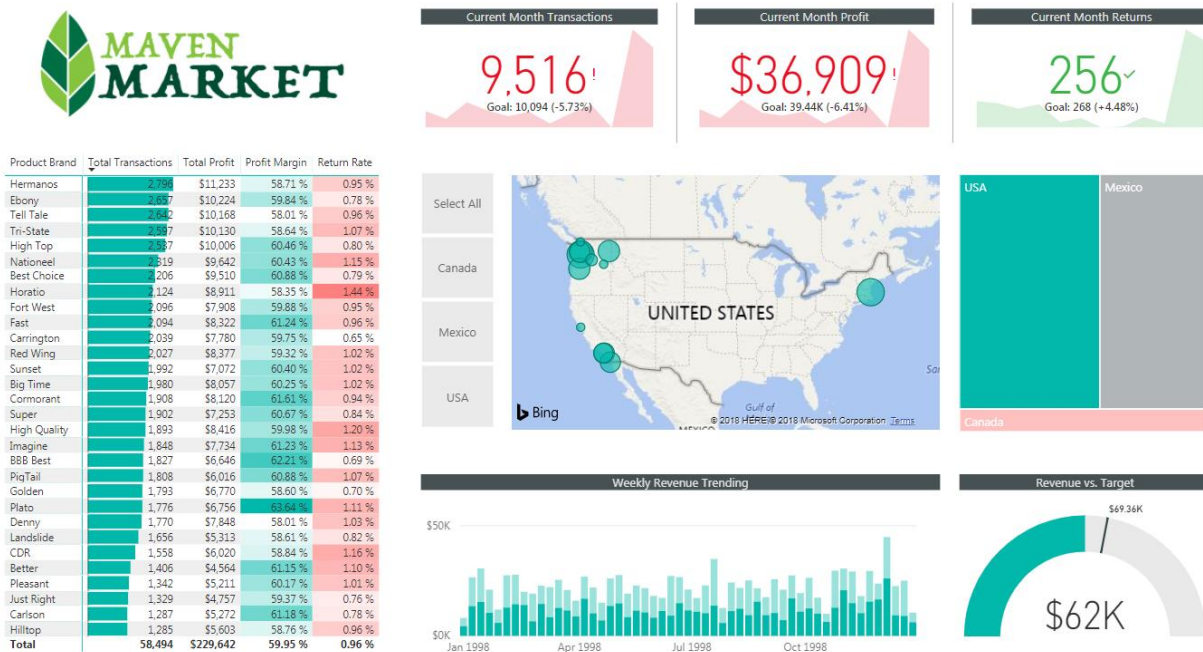*For the final phase of the project, you can either follow the instructions to recreate the report shown below, or design your own version -- the choice is yours!*

1) Rename the tab "**Topline Performance**" and insert the Maven Market logo

2) Insert a **Matrix** visual to show **Total Transactions**, **Total Profit**, **Profit Margin**, and **Return Rate** by **Product_Brand** (*on rows*)

- Add conditional formatting to show **data bars** on the Total Transactions column, and **color scales** on Profit Margin (*White to Green*) and Return Rate (*White to Red*)
- Add a visual level **Top N** filter to only show the top 30 product brands, then sort descending by Total Transactions

3) Add a **KPI Card** to show **Total Transactions**, with **Start of Month** as the trend axis and **Last Month Transactions** as the target goal

- Update the title to "***Current Month Transactions***", and format as you see fit
- Create two more copies: one for **Total Profit** (*vs. Last month Profit*) and one for **Total Returns** (*vs. Last Month Returns*)
  - Make sure to update titles, and change the Returns chart to color coding to "*Low is Good*"

4) Add a **Map** visual to show **Total Transactions** by store city

- Add a slicer for store country

- ○ Under the "selection controls" menu in the formatting pane, activate the "*Show Select All*" option
- ○ **Pro Tip:** Change the orientation in the "General" formatting menu to **horizontal** and resize to create a *vertical* stack (rather than a list)

5) Next to the map, add a **Treemap** visual to break down **Total Transactions** by store country

- ● Pull in **store_state** and **store_city** beneath **store_country** in the "Group" field to enable drill-up and drill-down functionality

6) Beneath the map, add a **Column Chart** to show **Total Revenue** by week, and format as you see fit

- ● Add a **report level filter** to only show data for 1998
- ● Update the title to "*Weekly Revenue Trending*"

7) In the lower right, add a **Gauge Chart** to show **Total Revenue** against **Revenue Target** (*as either "target value" or "maximum value"*)

- ● Add a visual level **Top N** filter to show the latest **Start of Month**
- ● Remove data labels, and update the title to "*Revenue vs. Target*"

8) Select the Matrix and activate the **Edit interactions** option to prevent the Treemap from filtering

9) Select "*USA"* in the country slicer, and drill down to select "*Portland*" in the Treemap

- ● Add a new bookmark named "*Portland 1000 Sales*"
- ● Add a new report page, named "*Notes*"
- ● Insert a text box and write something along the lines of "*Portland hits 1,000 sales in December*"
- ● Add a button (your choice) and use the "*Action*" properties to link it to the bookmark you created
- ● Test the bookmark by CTRL-clicking the button
- ● Find 2-3 additional insights from the Topline Performance tab and add new bookmarks and notes linking back