

Agenda

Quick Revisions

↳ marks in Tableau. →

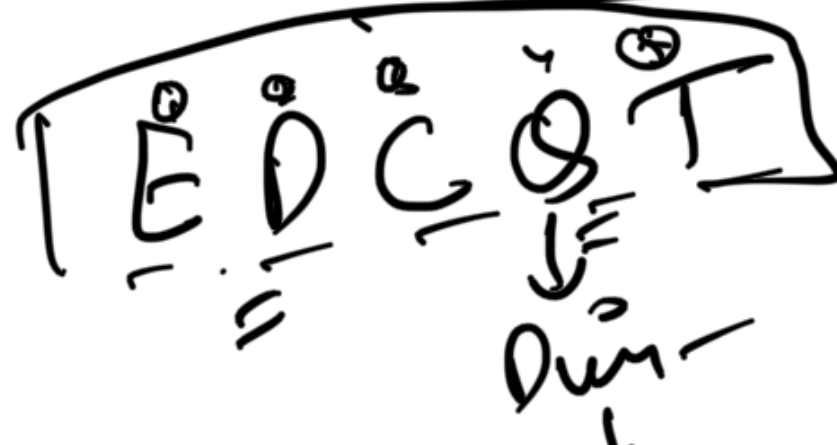
↳ Labels

↳ Colors → Customised

↳ Tool tips → adding charts
to tool tip.

↳ Quick filters & Data filters

↳ Order of operations



measure -

Agenda ④

Cont. Marks

↳ Detail -

↳ Size -

↳ Shapes -

↳ More types of charts & Tables] file chart

↳ Groups vs Sets

↳ Static

↳ Dynamic

↳ Combined

↳ Content filters

② Sales across Category?

↓
chart?

monthly sales for each category?
≡





Customer behaviours on sales

Q1 [Analyse the impact on sales based on discount provided & understand the customer loyalty?]

[Sales vs Discount
↳ Customers]

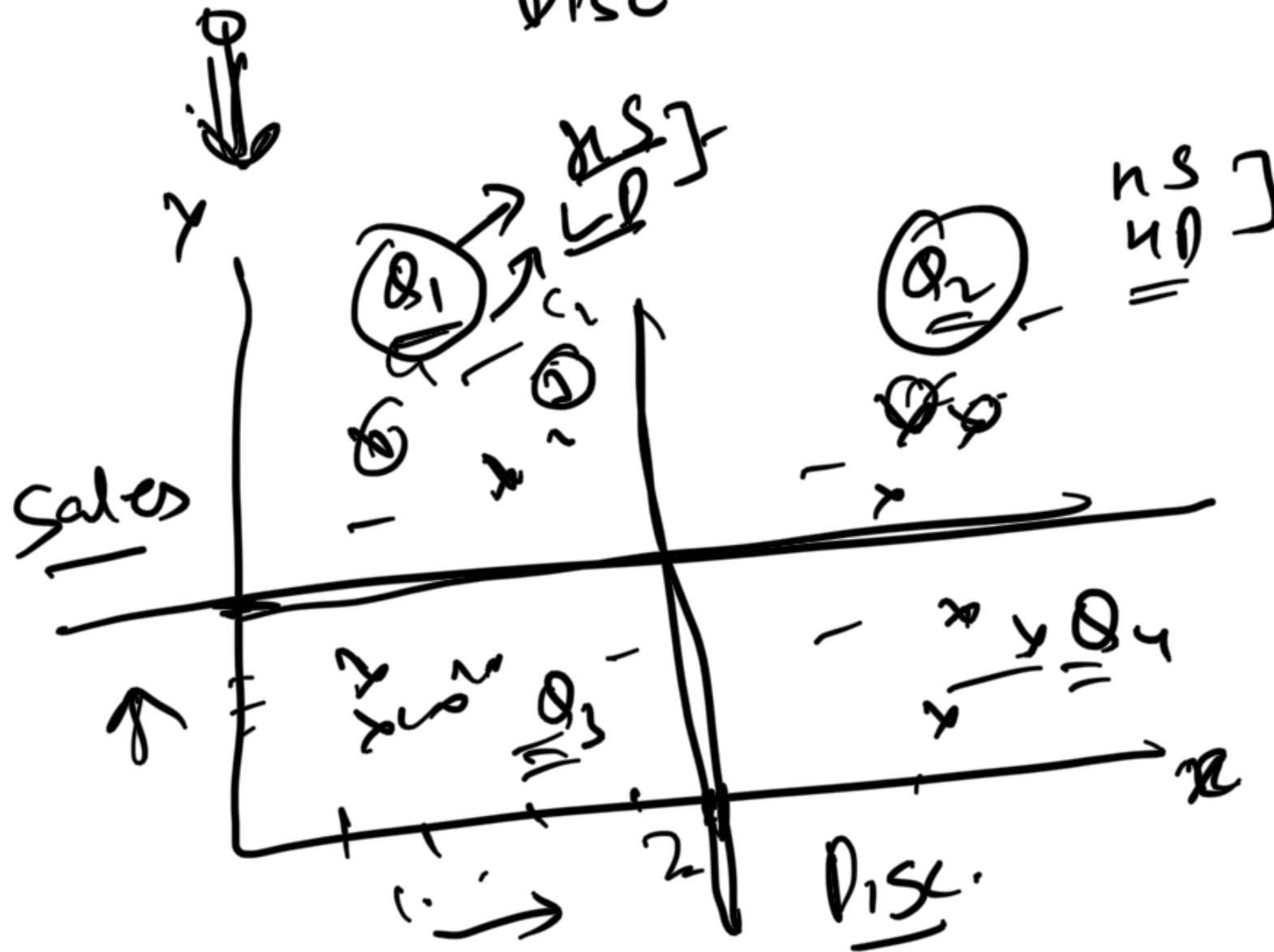
↑  Loyal = 1

KPI
↓
Sales, Profit
Spending & discount
Key Performance metrics/Indicators
helps you evaluate or performance

of the business



Scatter plot



$$Q_1 = \frac{NSLD}{uc\ 40}$$

$Q_2 = \text{LSHD}$
 $Q_3 = \text{LSHD}$
 $Q_4 = \text{LSHD}$

u.w [BCG metrics!! \rightarrow]

\rightarrow More Granularity based on Customers

$\angle \odot \rightarrow (\text{add Granularity})$

Pooja \rightarrow 5% Arg (us) - 30%
 90

$$\begin{array}{rclcl}
 p_1 & \rightarrow & 100\$ & \rightarrow & 10\% = 45 \\
 p_2 & \rightarrow & 50\$ & \rightarrow & 10\% = 90 \\
 p_3 & \rightarrow & 100\$ & \rightarrow & 10\% = 225 \\
 \hline
 \text{Total Sales} & = & 250 & \rightarrow & 10\% = 225
 \end{array}$$

$\left(\frac{10 + 10 + 10}{3} \right) = 10\%$

$$\begin{aligned}
 \underline{\underline{Q}} &= 250 - 225 = 25 \\
 &= \left(\frac{25}{250} \times 100 \right) \\
 &= 10\%
 \end{aligned}$$

Custom Scraped
 ↳ My Pol

↓
my Tableau Repository

↓
Shapes

↓
Use .PNG (Transparent Background)

Tables

↳ chart type → very useful?
Summary

Table with 3 columns: Cat, Sales, Profit

Cat	Sales	Profit
C1	100	20
C1	120	300
C2	200	1000

→ Summary

1 2 3 4

Q Sales by Sub-Category across each segment?

Summary Table	highlight table	heat maps
Only text is used	(Color + text) -	(Color + size.) - ✓