

## Lesson 9 – Exercise 9.1: Plotting Pie charts on a Map

### Business Scenario

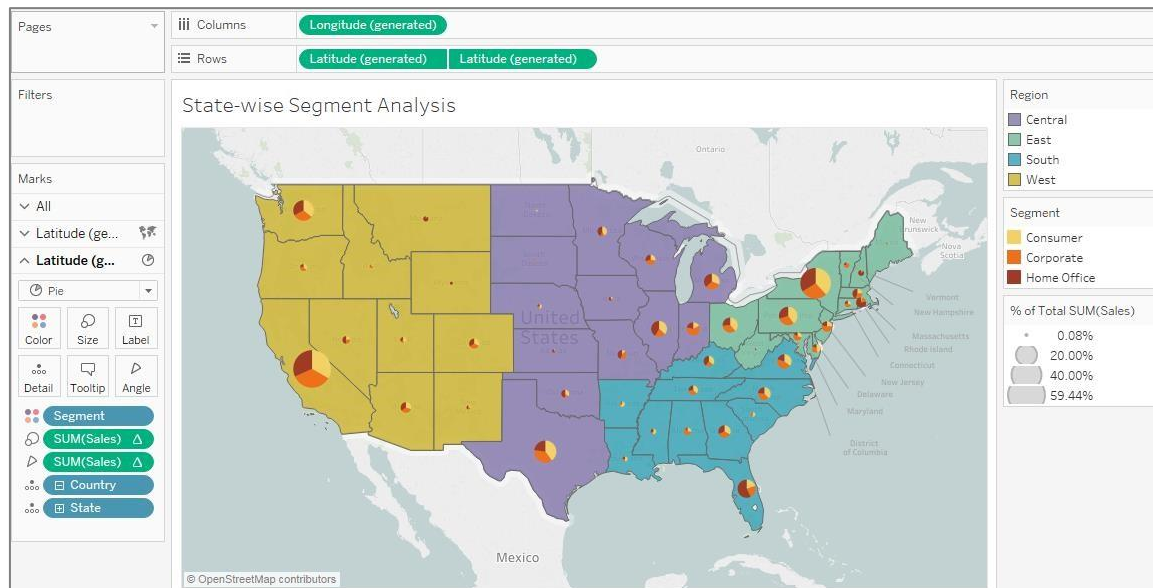
Eva Rodger, a sales manager, needs to analyze the sales generated by the states that are not doing as expected. This will help her improve the sales strategies. For this, she needs to create a map visualization with pie charts, which will display the percent to total contribution of sales of each segment across all regions.

- Which state has the highest percent contribution of Sales?  
(**Hint**-Remove state and State, and change the graph type)
- What is New York's Profit Ratio for the Corporate segment?  
(**Hint**-Drag profit ratio to Tooltips shelf)

### Overview

- Create a filled map with State dimension, and Color it by Region.
- Create a dual axis map.
- Change the second map to a symbol map.
- Size the Marks by Percent contribution of Sales, and Color by Segment.
- Change the mark type to Pie.

The result should resemble the image given below:



## Detailed Instructions

1. Open **Tableau 10.x** (You can go to Start Menu -> All Programs -> Tableau 10.x).
2. From the home page, connect to the saved **Sample - Superstore** dataset.
3. Create a filled map with the **State** dimension.
4. Drag the **Region** dimension to the Color shelf.
5. Drag another instance of **Latitude (generated)** to the Rows shelf.
6. Under the Marks card for the second Latitude (generated), select the Mark type **Pie**. Drag the **Segment** dimension to the Color shelf and the **Sales** measure to the Size shelf. Click the Color shelf to change the color accordingly.
7. To show percent contribution of Sales, right click the **Sales** measure in the Marks card and select **Quick Table Calculation > Percent of Total**.
8. Right-click the second Latitude (generated) pill in the Rows shelf and select **Dual Axis**.
9. Rename the sheet as **State-wise Segment Analysis**.

**Keep the workbook open for next exercise.**

## Answers

Based on the view, these are the answers to the questions in the problem statement:

- Which state has the highest percent contribution of Sales?  
Answer – **California**
- What is New York's Profit ratio for the Corporate segment?  
Answer – **17%**