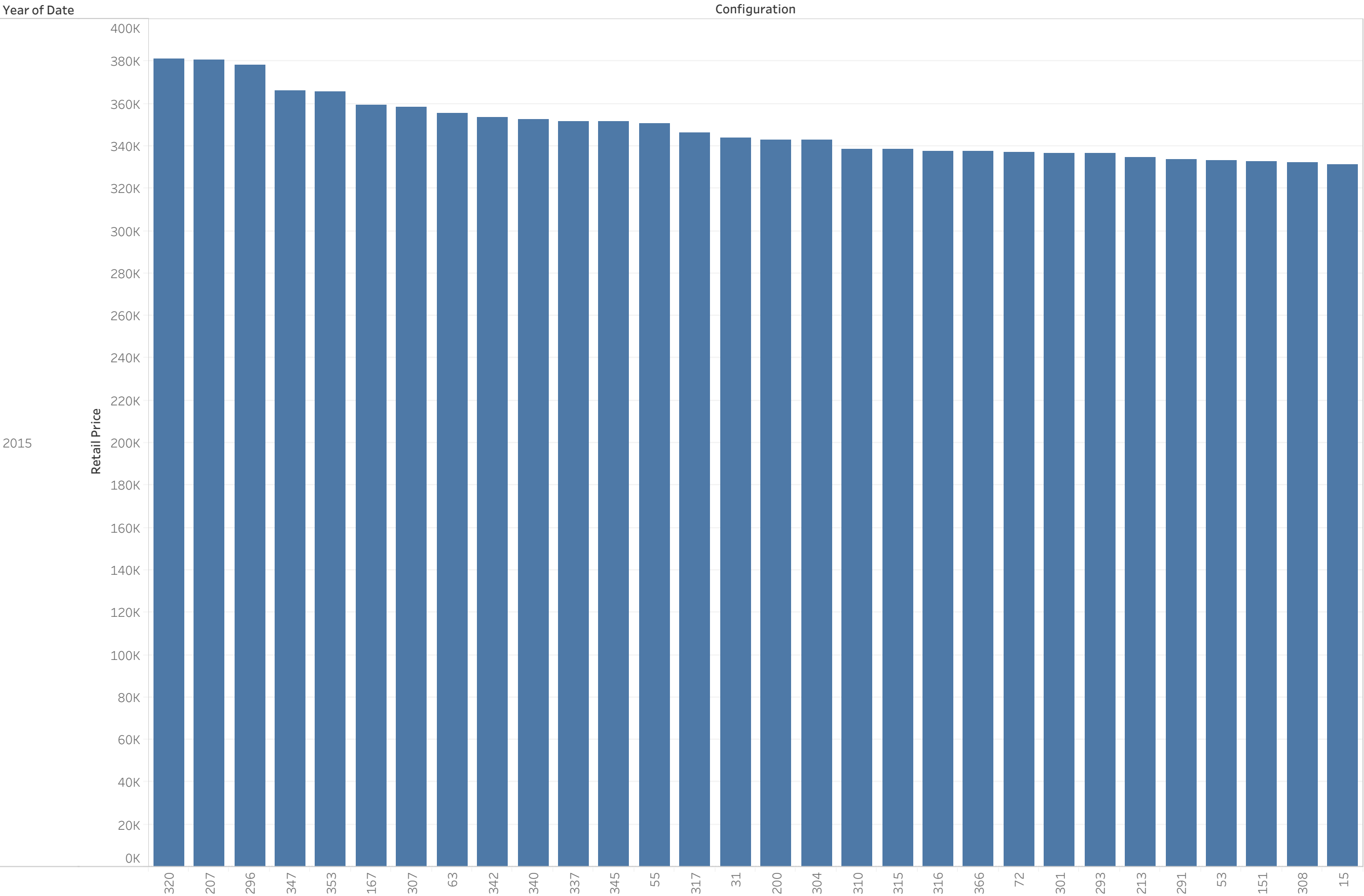


Q1) Which are the top 20 laptop configurations that were sold in 2015? Make the '20' dynamic



Sum of Retail Price for each Configuration broken down by Date Year. The view is filtered on Configuration, which keeps 30 of 864 members.

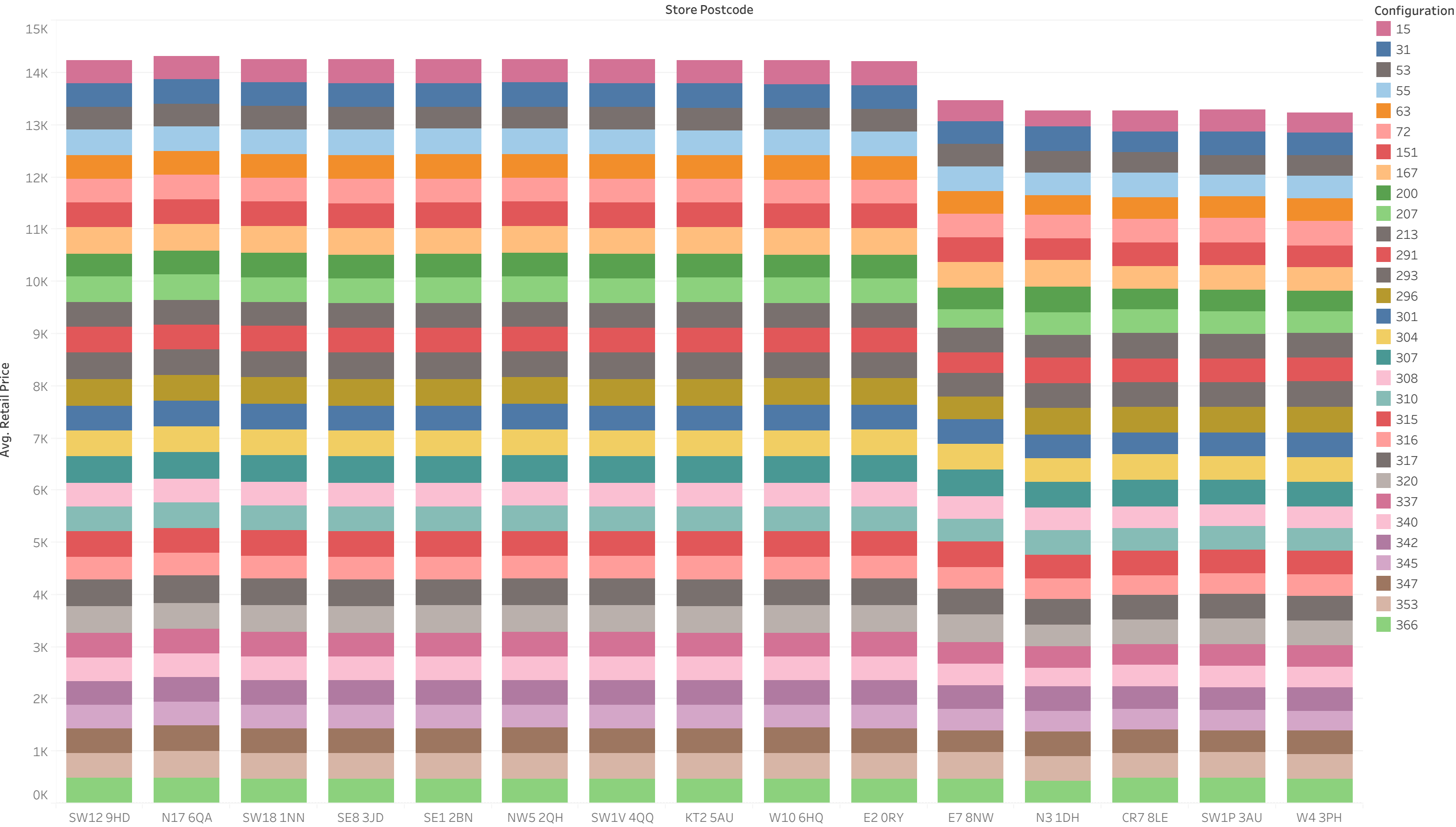
Q2) For these top 20 laptops, has the average price varied with time?



Difference in Avg. Retail Price broken down by Date Quarter vs. Configuration. Color shows Difference in Avg. Retail Price. The marks are labeled by Difference in Avg. Retail Price. The view is filtered on Configuration, which keeps 20 of 864 members.

Yes Average of Price Varies with time

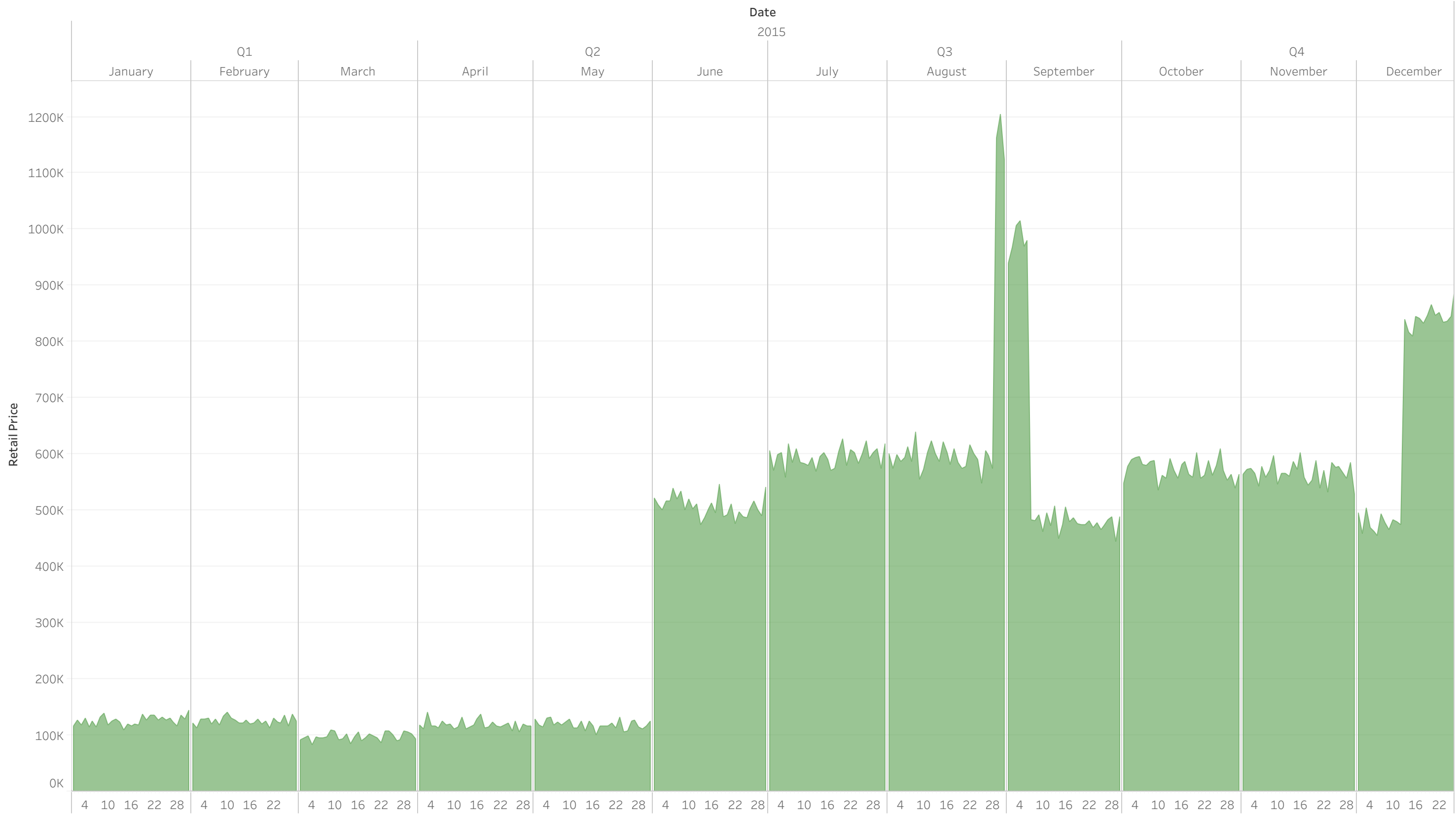
Q3) Are average prices for these top '20' laptops consistent across all the 15 stores?
(use laptops as filters)



The average retail price for top 20 laptops are not consistent across all the fifteen(15) stores as can be seen from the given data.

But yes average retail price for top 20 laptops are slightly different

Q4) Does laptop sales vary by Month OR Day of the month?
(eg More Sales in December or Low Sales at the end of the Month)



Sum of Retail Price for each Date Day broken down by Date Year, Date Quarter and Date Month.

Yes Sales vary from month to month and also from Dates of months

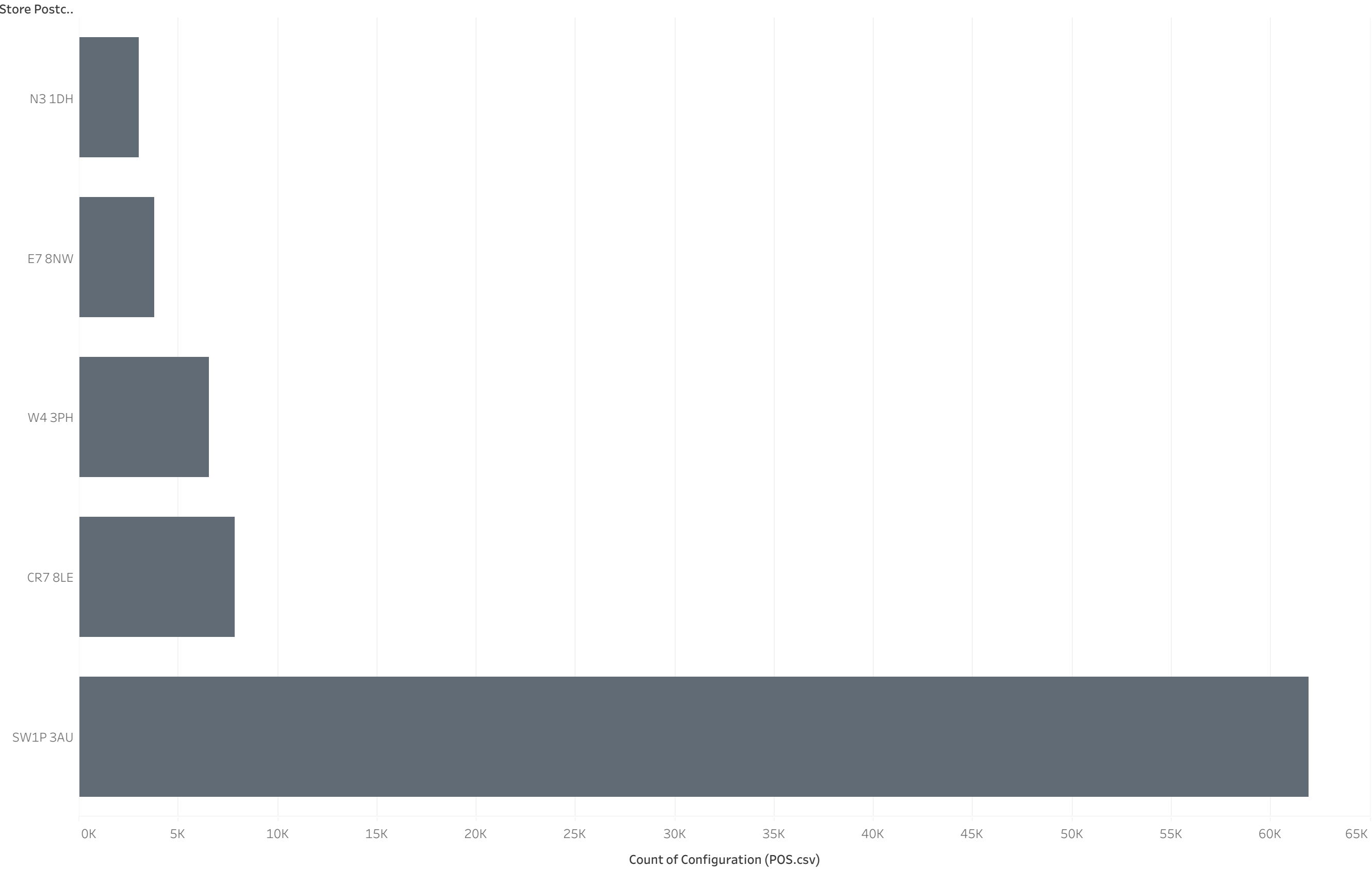
Q4) Does laptop sales vary by Month OR Day of the month?
(eg More Sales in December or Low Sales at the end of the Month)



Sum of Retail Price for each Date Day broken down by Date Year, Date Quarter and Date Month.

Yes Sales vary from month to month and also from Dates of months

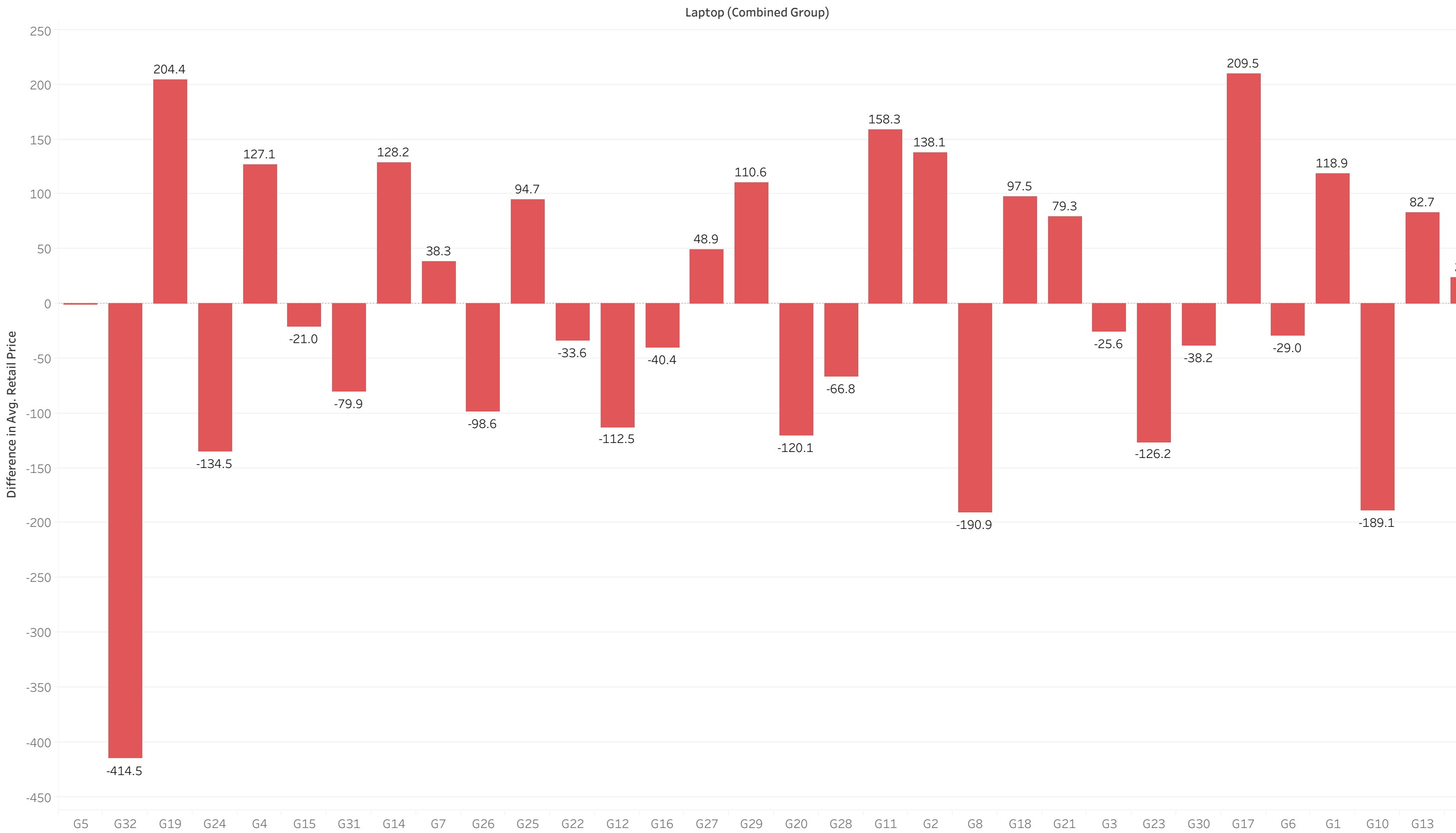
Q5) Do stores with lower average pricing also sell more?



Count of Configuration (POS.csv) for each Store Postcode. The view is filtered on Store Postcode, which keeps CR7 8LE, E7 8NW, N3 1DH, SW1P 3AU and W4 3PH.

Filter is created on basis of Average of Retail Price

Q6) Reduce the 864 Configurations to 32 Configuration groups.Do this by making High-Low groups for each of the 5 configuration parameters.
How does the average price for these 32 configuration differ from each other?
(Hint Use Combined Fields)



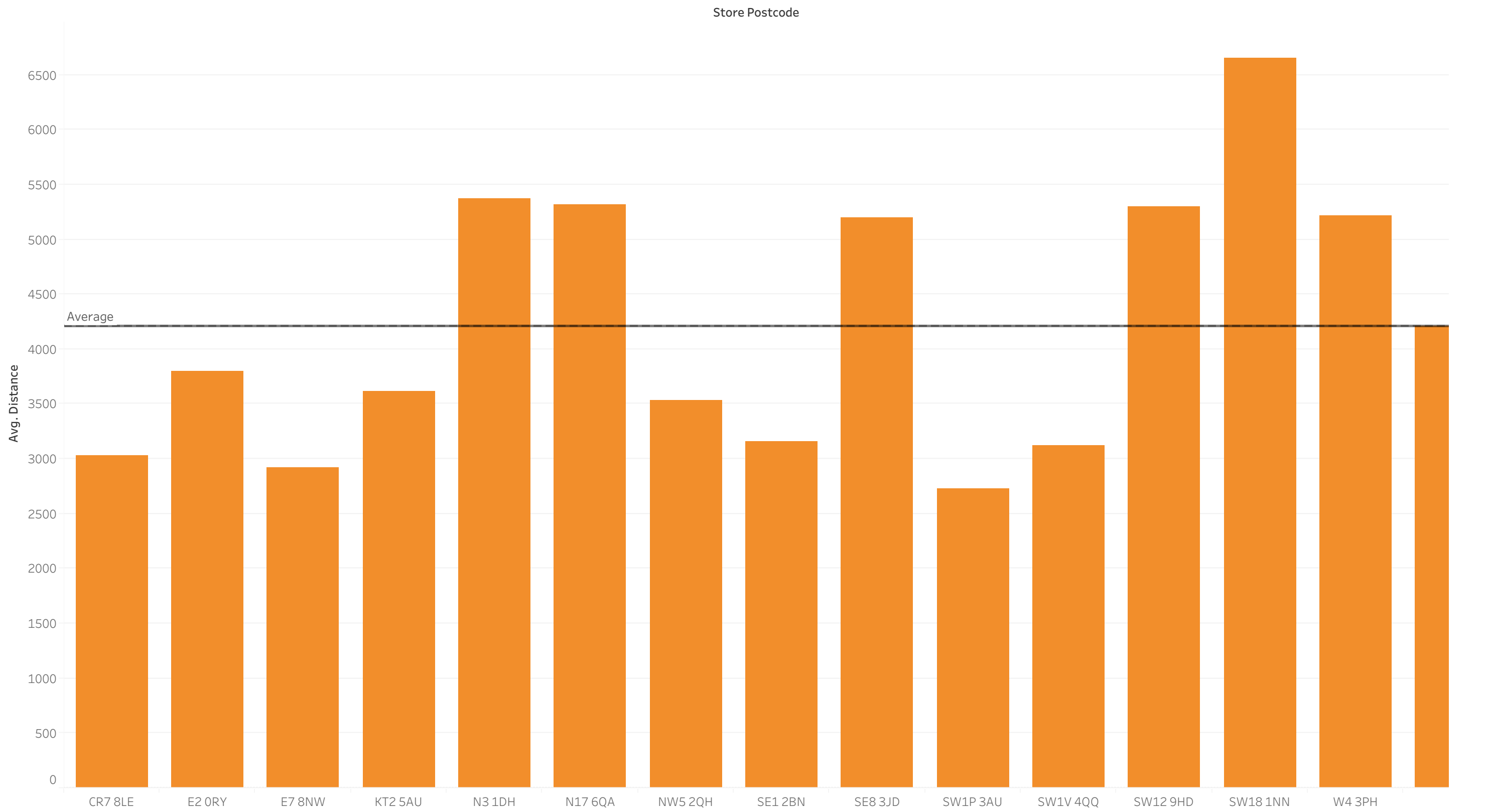
Difference in Avg. Retail Price for each Laptop (Combined Group). The marks are labeled by Difference in Avg. Retail Price.

Q6) Reduce the 864 Configurations to 32 Configuration groups.Do this by making High-Low groups for each of the 5 configuration parameters.
How does the average price for these 32 configuration differ from each other?
(Hint Use Combined Fields)



Difference in Avg. Retail Price for each Laptop (Combined Group). The marks are labeled by Difference in Avg. Retail Price.

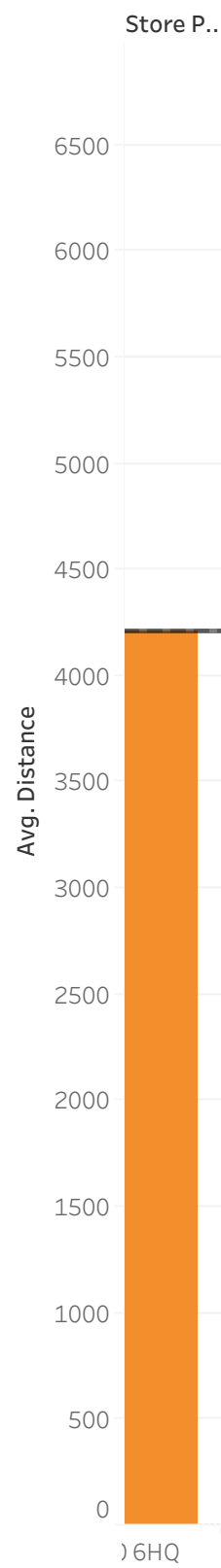
Q7) On average how far do customers travel to buy laptops? (Create the distance between Customer and Store and calculate the average distance travelled at an overall level as well as for each store Distance = $\sqrt{\text{square}(\text{COSX}-\text{OSX}) + \text{square}(\text{COSY}-\text{OSY})}$)



Average of Distance for each Store Postcode.

Distance = $\sqrt{\text{square}(\text{COSX}-\text{OSX}) + \text{square}(\text{COSY}-\text{OSY})}$

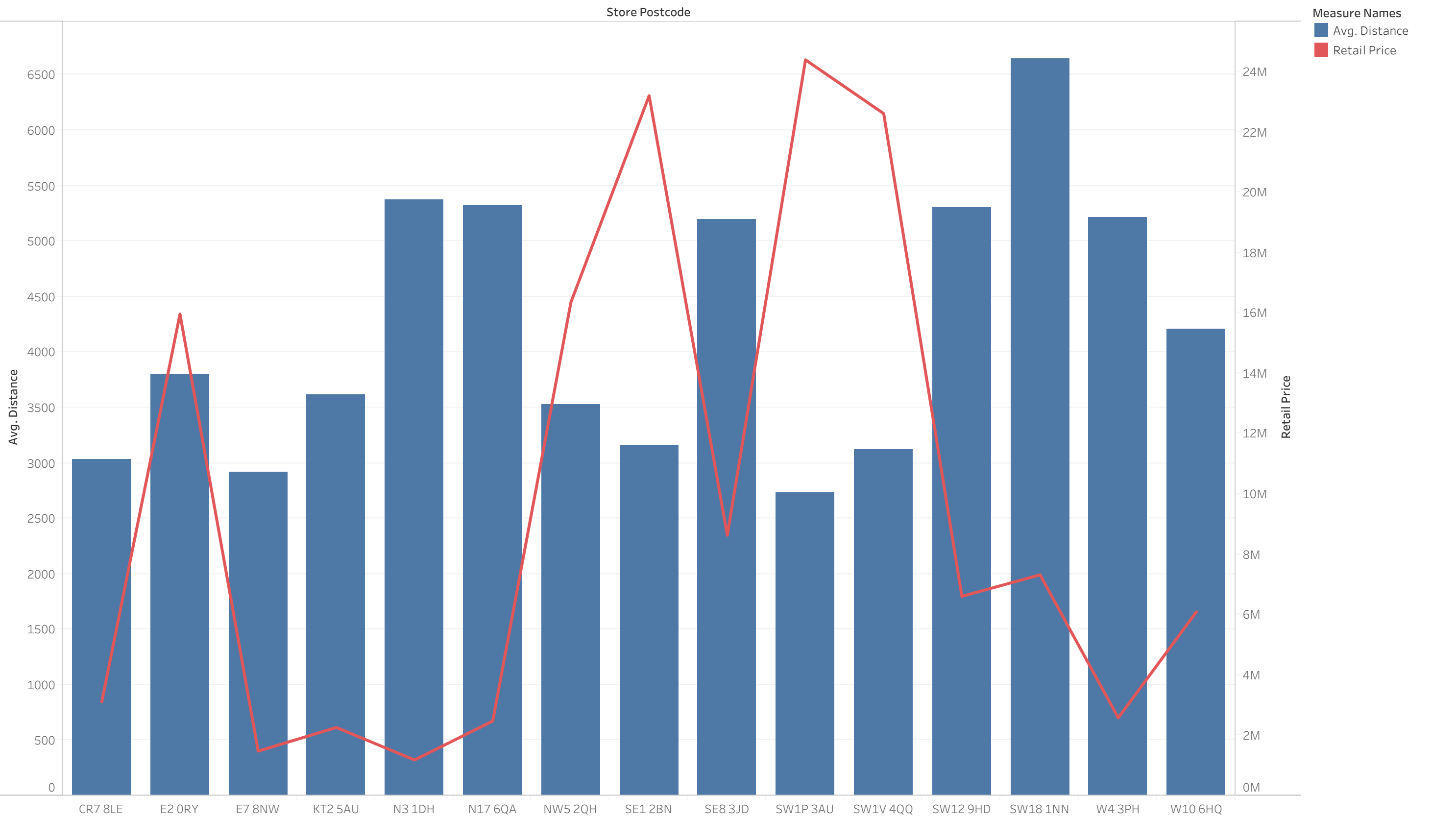
Q7) On average how far do customers travel to buy laptops? (Create the distance between Customer and Store and calculate the average distance travelled at an overall level as well as for each store Distance = $\sqrt{\text{square}(\text{COSX}-\text{OSX}) + \text{square}(\text{COSY}-\text{OSY})}$]



Average of Distance for each Store Postcode.

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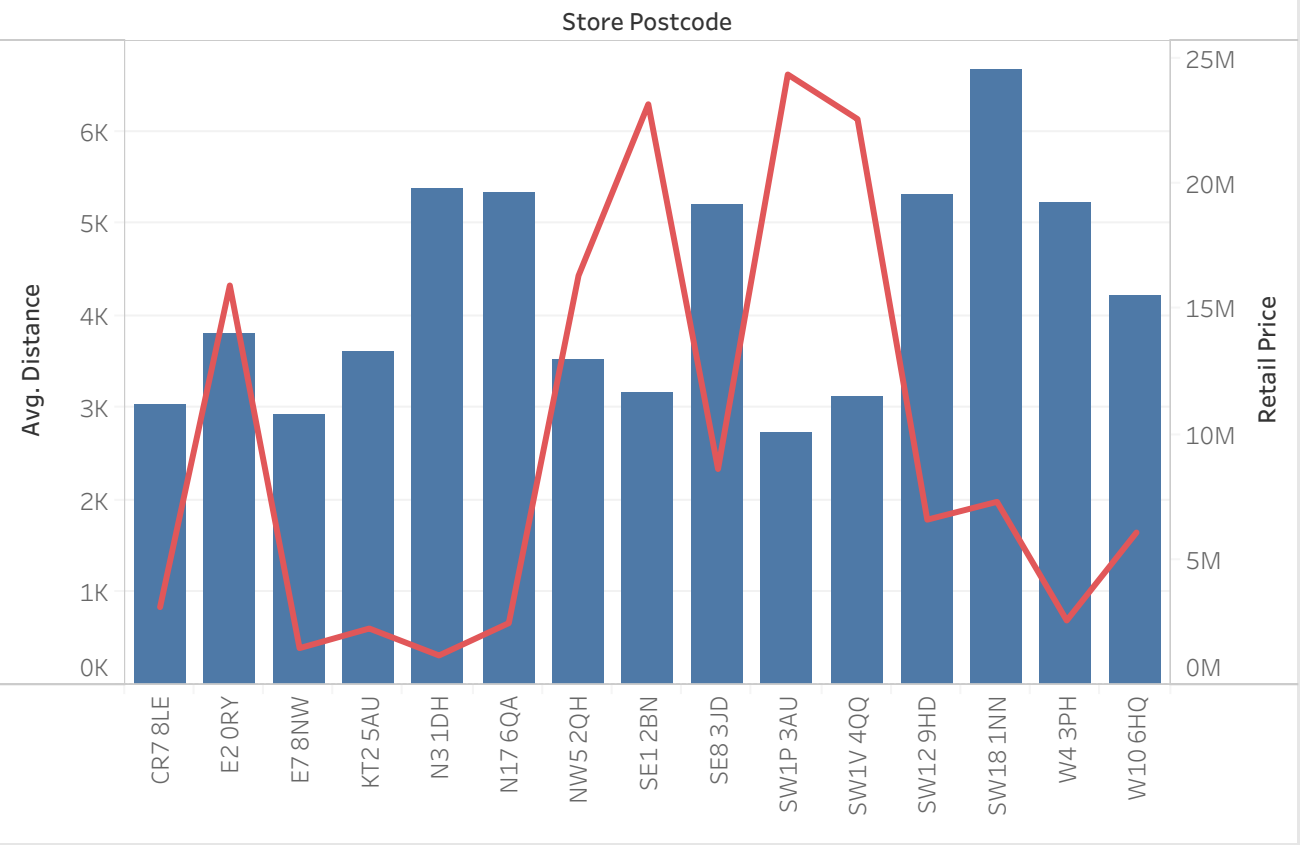
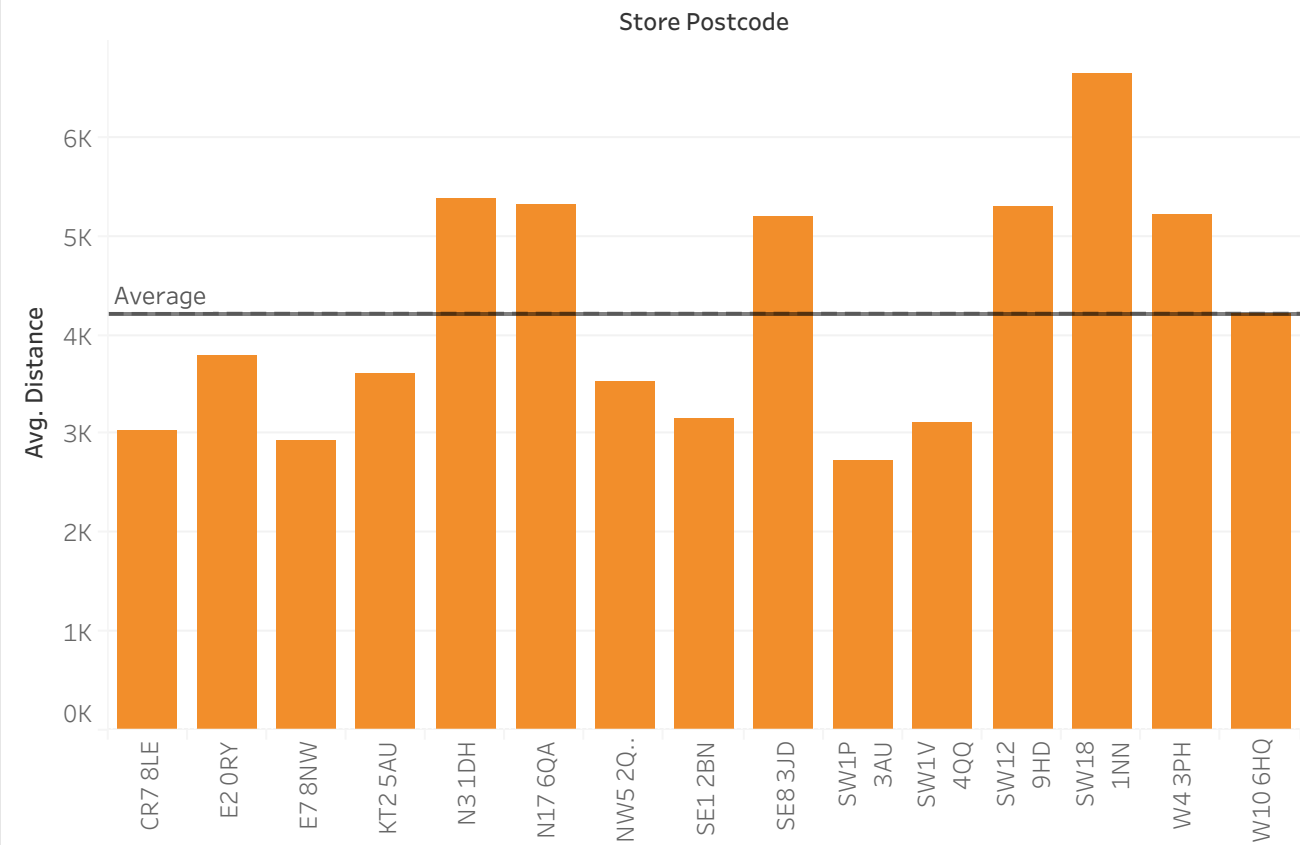
Q8) Does store proximity help in increasing sales of the store?



The trends of Avg. Distance and Retail Price for Store Postcode. Color shows details about Avg. Distance and Retail Price.

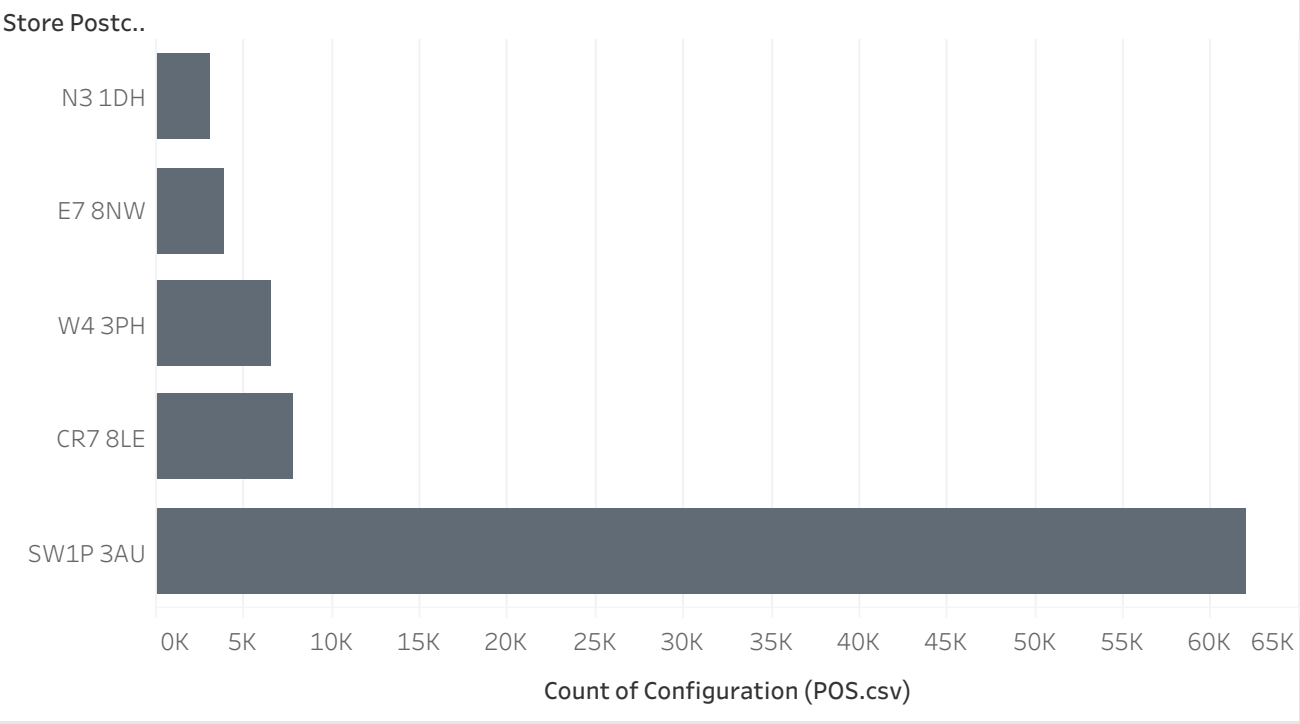
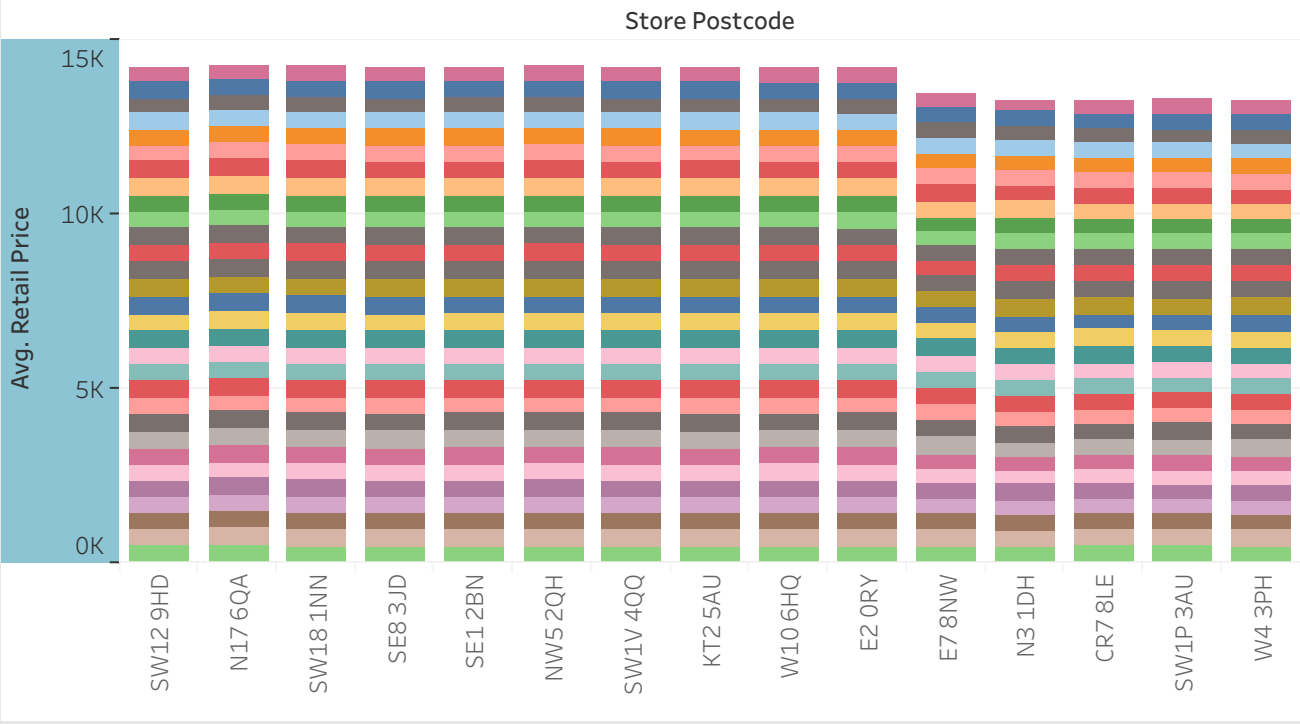
Yes Store Proximity helps in increasing the sales

Store Dashboard



No. of Configurations
30

Bottom Stores
5



Configuration

- 15
- 31
- 53
- 55
- 63
- 72
- 151
- 167
- 200
- 207
- 213
- 291
- 293
- 296
- 301
- 304
- 307
- 308
- 310
- 315
- 316
- 317
- 320
- 337
- 340
- 342
- 345
- 347
- 353
- 366

Measure Names

- Avg. Distance
- Retail Price

Story 1

Business Objective	Top N laptop configurations that w..	The average price varies with time?	Are average prices of Top N laptops consist..	Laptop sales vary by Month OR Day of the ..	Stores with lower average pricing also s..	Average price for these 32 ..
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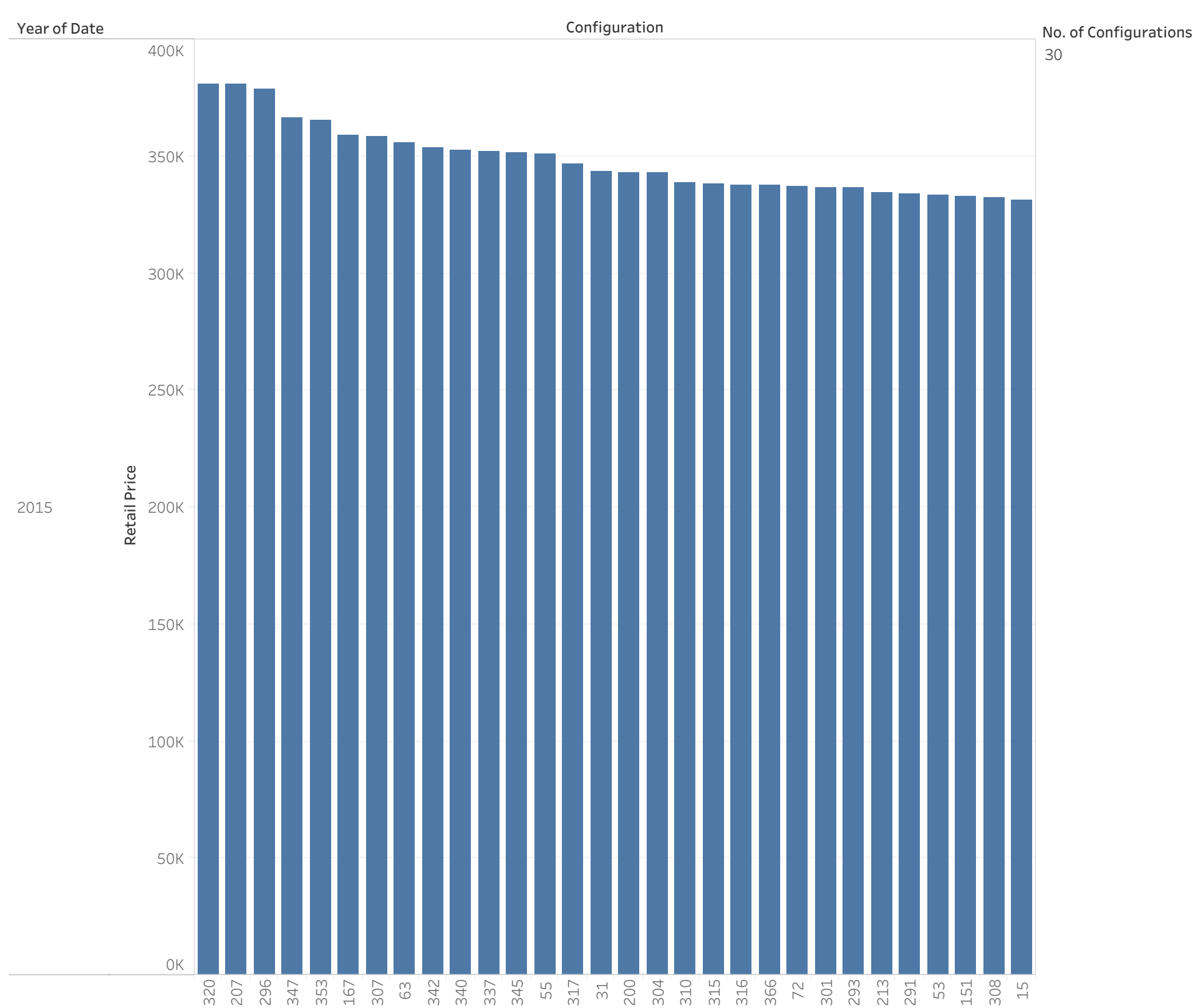
Tableau Story

Business Case Objective:

- 1.One of the leading retail chains in London having more than 15 stores which sells Laptops and accessories.
2. The company would like to define the product strategy and pricing policies that will maximize company projected revenues in 2016.

Story 1

Business Objective	Top N laptop configurations that w..	The average price varies with time?	Are average prices of Top N laptops consist..	Laptop sales vary by Month OR Day of the ..	Stores with lower average pricing also s..	Average price for these 32 ..
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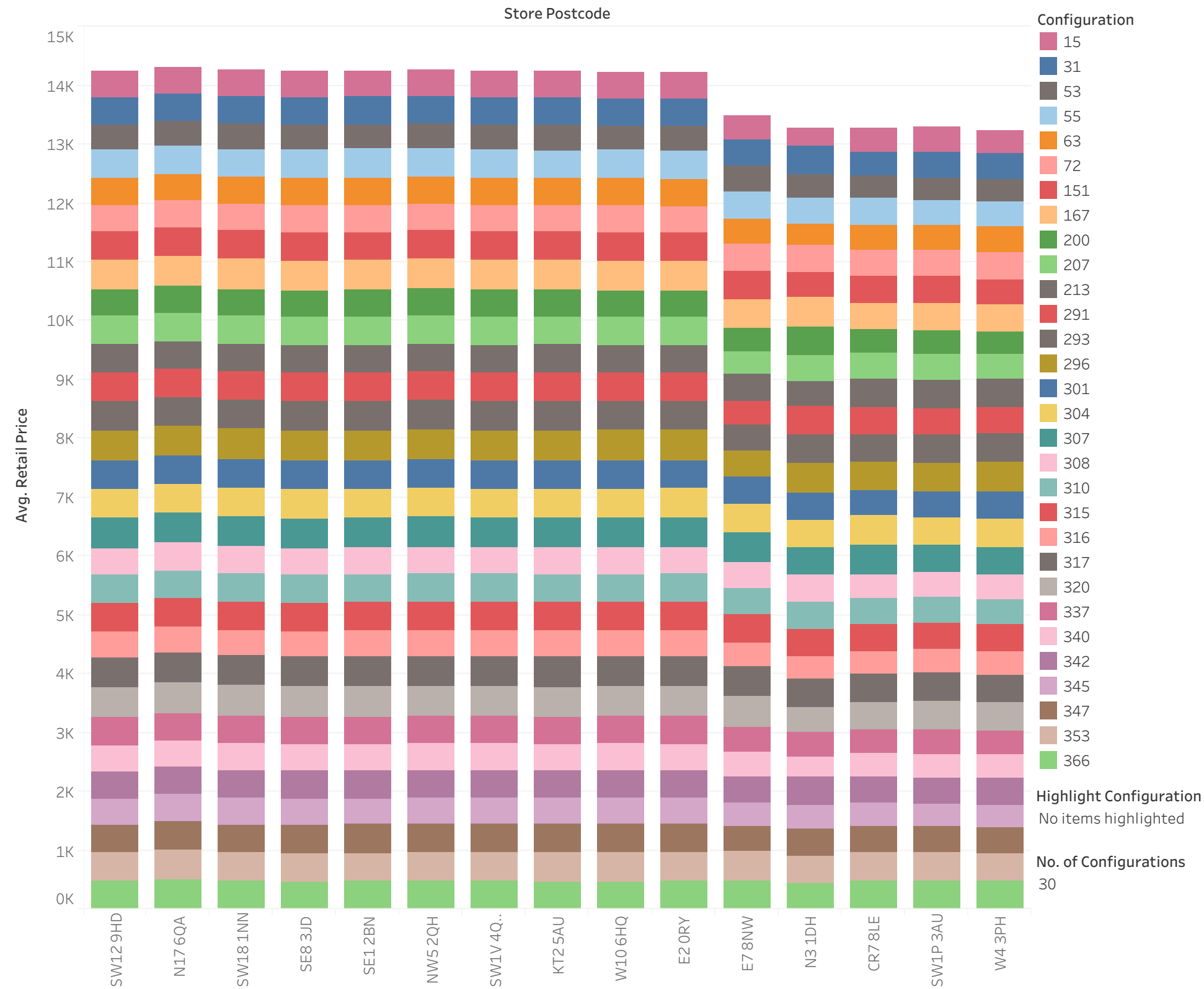
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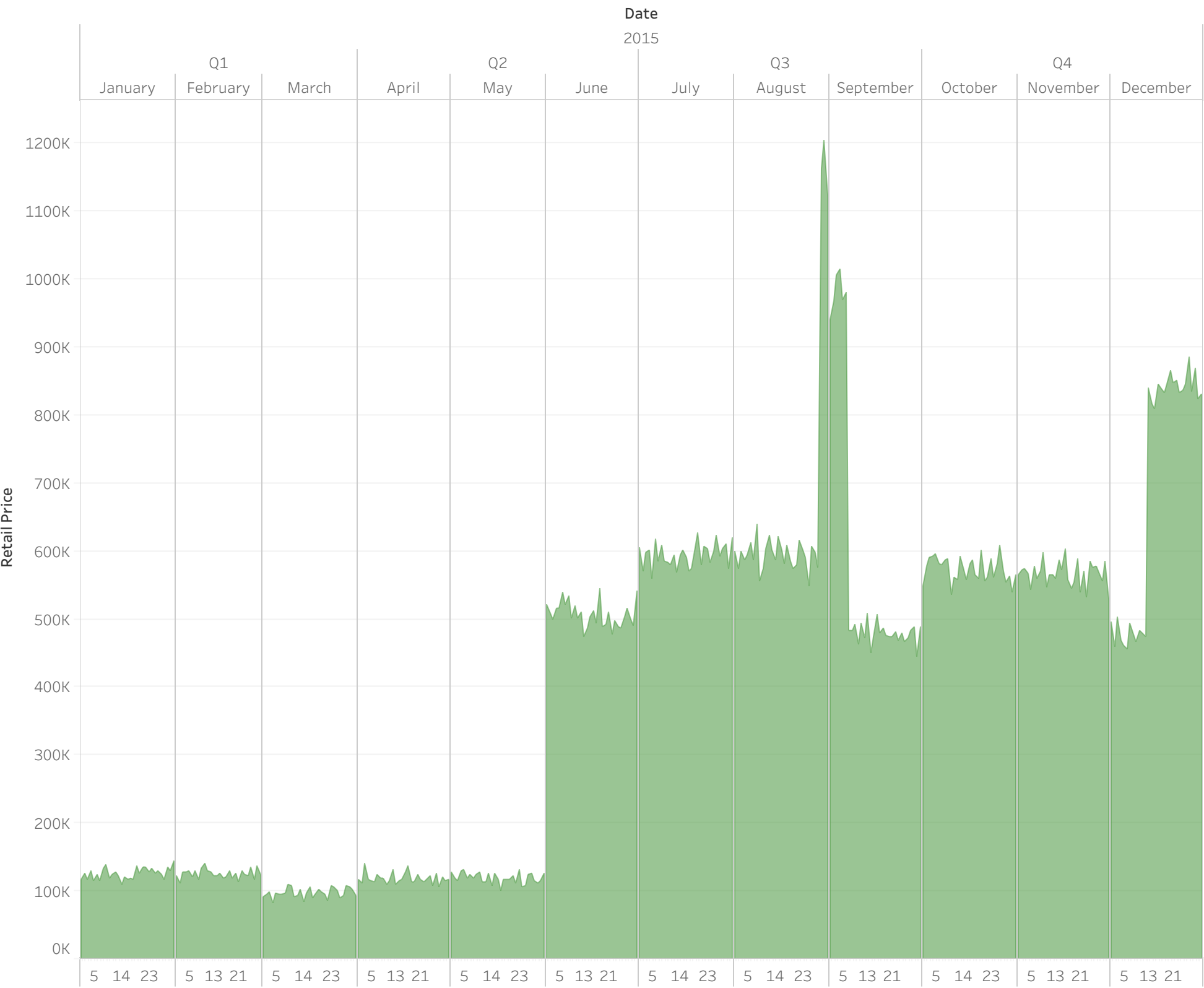
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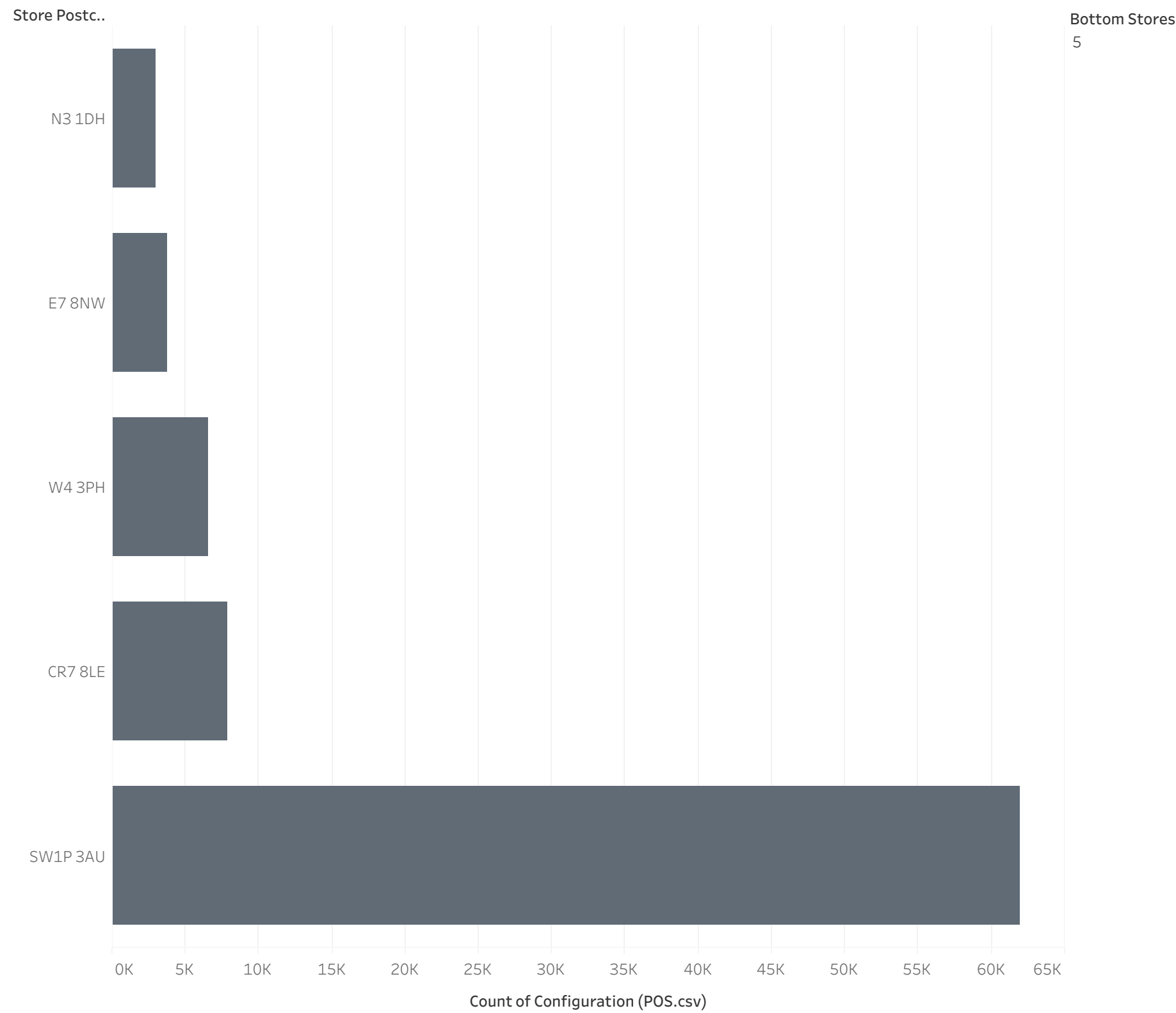
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Story 1

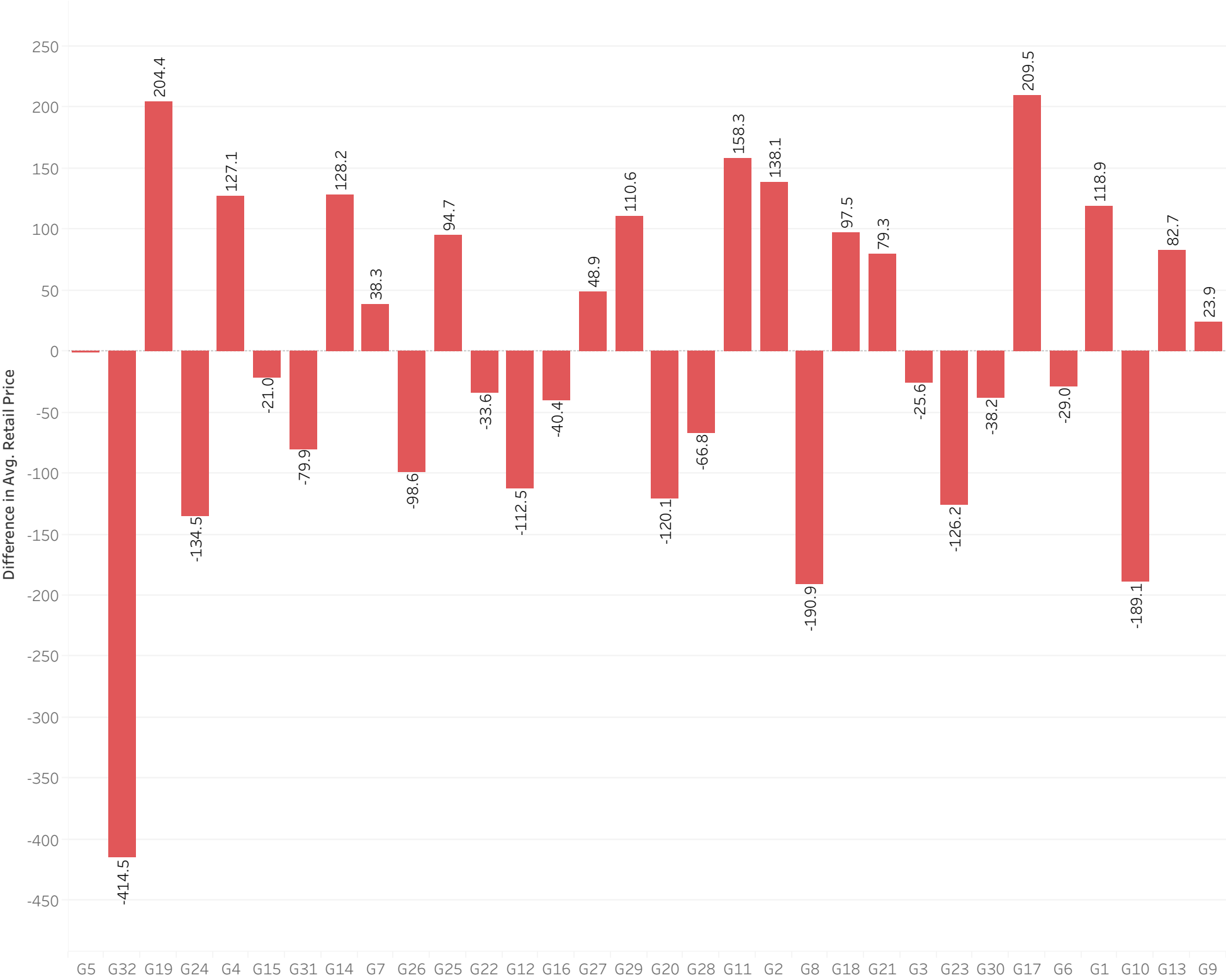
- The average price varies with time?
- Are average prices of Top N laptops consist..
- Laptop sales vary by Month OR Day of the ..
- Stores with lower average pricing also s..
- Average price for these 32 configuratio..
- On average how far do customers travel to b..
- Store proximity help in increasing sales ..



Story 1

Are average prices of Top N ..	Laptop sales vary by Month OR Day of the ..	Stores with lower average pricing also s..	Average price for these 32 configuratio..	On average how far do customers travel to b..	Store proximity help in increasing sales of th..	Store Dashboard
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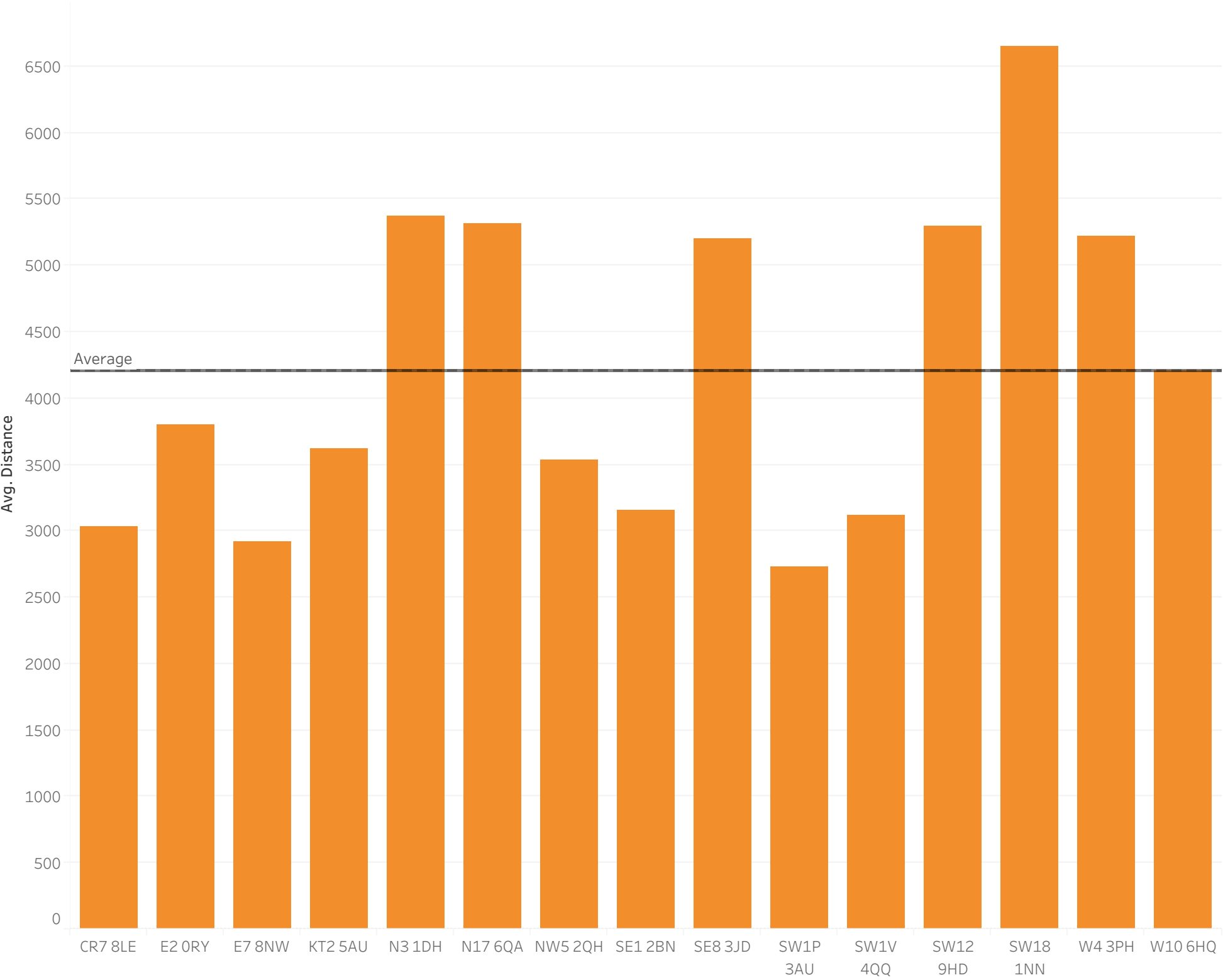
Laptop (Combined Group)



Story 1

Are average prices of To..	Laptop sales vary by Month OR Day of the ..	Stores with lower average pricing also s..	Average price for these 32 configuratio..	On average how far do customers travel to b..	Store proximity help in increasing sales of th..	Store Dashboard
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Store Postcode



Story 1

Are average prices of To..

Laptop sales vary by Month OR Day of the ..

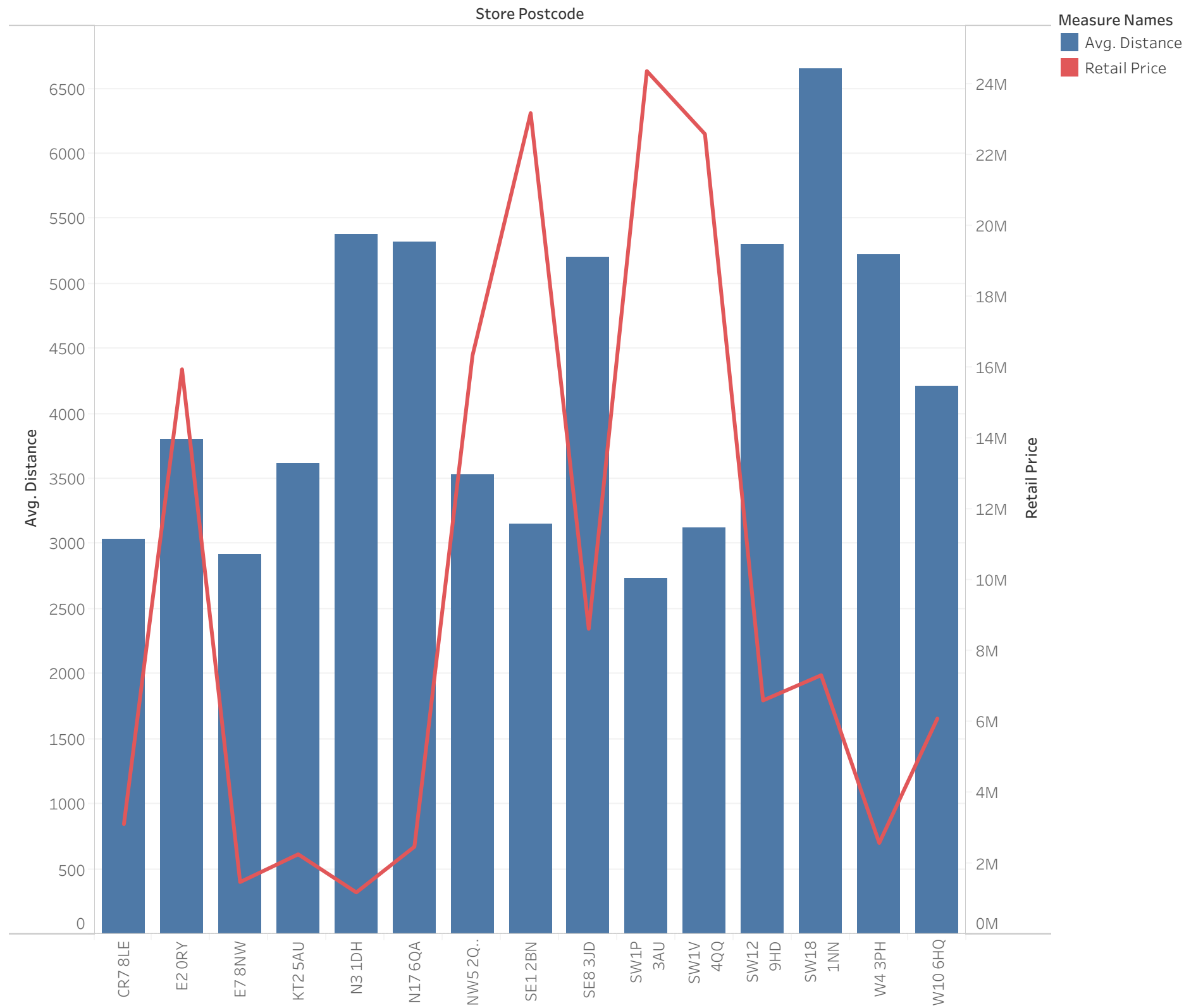
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Store proximity help in increasing sales of th..

Store Dashboard



Story 1

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Store Dashboard

