

Lesson 10 – Exercise 10.1: Using measure names and measure values

Business Scenario

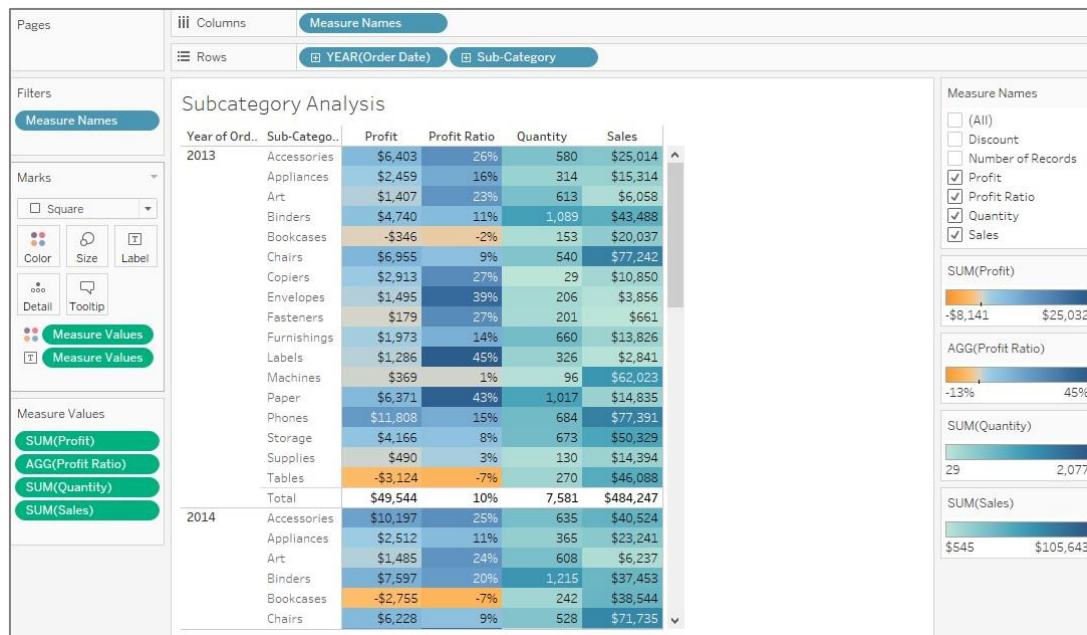
A multinational retail chain is planning to launch its retail store. The chairman needs to analyze products currently being sold by the company. He should be able to quickly filter the data to examine various aspects of Product sales. Create a highlight table with year, subcategory, and all the measures. Answer the following questions:

- What is the overall sales of the East region in 2014?
(**Hint:** Add a filter for East region and add subtotals).
- What is the aggregated profit ratio for Binders in 2016 in the Central region?
(**Hint:** Add a filter for Central region).

Overview

- Create a highlight table with year, subcategory, and all the measures.
- Enable color legends per measure.
- Apply a quick filter on measure names.

The result should resemble the image 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. From Dimensions, drag **Order Date** and **Sub-Category** to Rows shelf.
4. From Dimensions, drag **Measure Names** to Columns shelf.
5. From Measures, drag **Measure Values** to Text shelf and Color Shelf to Marks card.
6. To convert the view to a Highlight Table, change the Mark type to **Square**.
7. To enable quick filter, right-click the **Measure Names** field in the Columns shelf and select **Show Quick Filter**.
8. Uncheck **Number of Records** and **Discount** in the quick filter control.
9. To enable color legends per measure, right click on Measure Values in Color shelf and select **Use Separate Legends**.
10. Rename the worksheet as **Subcategory Analysis**.

Keep the workbook open for next exercise.

Answers

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

- What is the overall sales of the East region in 2014?

Answer - **\$156,332**

- What is the aggregated profit ratio for binders in 2016 in the Central region?

Answer - **-19%**