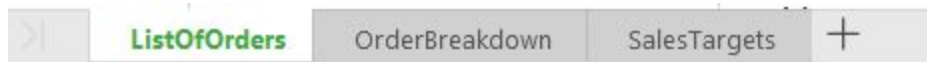


Challenge:

To prepare a visualizing BI report for finding profit margin regions in Europe from given dataset:

Report:

1) Add the desired data file into the Tableau, in this case we have Excel file which contains following tables:

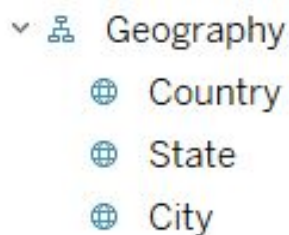


2) Load the data into Tableau, now it will be available in the DataSource tab.

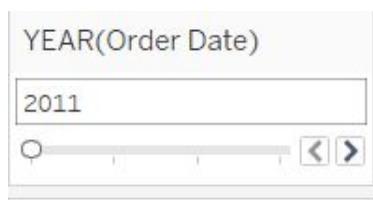
3) Join ListOfOrders with OrderBreakdown.

4) Switch to the Sheet tab, create a hierarchy and Add a Map.

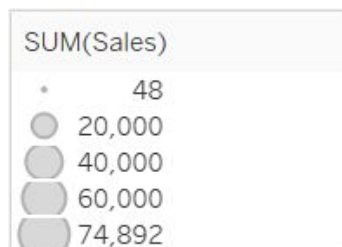
5) Create a hierarchy 'Geography' in which add (country, state, city) and add on Sheet.



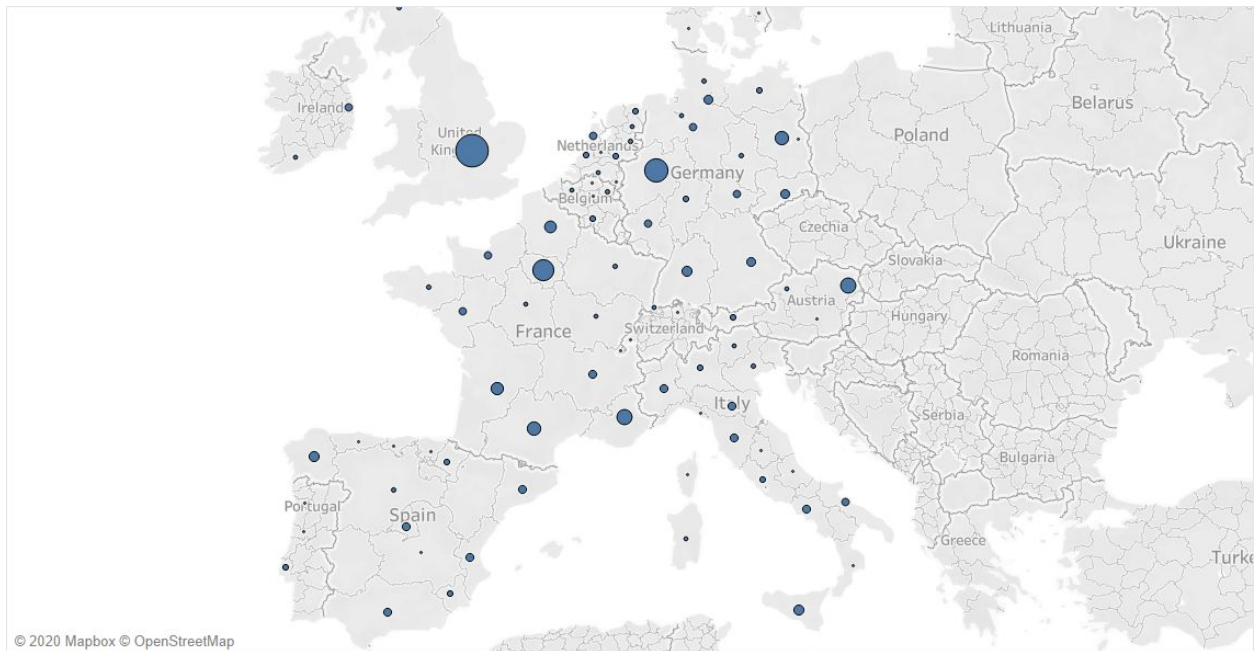
6) Add Filter with OrderDate for filtering by Year.



7) Now, put the Sales Measure in the Size shell.

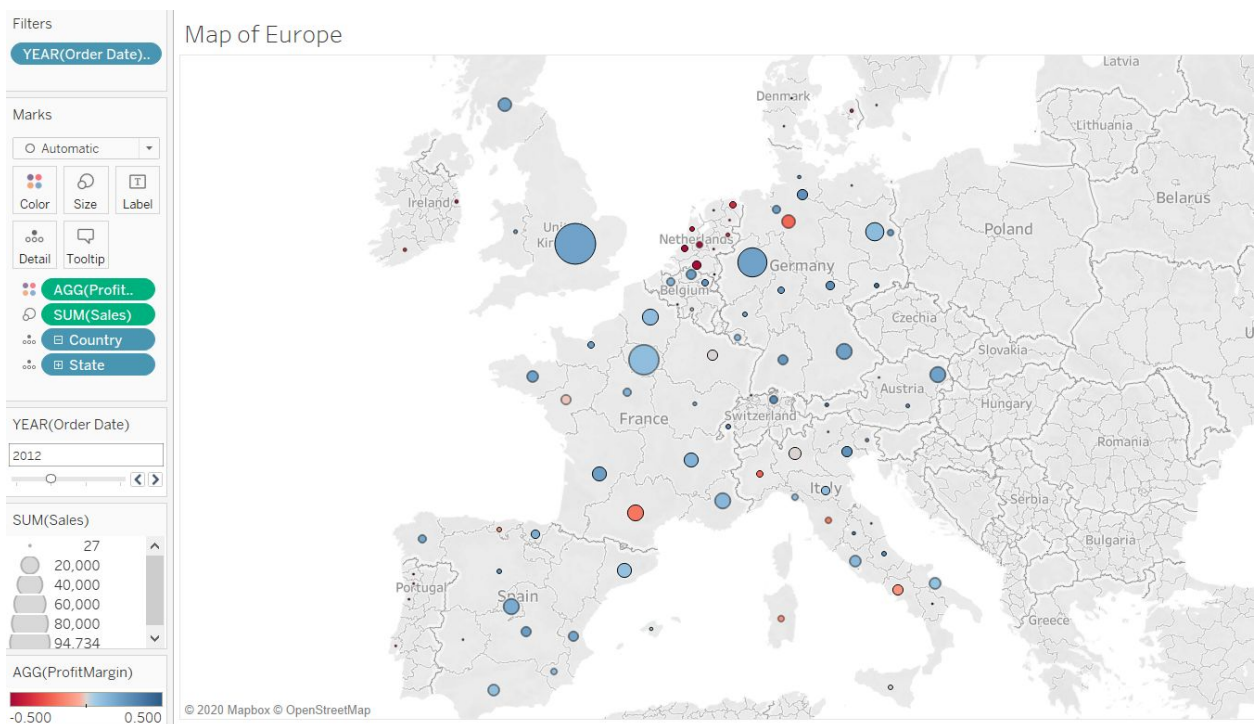


> Map



8) Now, for calculating profit margin we need to create a new column in the Measure section. **Profit Margin = SUM([Profit]) / SUM([Sales])**

9) Now Just drag and drop this Profit Margin on Color Shell.



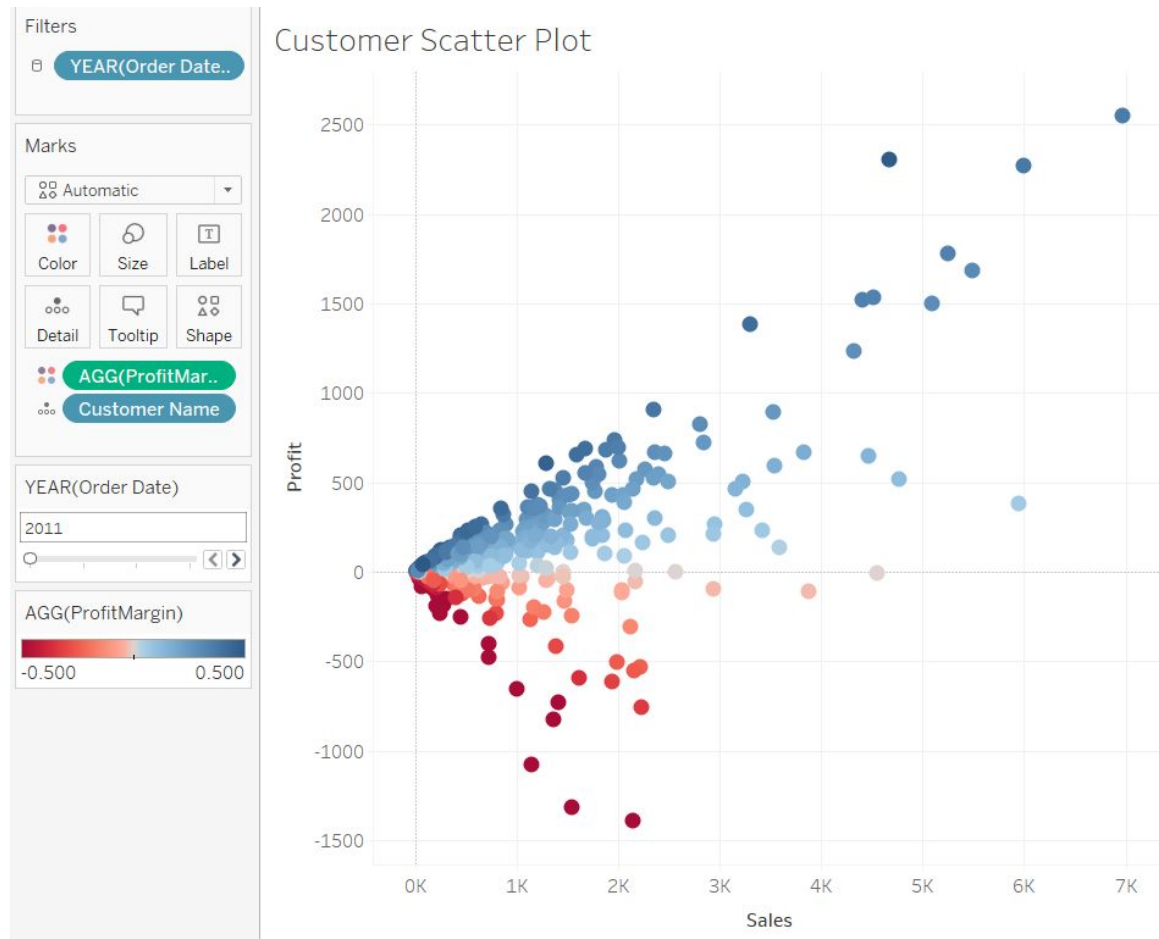
10) Now, let's create a Scatter chart, for getting the profit margins in respect to customers.

> add Sales in Columns and Profit in Rows,

> add Customer Name in Details shell, a 'Scatter Chart' will appear on Sheet.

> for color saturation add profit margin column in Color shell.

Here how visualization will appear:

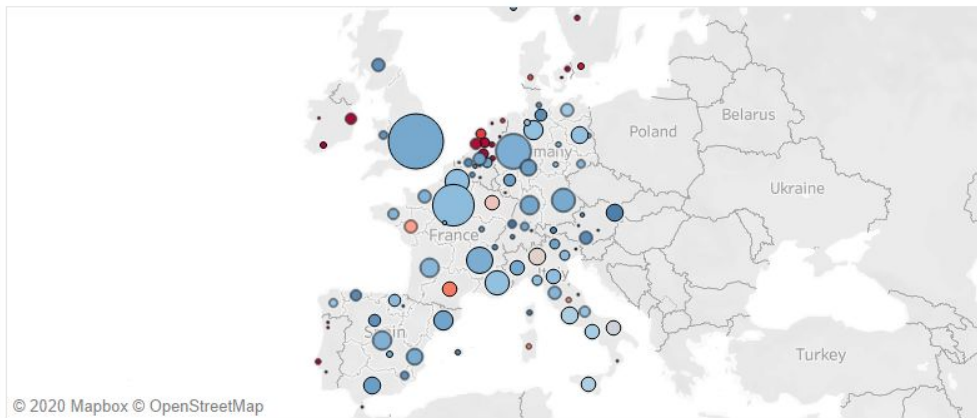


> Now for creating the Dashboard, switch tab to create a new Dashboard, here we can add different worksheets.

> Add Action filters and Action Highlighting on the Dashboard.

> Here final dashboard for visualisation of profit margins:

Map of Europe



Year of Order Date

2014



Customer Scatter Plot

