

# **CASE STUDY 011**

## **[Tableau]**

### **ABC Corp.**

### **Acquisition Analysis**



**Here are some clues in case you are stuck with the case study:**

1. Don't try to join the data. In this case, use a blend.
2. Size of sets can be made dynamic using a parameter.
3. IFNULL() is a handy calculation to help handle Null values in the blend.
4. Profit Margin is calculated by dividing your Profit (Sales – Expenses) by your Sales.
5. Moving Average is a built in Table Calculation. You can adjust it to use a different time range by choosing the Edit Table Calculation option.
6. Use Measure Values to show multiple measures at the same time.
7. Sets are an easy way to find Top N of any category.
8. Use Aliases to help differentiate between figures from ABC Corp. and XYZ Corp.