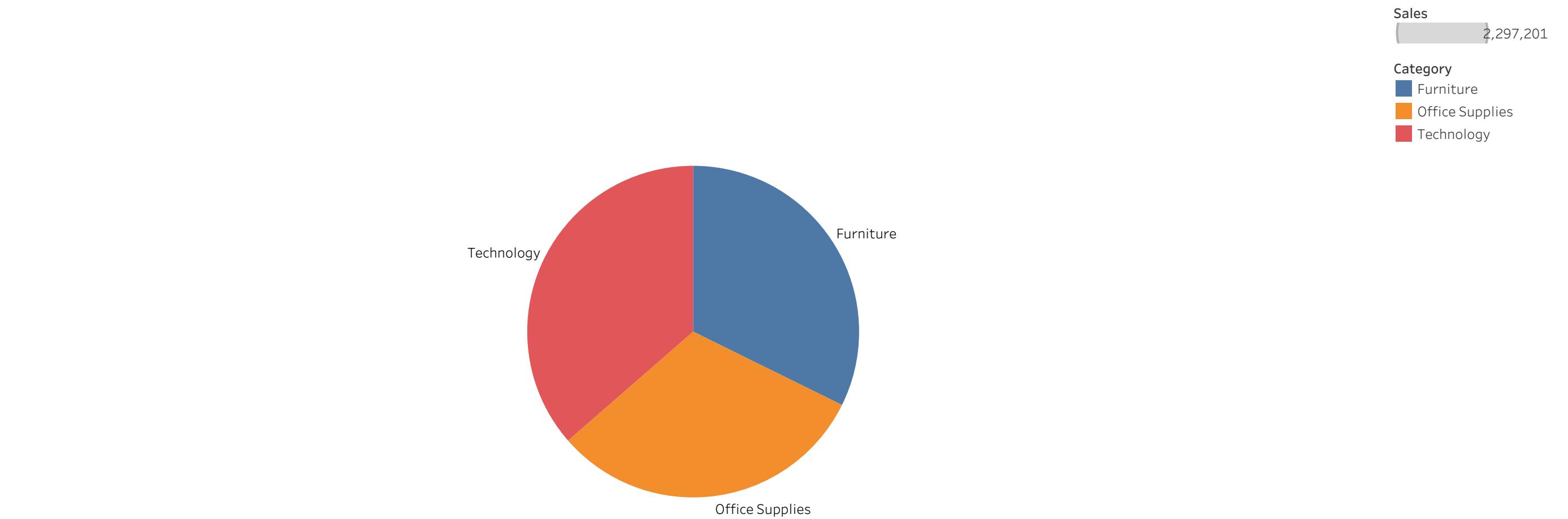
# Tables

Category	Segment	Order Date				Profit
		2014	2015	2016	2017	
Furniture	Consumer	86,061	94,410	100,361	110,218	-1,322
	Corporate	45,100	45,961	77,261	60,697	25,902
	Home Office	26,032	30,147	21,279	44,473	25,902
Office Supplies	Consumer	84,427	79,736	86,269	113,520	25,902
	Corporate	48,938	34,901	54,231	92,606	25,902
	Home Office	18,411	22,596	43,439	39,971	25,902
Technology	Consumer	95,609	92,390	110,234	108,167	25,902
	Corporate	34,396	47,895	75,614	88,545	25,902
	Home Office	45,273	22,496	40,517	75,019	25,902

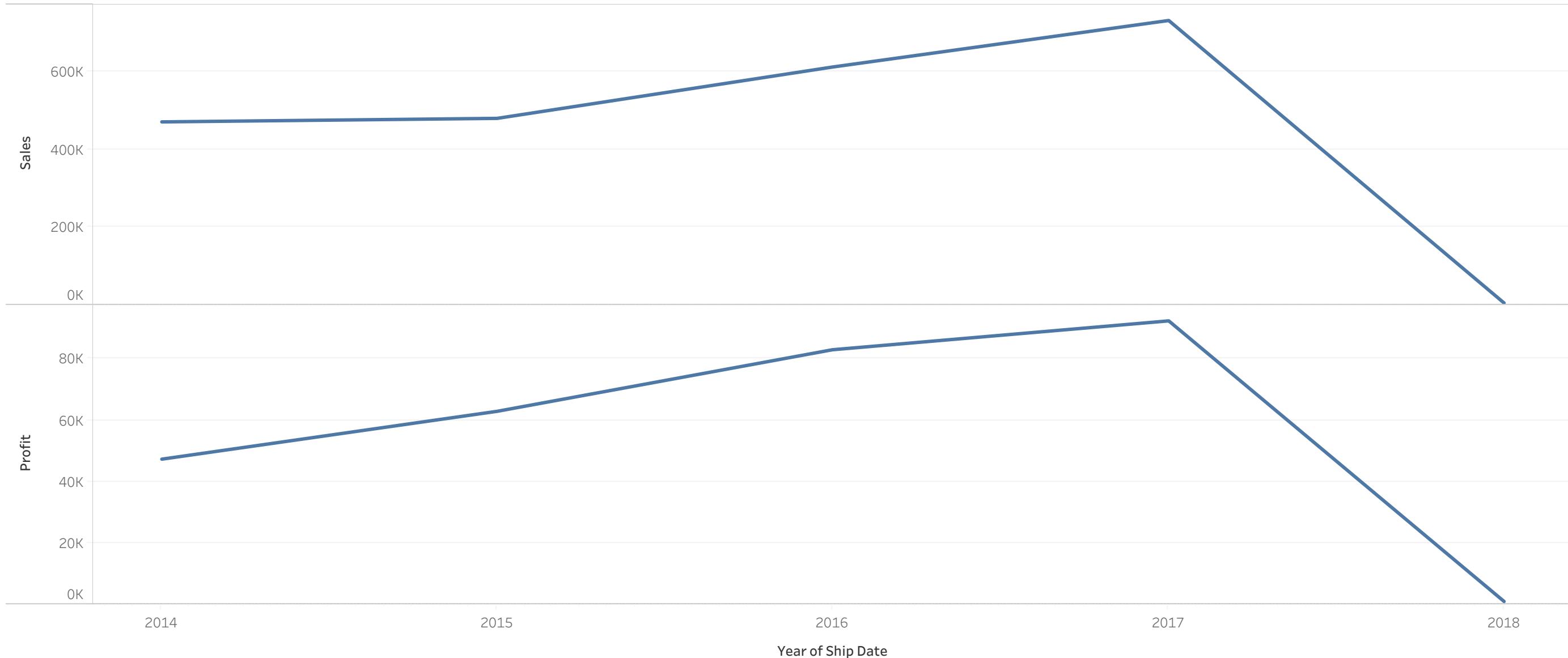
## Bar Charts



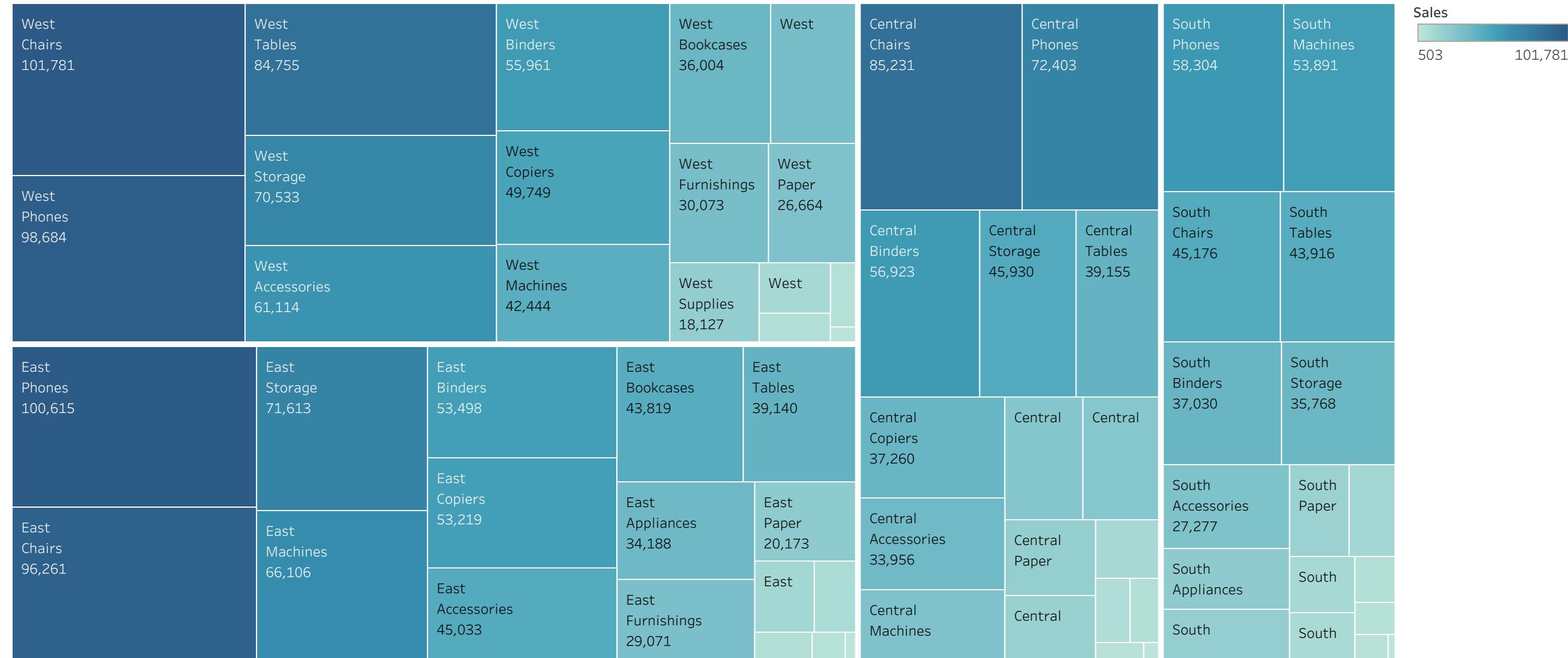
## Pie Charts



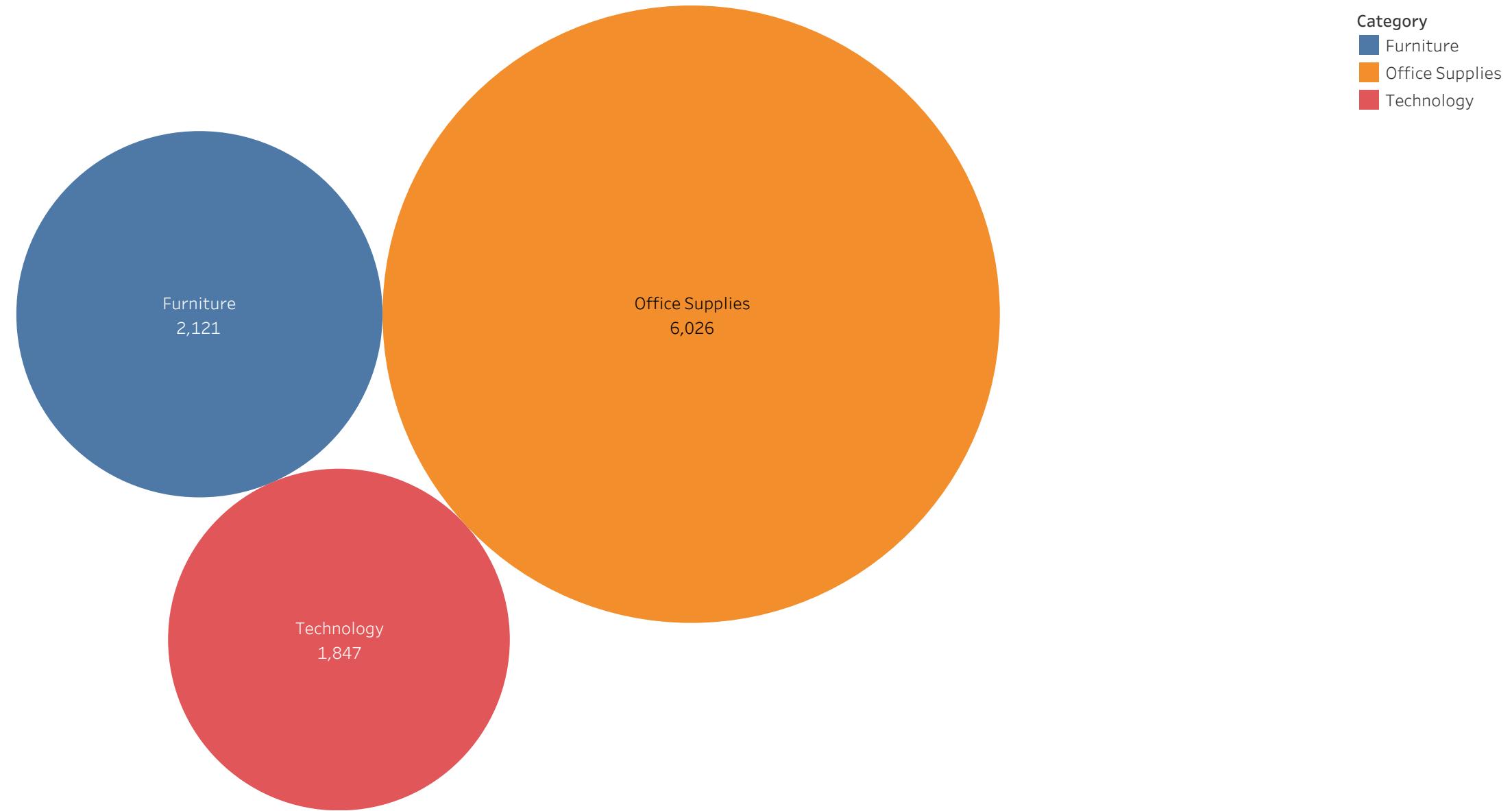
## Line Charts



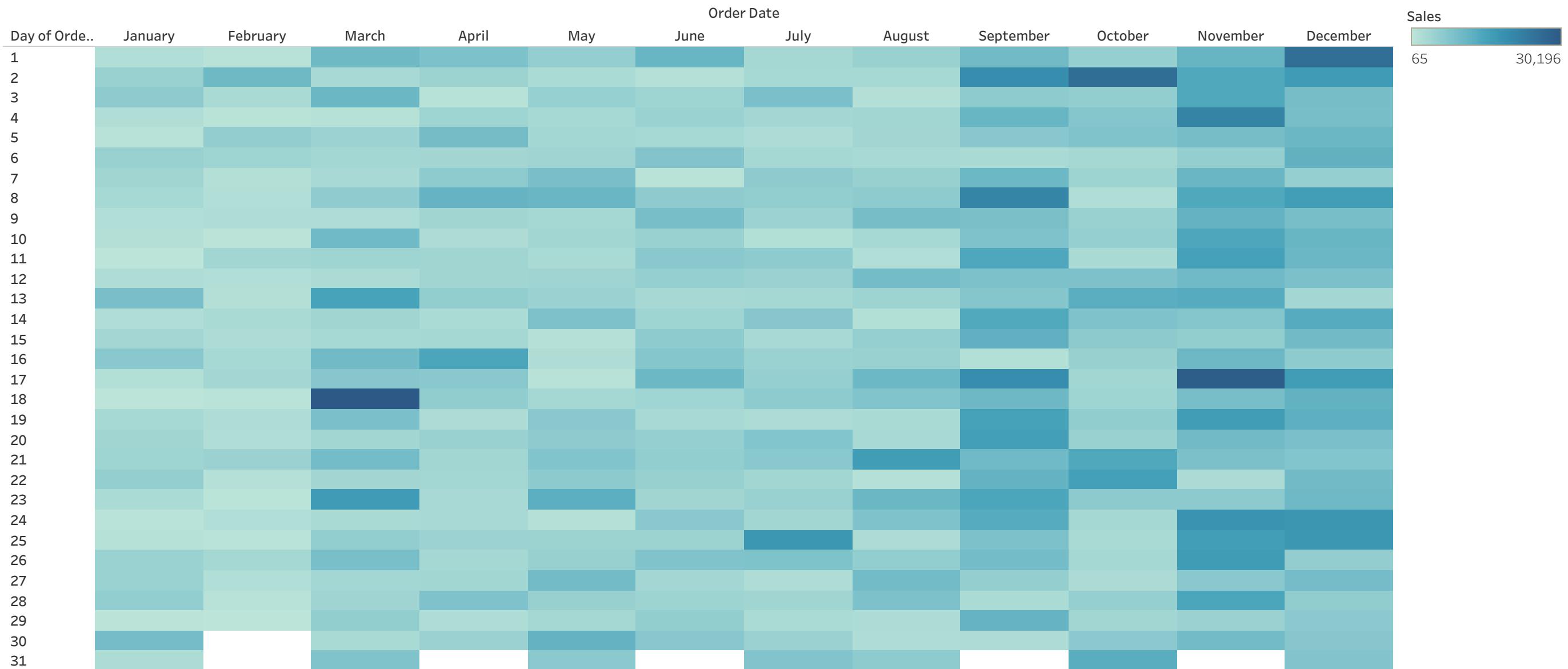
# Treemaps



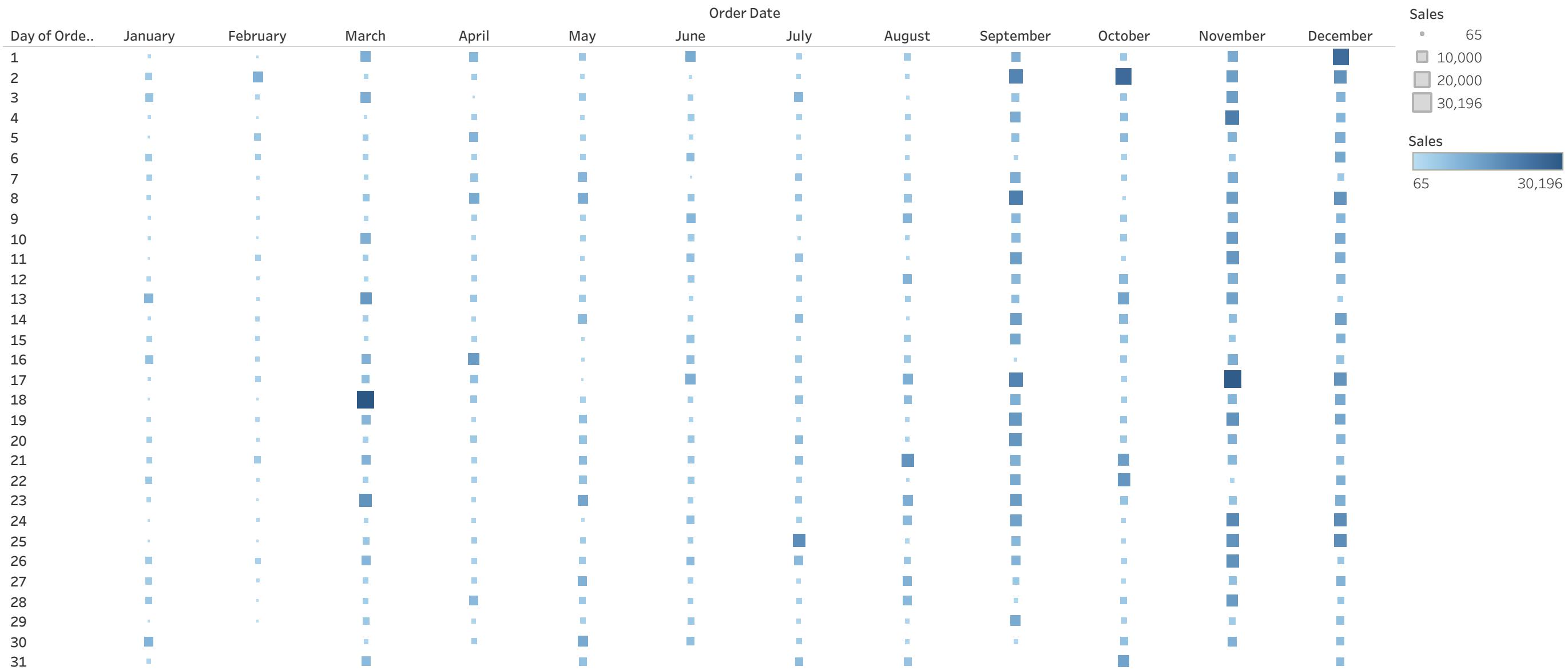
## Bubble Charts



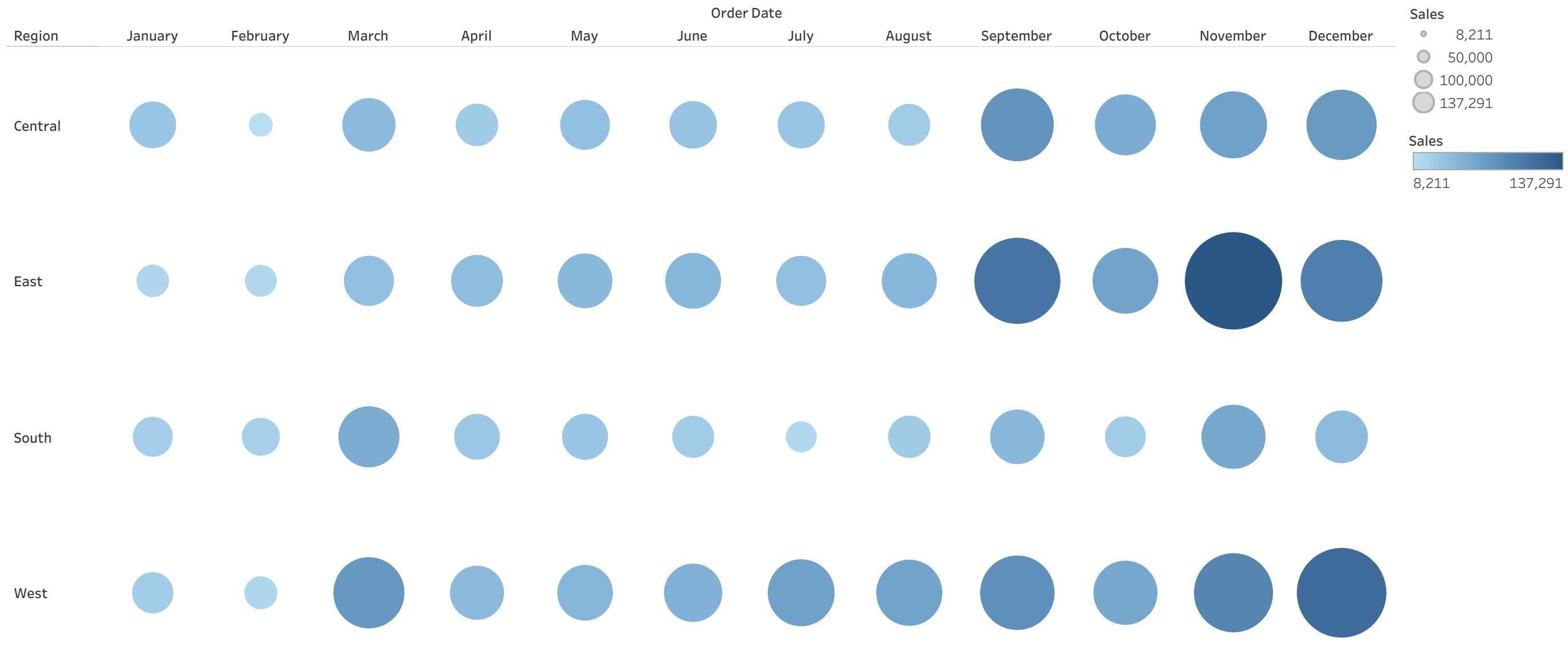
## Highlight Tables



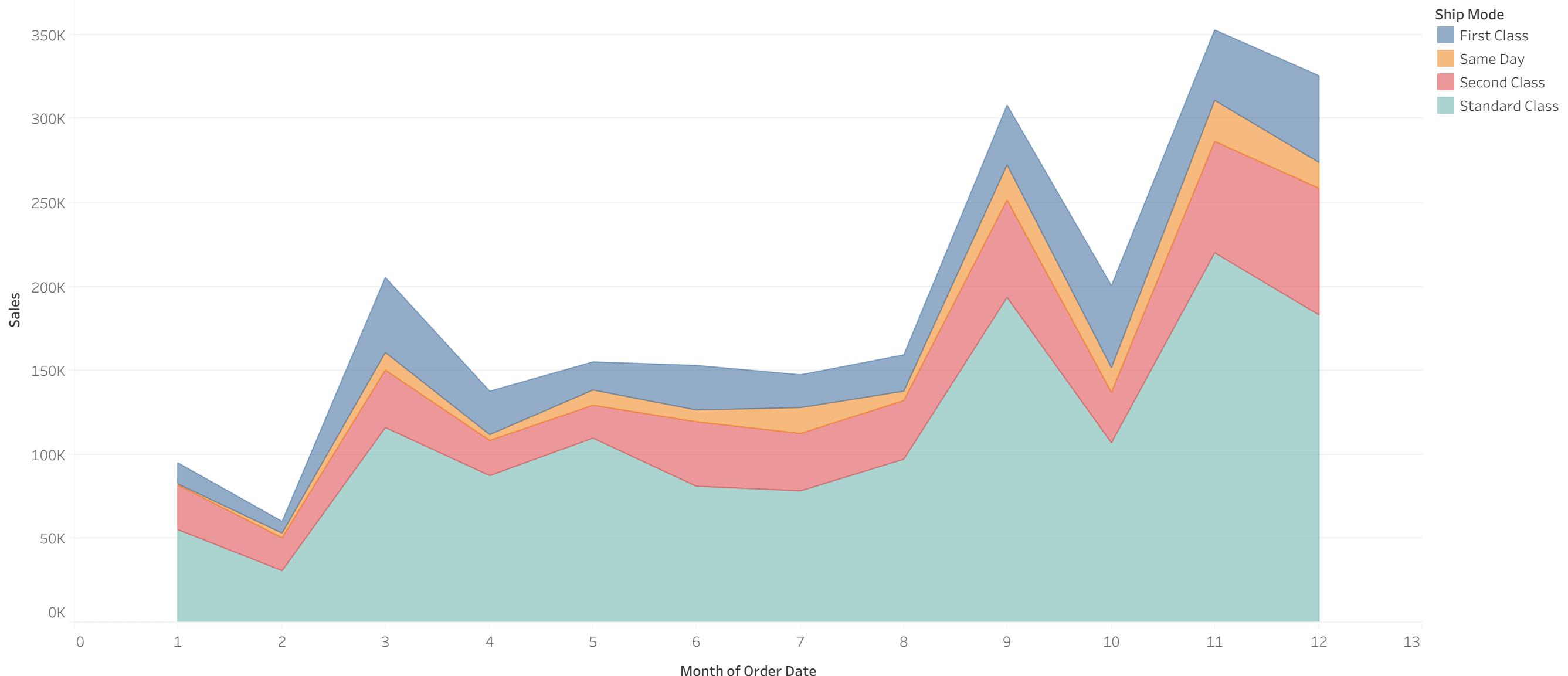
## Heat Maps



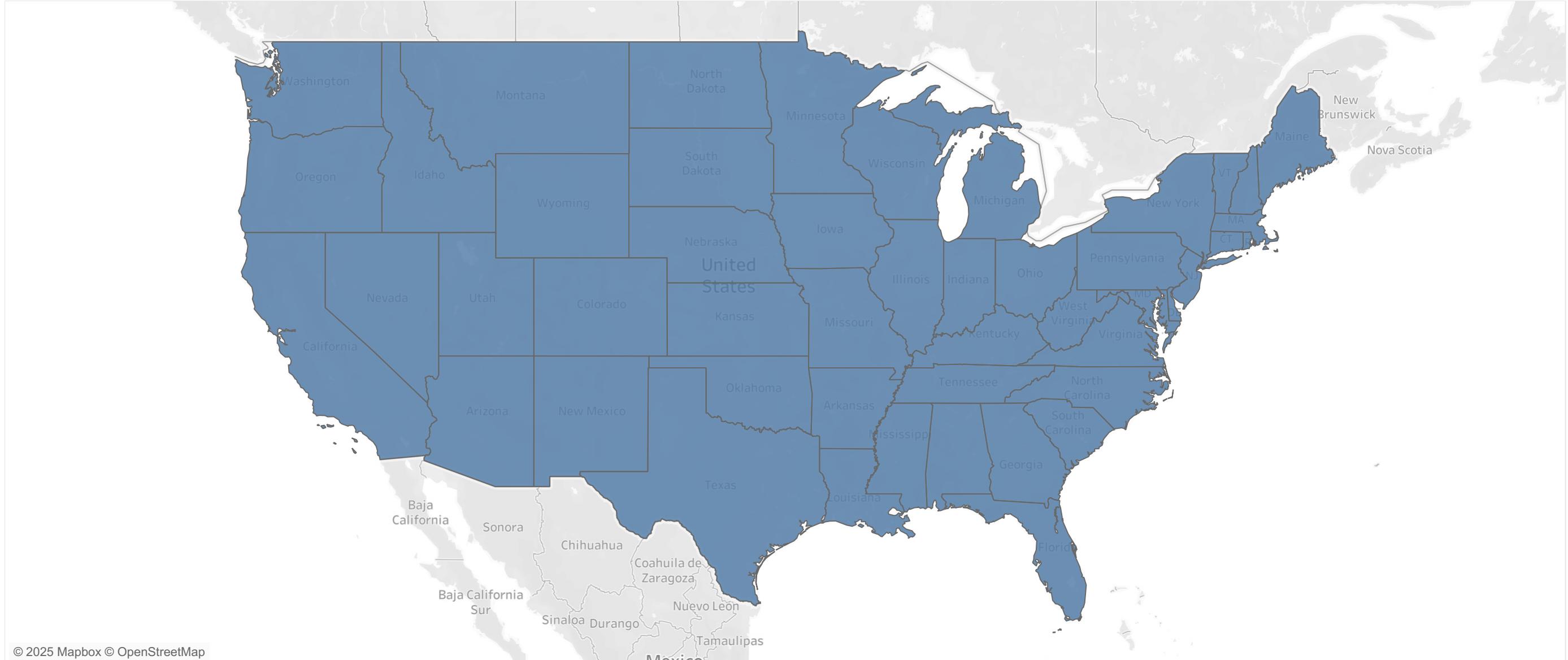
## Heat Maps 2



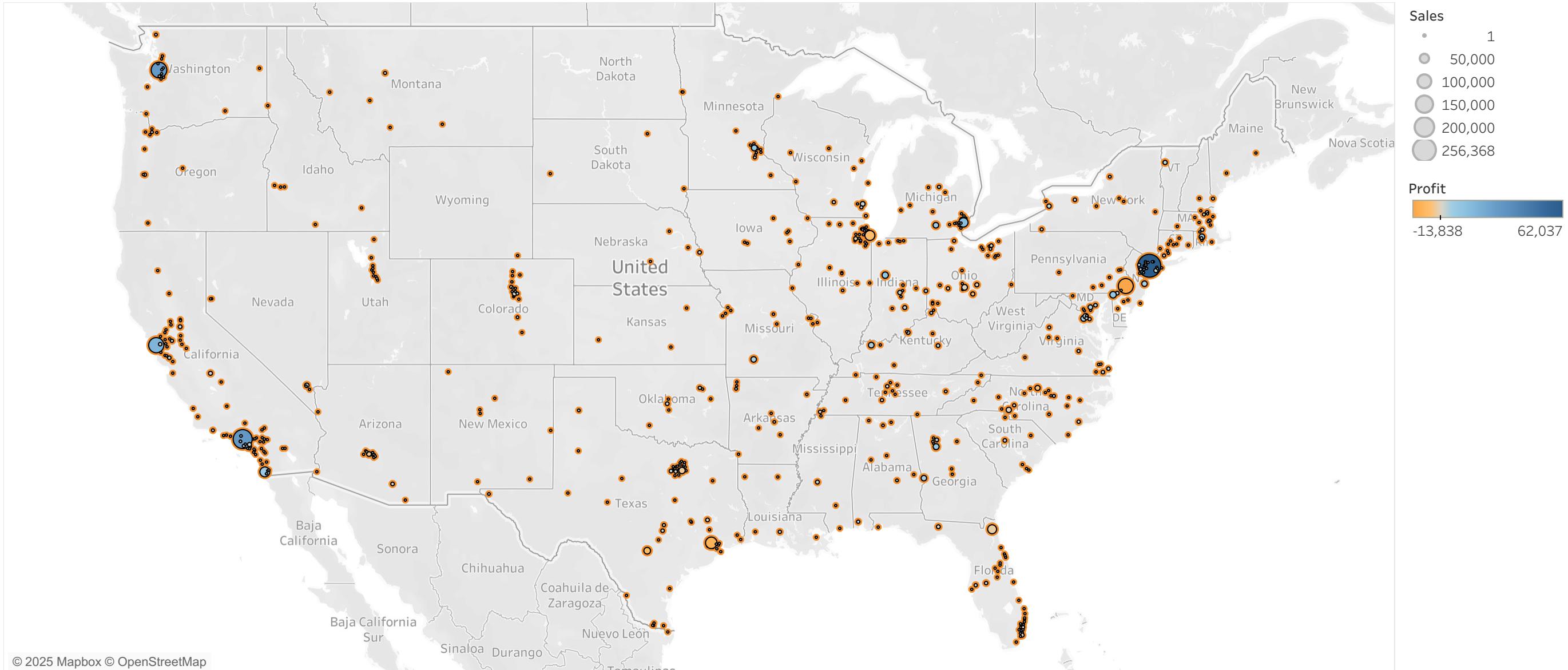
## Area Charts



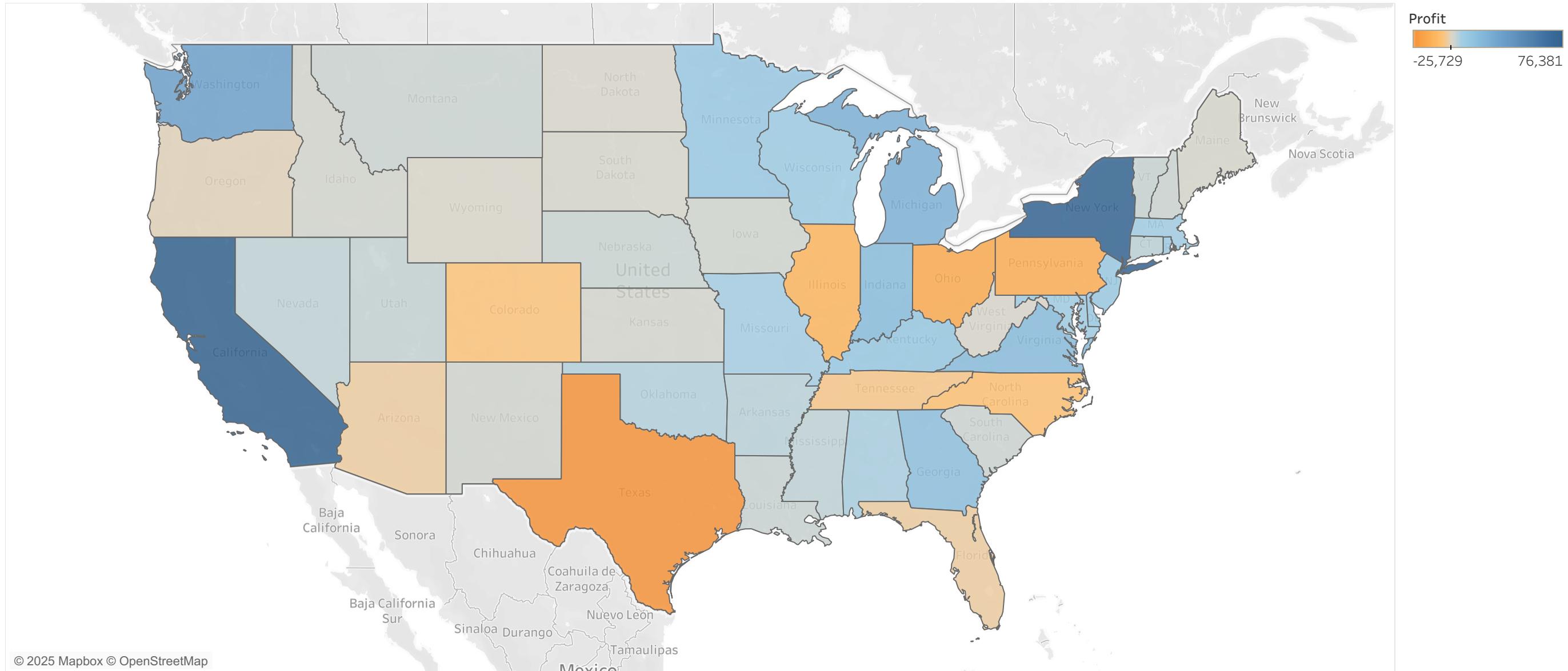
## Maps



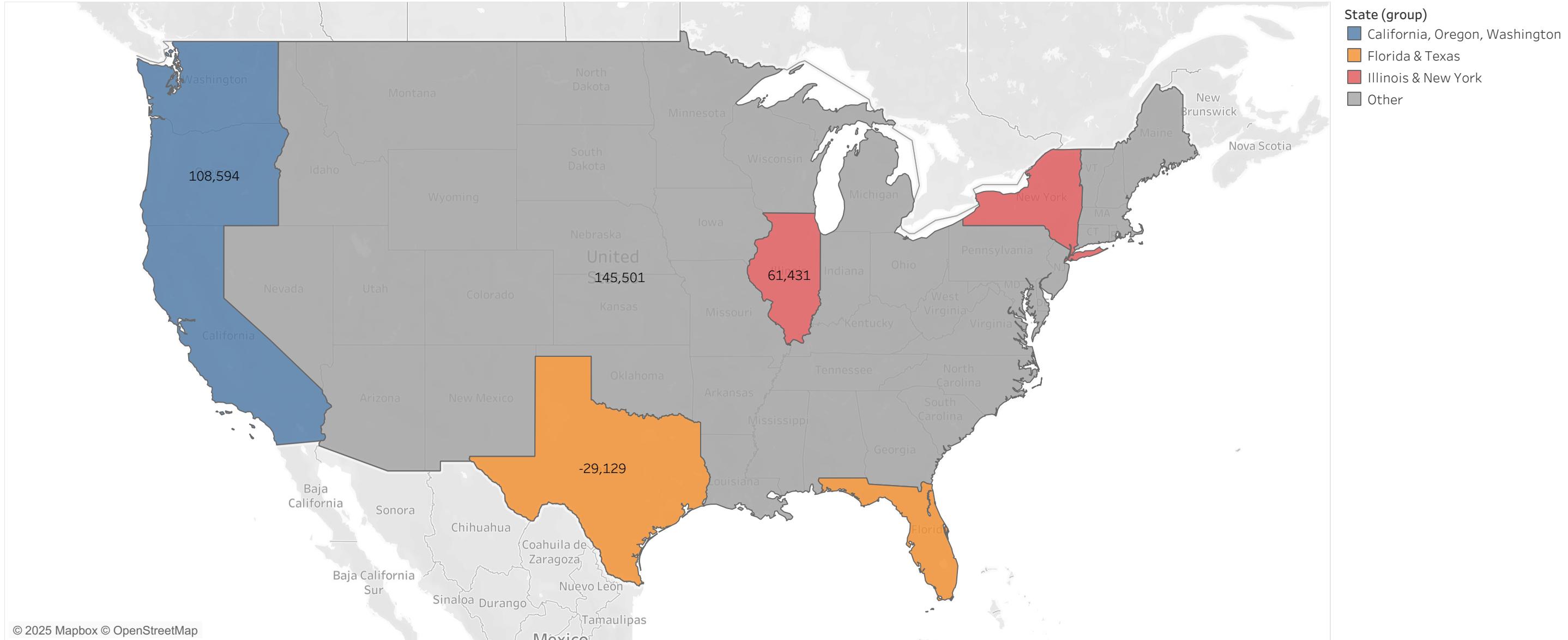
## Symbol Maps



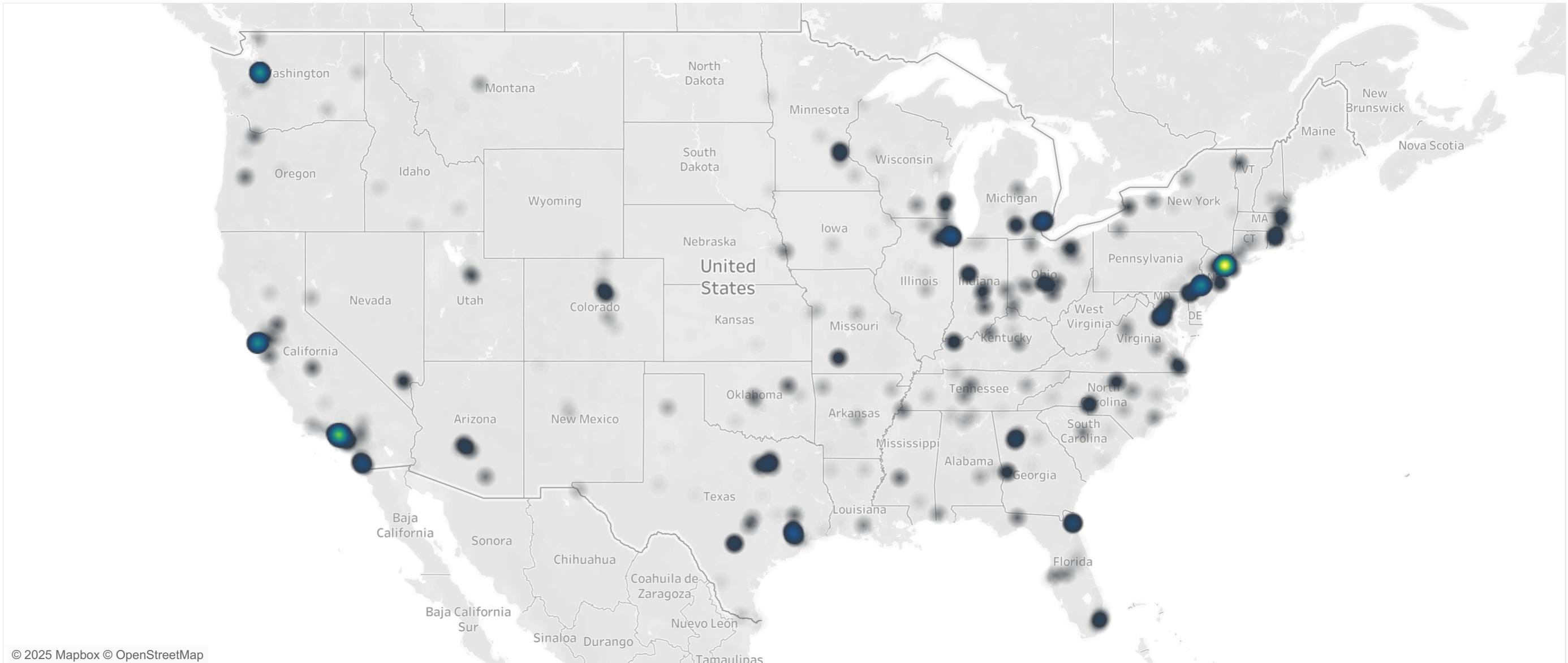
## Choropleth Maps



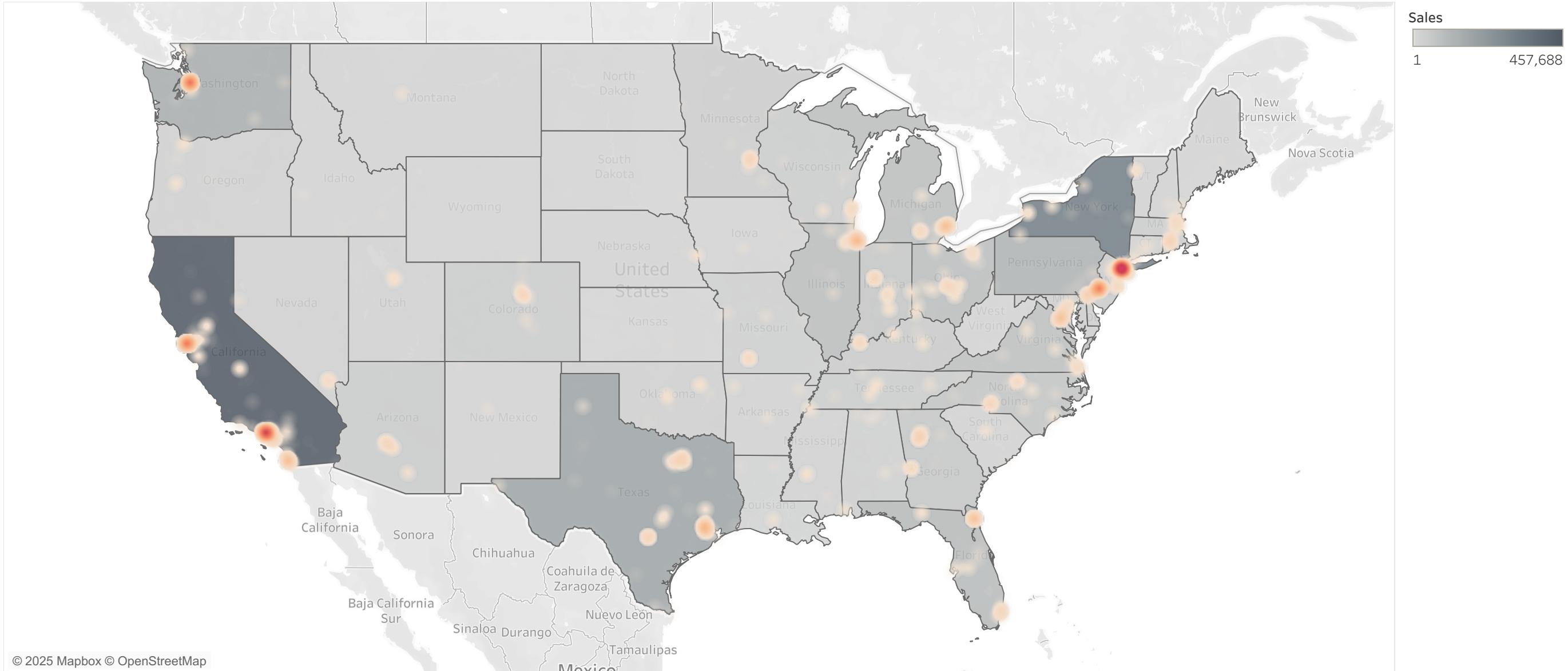
## Choropleth Maps with custom territories using grouping



## Density Maps



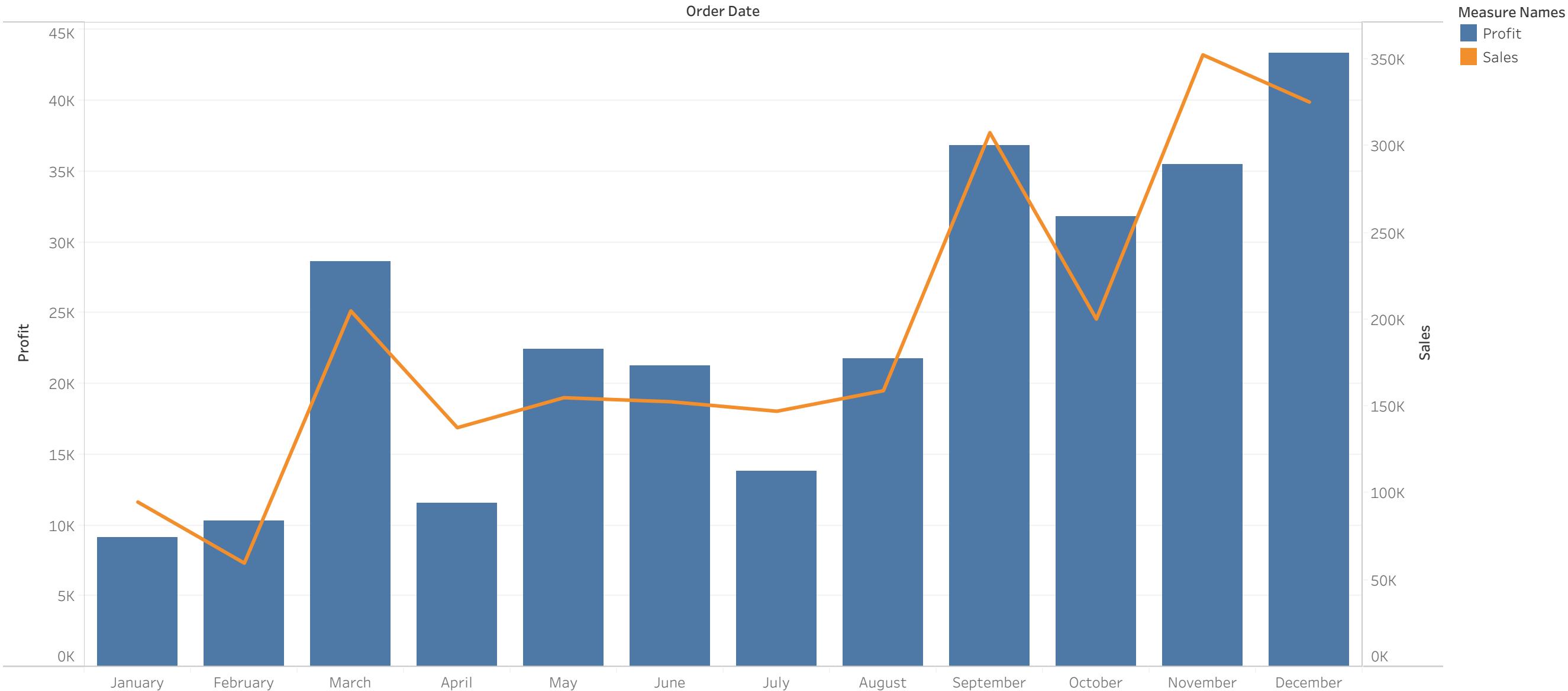
Dual-Axis Maps (e.g. A Symbol Map stacked on top of a Chloropleth Map)



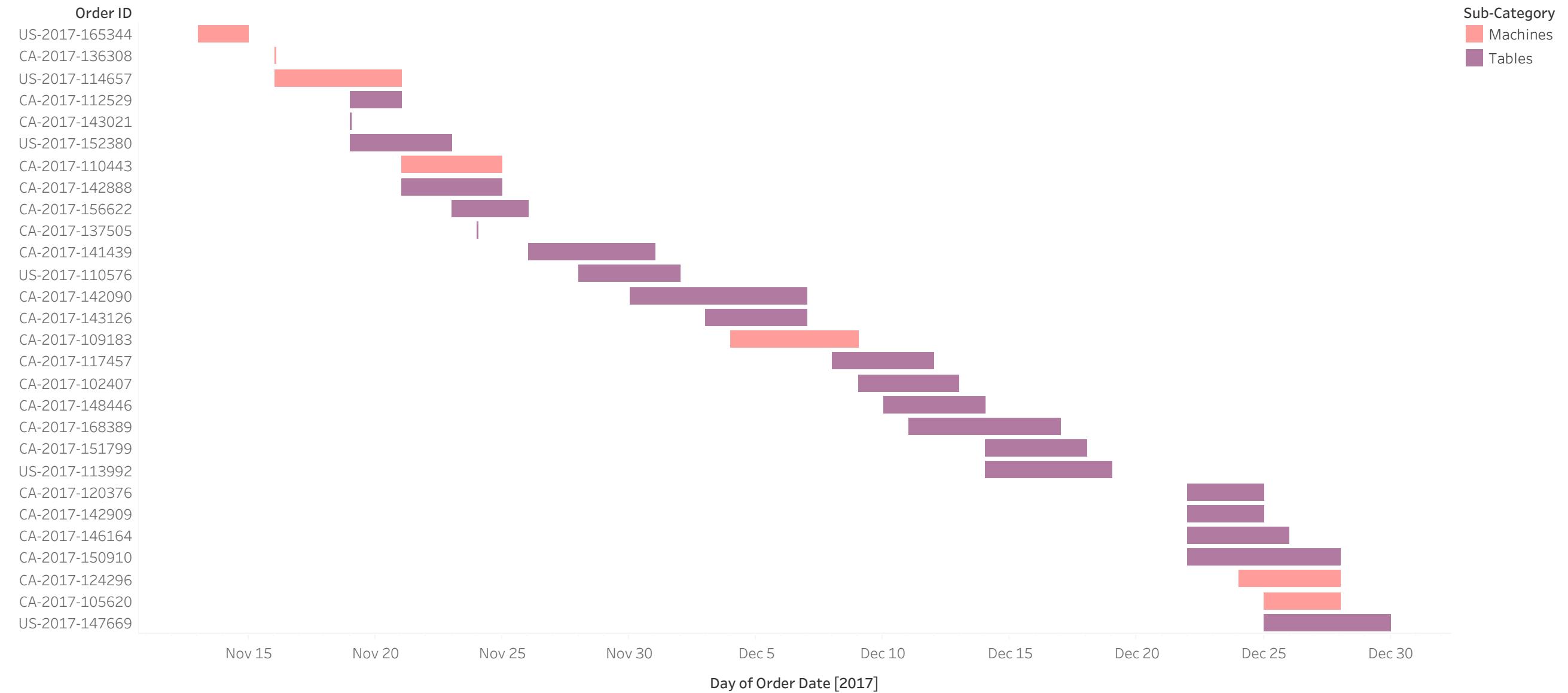
## Motion Charts - January



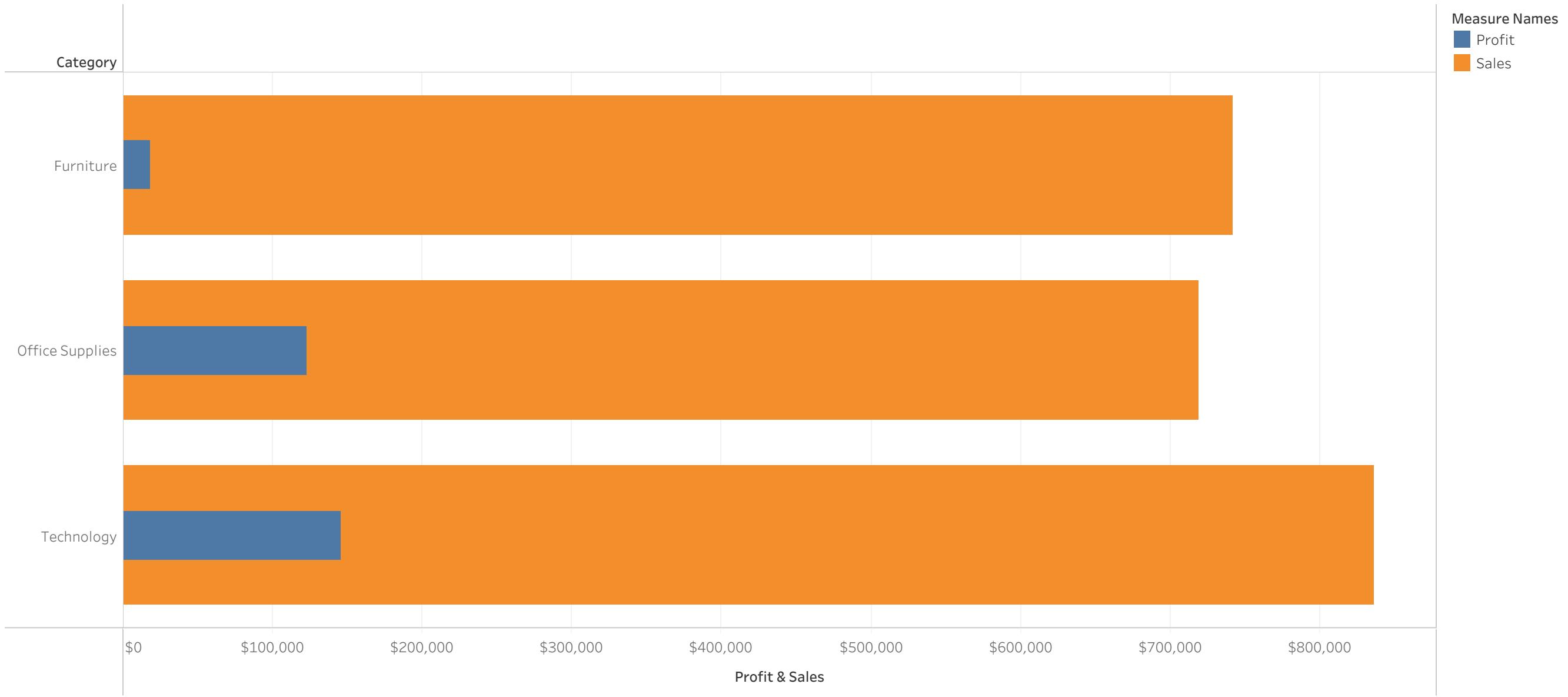
## Dual-Axis Charts



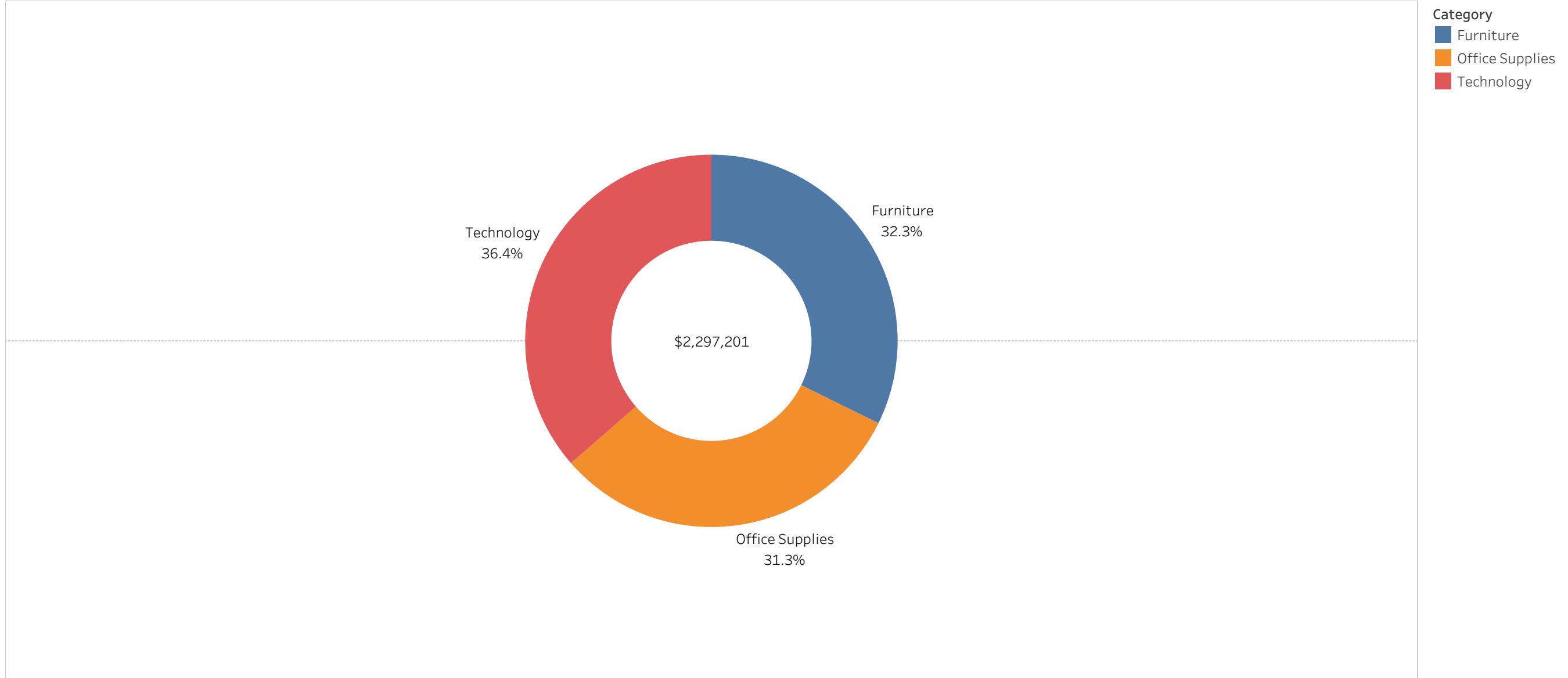
## Gantt Charts



## Profit & Sales by Category

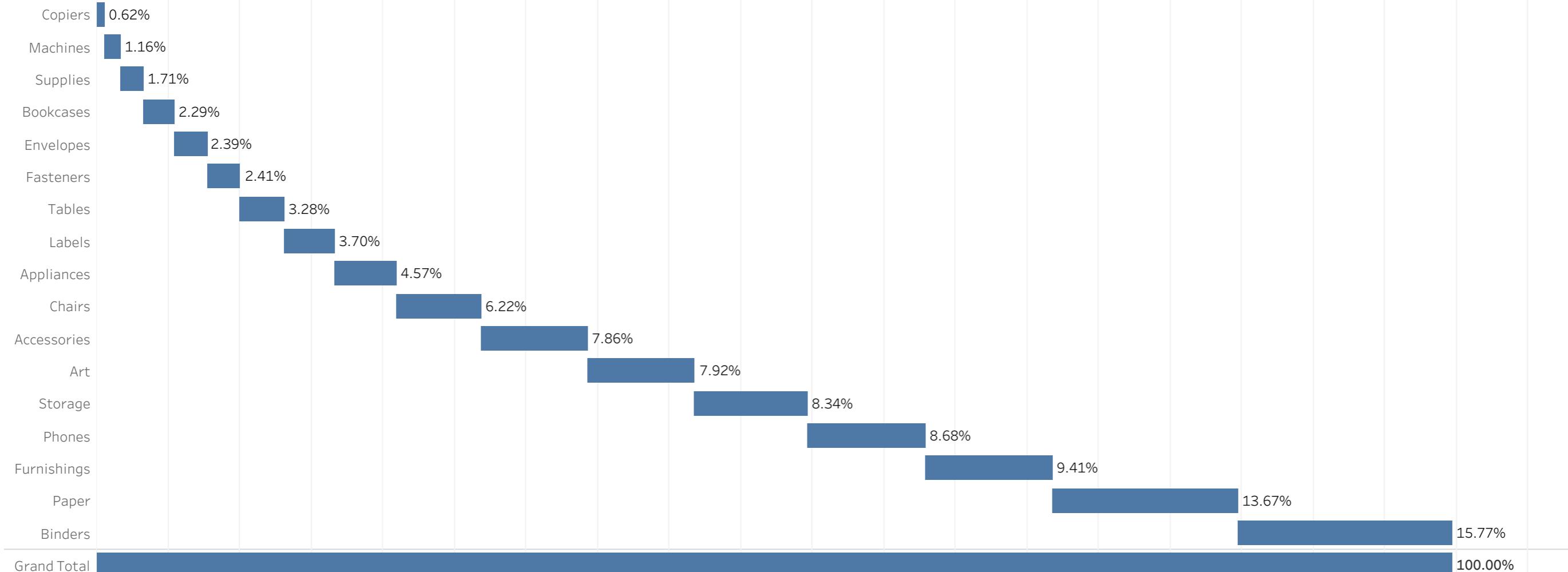


## Superstore Sales by Category



## Quantity Breakdown by Sub-Category

Sub-Catego..



Running Sum of Quantity

# Monthly Sales by Category and Segment

Category

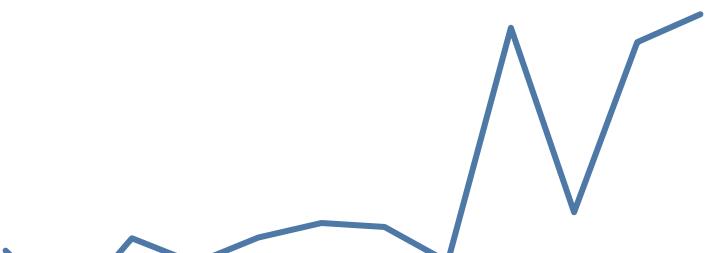
Consumer

Segment

Corporate

Home Office

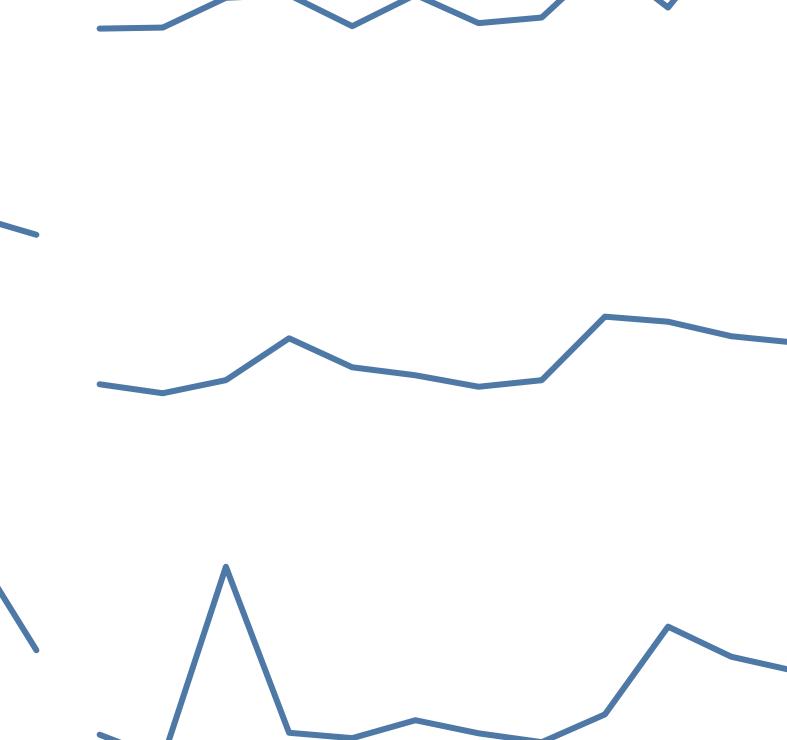
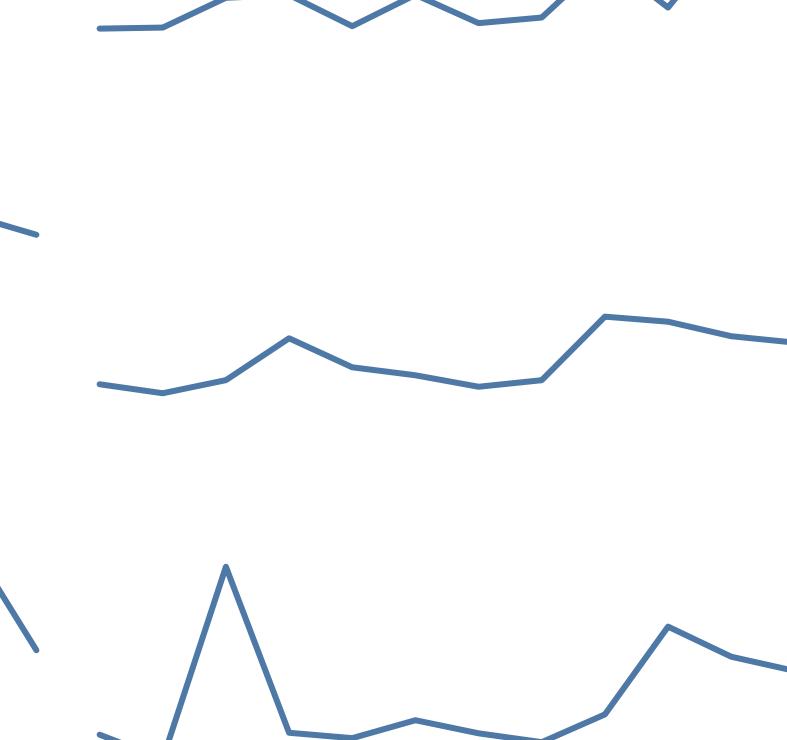
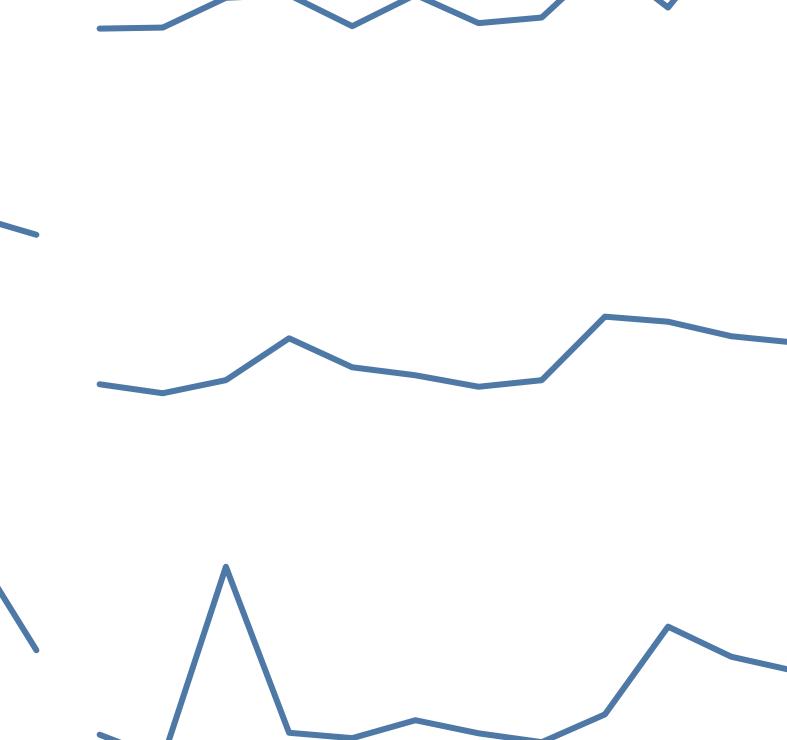
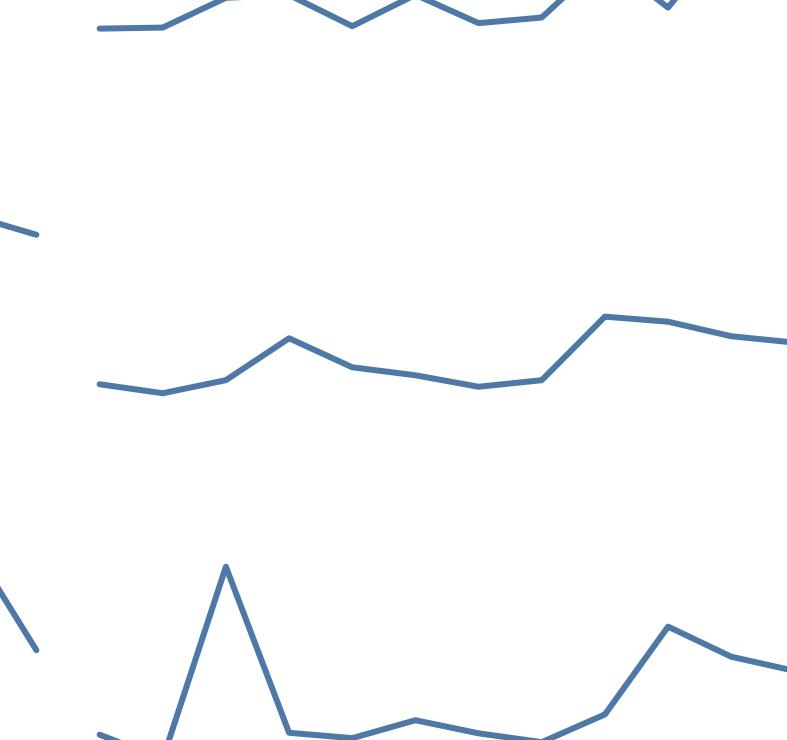
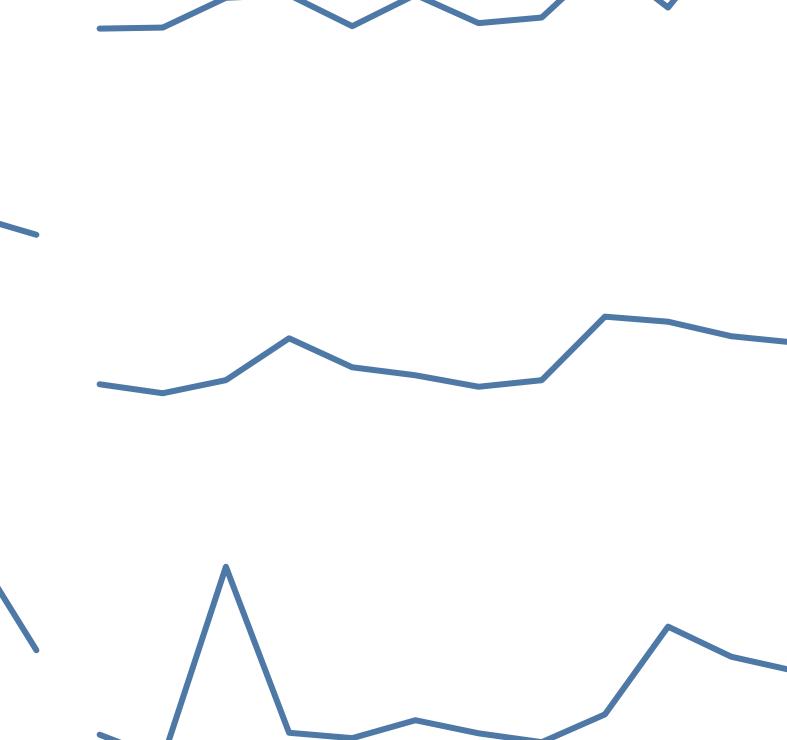
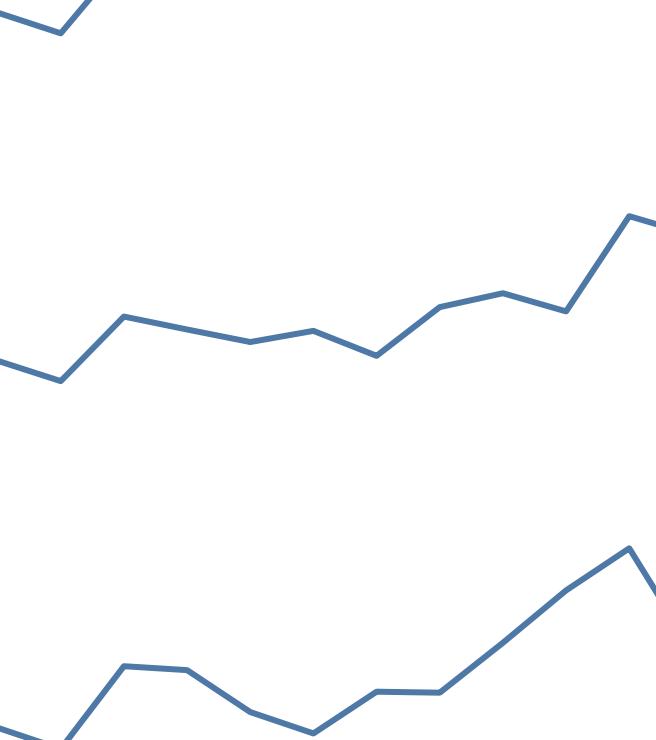
Furniture



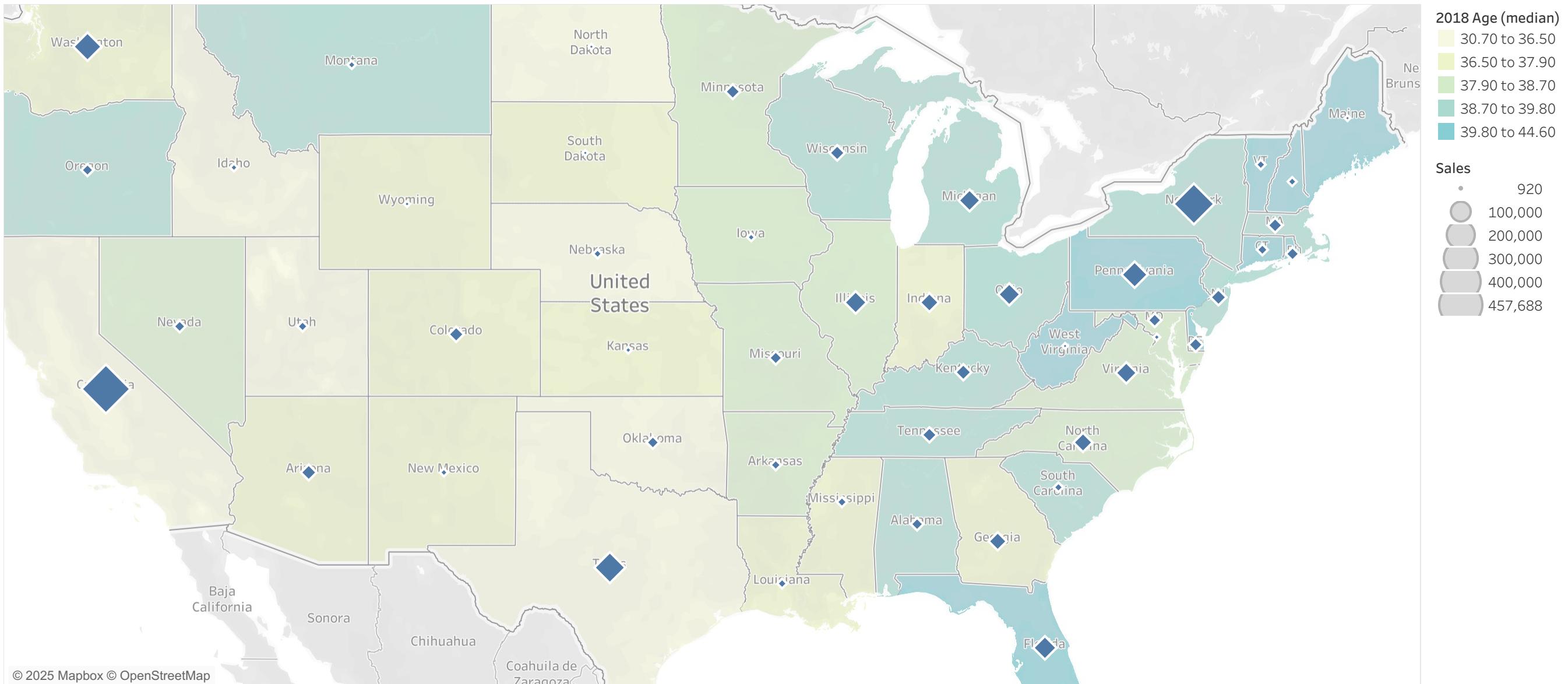
Office Supplies



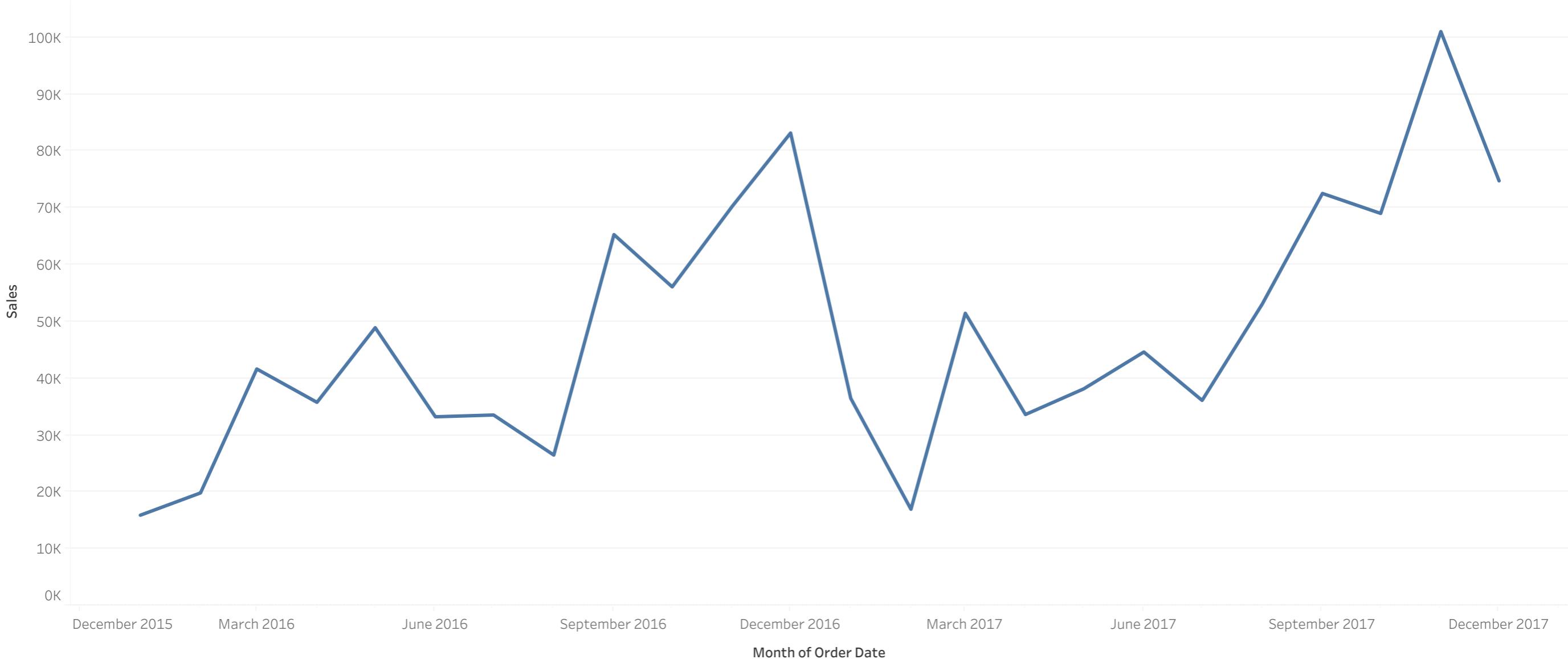
Technology



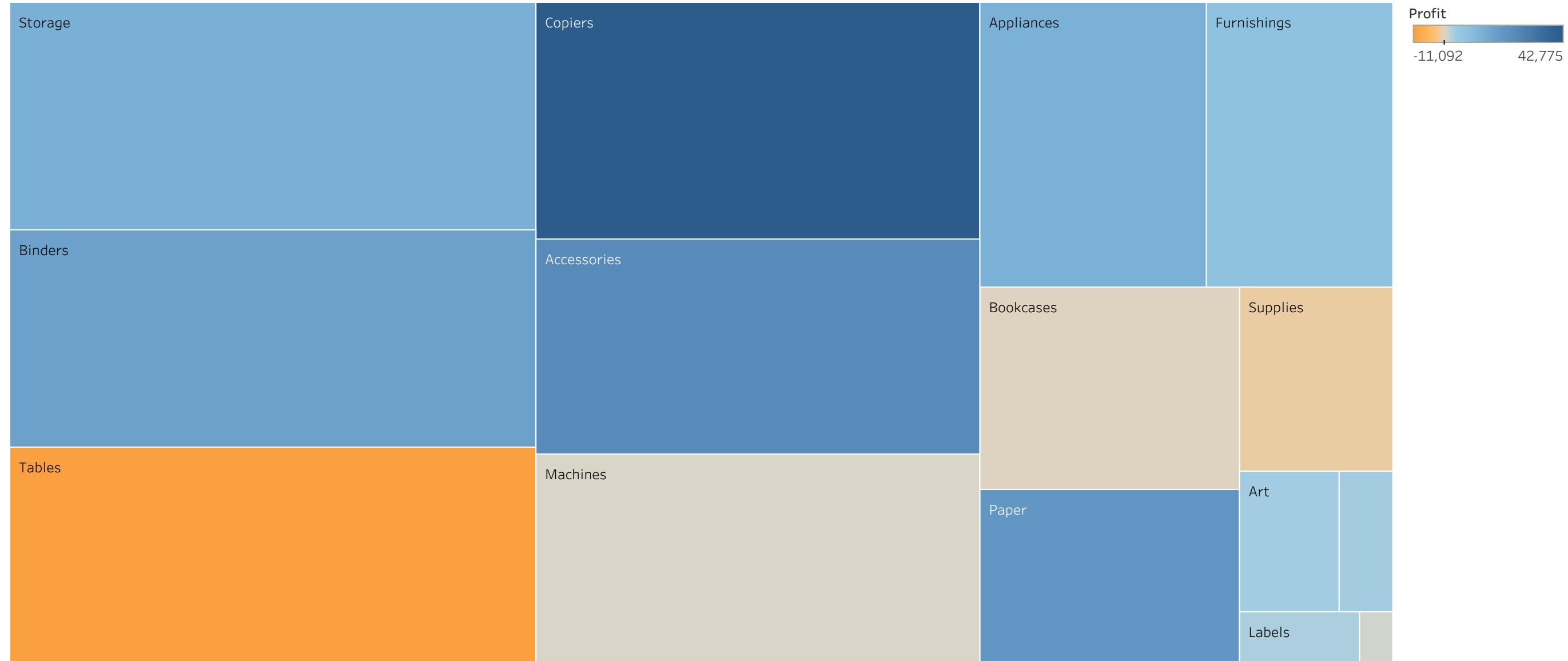
## Map Layers



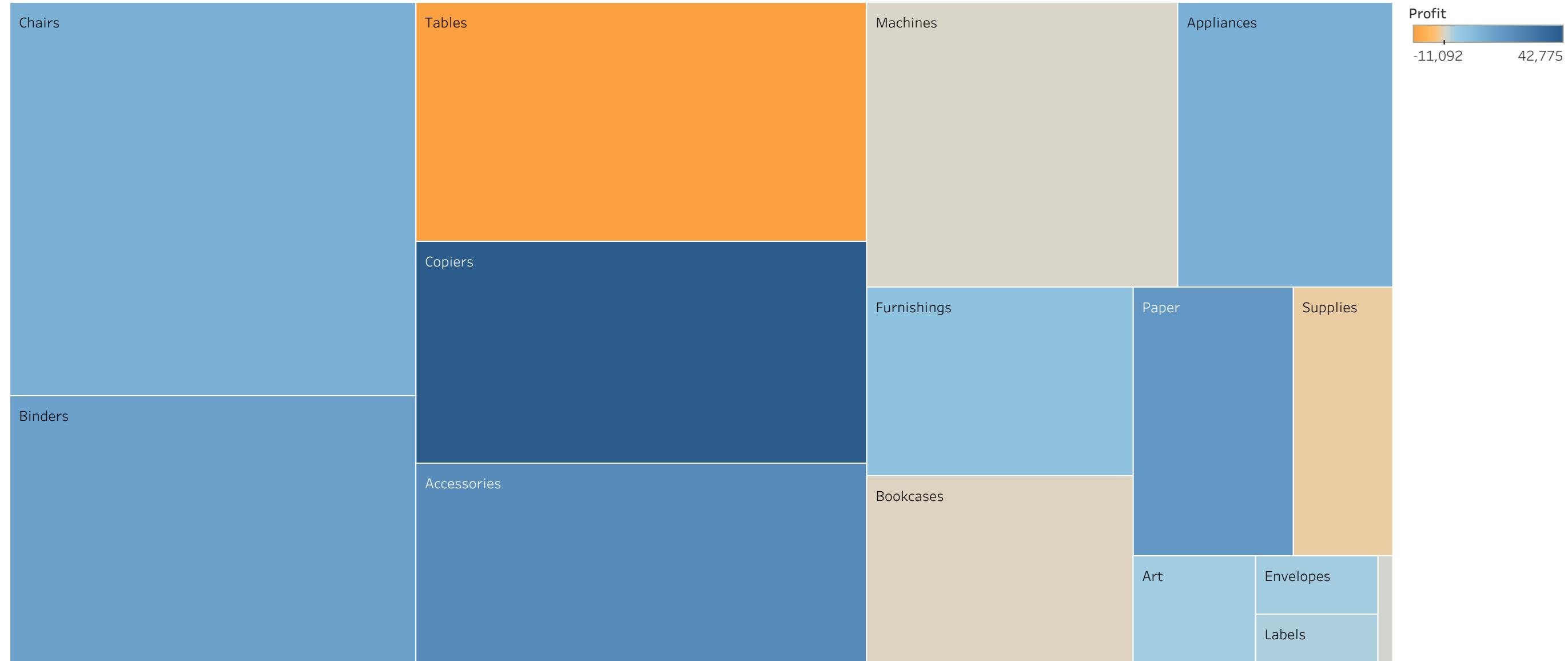
## Data Source Filters



## Worksheet Filters



## Worksheet Filters 2



# Context Filters

## Customer Name

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Sanjit Engle	8,805
--------------	-------

Grant Thornton	8,167
----------------	-------

Anna Häberlin	4,329
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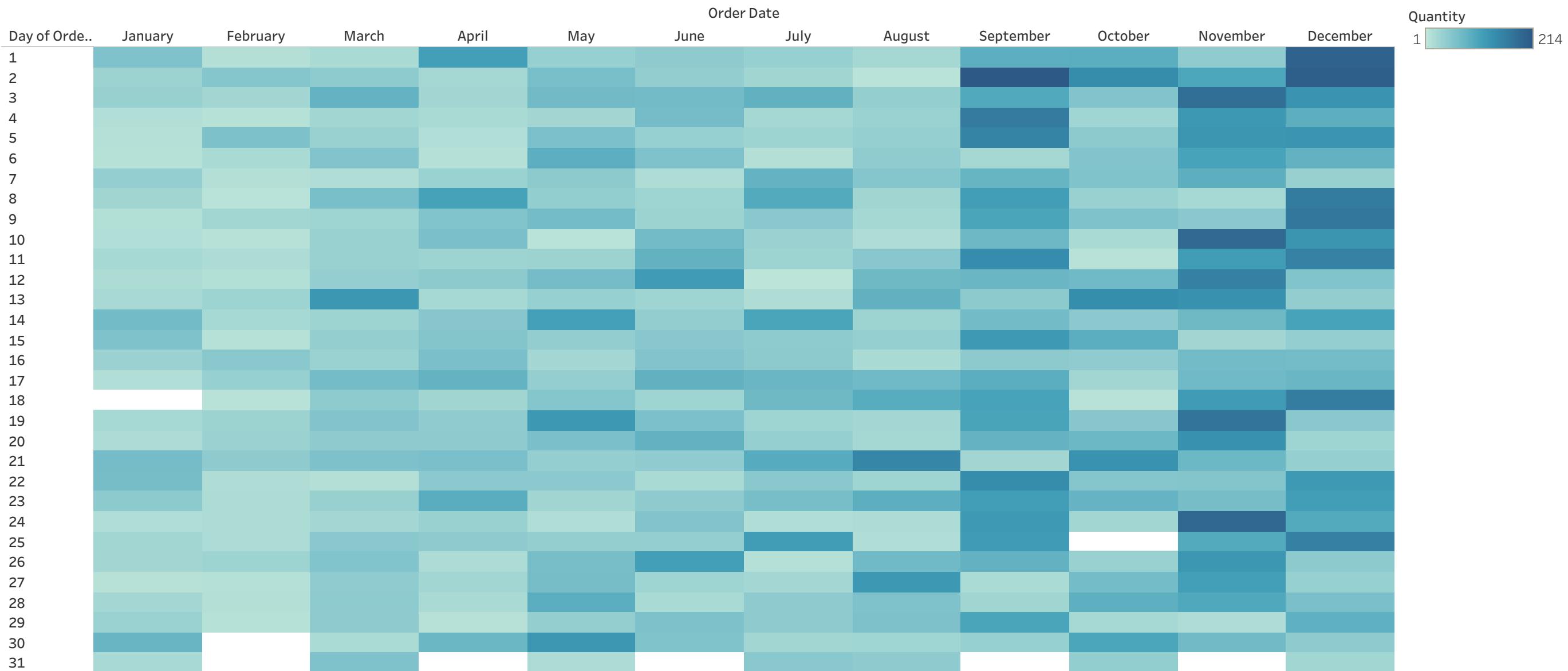
Shahid Collister	4,268
------------------	-------

Caroline Jumper	3,741
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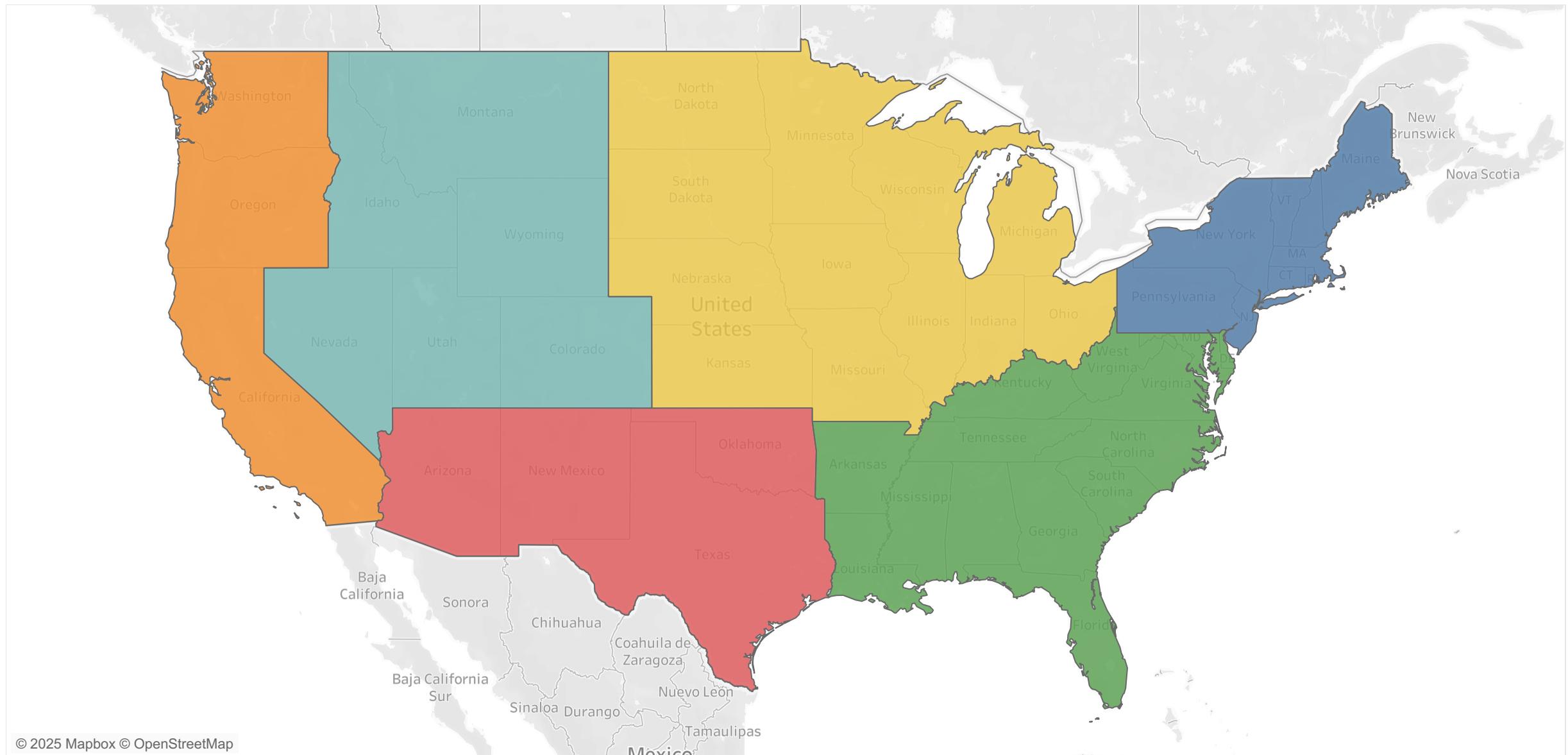
---

Region	State	Postal Code
Central	Illinois	60004
		60035
		60067
		60068
		60076
		60090

## Date/Time Hierarchies



## Custom Groups



**Sales Region**

- Midwest
- Northeast
- Pacific
- Southeast
- Southwest
- West

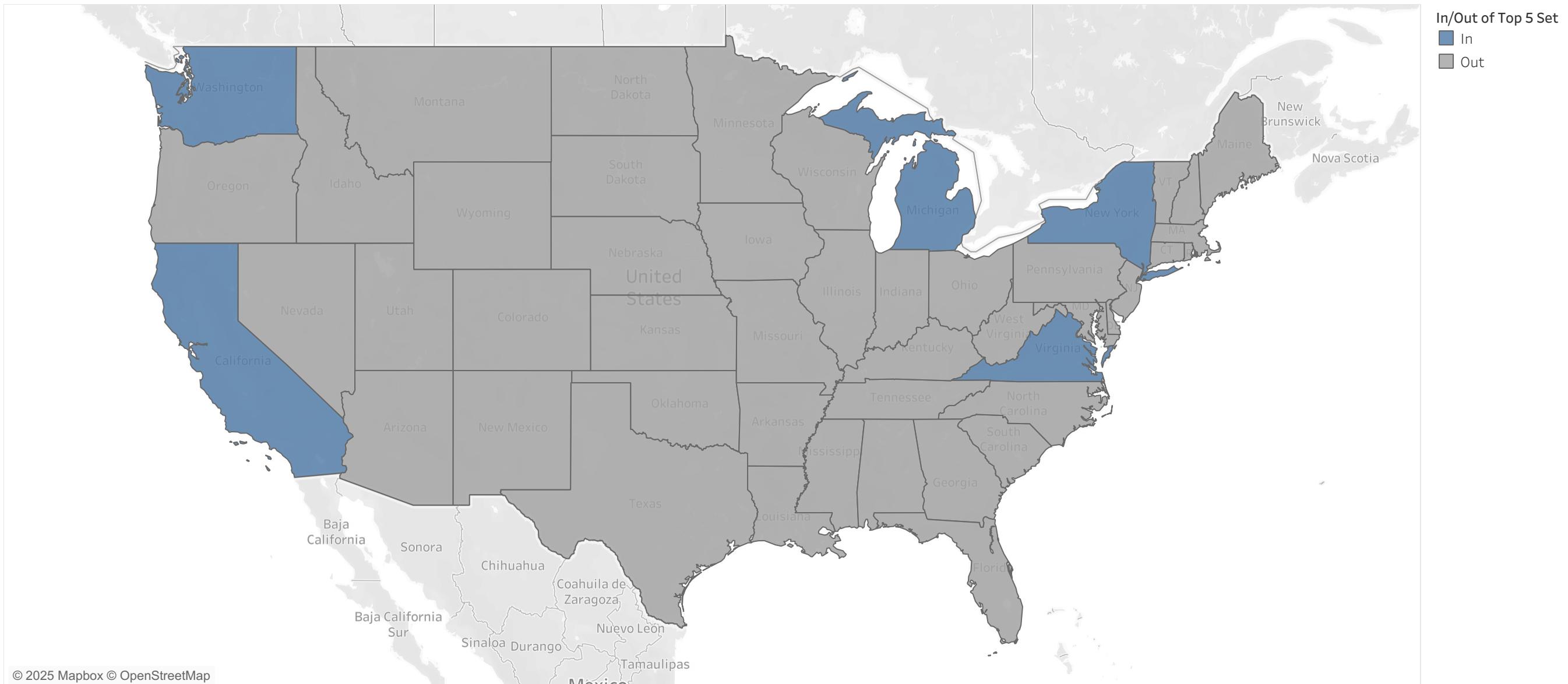
## Custom Groups 2

Sales Region	Profit	Sales
Midwest	43,610	389,627
Northeast	90,240	545,292
Pacific	108,594	613,760
Southeast	65,003	446,953
Southwest	2,096	71,632
West	-23,146	229,937

## Creating Groups and Sets

State	
California	76,381
New York	74,039
Washington	33,403
Michigan	24,463
Virginia	18,598
Indiana	18,383
Georgia	16,250
Kentucky	11,200
Minnesota	10,823
Delaware	9,977
New Jersey	9,773
Wisconsin	8,402
Rhode Island	7,286
Maryland	7,031
Massachusetts	6,786
Missouri	6,436
Alabama	5,787
Oklahoma	4,854
Arkansas	4,009
Connecticut	3,511
Nevada	3,317
Mississippi	3,173
Utah	2,547
Vermont	2,245
Louisiana	2,196
Nebraska	2,037
Montana	1,833
South Carolina	1,769
New Hampshire	1,707
Iowa	1,184
New Mexico	1,157
District of Columbia	1,060
Kansas	836
Idaho	827
Maine	454
South Dakota	395
North Dakota	230
West Virginia	186
Wyoming	100
Oregon	-1,190
Florida	-3,399
Arizona	-3,428
Tennessee	-5,342
Colorado	-6,528
North Carolina	-7,491
Illinois	-12,608
Pennsylvania	-15,560
Ohio	-16,971
Texas	-25,729

## Sets



## Aggregate vs Non - Aggregate Functions in Calculated Fields

Sub-Category	Profit	Sales	Profit Ratio	Gross Profit Ratio
Accessories	\$41,937	\$167,380	16911%	25%
Appliances	\$18,138	\$107,532	-7310%	17%
Art	\$6,528	\$27,119	20031%	24%
Binders	\$30,222	\$203,413	-30398%	15%
Bookcases	-\$3,473	\$114,880	-2887%	-3%
Chairs	\$26,590	\$328,449	2709%	8%
Copiers	\$55,618	\$149,528	2157%	37%
Envelopes	\$6,964	\$16,476	10748%	42%
Fasteners	\$950	\$3,024	6492%	31%
Furnishings	\$13,059	\$91,705	13117%	14%
Labels	\$5,546	\$12,486	15640%	44%
Machines	\$3,385	\$189,239	-828%	2%
Paper	\$34,054	\$78,479	58307%	43%
Phones	\$44,516	\$330,007	10599%	13%
Storage	\$21,279	\$223,844	7539%	10%
Supplies	-\$1,189	\$46,674	2129%	-3%
Tables	-\$17,725	\$206,966	-4712%	-9%

## Aggregate Functions vs Non - Aggregate in Calculated Fields (2)

Sub-Category	Profit	Sales	Profit Ratio	Gross Profit Ratio
Accessories	\$816	\$2,323	152%	35%

## Aggregate vs Non - Aggregate in Calculated Fields (3)

Sub-Category	Order ID	New Order ID	Profit	Sales	Profit Ratio	Gross Profit Ratio
Accessories	CA-2014-153087	X-CA-2014-153087	\$184	\$498	37%	37%
	CA-2016-101378	X-CA-2016-101378	\$7	\$29	25%	25%
	CA-2016-108616	X-CA-2016-108616	\$71	\$210	34%	34%
	CA-2017-122707	X-CA-2017-122707	\$2	\$26	6%	6%
	US-2016-138408	X-US-2016-138408	\$528	\$1,320	40%	40%
	US-2017-102904	X-US-2017-102904	\$24	\$240	10%	10%
Grand Total			\$816	\$2,323	152%	35%

## Quick Table Calculations

Month of Order Date	Profit	Running Sum of Profit along Table (Down)	% of Total Profit along Table (Down)	Difference in Profit from the Previous along Table (Down)
January	\$7,140	\$7,140	8%	
February	\$1,614	\$8,754	2%	-\$5,527
March	\$14,752	\$23,506	16%	\$13,138
April	\$933	\$24,439	1%	-\$13,819
May	\$6,343	\$30,782	7%	\$5,409
June	\$8,223	\$39,005	9%	\$1,881
July	\$6,953	\$45,958	7%	-\$1,271
August	\$9,041	\$54,999	10%	\$2,088
September	\$10,992	\$65,991	12%	\$1,951
October	\$9,275	\$75,266	10%	-\$1,716
November	\$9,690	\$84,956	10%	\$415
December	\$8,483	\$93,439	9%	-\$1,207

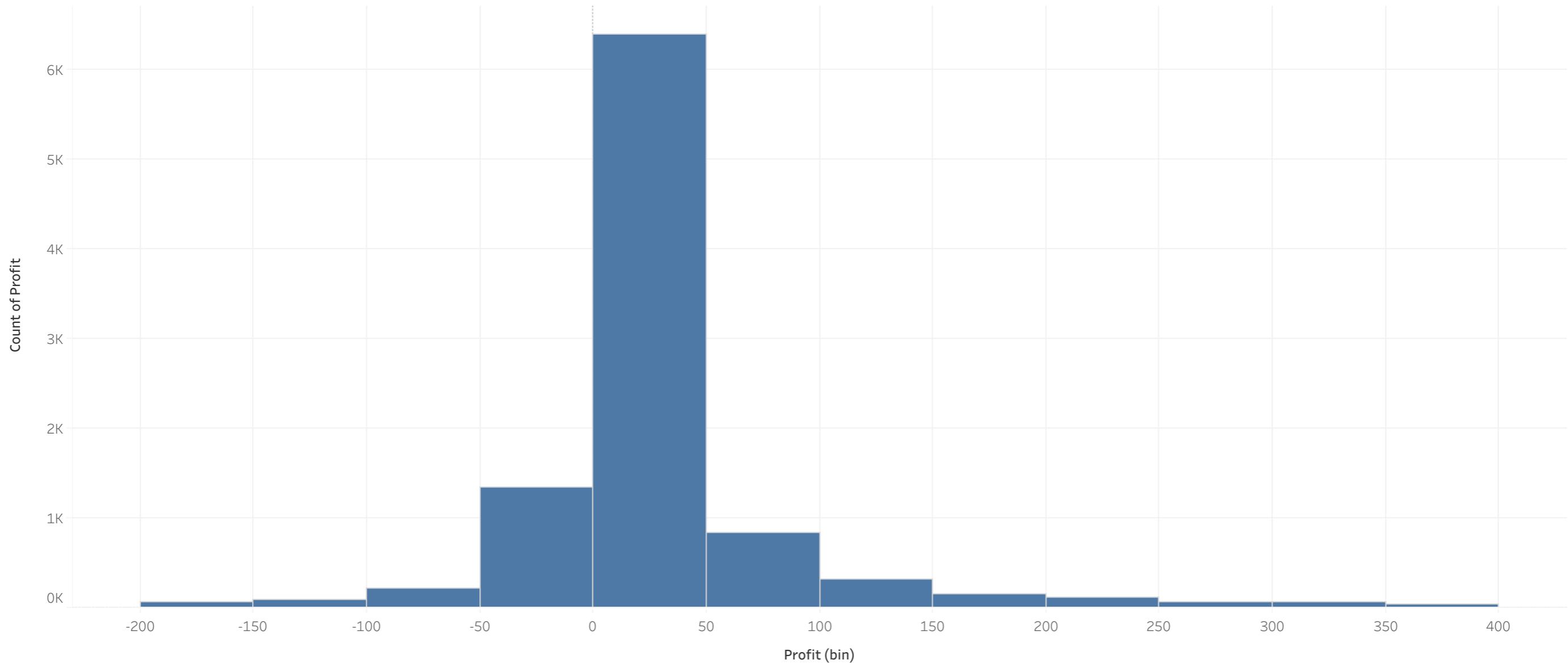
## Table Calculations (2)

Month of Order Date	Profit	Difference in Profit from the First along Table (Down)
January	\$7,140	\$0
February	\$1,614	-\$5,527
March	\$14,752	\$7,611
April	\$933	-\$6,207
May	\$6,343	-\$798
June	\$8,223	\$1,083
July	\$6,953	-\$188
August	\$9,041	\$1,901
September	\$10,992	\$3,851
October	\$9,275	\$2,135
November	\$9,690	\$2,550
December	\$8,483	\$1,343

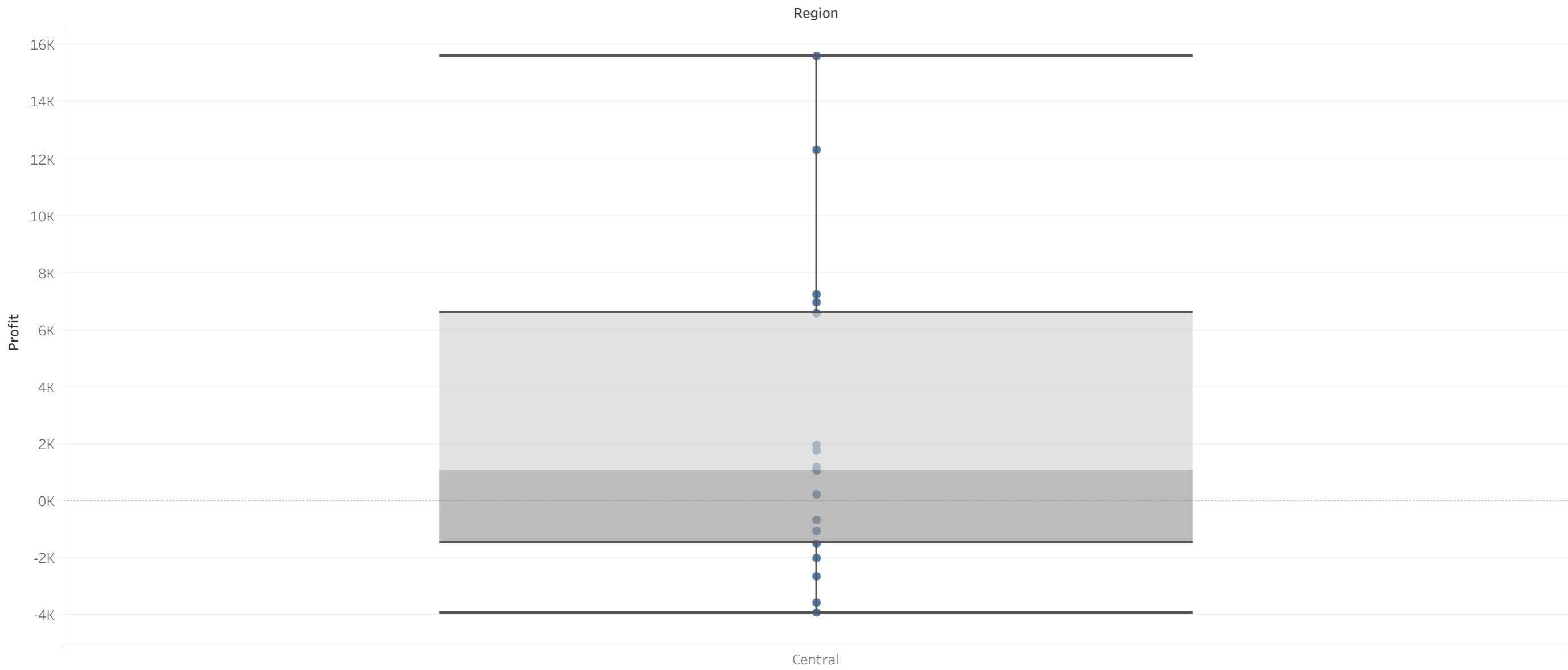
## Grand Totals and Subtotals

Category	Sub-Category	Region					Grand Total
		Central	East	South	West		
Furniture	Bookcases	192	252	118	306		868
	Chairs	615	676	331	734		2,356
	Furnishings	758	1,015	615	1,175		3,563
	Tables	262	271	227	481		1,241
	Total	1,827	2,214	1,291	2,696		8,028
Office Supplies	Appliances	470	474	293	492		1,729
	Art	678	849	547	926		3,000
	Binders	1,473	1,652	981	1,868		5,974
	Envelopes	206	267	206	227		906
	Fasteners	227	298	126	263		914
	Labels	284	420	216	480		1,400
	Paper	1,225	1,400	851	1,702		5,178
	Storage	724	907	488	1,039		3,158
	Supplies	122	195	92	238		647
	Total	5,409	6,462	3,800	7,235		22,906
Technology	Accessories	716	724	504	1,032		2,976
	Copiers	49	71	26	88		234
	Machines	66	165	62	147		440
	Phones	713	982	526	1,068		3,289
	Total	1,544	1,942	1,118	2,335		6,939
Grand Total		8,780	10,618	6,209	12,266		37,873

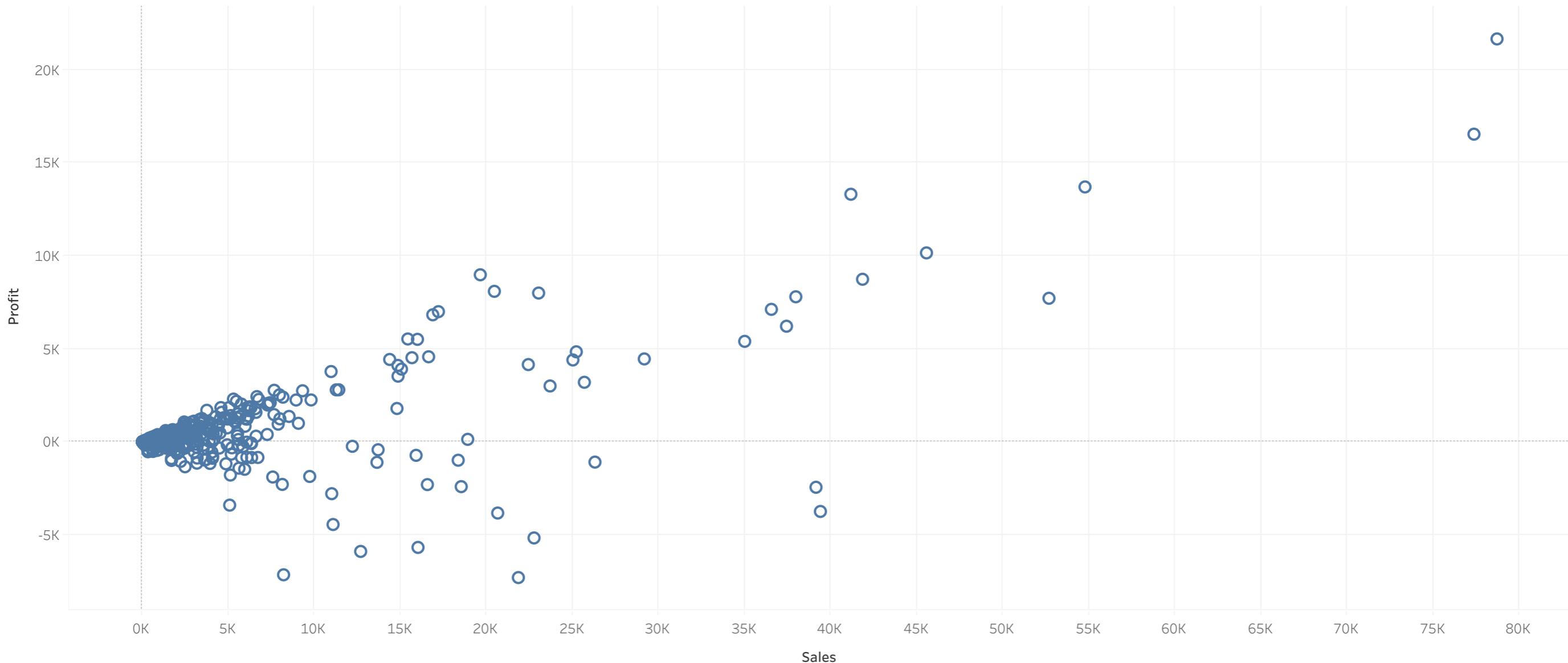
## Histograms



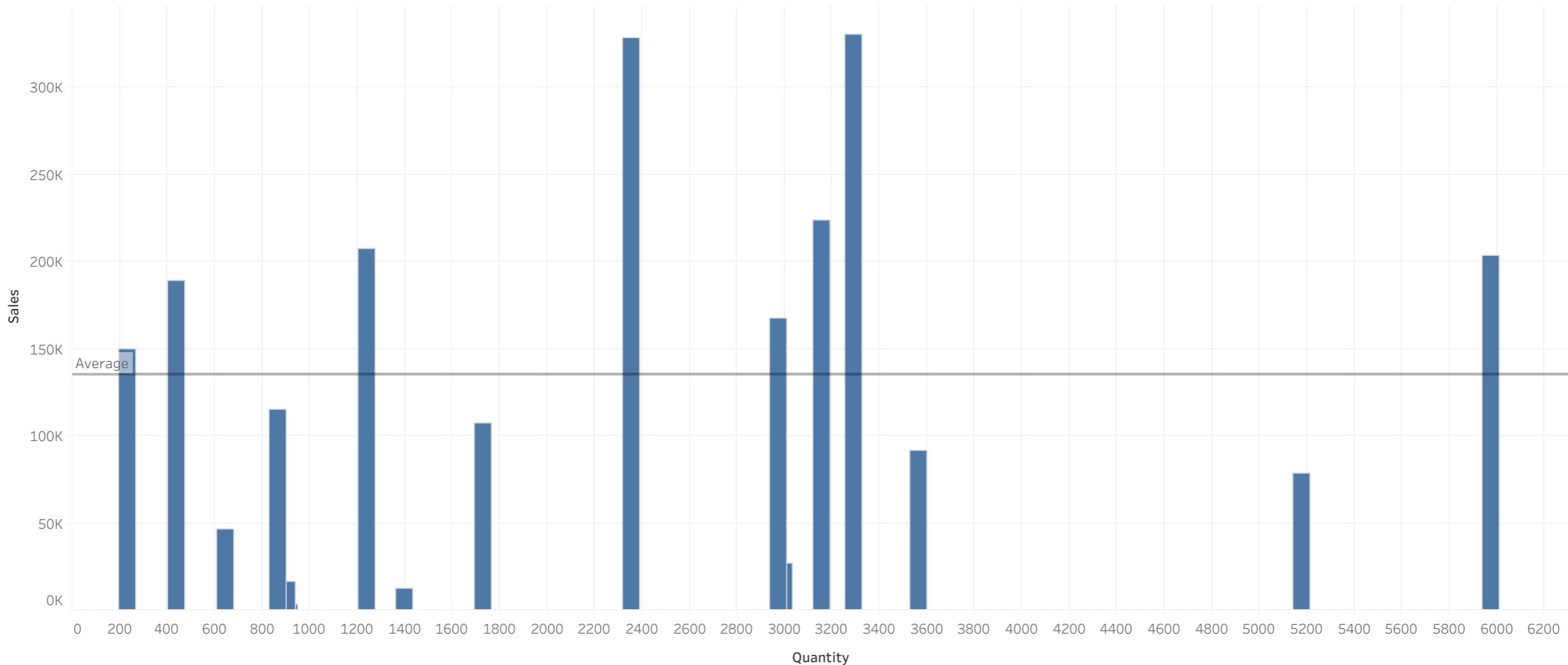
## Box Plots



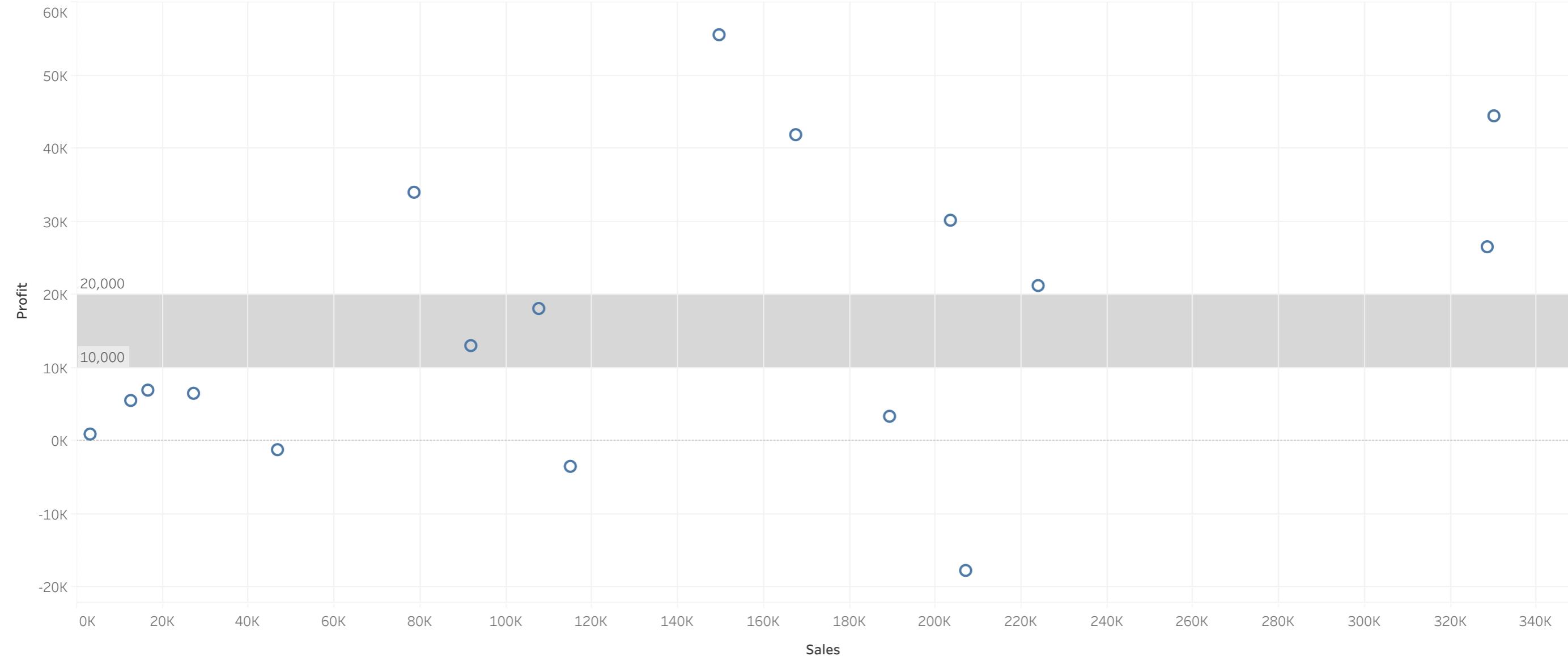
## Scatter Plots



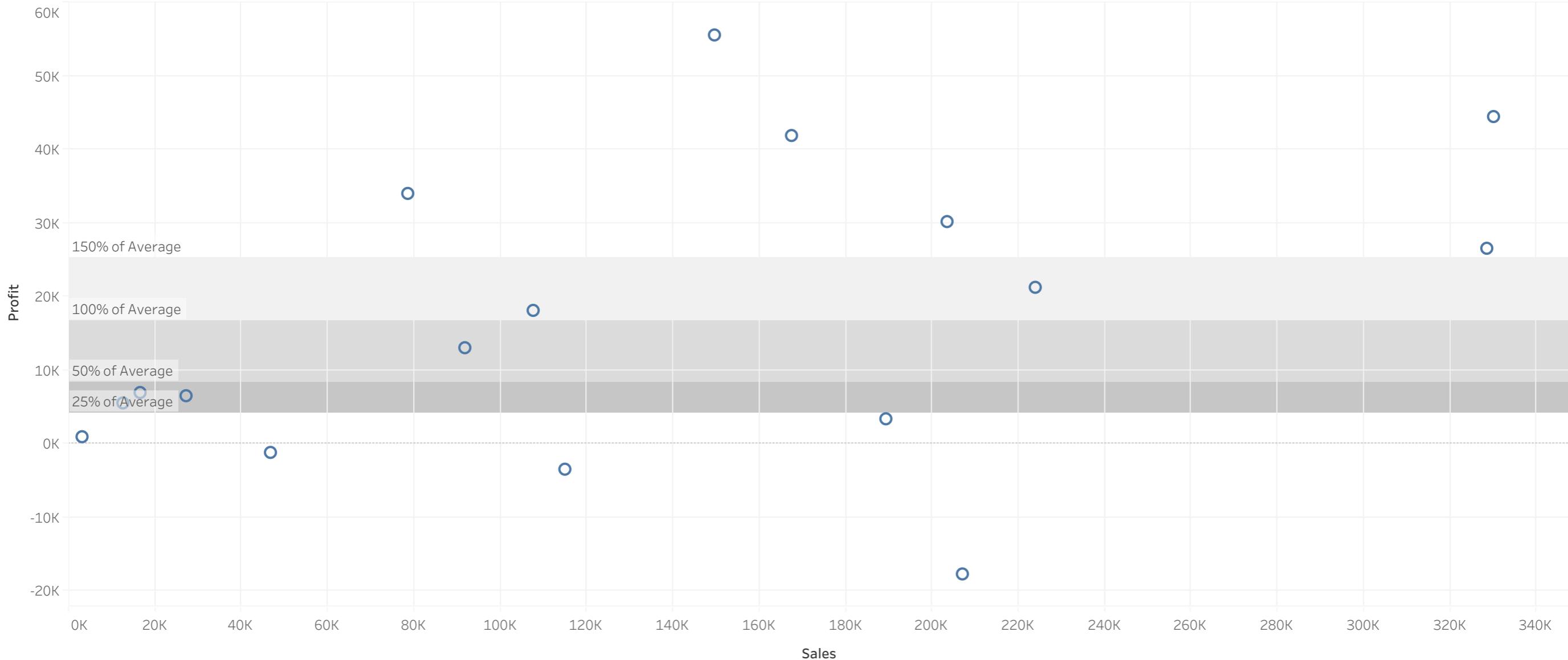
## Reference Line



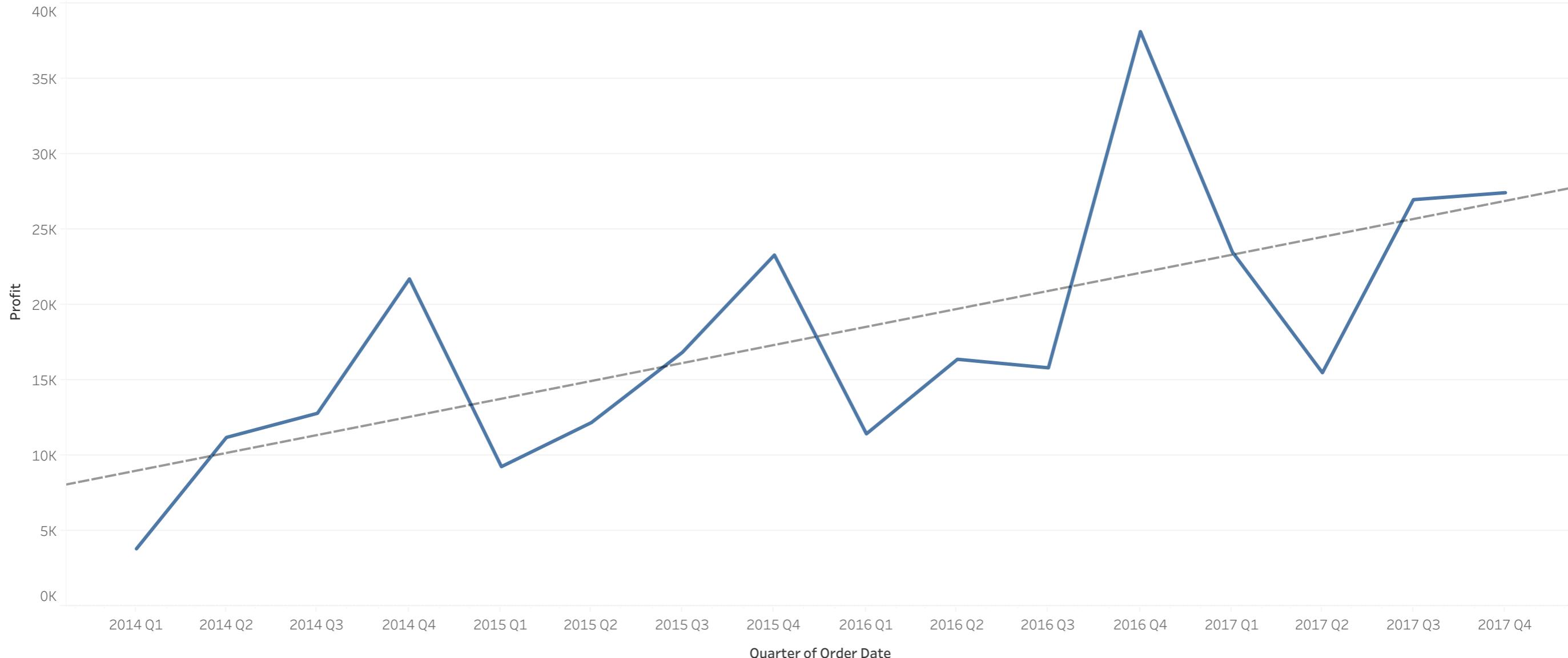
## Reference Band



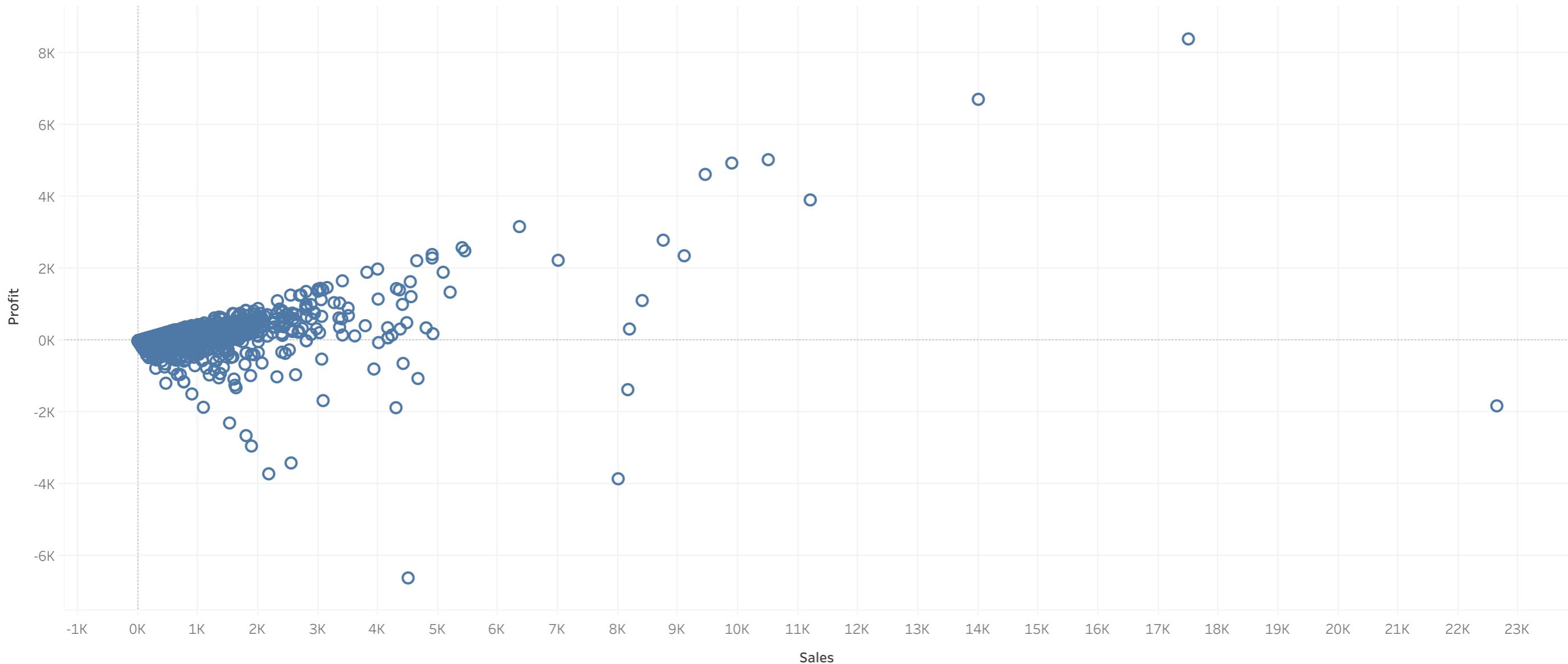
## Distribution Band



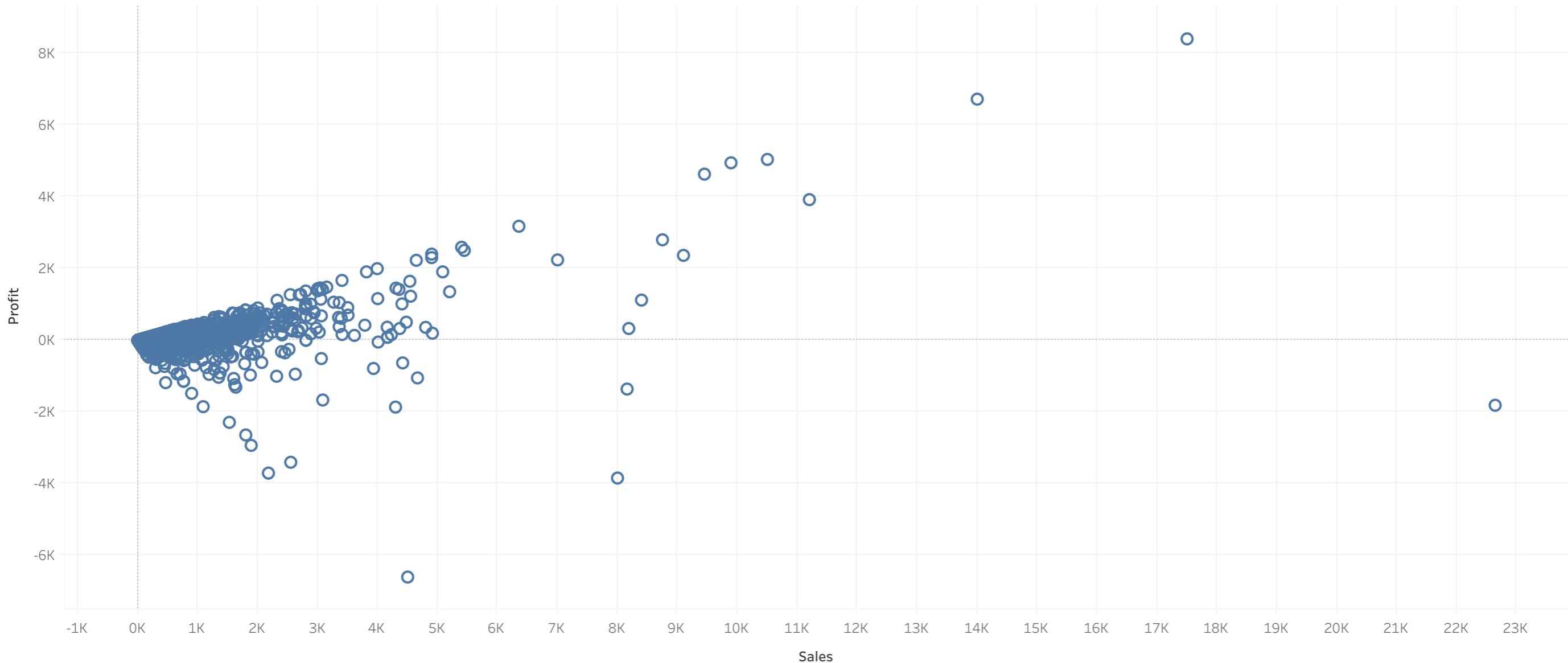
## Trend Line



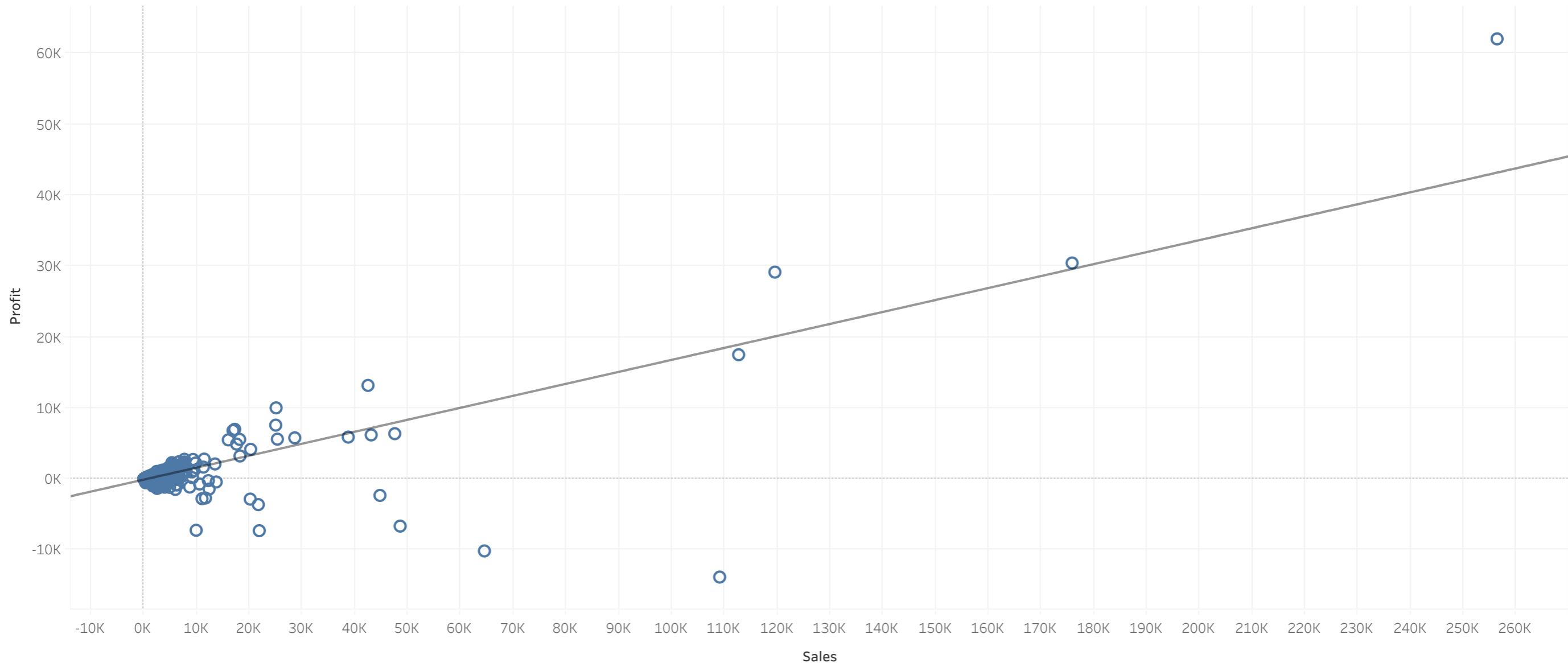
## Scatter Plots 2



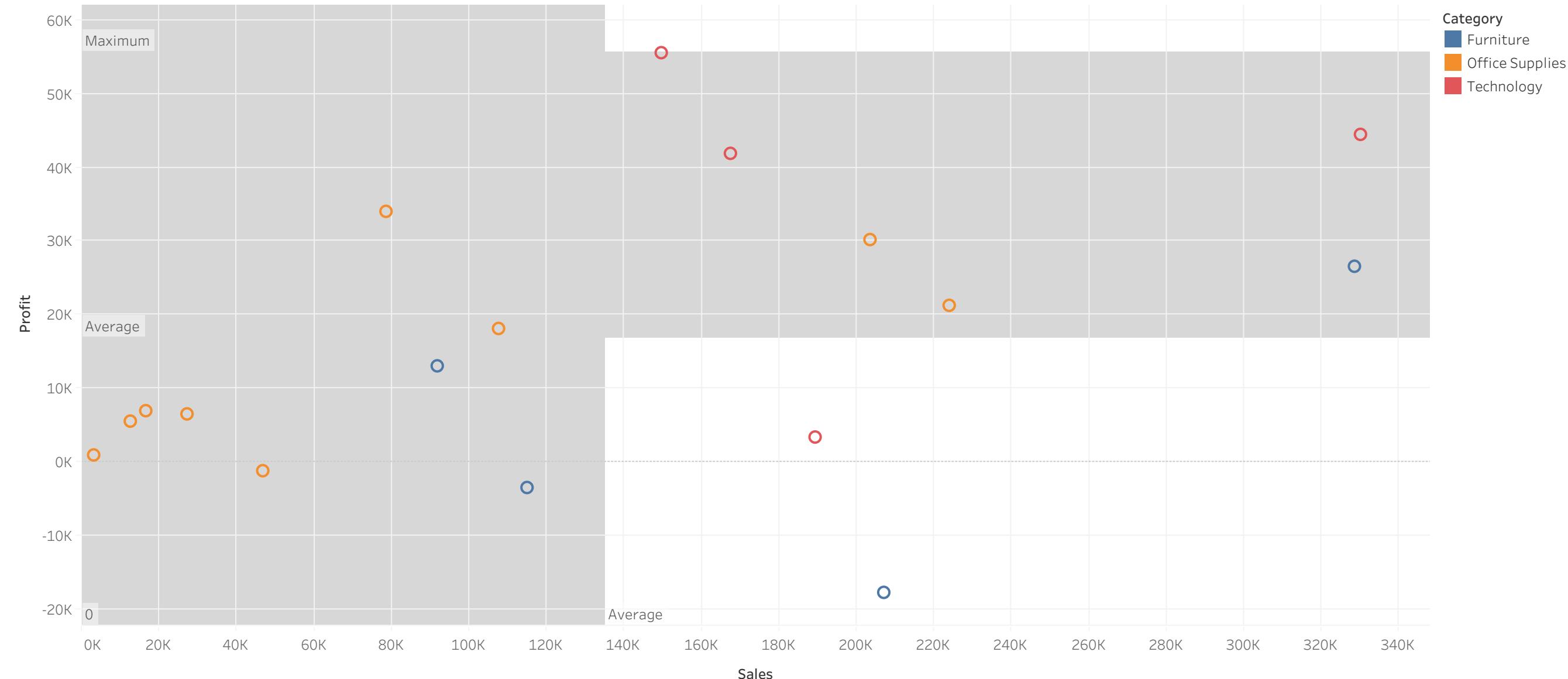
### Scatter Plots 3



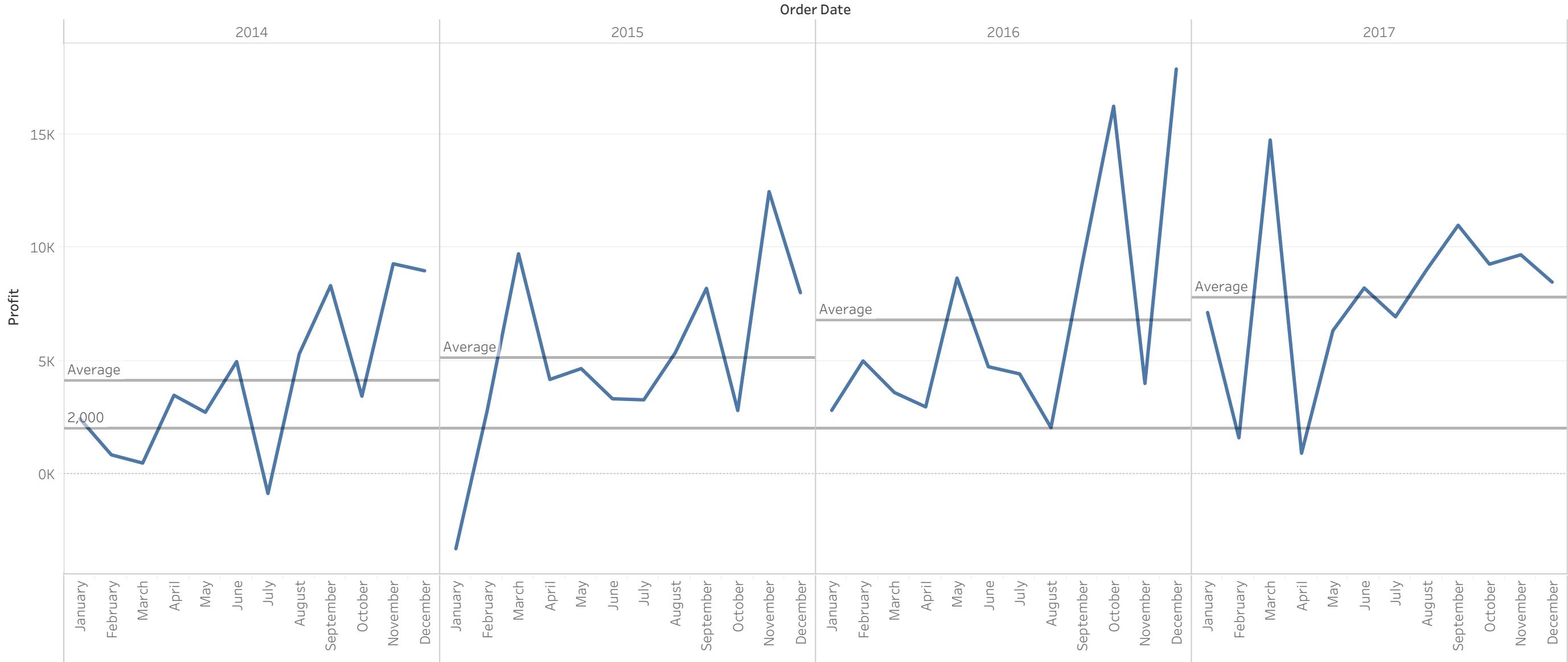
Trend Line 2



## Reference Band 2



## Reference Line 2



## Distribution Band 2

### Sub-Catego..

Accessories

Appliances

Art

Binders

Bookcases

Chairs

Copiers

Envelopes

Fasteners

Furnishings

Labels

Machines

Paper

Phones

Storage

Supplies

Tables

Lower Quartile

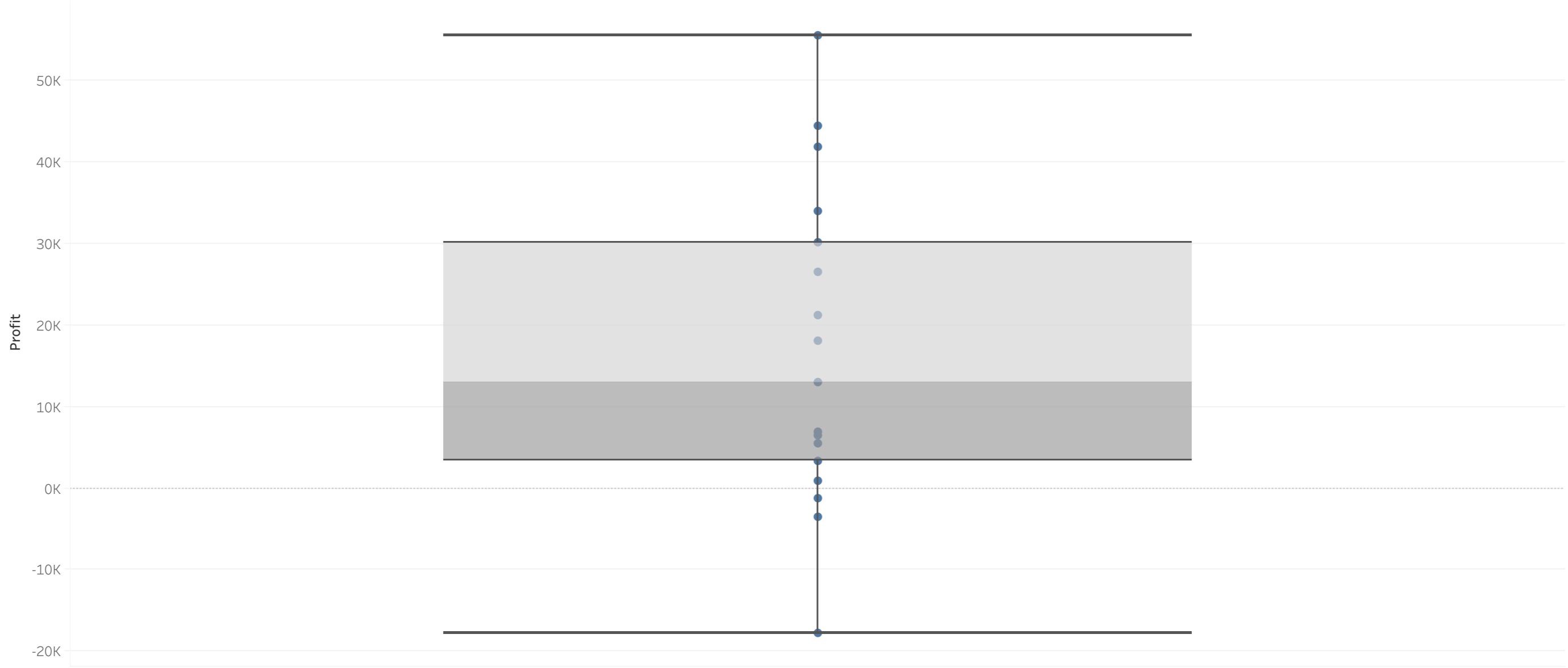
Median

Upper Quartile

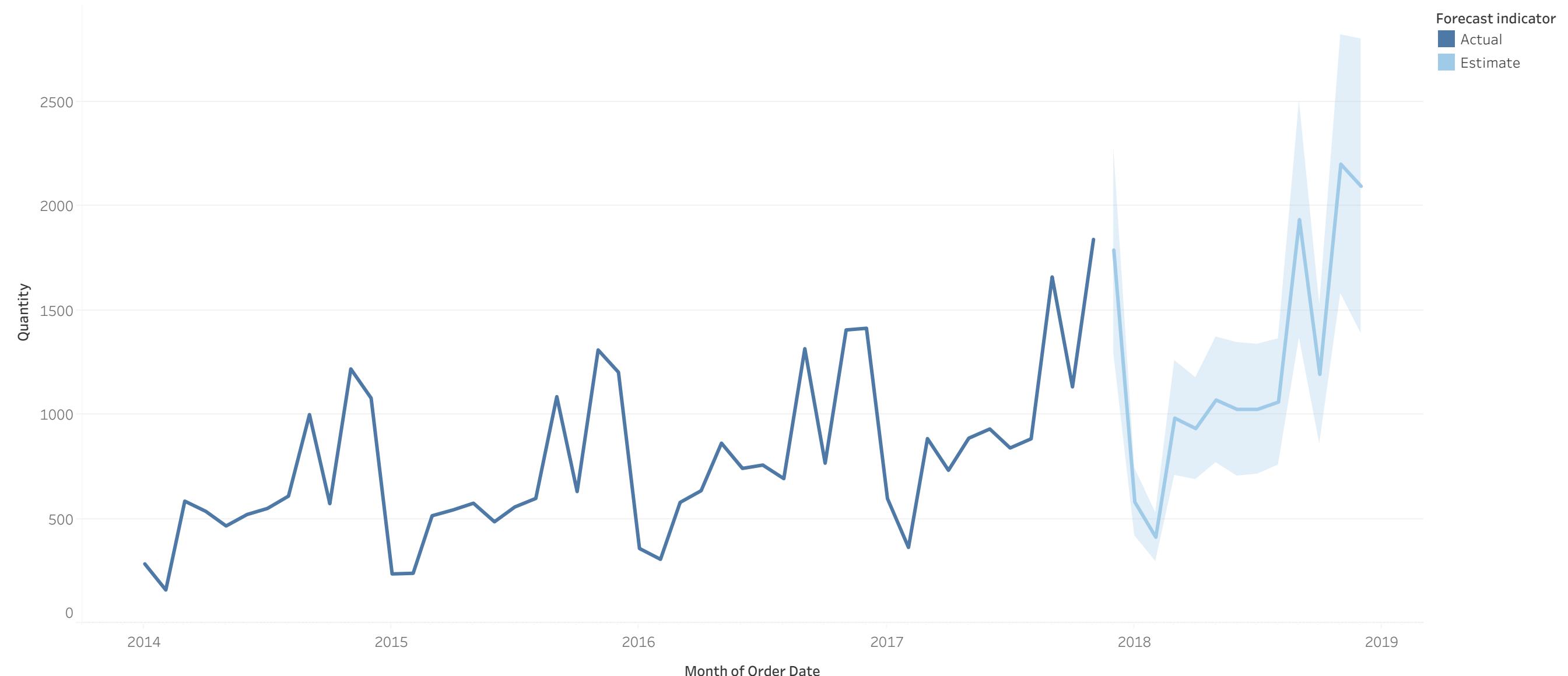
Profit

-20K -15K -10K -5K 0K 5K 10K 15K 20K 25K 30K 35K 40K 45K 50K 55K

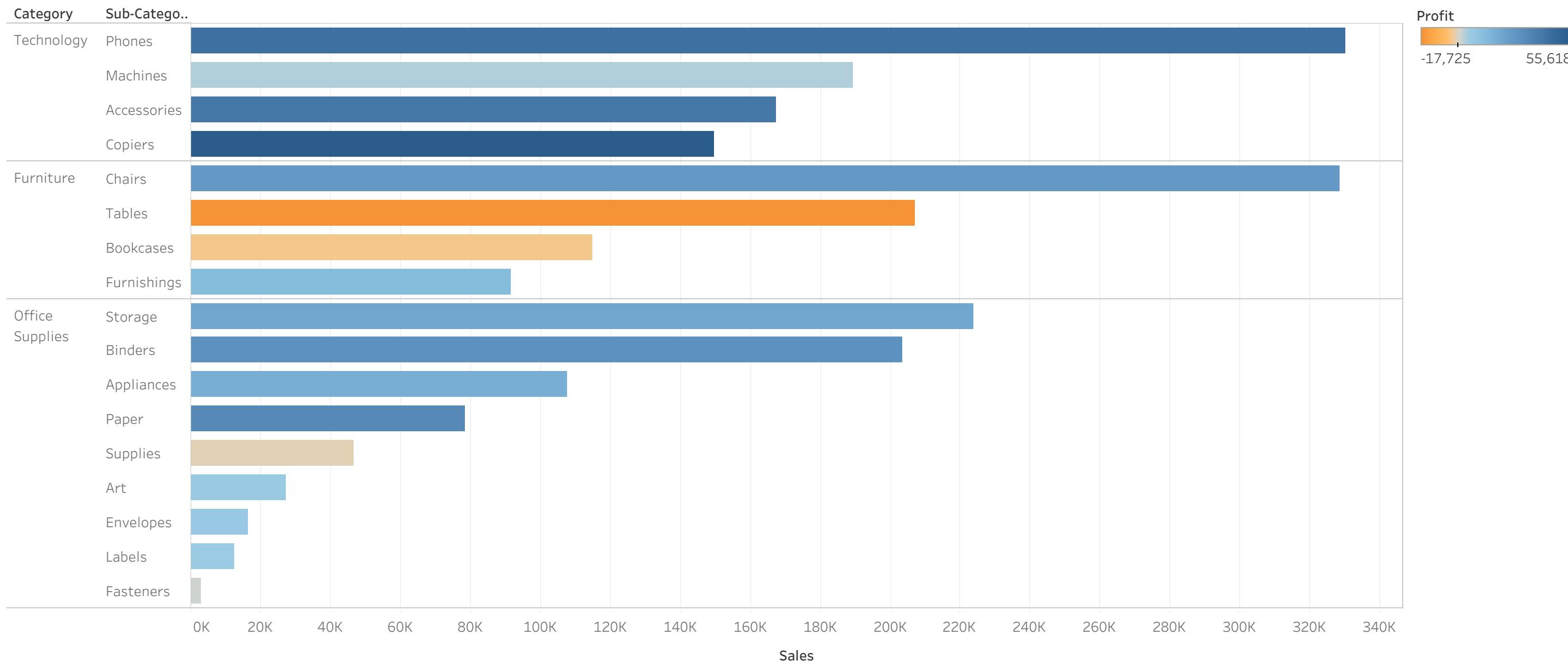
## Box Plots 2



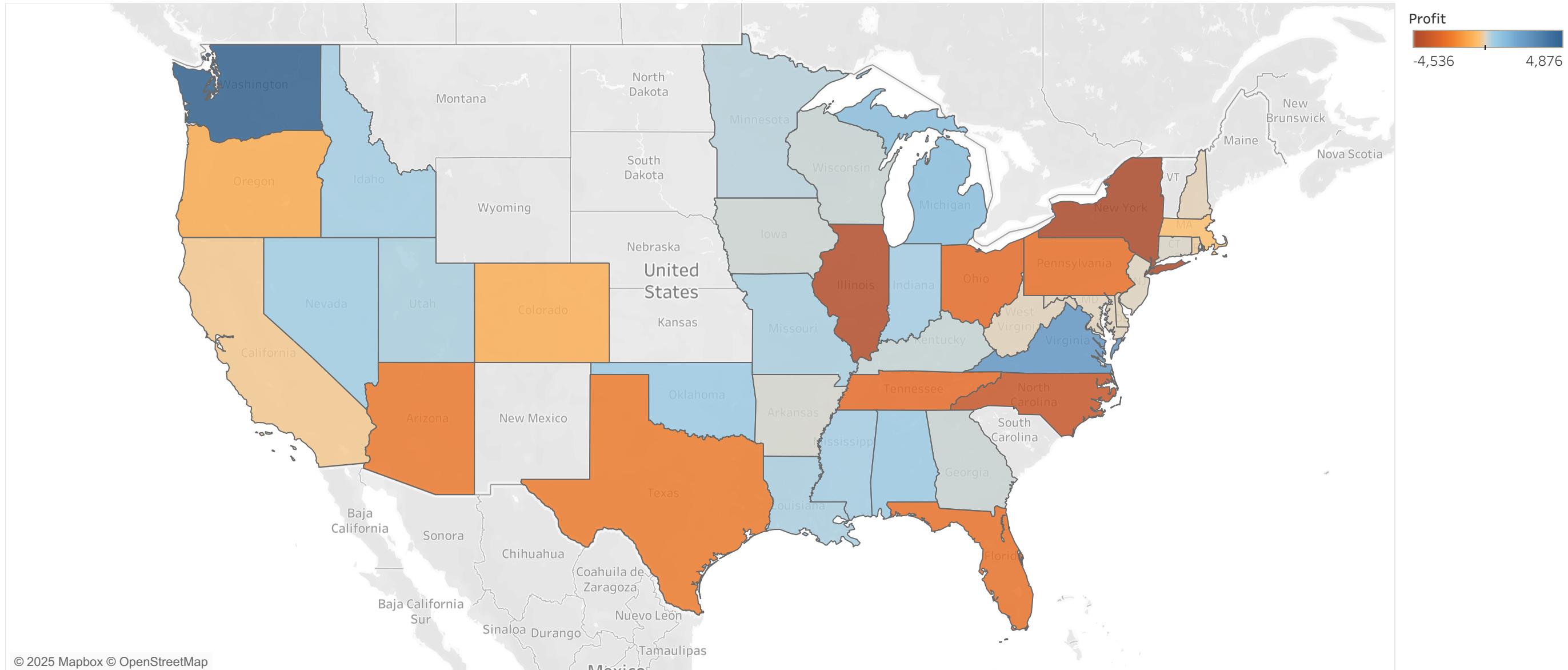
# Forecast



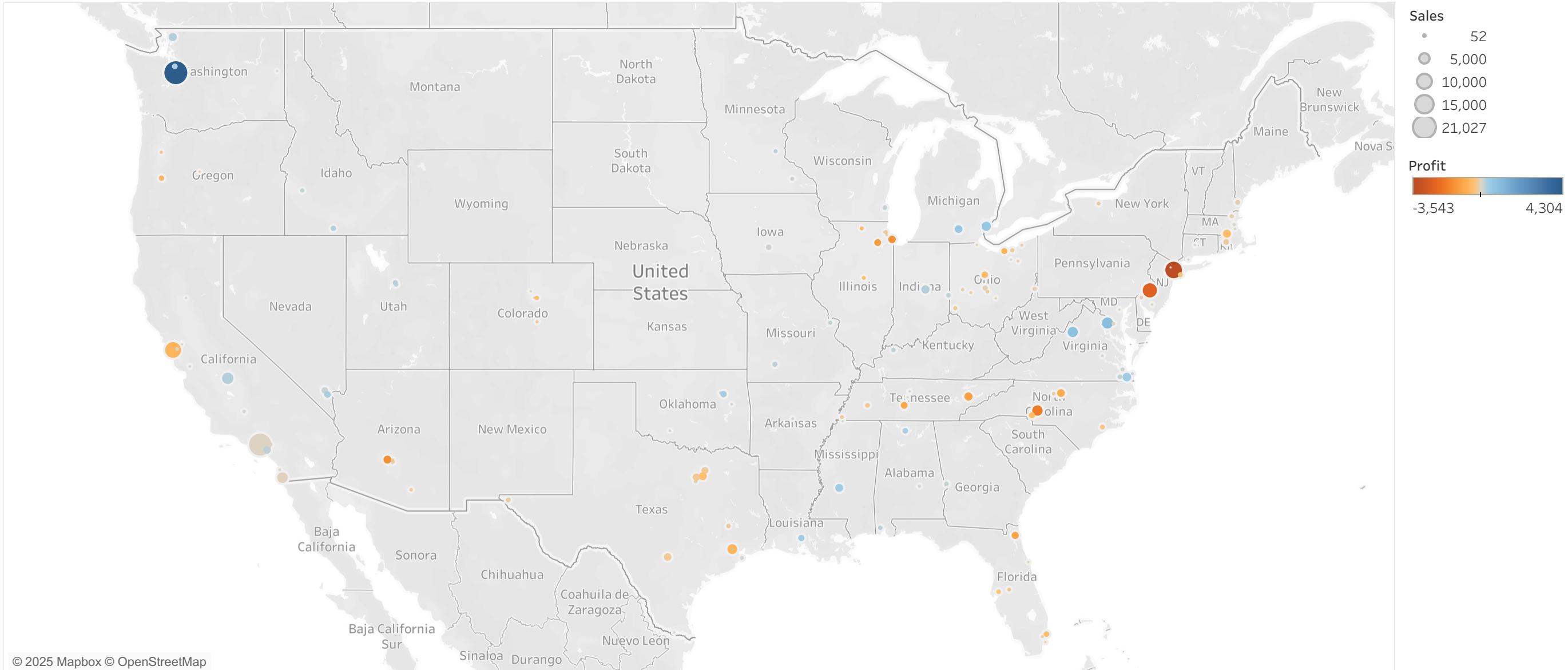
## Sales & Profit by Category & Sub-Category



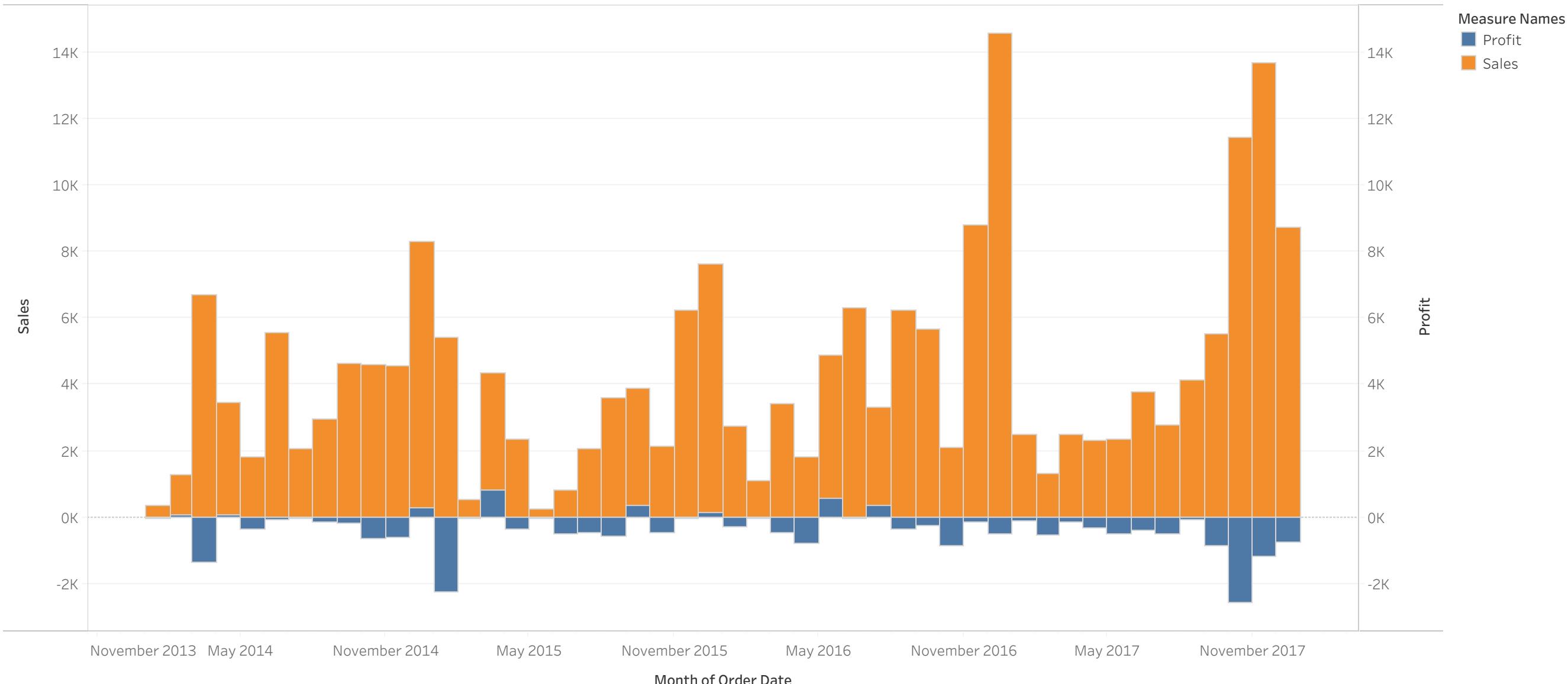
## Sales & Profit by Location



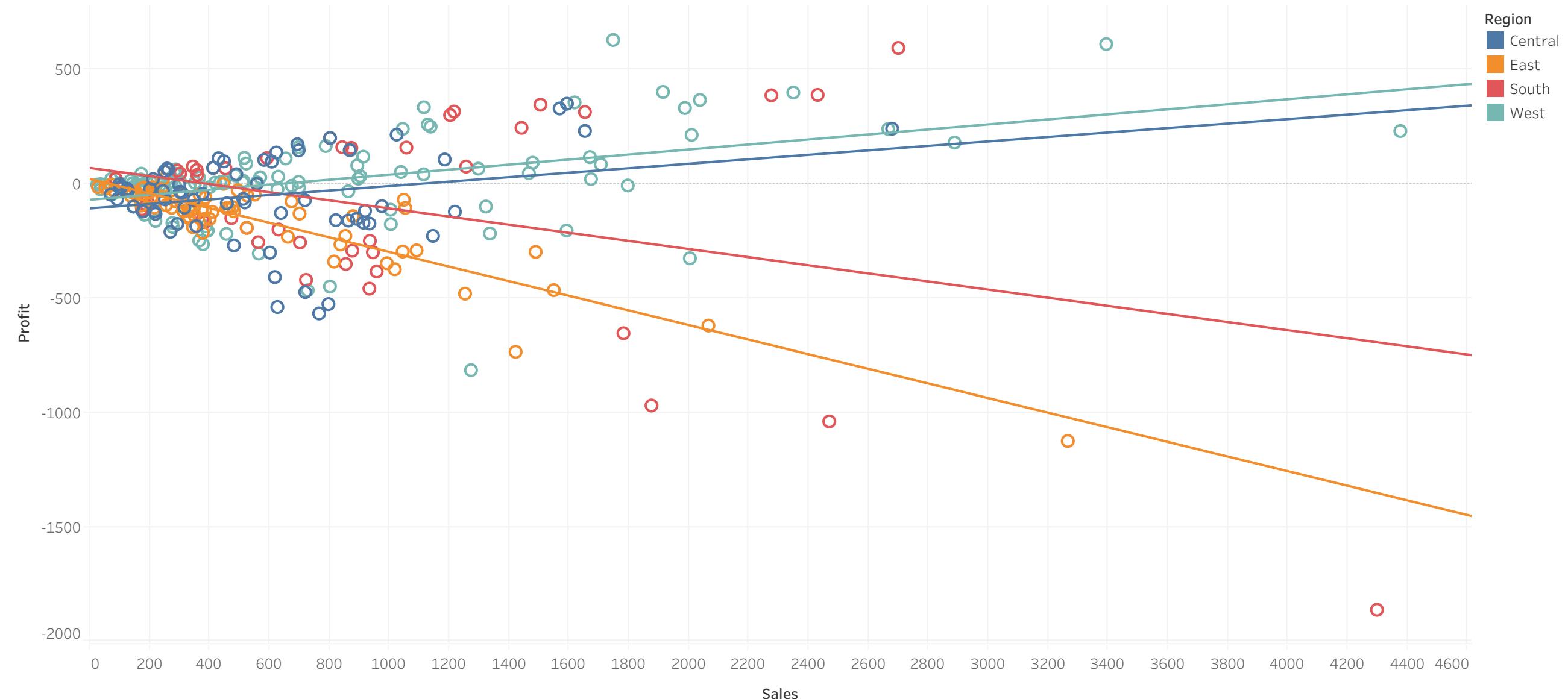
## Sales & Profit by Location (2)



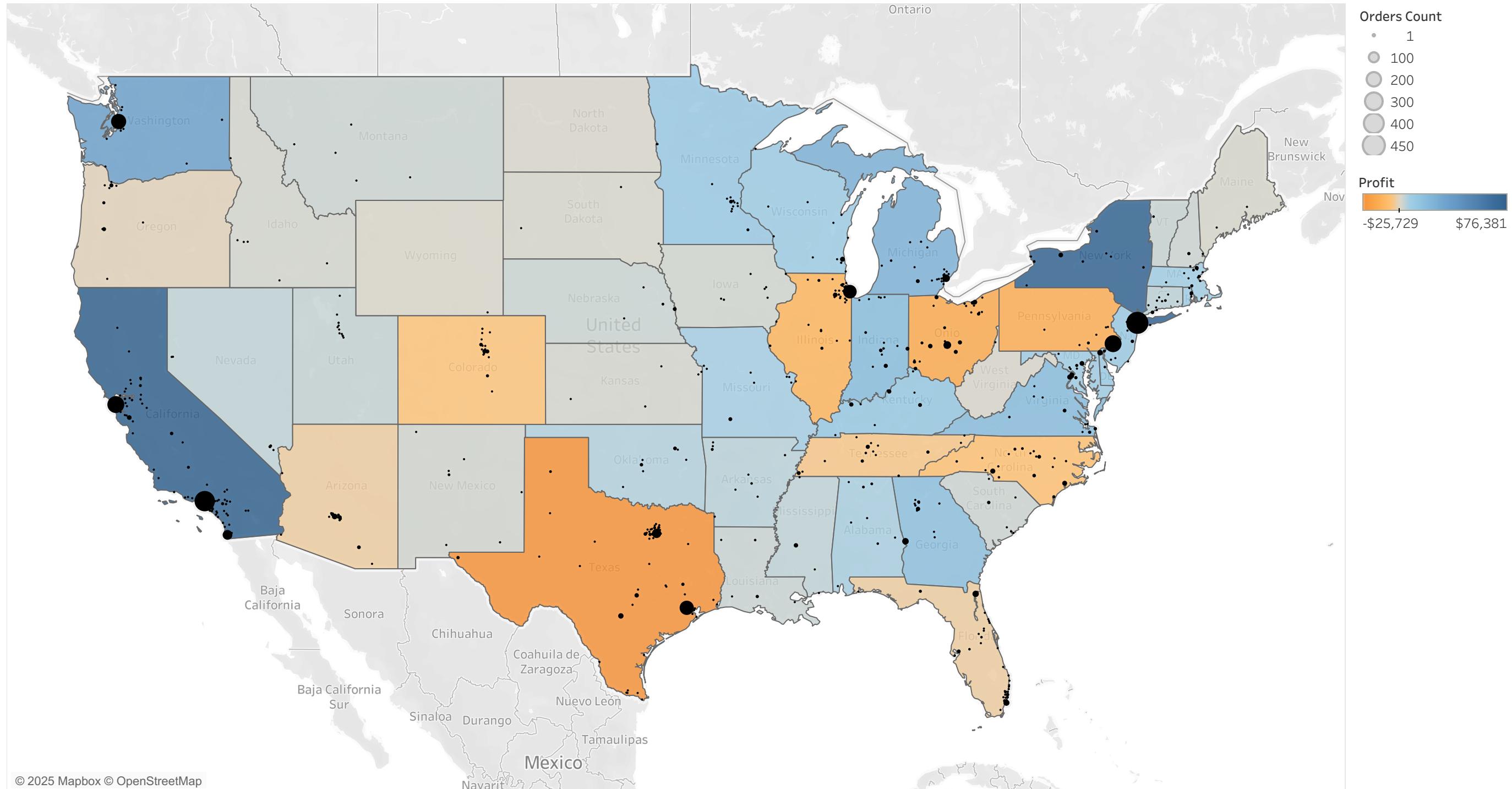
## Sales & Profit Over Time



## Relationship Between Sales & Profit

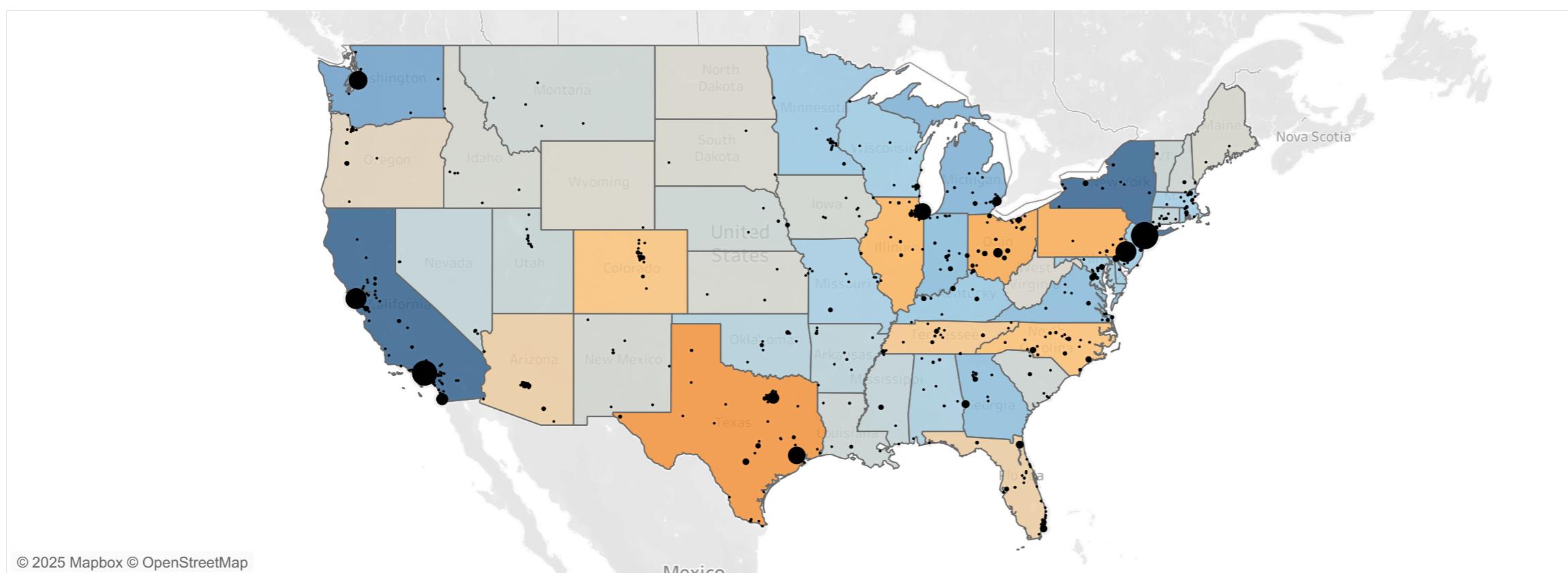


## Performance Overview Map



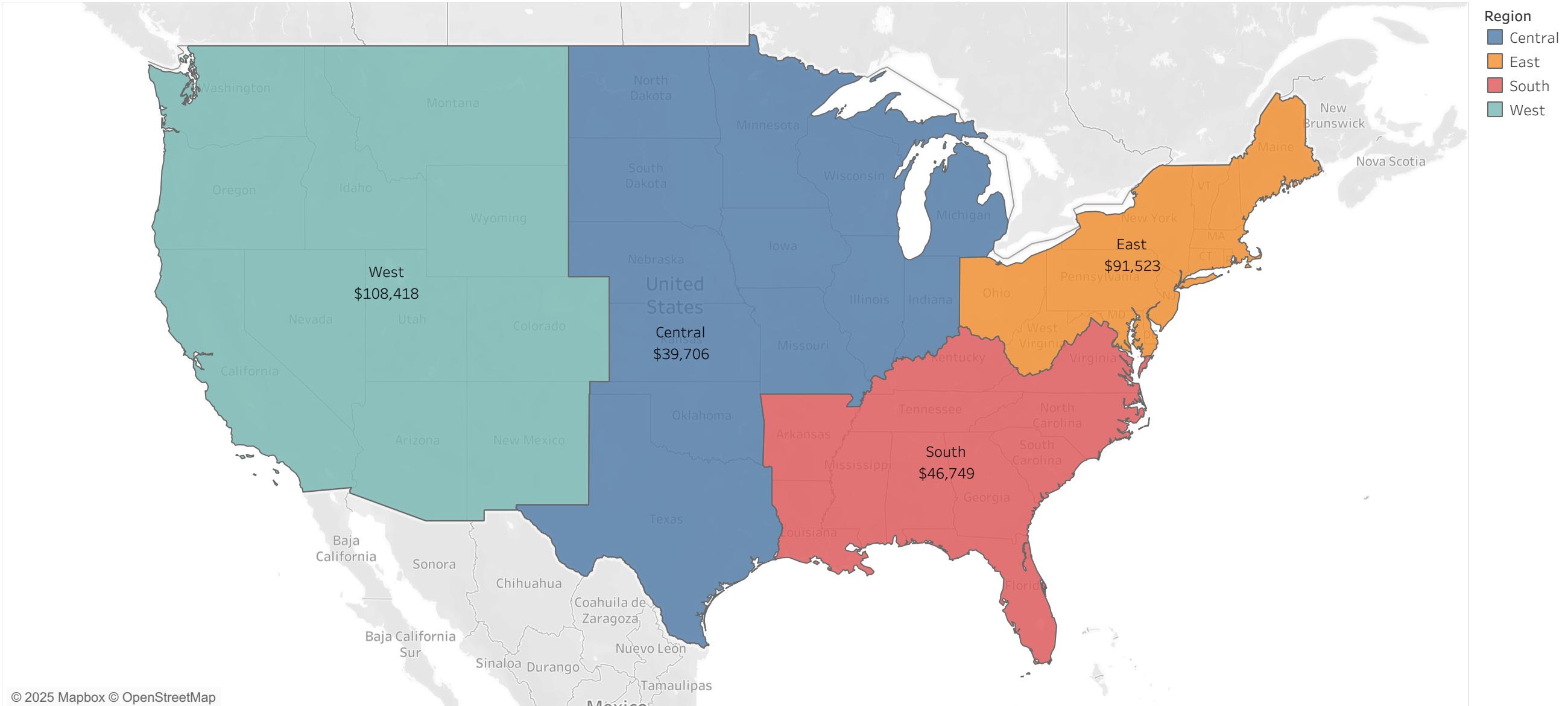
Performance Overview Table										
Regional Manager	Region	State	City	Avg. Discount	Quantity	\$ales	Profit	Orders Count	Profit Per Order	
				%		\$ales				
Anna Andreadi	West	Arizona	Bronxville	20%	30	\$5,947	\$76	3	\$25	
			Bullhead City	20%	3	\$8,922	\$78	1	\$37	
			Chandler	24%	23	\$4,577	\$81	6	\$14	
			Gilbert	22%	58	\$4,547	\$138	5	\$28	
			Glenelde	27%	63	\$2,516	\$59	13	\$4.5	
			Mesa	30%	103	\$10,580	\$183	2	\$92	
			Peoria	29%	57	\$1,384	\$59	5	\$11	
			Phoenix	35%	23	\$11,900	\$2,191	29	\$74	
			Scottsdale	33%	55	\$1,366	\$89	7	\$13	
California	California	Anaheim	Santa Vista	20%	9	\$7,576	\$17	2	\$8	
			Tempe	24%	41	\$1,570	\$95	6	\$16	
			Tucson	30%	145	\$6,813	\$65	13	\$5	
			Total	30%	162	\$5,288	\$3,828	108	\$32	
			Anaheim	8%	7	\$7,587	\$134	9	\$137	
			Antioch	0%	3	\$8,119	\$9	1	\$9	
			Apple Valley	8%	27	\$1,504	\$284	3	\$95	
			Bakersfield	10%	48	\$1,531	\$162	6	\$23	
			Berkeley	6%	69	\$5,990	\$1,227	6	\$20	
California	California	Burbank	Brentwood	7%	19	\$3,547	\$76	1	\$76	
			Carmichael	11%	16	\$1,565	\$159	3	\$58	
			Chico	7%	43	\$1,595	\$205	3	\$68	
			Chula Vista	0%	13	\$1,546	\$248	1	\$83	
			Citrus Heights	0%	3	\$1,542	\$54	1	\$54	
			Coachella	0%	3	\$1,654	\$47	1	\$47	
			Concord	12%	26	\$2,603	\$282	6	\$47	
			Costa Mesa	5%	42	\$1,988	\$297	5	\$59	
			Danville	0%	5	\$1,522	\$16	1	\$16	
California	California	El Cajon	Davis	20%	5	\$1,522	\$16	1	\$16	
			Del Mar	0%	6	\$1,500	\$159	2	\$79	
			Encinitas	15%	13	\$1,595	\$280	3	\$90	
			Escondido	7%	9	\$1,595	\$280	3	\$90	
			Fairfield	7%	39	\$1,973	\$117	2	\$59	
			Fresno	10%	106	\$7,788	\$948	11	\$86	
			Hesperia	14%	48	\$1,813	\$99	3	\$33	
			Huntington Beach	3%	19	\$2,528	\$880	5	\$176	
			Irvine	10%	8	\$3,768	\$114	1	\$14	
California	California	La Mesa	Lake Elsinore	0%	15	\$1,546	\$42	3	\$14	
			Lake Forest	3%	17	\$1,624	\$128	2	\$64	
			Lamirwood	16%	15	\$4,517	\$79	4	\$20	
			Lodi	0%	9	\$1,537	\$44	2	\$22	
			Long Beach	7%	43	\$1,565	\$159	3	\$39	
			Los Angeles	7%	114	\$4,524	\$205	3	\$68	
			Manteca	7%	8	\$1,576	\$114	2	\$57	
			Marina Viejo	3%	18	\$1,776	\$151	3	\$50	
			Modesto	13%	10	\$3,826	\$20	3	\$7	
California	California	Montebello	Montebello	0%	2	\$1,528	\$64	1	\$34	
			Moreno Valley	2%	42	\$1,862	\$354	5	\$71	
			Morgan Hill	9%	16	\$5,945	\$88	1	\$58	
			Murrieta	0%	3	\$4,585	\$92	1	\$32	
			Oakland	8%	103	\$1,531	\$131	13	\$10	
			Oceanside	8%	25	\$5,950	\$169	5	\$34	
			Orlando	20%	5	\$1,594	\$46	1	\$46	
			Pasadena	6%	97	\$4,513	\$430	11	\$39	
			Pico Rivera	0%	5	\$1,546	\$63	1	\$63	
California	California	Pomona	Pomona	3%	34	\$1,583	\$159	5	\$30	
			Rancho Cucamonga	5%	14	\$1,523	\$74	4	\$18	
			Redding	20%	3	\$3,534	\$275	1	\$25	
			Redlands	5%	61	\$2,891	\$454	4	\$114	
			Redwood City	12%	35	\$1,560	\$241	3	\$73	
			Riverside	4%	6	\$1,542	\$176	3	\$59	
			Roseville	3%	46	\$1,544	\$375	9	\$41	
			Santa Ana	7%	55	\$1,582	\$837	8	\$105	
			Santa Barbara	7%	30	\$1,589	\$457	5	\$91	
California	California	San Clemente	Santa Cruz	0%	3	\$1,537	\$280	2	\$140	
			Santa Fe	0%	13	\$1,570	\$159	2	\$79	
			Santa Monica	11%	33	\$1,579	\$280	3	\$93	
			Santa Rosa	0%	27	\$1,549	\$181	4	\$45	
			Santa Ynez	0%	15	\$1,546	\$181	3	\$61	
			Santa Barbara	0%	27	\$1,576	\$181	3	\$61	
			Santa Cruz	0%	27	\$1,576	\$181	3	\$61	
			Santa Fe	0%	27	\$1,576	\$181	3	\$61	
			Santa Monica	0%	27	\$1,576	\$181	3	\$61	
California	California	San Francisco	Santa Barbara	0%	27	\$1,576	\$181	3	\$61	
			Santa Cruz	0%	27	\$1,576	\$181	3	\$61	
			Santa Fe	0%	27	\$1,576	\$181	3	\$61	
			Santa Monica	0%	27	\$1,576	\$181	3	\$61	
			Santa Barbara	0%	27	\$1,576	\$181	3	\$61	
			Santa Cruz	0%	27	\$1,576	\$181	3	\$61	
			Santa Fe	0%	27	\$1,576	\$181	3	\$61	
			Santa Monica	0%	27	\$1,576	\$181	3	\$61	
			Santa Barbara	0%	27	\$1,576	\$181	3	\$61	
California	California	San Jose	Santa Barbara	0%	27	\$1,576	\$181	3	\$61	
			Santa Cruz	0%	27	\$1,576	\$181	3	\$61	
			Santa Fe	0%	27	\$1,576	\$181	3	\$61	
			Santa Monica	0%	27	\$1,576	\$181	3	\$61	

# Superstore Performance Overview

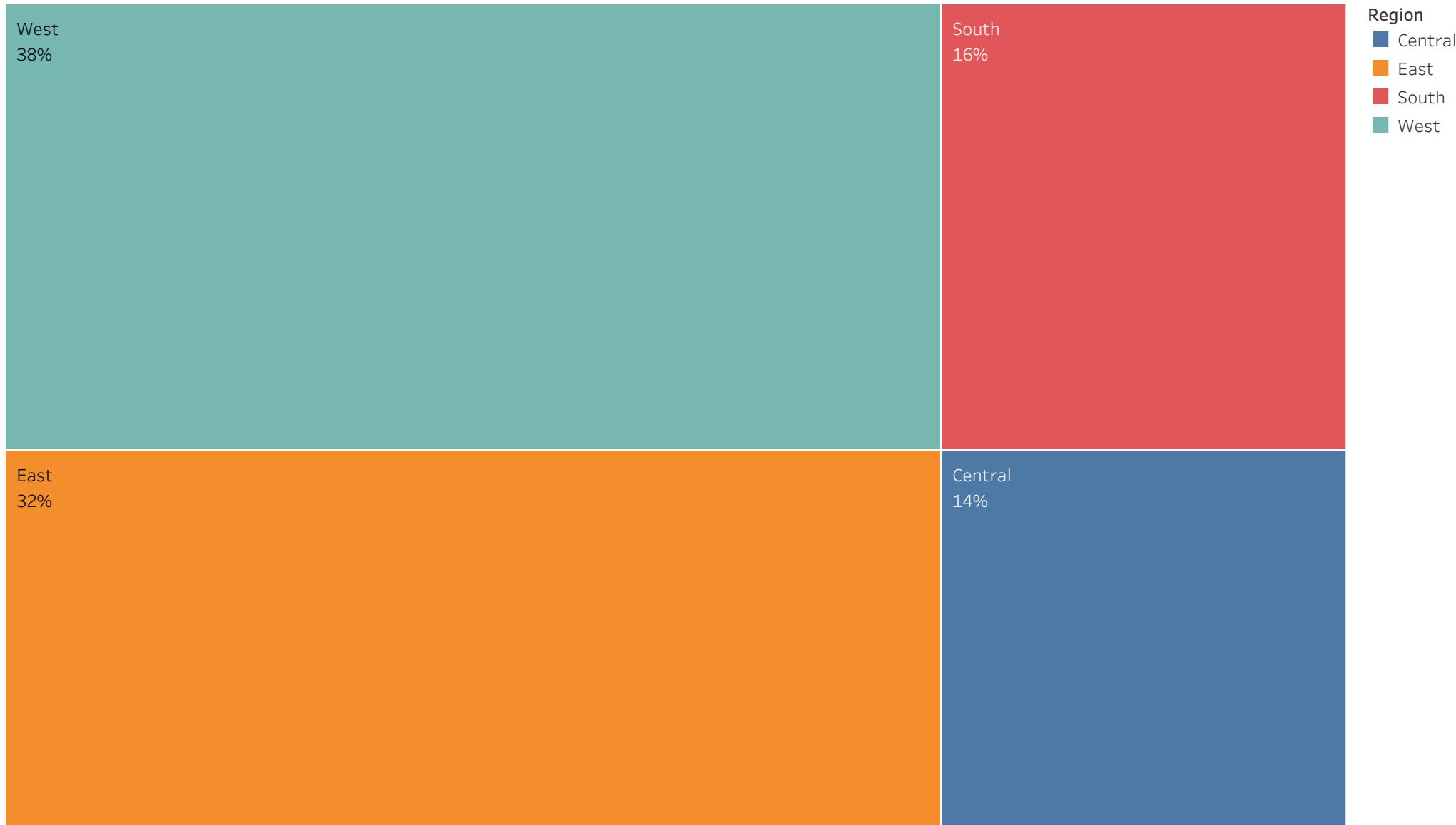


Regional Manager	Region	State	City	Avg. Discount	Quantity	Sales	Profit	Orders Count	Profit Per Order
Anna Andreadi	West	Arizona	Avondale	20%	30	\$947	\$76	3	\$25
			Bullhead City	20%	3	\$22	\$7	1	\$7
			Chandler	24%	23	\$1,077	\$81	6	\$14
			Gilbert	22%	58	\$4,172	\$138	5	\$28
			Glendale	27%	67	\$2,918	\$183	13	\$14
			Mesa	33%	128	\$4,038	-\$559	14	-\$40
			Peoria	29%	57	\$1,341	-\$55	5	-\$11
			Phoenix	35%	224	\$11,000	-\$2,791	29	-\$96
			Scottsdale	33%	55	\$1,466	-\$89	7	-\$13

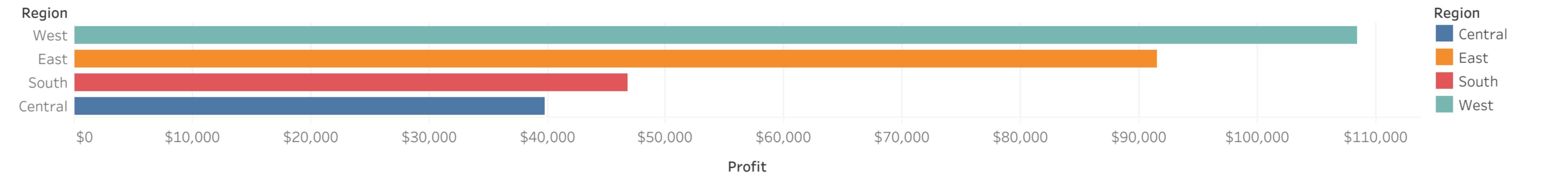
# Examining Superstore Profit By Location



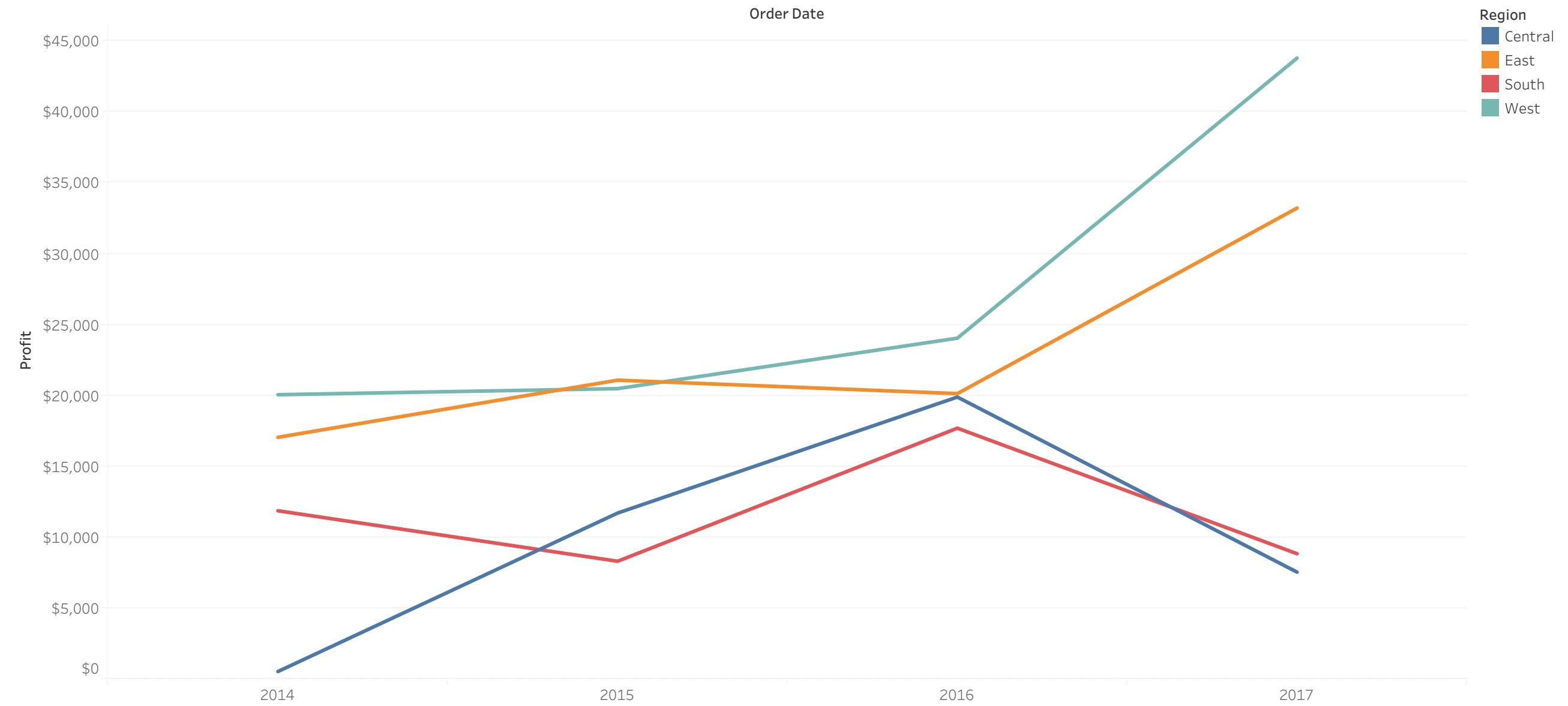
## Examining Superstore Profit By Location (2)



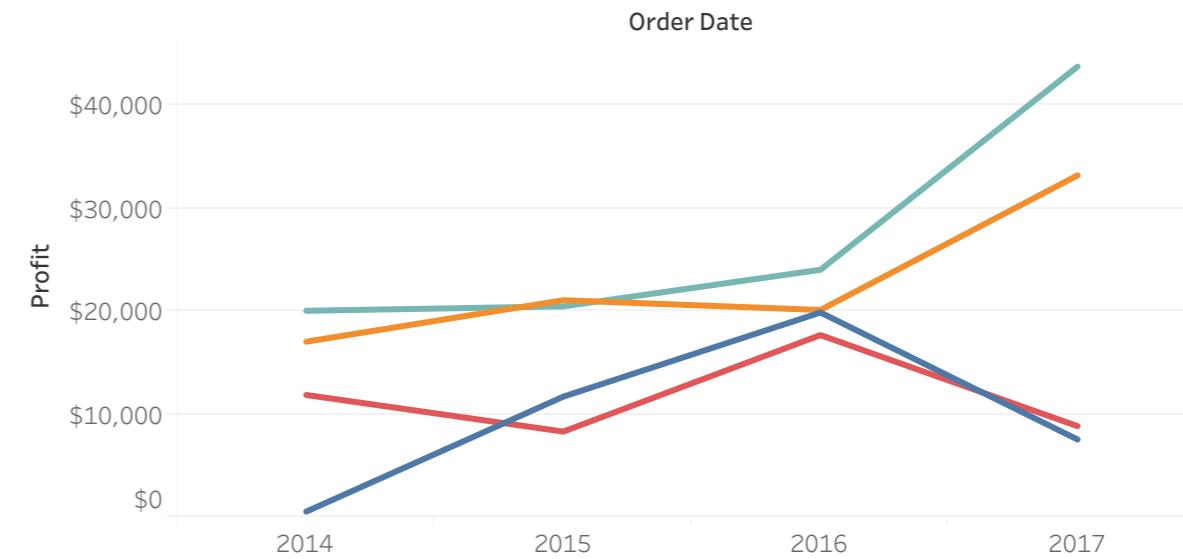
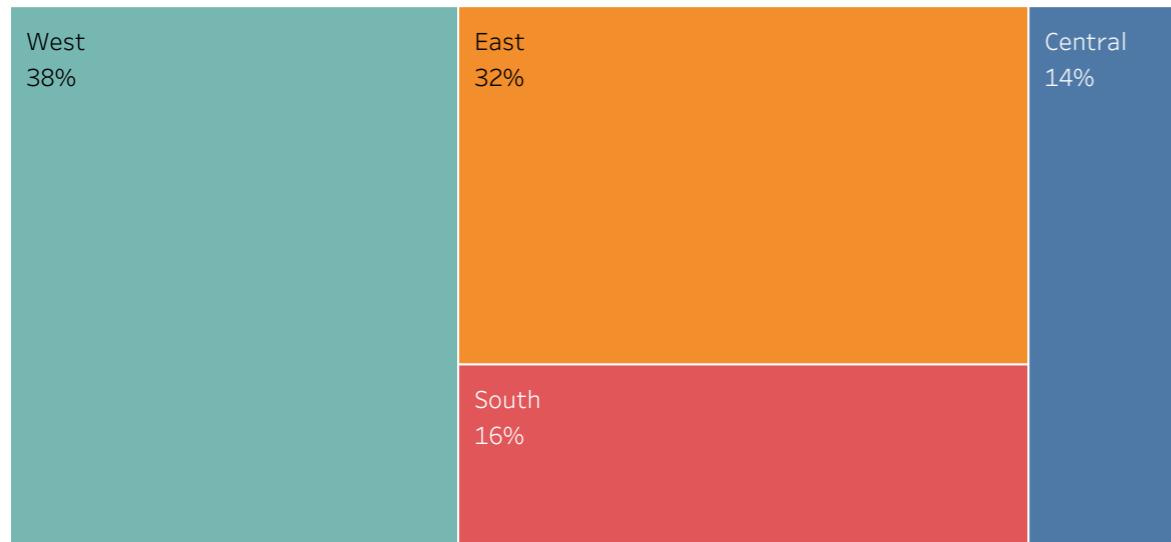
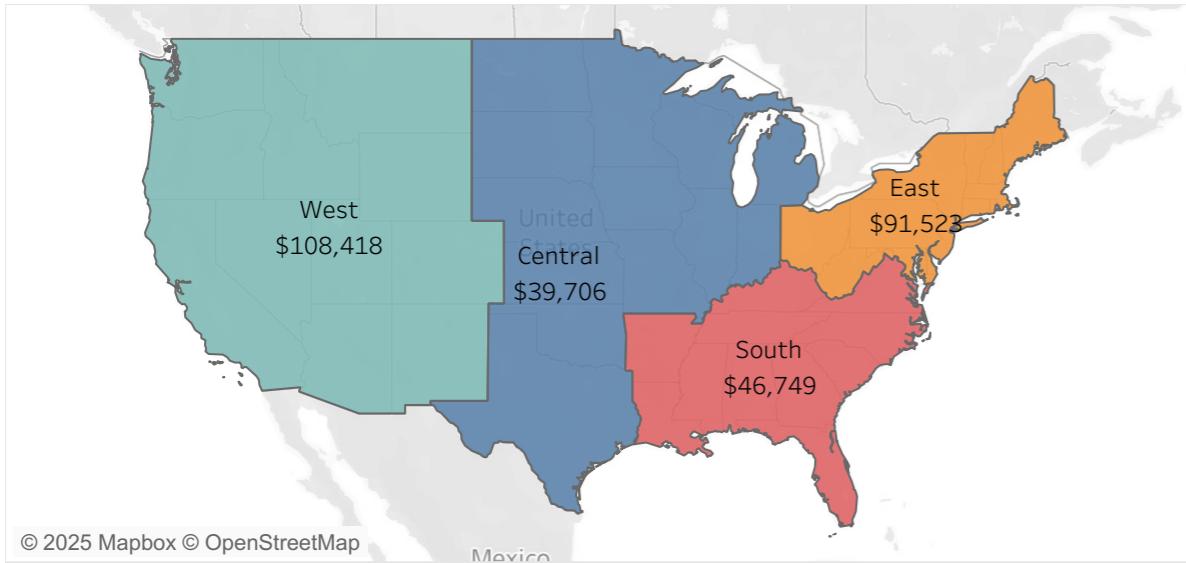
## Examining Superstore Profit By Location (3)



## Examining Superstore Profit By Location (4)



# Regional Profit Overview



The West is the highest-performing region, bringing in \$108,418. The Southern and Central regions, combined, are bringing in only 30% of the total profit.

## Story 1

How are the regions performing?

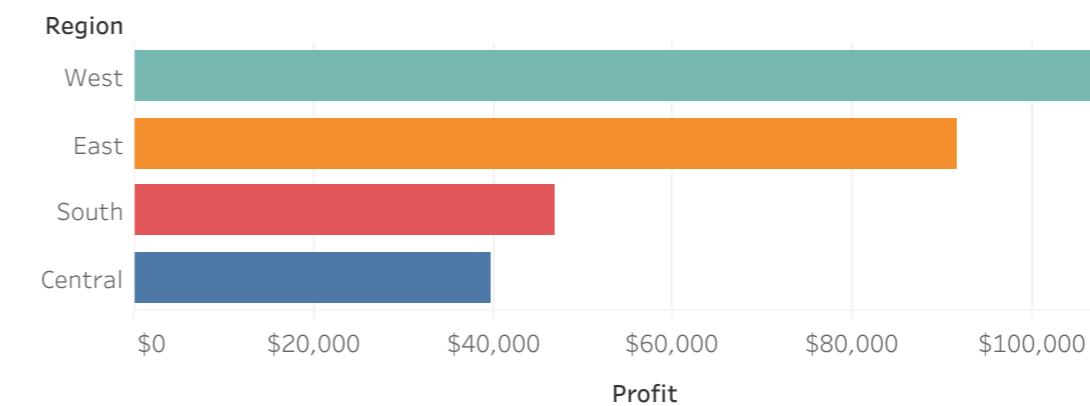
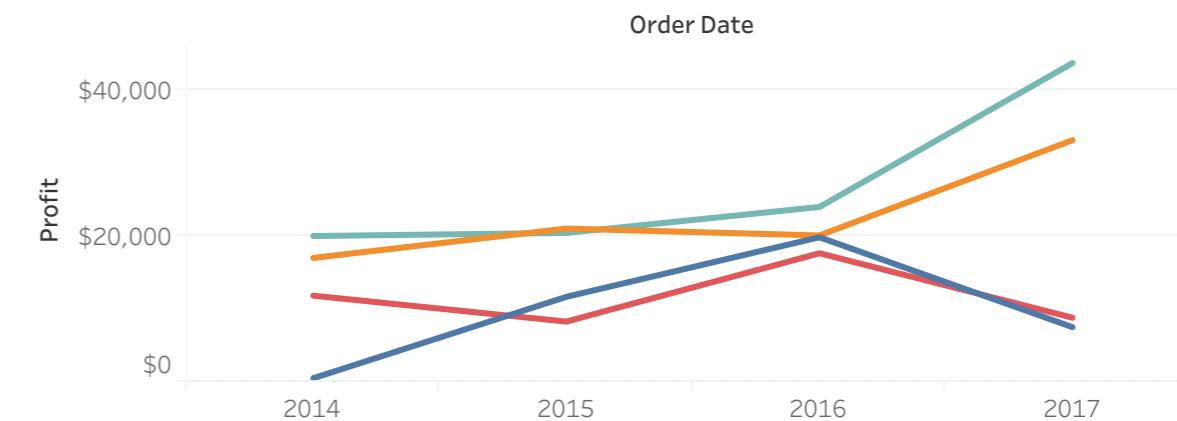
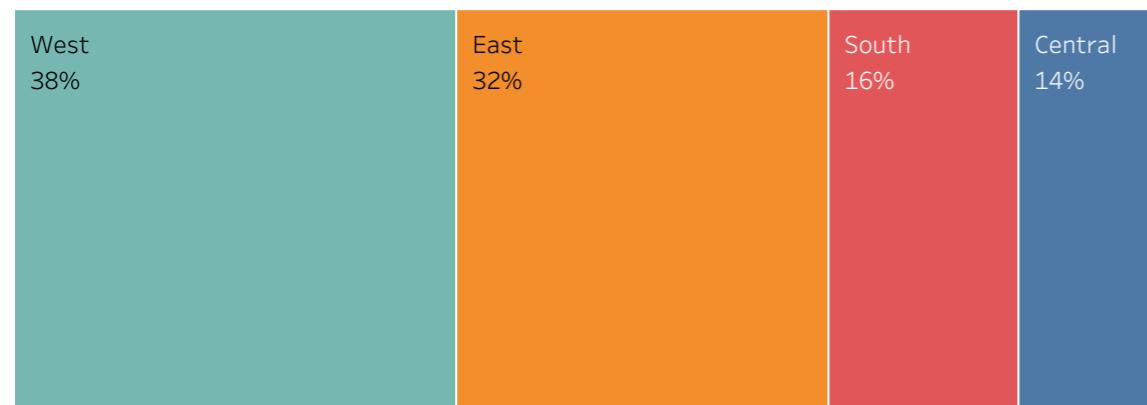
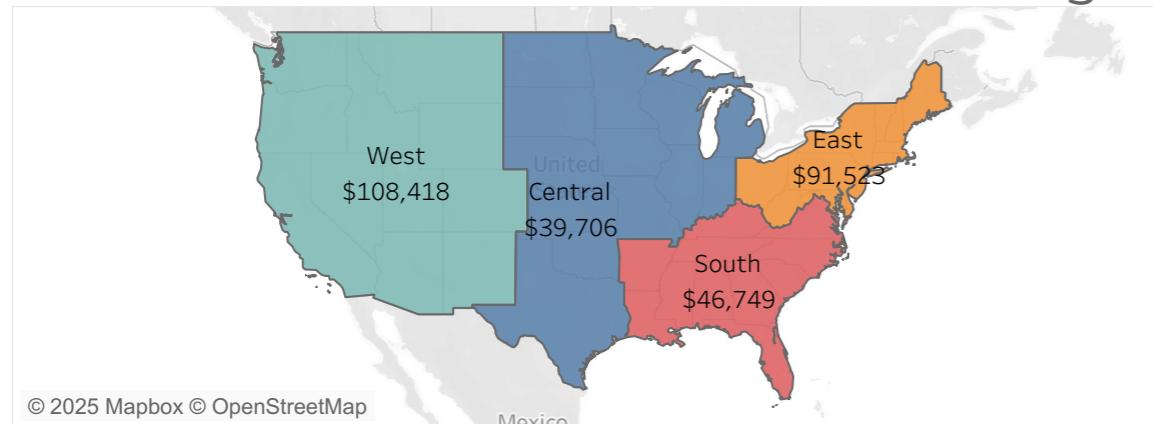
How are the states and cities performing?

How significant are the city gains and los..

How have the cities been performing over..

Conclusion

### Regional Profit Overview

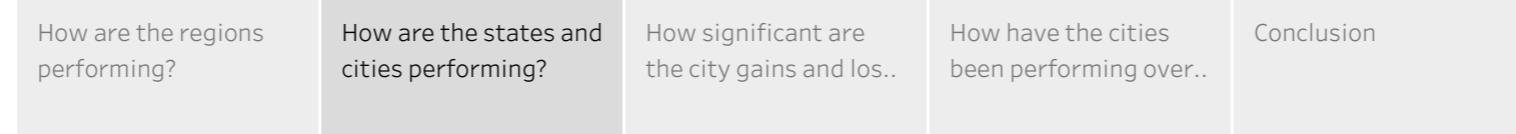


Region

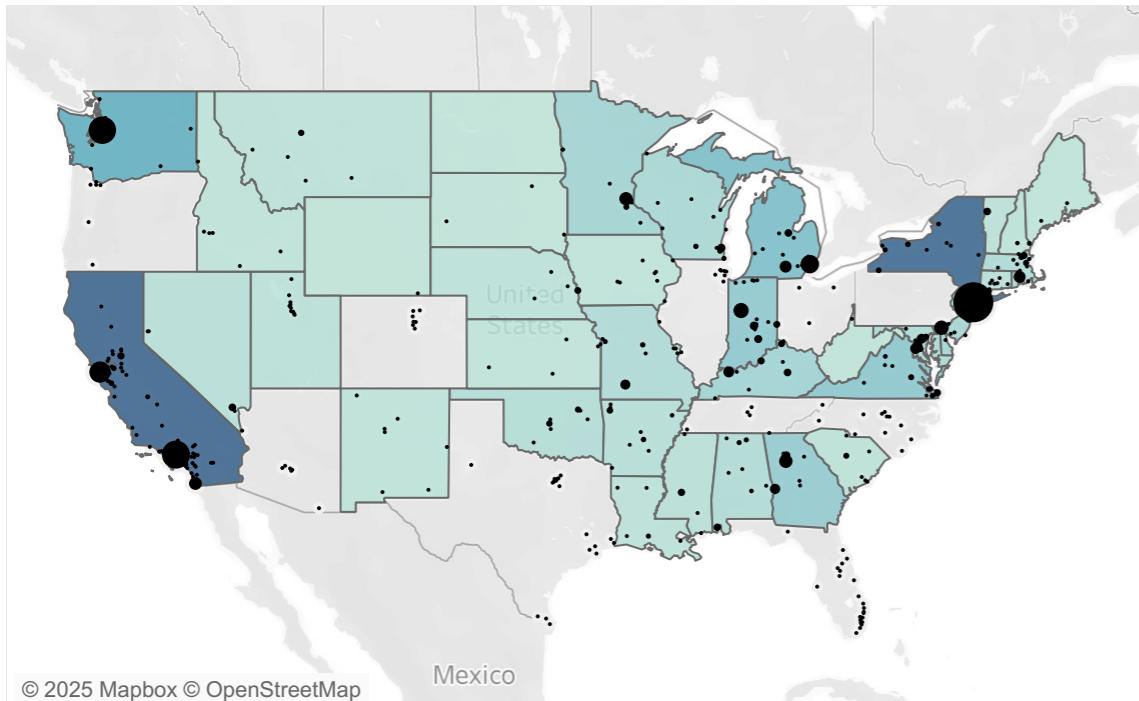
- Central
- East
- South
- West

The West is the highest-performing region, bringing in \$108,418. The Southern and Central regions, combined, are bringing in only 30% of the total profit.

# Story 1



Profit Gain



Positive Profit

\$0

\$20,000

Profit

\$100

\$76,381

Negative Prof.. Profit

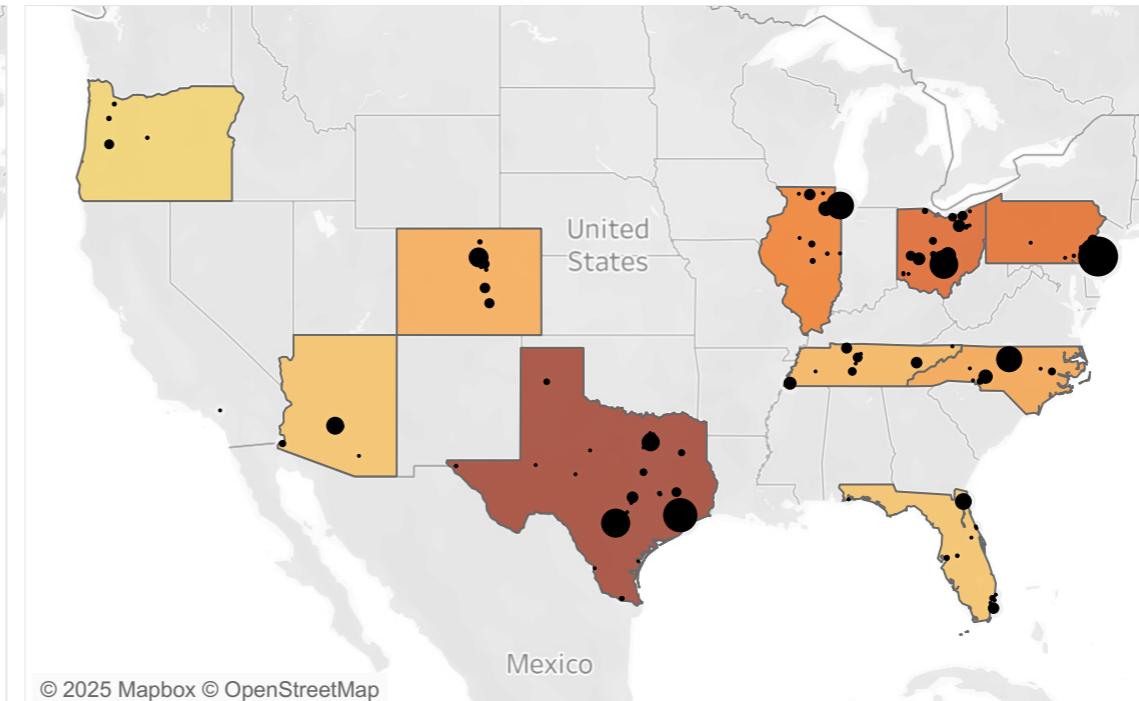
\$1

-\$25,729

\$5,000

-\$1,190

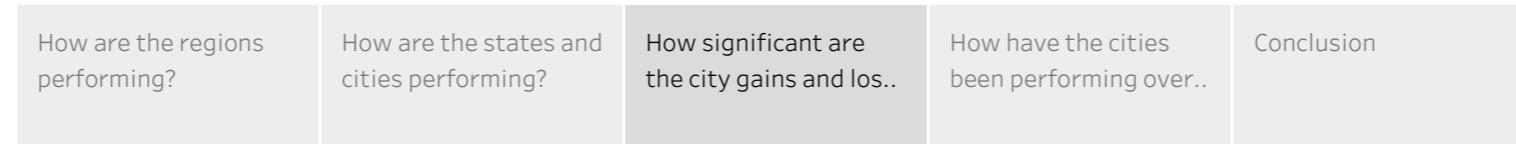
Profit Loss



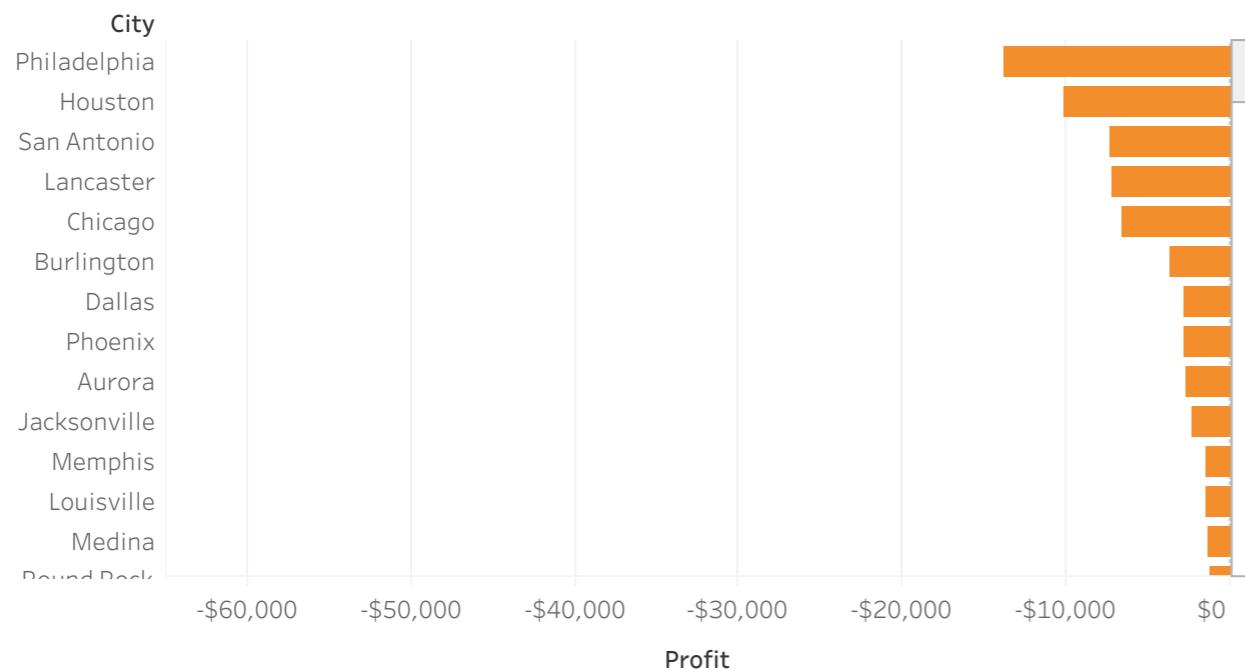
© 2025 Mapbox © OpenStreetMap

California and New York are the most profitable states, both of which contain some of the most profitable cities. On the other hand, Texas contains several of the least profitable cities, contributing to its overall status as the least profitable state.

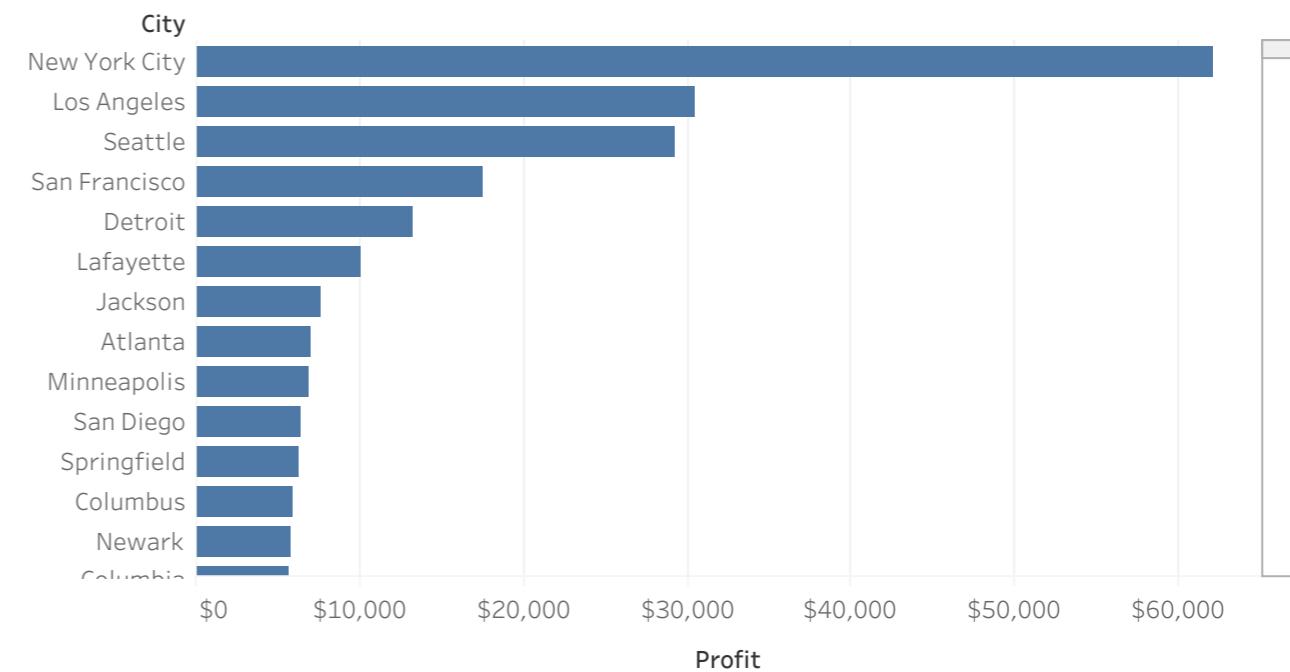
# Story 1



## Profit Loss

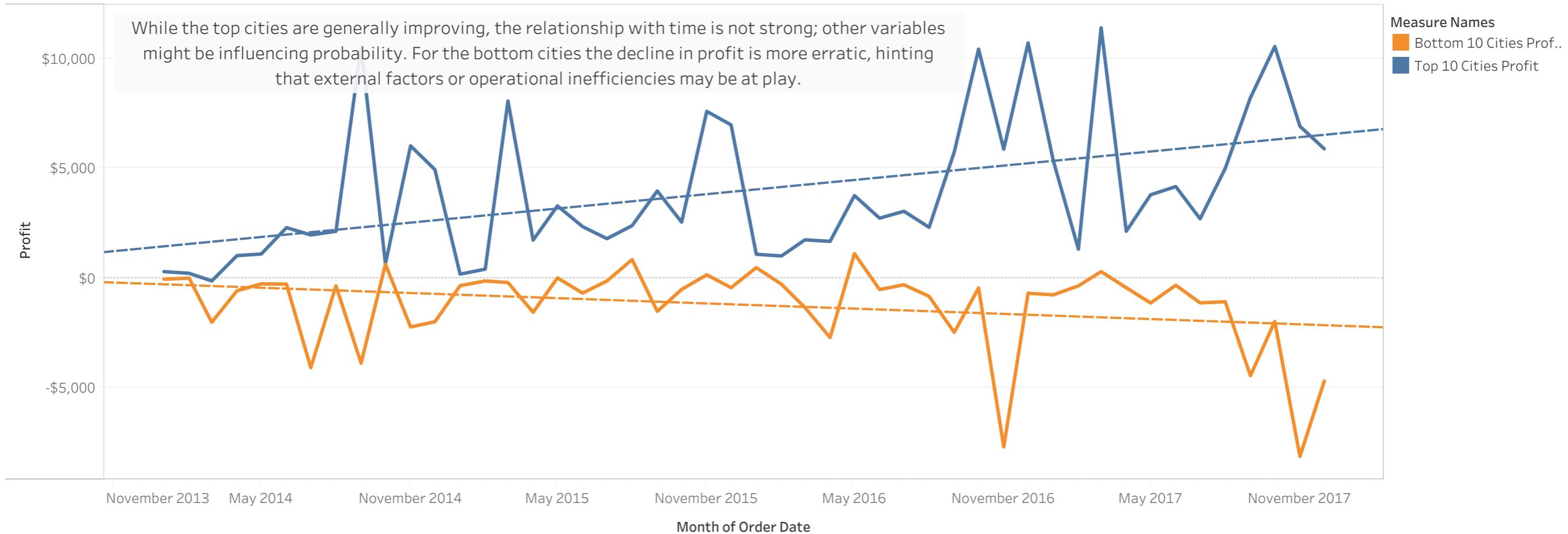
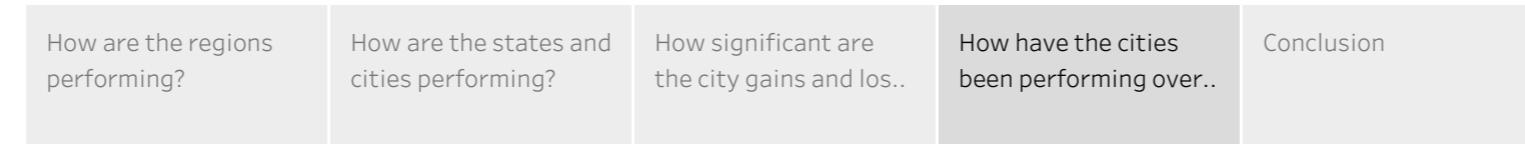


## Profit Gain



The extremities of the spectrum are particularly pronounced, with cities like New York, Los Angeles, and Seattle not just outperforming, but dominating the profit landscape, as indicated by their towering bars that dwarf others...

## Story 1



## Story 1

How are the regions performing?	How are the states and cities performing?	How significant are the city gains and los..	How have the cities been performing over..	Conclusion
---------------------------------	---	--	--	------------

The western and eastern regions have been more profitable than the central and southern regions. Given that a small number of cities are driving both profit and losses, resources and efforts should be prioritized on the top-performing cities to maximize profitability. Simultaneously, targeted strategies to mitigate losses in the lowest-performing cities should be implemented.

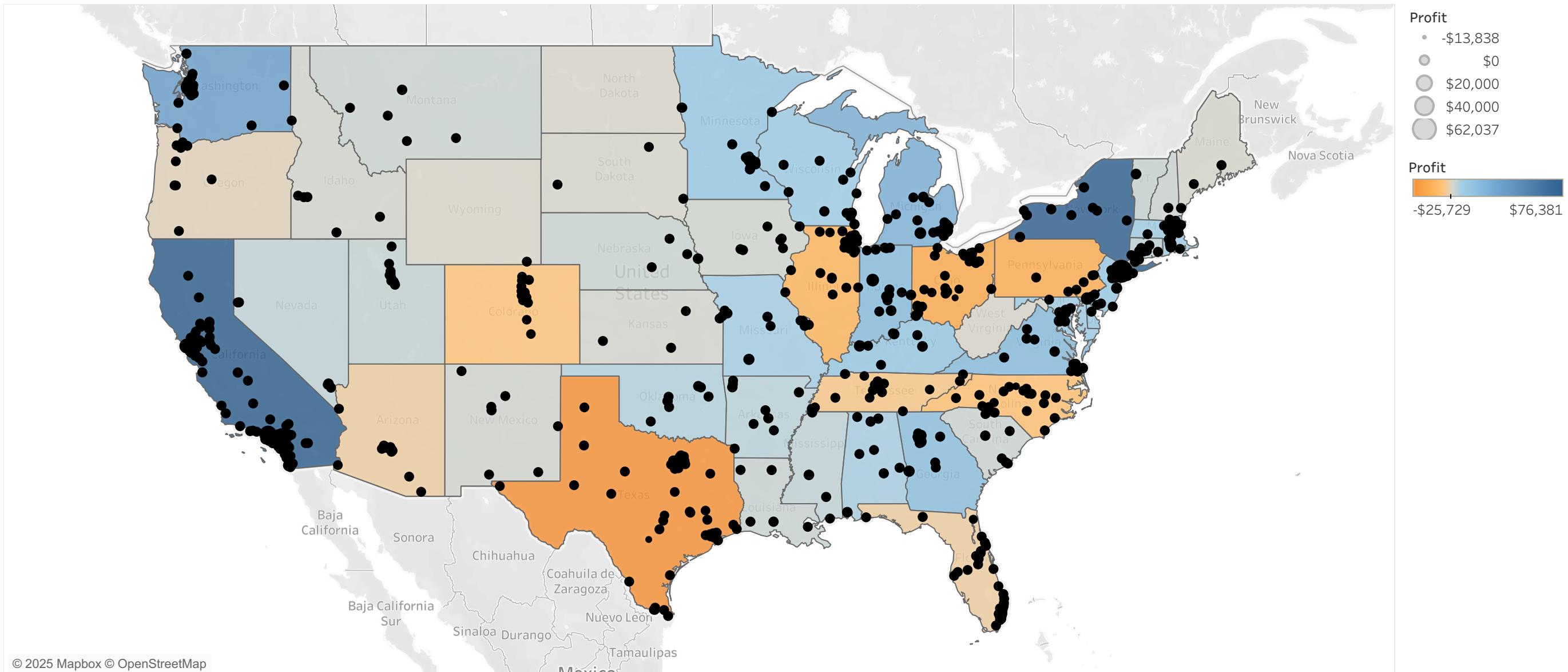
While there is some trend over time with the top and bottom-performing cities, other factors likely have a more significant impact on the profit trends for these cities.

For the top-performing cities, focus on reinforcing and expanding successful strategies, such as investing in high-performing product categories or optimizing marketing efforts.

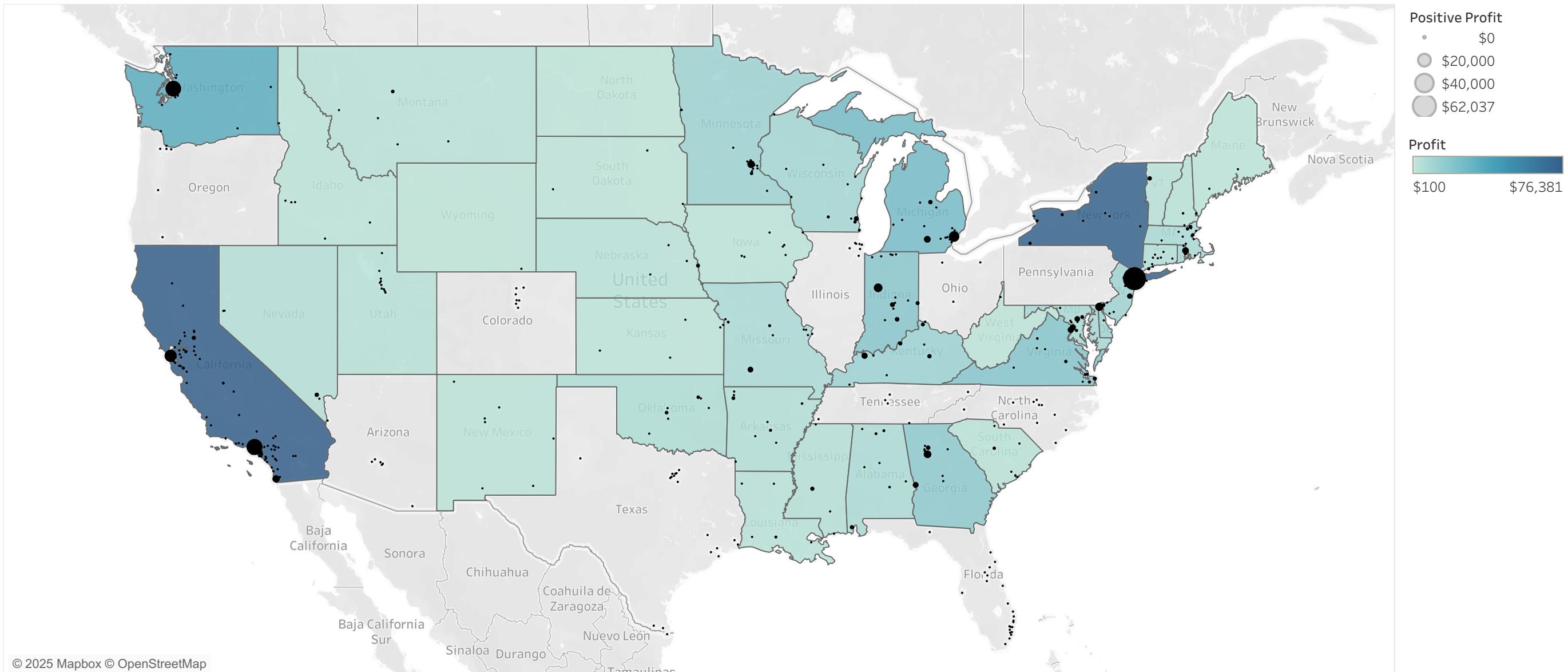
For the underperforming cities, conduct a deep dive analysis to identify root causes of losses, such as supply chain inefficiencies, suboptimal pricing strategies, or local competition. Implement corrective measures tailored to each city's specific challenges.

..

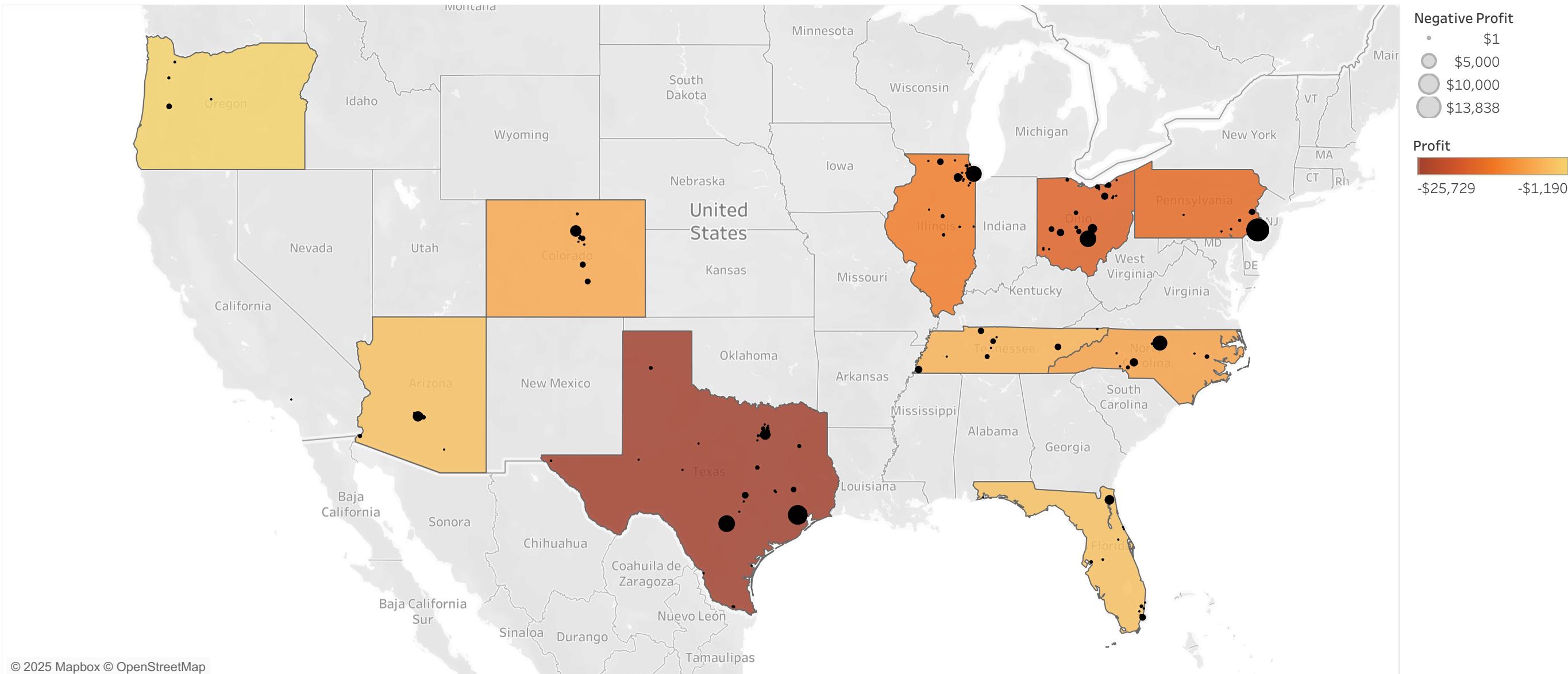
## State & City Profit Gain



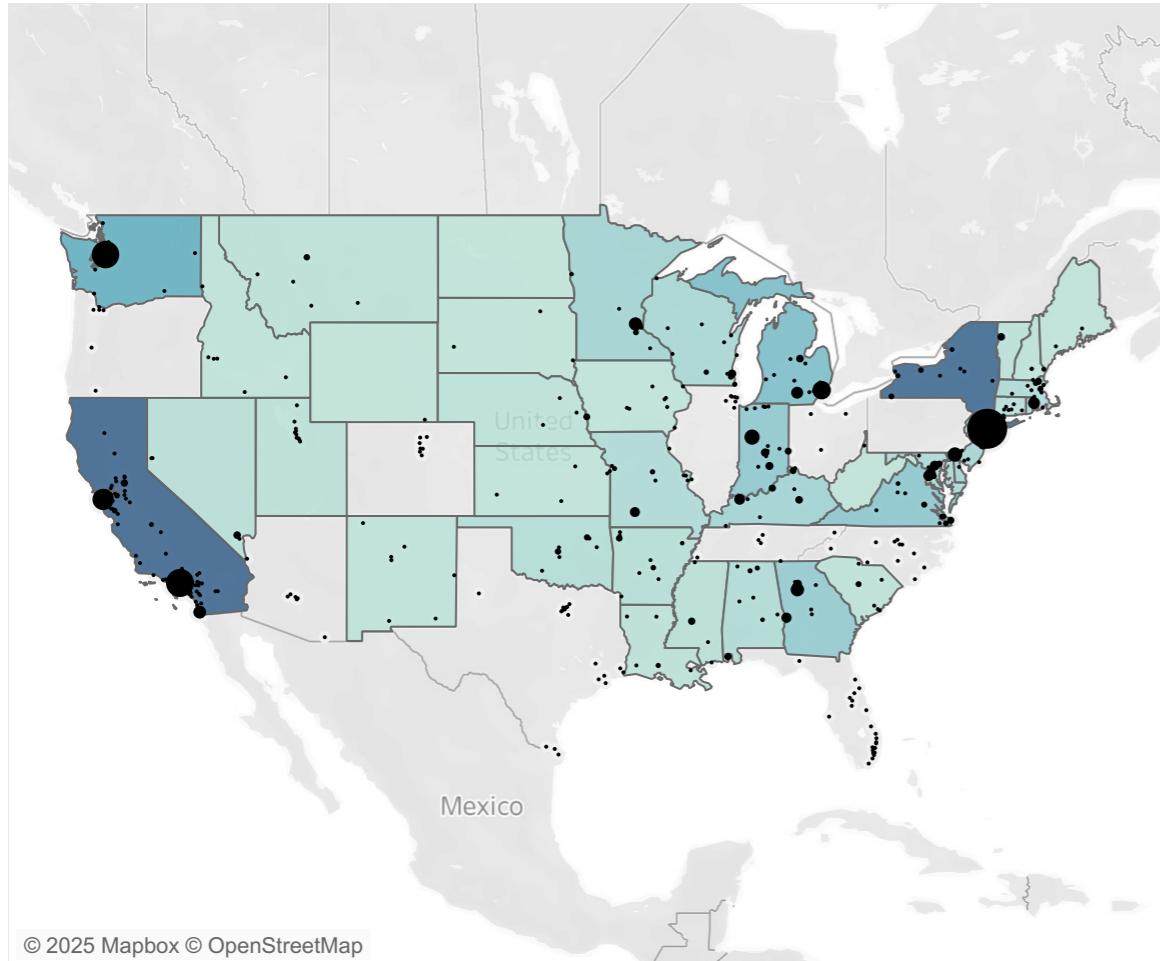
# Profit Gain



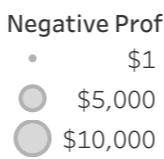
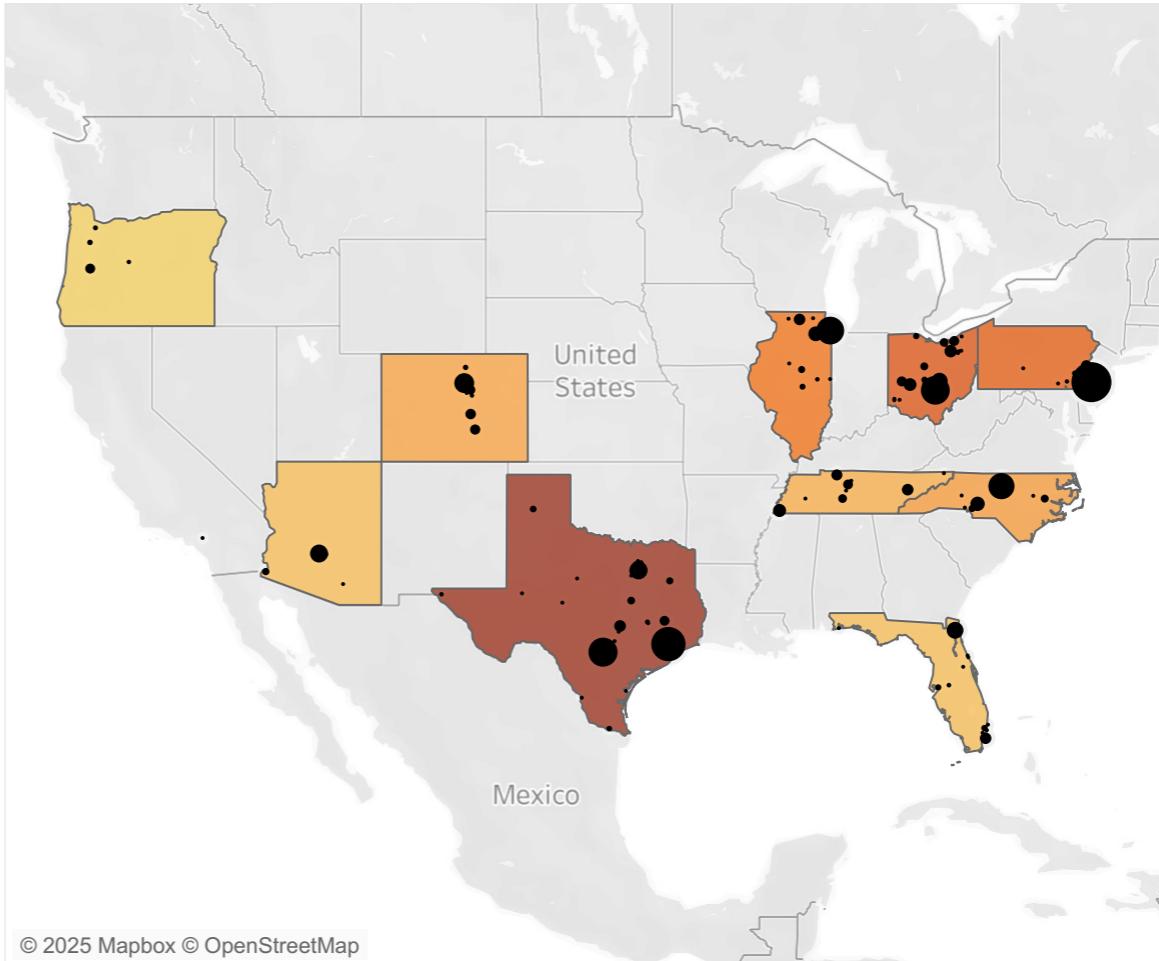
# Profit Loss



## Profit Gain



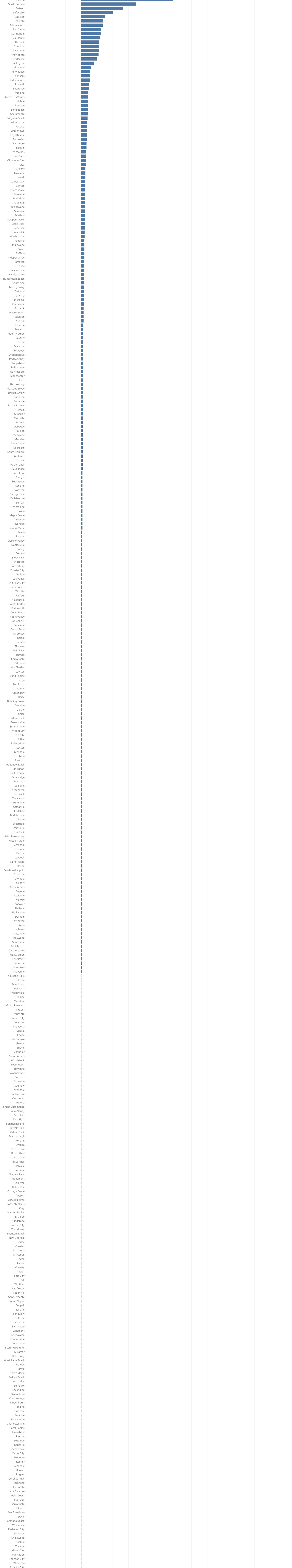
## Profit Loss

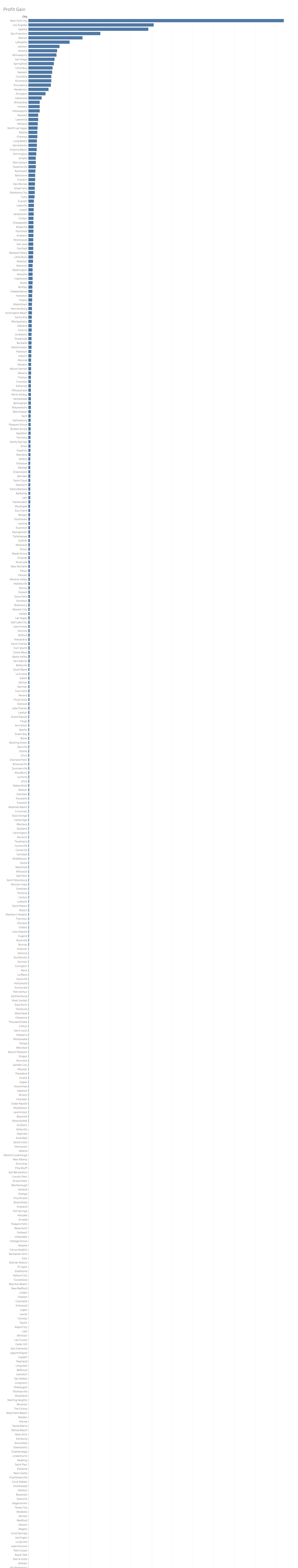


California and New York are the most profitable states, both of which contain some of the most profitable cities. On the other hand, Texas contains several of the least profitable cities, contributing to its overall status as the least profitable state.

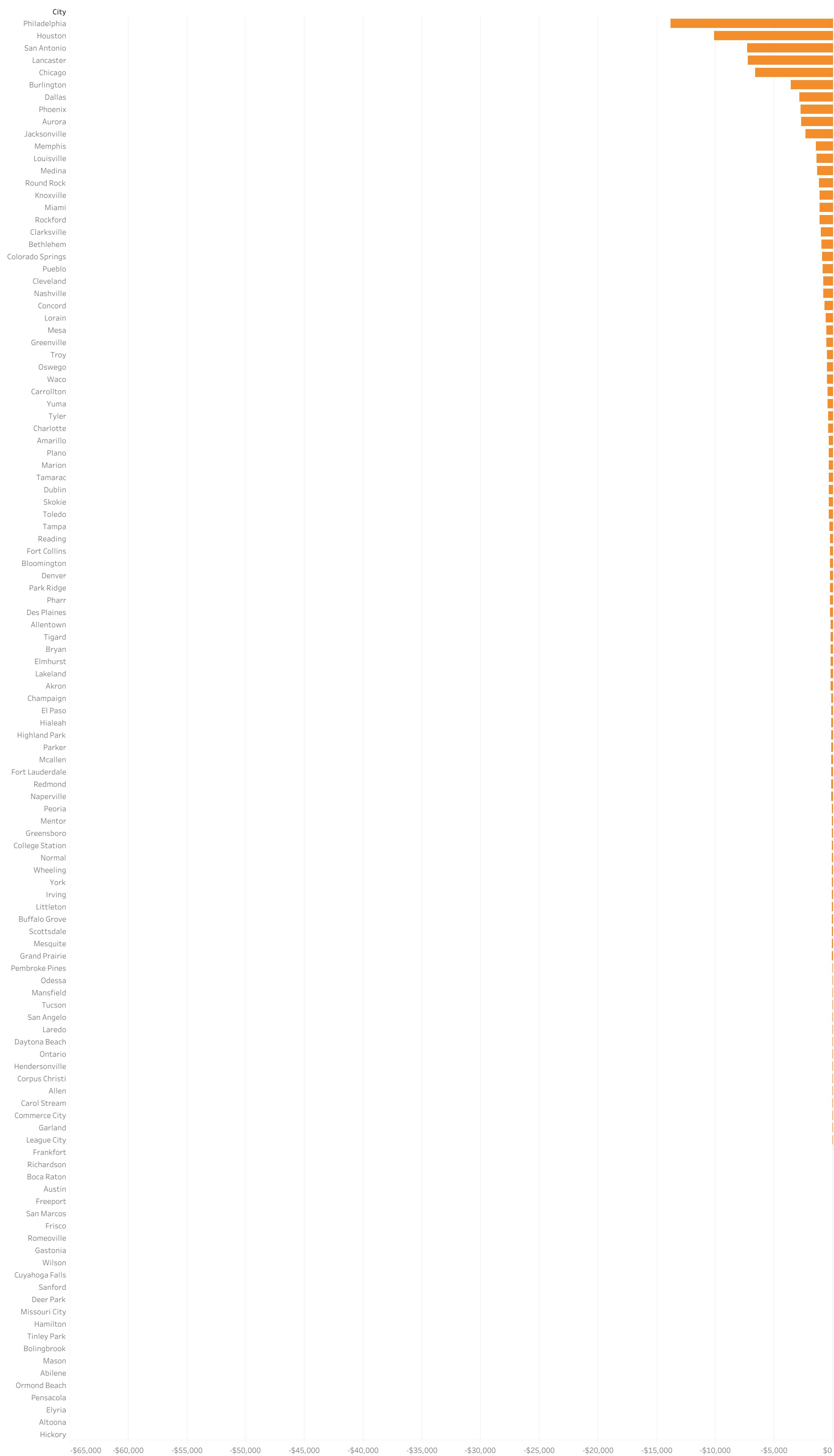
# City Profit

## New York City Los Angeles

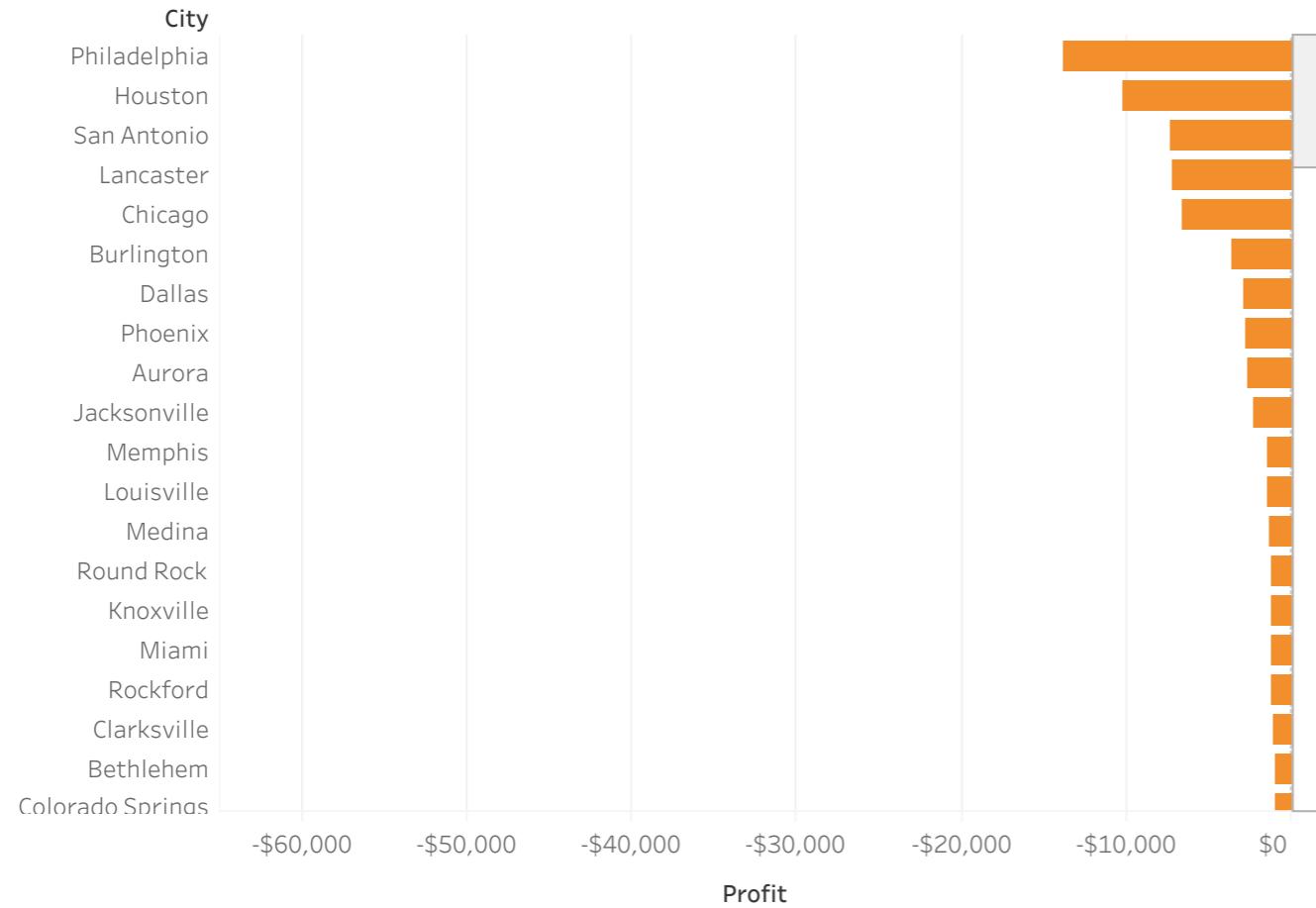




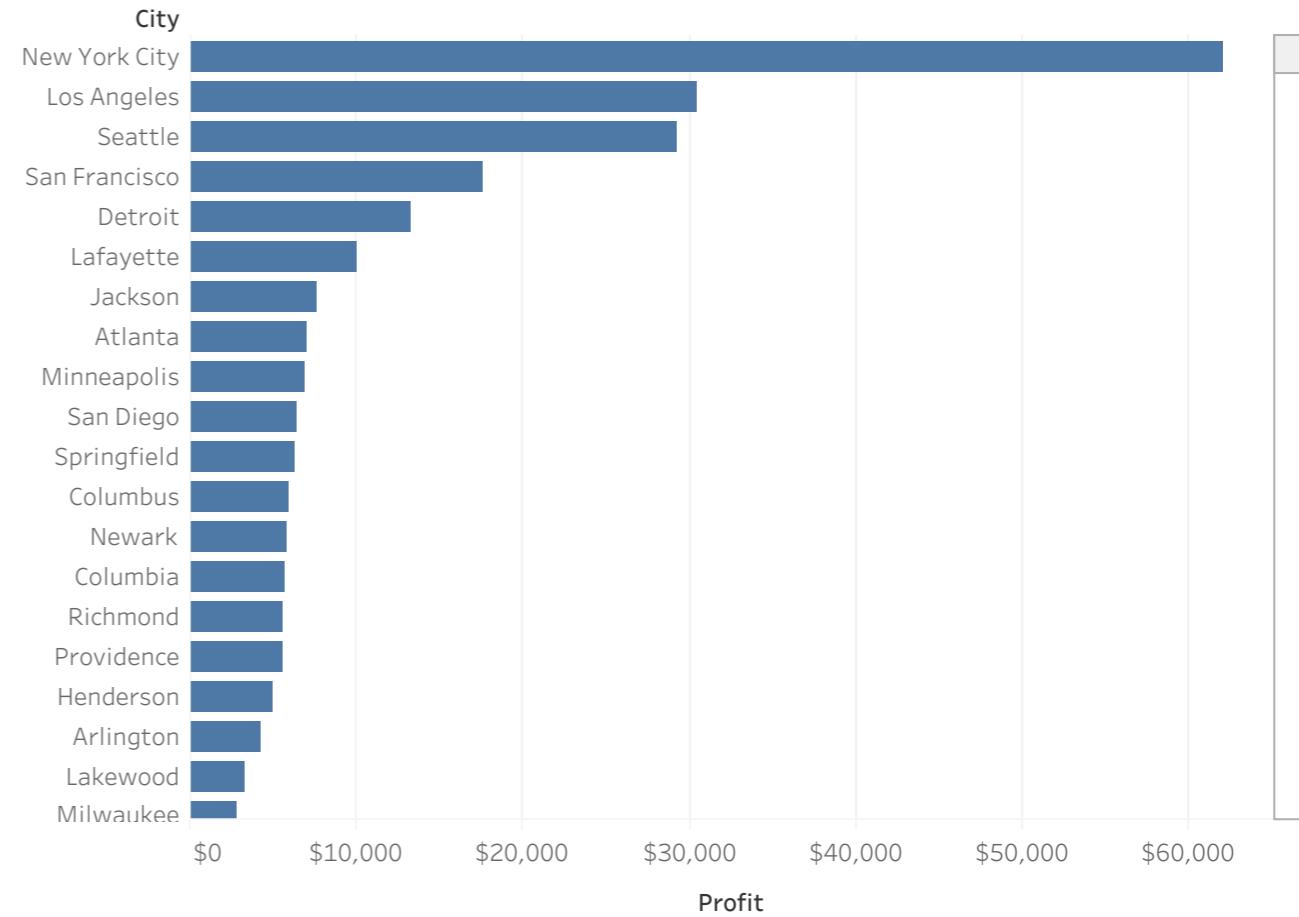
## Profit Loss



## Profit Loss



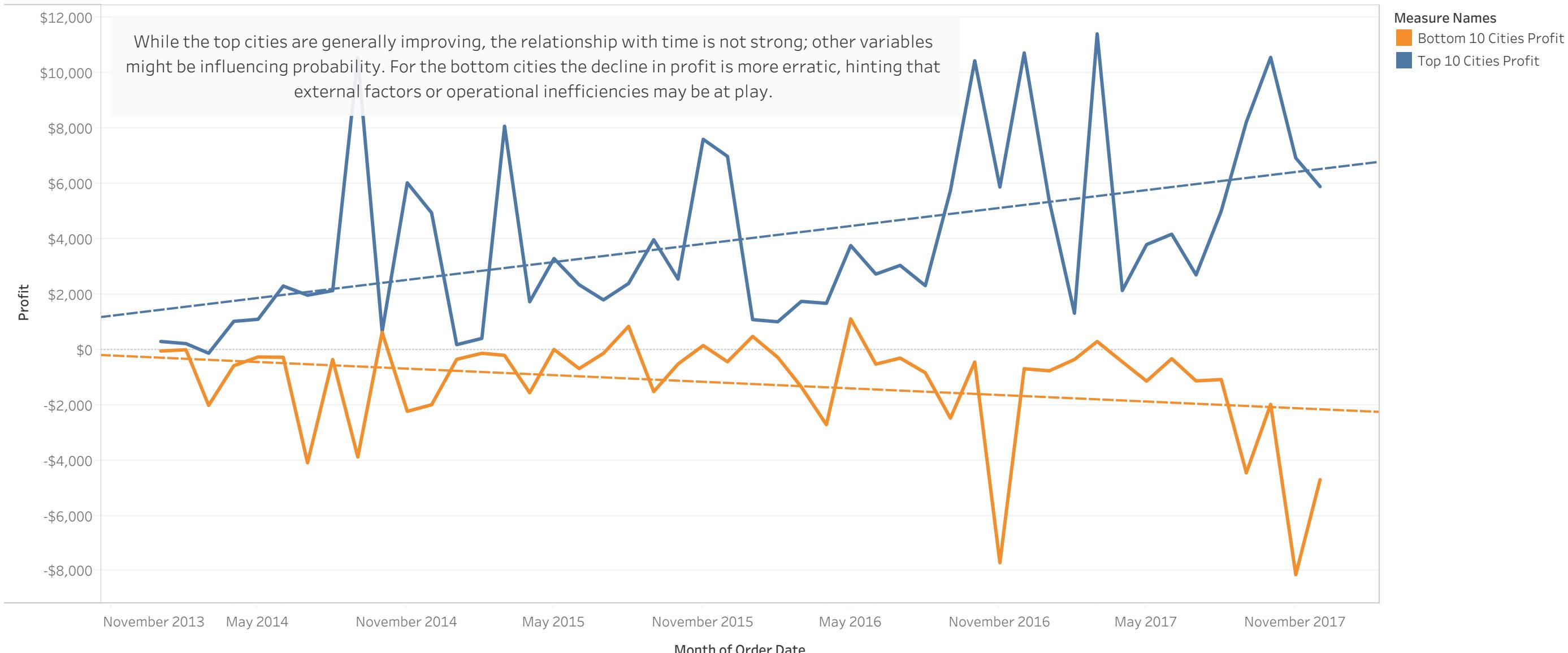
## Profit Gain



The extremities of the spectrum are particularly pronounced, with cities like New York, Los Angeles, and Seattle not just outperforming, but dominating the profit landscape, as indicated by their towering bars that dwarf others.

On the other hand, cities like Philadelphia and Houston are not merely lagging, but significantly anchoring the loss spectrum.

## Top Ten and Bottom Ten Profiting Cities



The western and eastern regions have been more profitable than the central and southern regions. Given that a small number of cities are driving both profit and losses, resources and efforts should be prioritized on the top-performing cities to maximize profitability. Simultaneously, targeted strategies to mitigate losses in the lowest-performing cities should be implemented.

While there is some trend over time with the top and bottom-performing cities, other factors likely have a more significant impact on the profit trends for these cities.

For the top-performing cities, focus on reinforcing and expanding successful strategies, such as investing in high-performing product categories or optimizing marketing efforts.

For the underperforming cities, conduct a deep dive analysis to identify root causes of losses, such as supply chain inefficiencies, suboptimal pricing strategies, or local competition. Implement corrective measures tailored to each city's specific challenges.

Additionally, leverage learnings from top cities to potentially replicate their success in the bottom cities. This bifocal approach - capitalizing on strengths in profitable areas while addressing weaknesses in underperforming ones - will help balance overall profitability across regions.