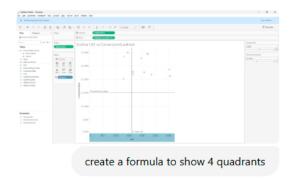create a formula to show 4 quadrants

To create a formula that divides your scatter plot into four quadrants in **Tableau**, follow these steps:

## Step 1: Define Quadrant Logic

We will create a calculated field that categorizes the data points into four quadrants based on **CAC (Customer Acquisition Cost)** and **Conversion Rate**, using reference lines as thresholds.

## Step 2: Create a Calculated Field

Go to **Analysis → Create Calculated Field** and enter ↓ following formula:

```sql
IF [CAC] > [Choose CAC] AND [Conversion Rate] > [Choose Conversion] THEN
    "Quadrant 1: High CAC, High Conversion"
ELSEIF [CAC] > [Choose CAC] AND [Conversion Rate] <= [Choose Conversion] THEN
    "Quadrant 2: High CAC, Low Conversion"
ELSEIF [CAC] <= [Choose CAC] AND [Conversion Rate] > [Choose Conversion] THEN
    "Quadrant 3: Low CAC, High Conversion"
ELSE
    "Quadrant 4: Low CAC, Low Conversion"
END
```

## Step 3: Apply Quadrants to the Visualization

1. Drag this new calculated field to **Color** in the **Marks** card to differentiate quadrants.

2. Ensure that your reference lines for **Choose CAC** and **Choose Conversion** are properly set up using the parameter controls.

3. Adjust formatting if needed for better clarity.

This approach will dynamically segment your scatter plot into **four quadrants**, making it easy to analyze customer acquisition costs versus conversion rates.

Ask anything

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ChatGPT can make mistakes. OpenAI doesn't use Havish M Consulting workspace data to train its models.