

Pages

Filters

Sales Channel

Marks

Automatic

Color

Size

Label

Detail

Tooltip

SUM(Calculated Sales)

SUM(Calculated Sales)

Category

Columns	
Rows	



Caption

Chart Type: Treemap
Dual Axis: N
Reference Line: N
Trend Line: N
Calculated Fields: 1x Calculated Profit
Table Calculations: 0
LOD Calculations: 0
Mark Cards: 3
Filters: 0

Visualization: Used a shade of light to dark blue to represent lower to higher profit categories that that also adhered to accessibility standards with a legible font.

Analysis: Tech Accessories outpaces other categories, in line with the overall analysis.

Sales Channel

(All)

SUM(Calculated Sales)

1,268,933 2,340,189

Pages

Filters

Tooltip (Region,State): West, Haw., Q

Marks

Automatic

Color

Size

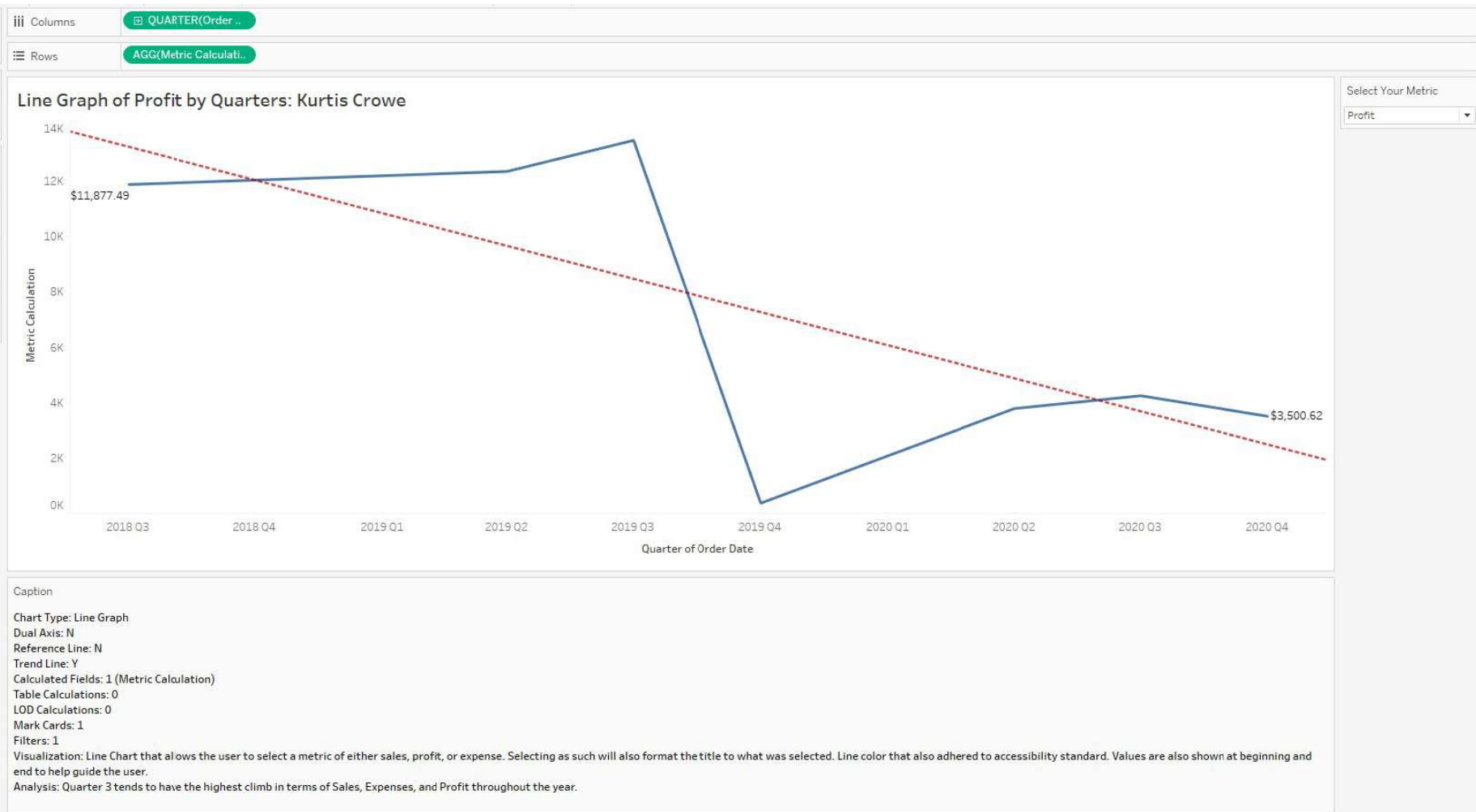
Label

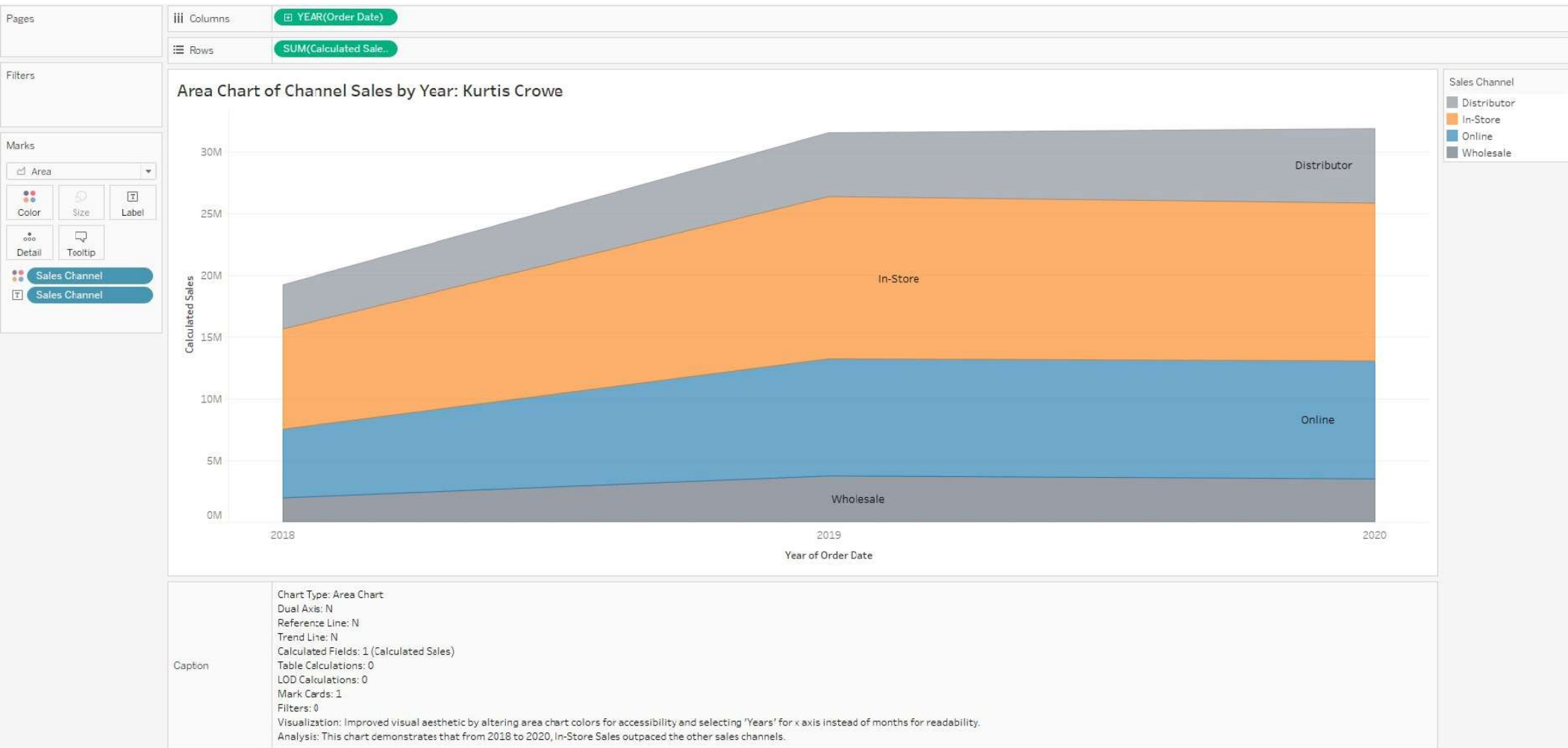
Detail

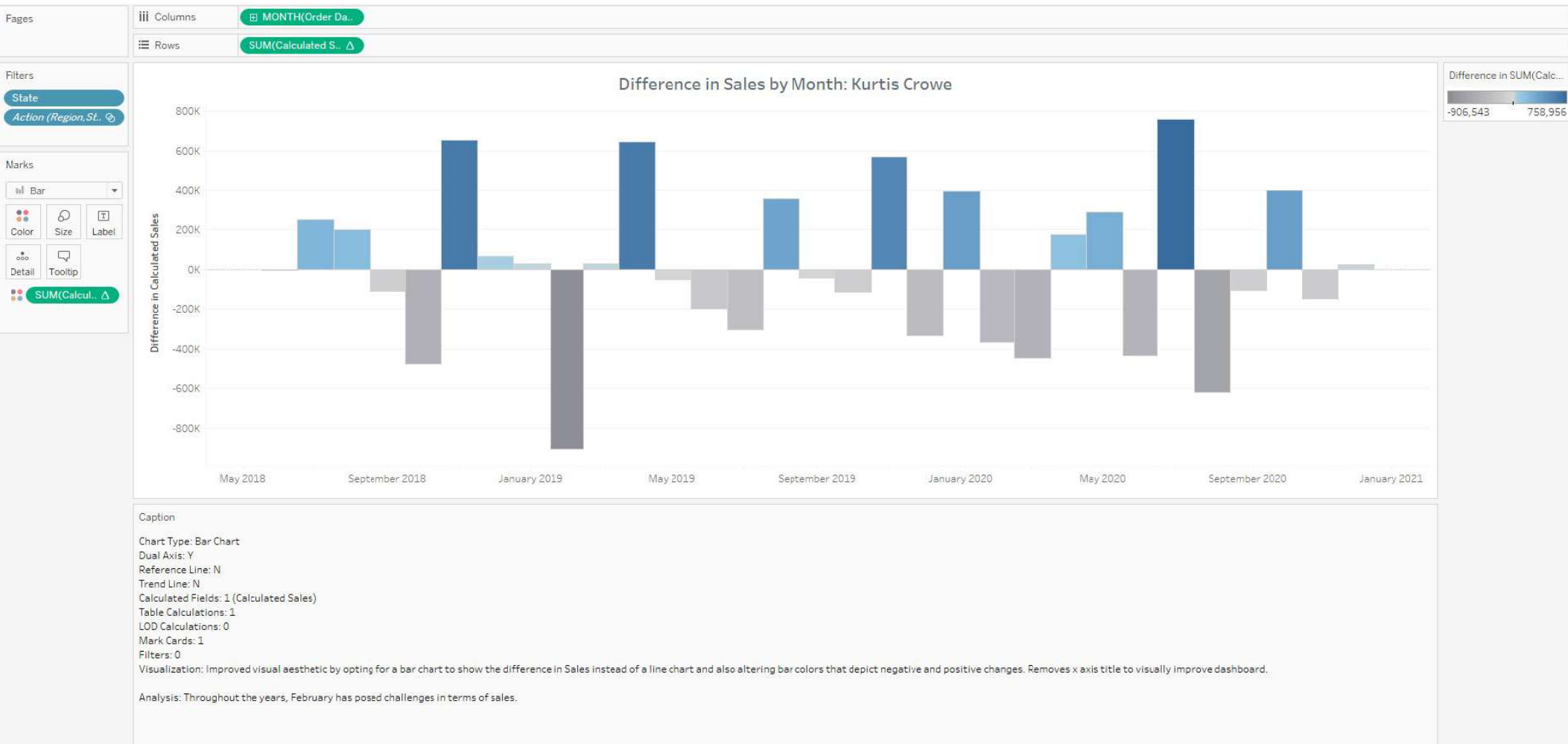
Tooltip

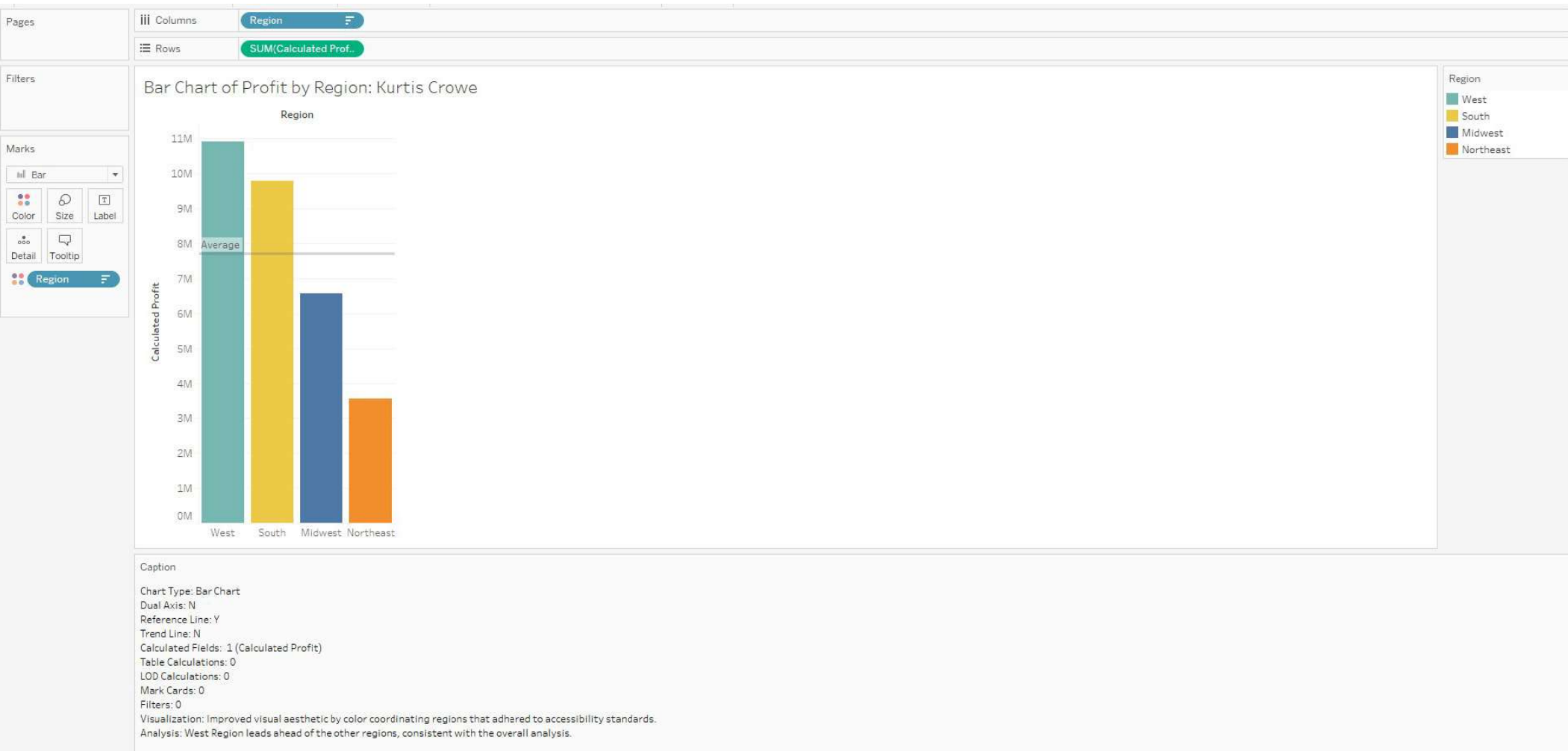
Path

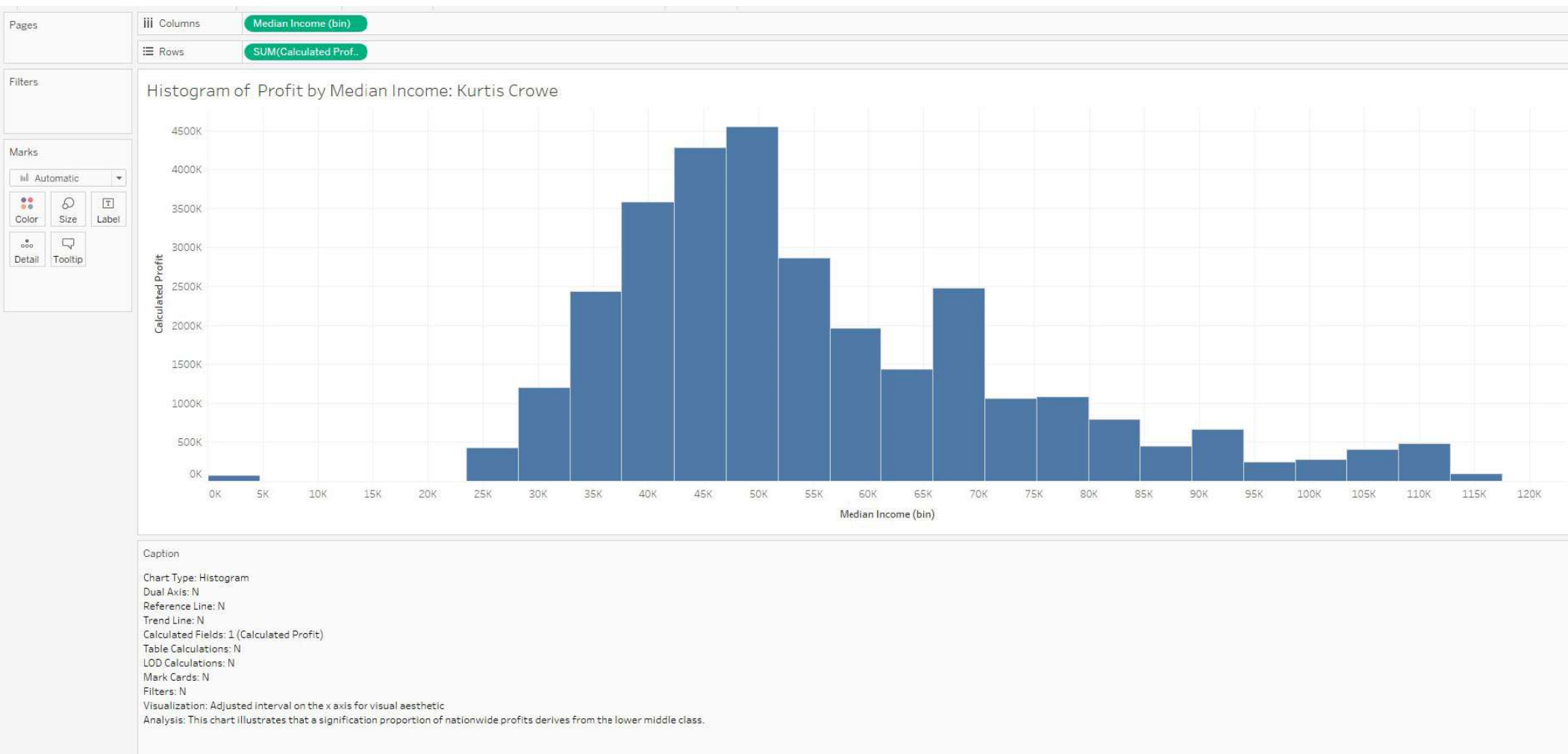
AGG(Metric Calculation)

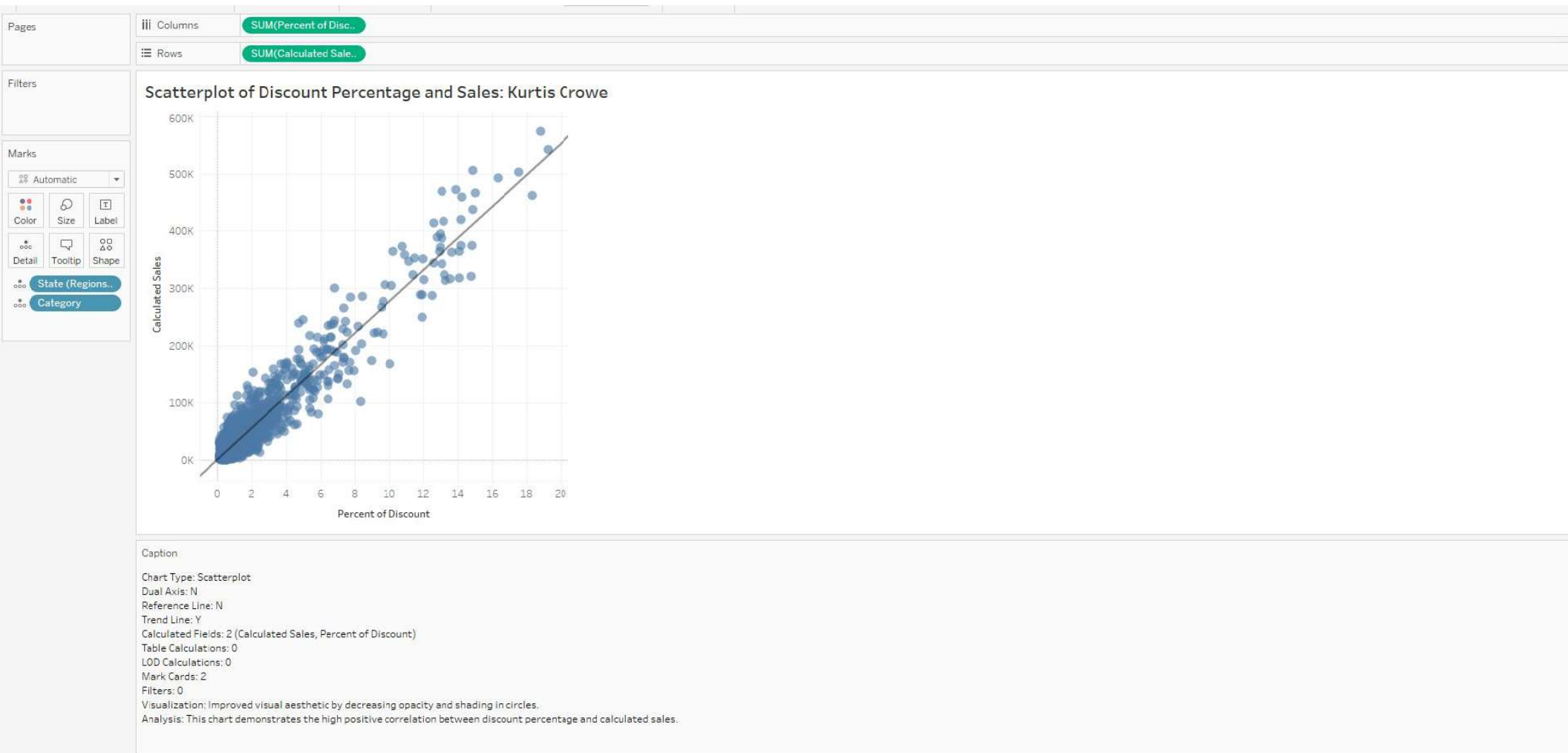












Scatterplot of Discount Percentage and Sales: Kurtis Crowe

A scatterplot showing the relationship between the Percent of Discount (X-axis) and Calculated Sales (Y-axis). The X-axis ranges from 0 to 20, and the Y-axis ranges from 0K to 600K. The data points are blue circles, and a black trend line is drawn through them, indicating a strong positive correlation. The plot is titled 'Scatterplot of Discount Percentage and Sales: Kurtis Crowe'.

Caption

Chart Type: Scatterplot
Dual Axis: N
Reference Line: N
Trend Line: Y
Calculated Fields: 2 (Calculated Sales, Percent of Discount)
Table Calculations: 0
LOD Calculations: 0
Mark Cards: 2
Filters: 0
Visualization: Improved visual aesthetic by decreasing opacity and shading in circles.
Analysis: This chart demonstrates the high positive correlation between discount percentage and calculated sales.

Pages

Filters

Marks

Automatic

Color

Size

Text

Detail

Tooltip

SUM(Calculated Expenses)

SUM(Calculated Expenses) Δ

Columns

MONTH(Order Da...

Rows

Region

Regional Expenses Percent of Total - Kurtis Crowe

Region	Order Date												Grand Total
	January	February	March	April	May	June	July	August	September	October	November	December	
Midwest	784,471	560,533	592,989	601,158	869,307	1,095,263	1,097,144	1,121,777	958,323	886,240	1,247,483	1,113,323	10,928,012
	7.18%	5.13%	5.43%	5.50%	7.95%	10.02%	10.04%	10.27%	8.77%	8.11%	11.42%	10.19%	100.00%
Northeast	434,146	397,413	378,701	491,162	512,297	492,984	583,690	543,917	435,862	440,737	682,707	622,850	6,016,466
	7.22%	6.61%	6.29%	8.16%	8.51%	8.19%	9.70%	9.04%	7.24%	7.33%	11.35%	10.35%	100.00%
South	1,278,119	1,000,724	1,048,090	1,147,223	1,004,098	1,333,227	1,671,809	1,694,609	1,644,369	1,631,302	1,670,363	1,504,101	16,628,035
	7.69%	6.02%	6.30%	6.90%	6.04%	8.02%	10.05%	10.19%	9.89%	9.81%	10.05%	9.05%	100.00%
West	1,408,780	1,111,845	798,432	1,100,920	1,050,539	1,727,340	1,730,826	1,663,798	1,840,315	1,823,090	1,855,149	2,083,141	18,194,175
	7.74%	6.11%	4.39%	6.05%	5.77%	9.49%	9.51%	9.14%	10.11%	10.02%	10.20%	11.45%	100.00%
Grand Total	3,905,516	3,070,516	2,818,211	3,340,462	3,436,242	4,648,814	5,083,469	5,024,102	4,878,868	4,781,370	5,455,702	5,323,415	51,766,687
	7.54%	5.93%	5.44%	6.45%	6.64%	8.98%	9.82%	9.71%	9.42%	9.24%	10.54%	10.28%	100.00%

Caption

Chart Type: Text Table

Dual Axis: N

Reference Line: N

Trend Line: N

Calculated Fields: 1 (Calculated Expenses)

Table Calculations: 0

LOD Calculations: 0

Mark Cards: 2

Filters: 0

Visualization: Added second calculated expenses mark card to show sum above percentage. Also added bold totals highlighted in bright yellow for readability.

Analysis: After analyzing this table, I have concluded that we have higher expenses in the latter half of the year.

Pages

Filters

Marks

Automatic

Color

Size

Text

Detail

Tooltip

SUM(Calculated Profit)

SUM(Calculated Profit) Δ

Columns

YEAR(Order Date)

Rows

Region

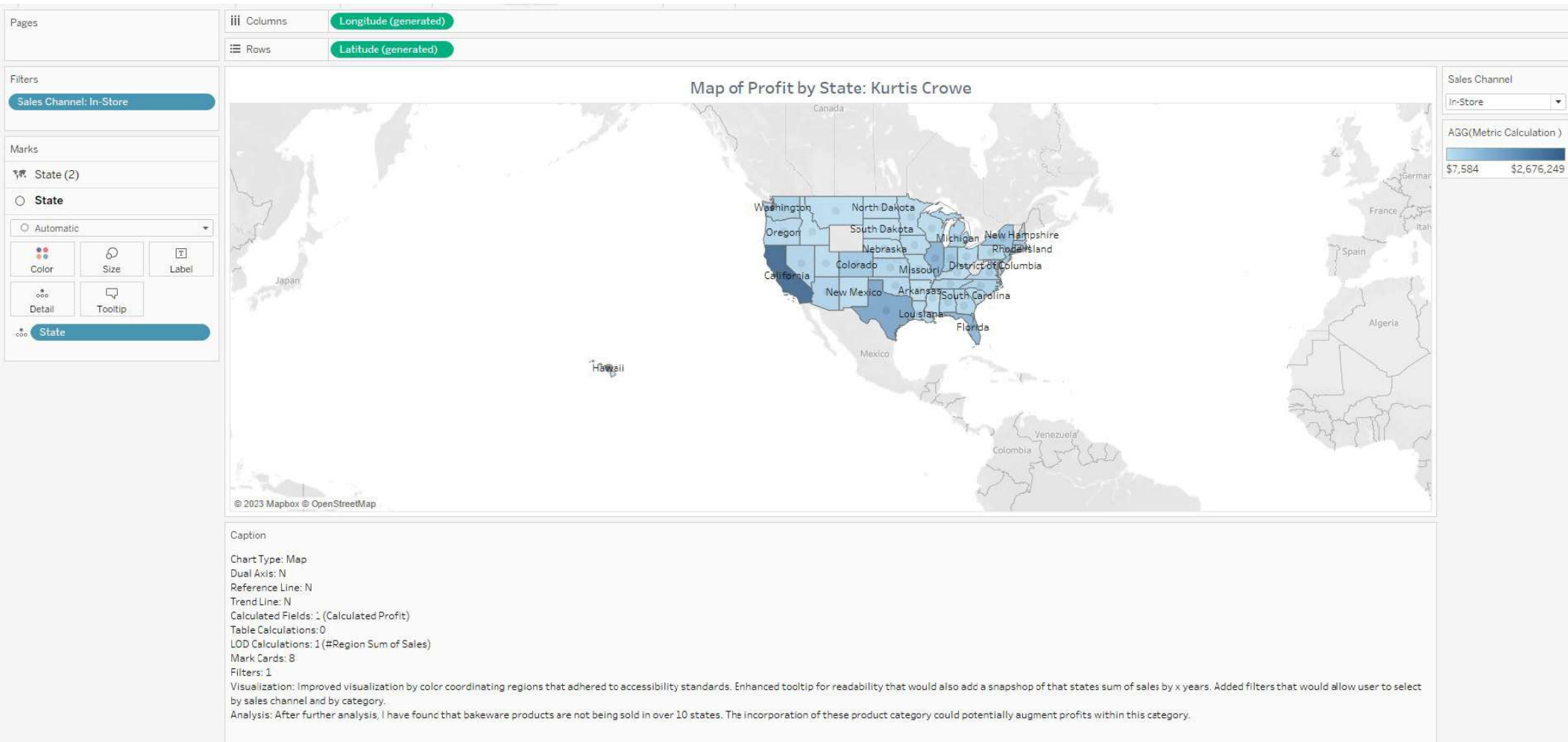
Customer Name

Profit Rankings by Region/Customer: Kurtis Crowe

Region	Custo..	Order Date			Grand Total
		2018	2019	2020	
West	Medline	108,311 3	73,927 67	153,730 1	335,968 1
	Apollo Ltd	72,322 17	135,281 3	108,673 13	316,276 2
	Trigen	73,067 14	128,349 5	103,464 19	304,880 3
	Elorac, Corp	59,913 26	96,049 27	142,017 2	297,979 4
	Exact-Rx, Corp	53,925 38	112,964 13	128,483 4	295,372 5
	Apotheca, Ltd	46,152 57	120,148 8	127,792 5	294,092 6
	Prasco Group	121,541 1	107,987 19	60,343 91	289,871 7
	Ohio	68,783 18	137,833 2	78,394 50	285,010 8
	Fenwal, Corp	96,493 4	90,507 38	97,802 23	284,801 9
	New Ltd	55,969 31	86,887 43	120,245 7	263,102 12
	Pure Group	89,249 6	75,114 63	97,239 24	261,603 13
	Procter Corp	44,660 60	97,708 25	117,649 9	260,018 14
	OUR Ltd	81,172 9	70,368 76	108,470 14	260,011 15
	Eminence Corp	27,672 121	112,590 14	118,116 8	258,378 16
	ETUDE Ltd	54,020 37	89,437 40	111,881 11	255,338 18
		66,675	60,633	95,401	241,639

Caption

Chart Type: Text Table
Dual Axis: N
Reference Line: N
Trend Line: N
Calculated Fields: 1 (Calculated Expenses)
Table Calculations: 0
LOD Calculations: 0
Mark Cards: 2
Filters: 0
Visualization: Added second calculated profit mark card to show sum above rankings. Also added bold totals highlighted in bright yellow for readability.
Analysis: After thorough analysis it has come to my attention that the top 9 most profitable companies in the region come from the West



Map of Profit by State: Kurtis Crowe

© 2023 Mapbox © OpenStreetMap

Sales Channel

In-Store

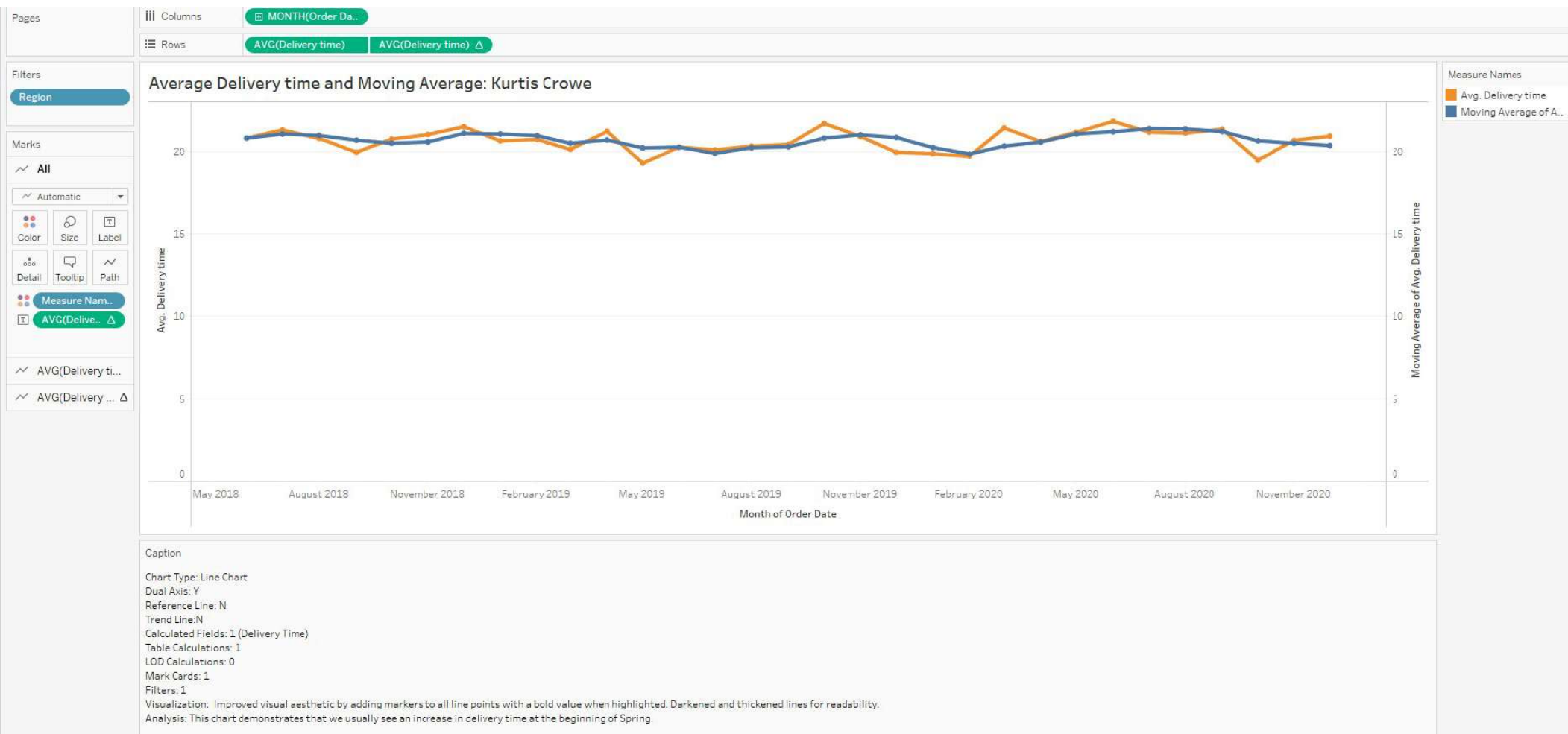
AGG(Metric Calculation)

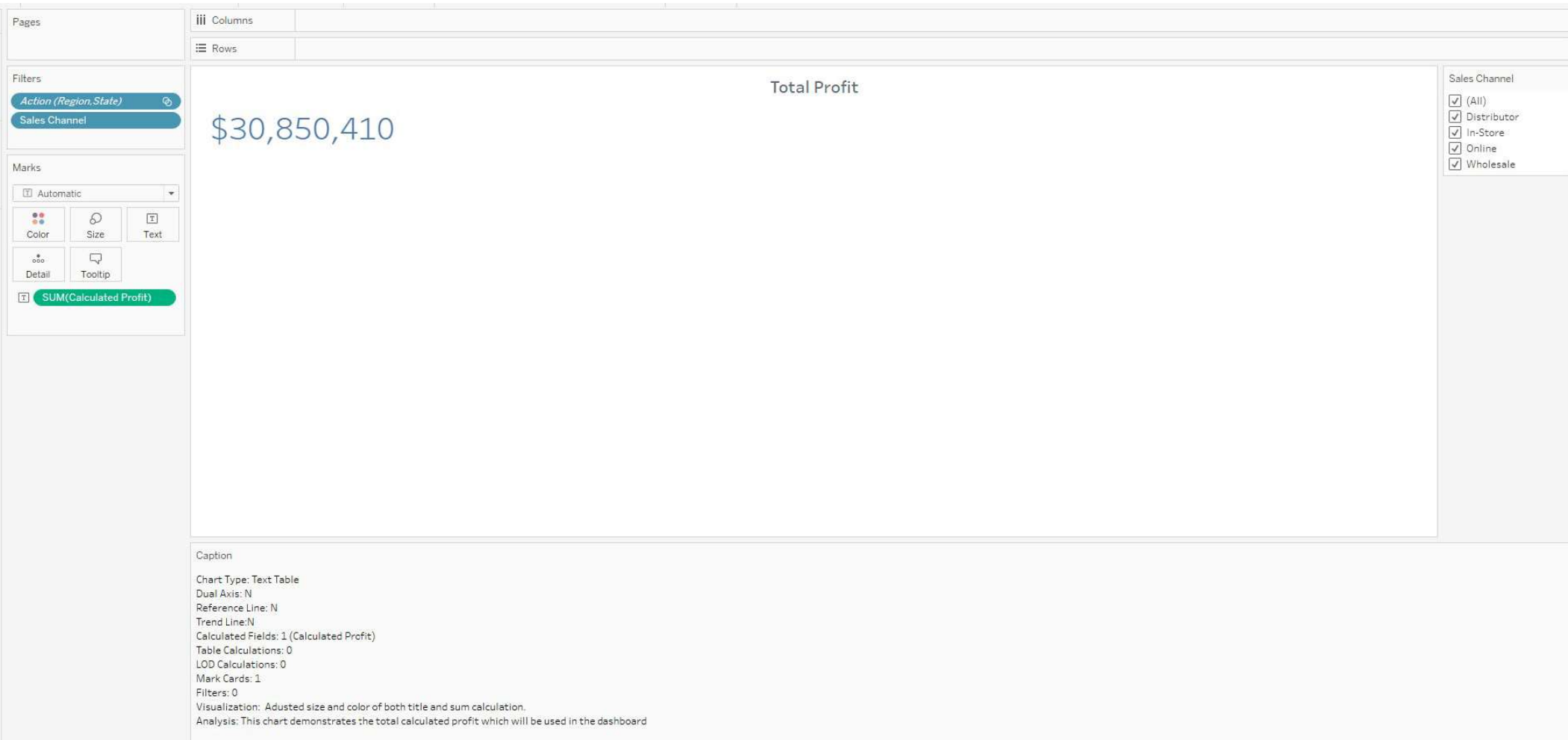
\$7,584

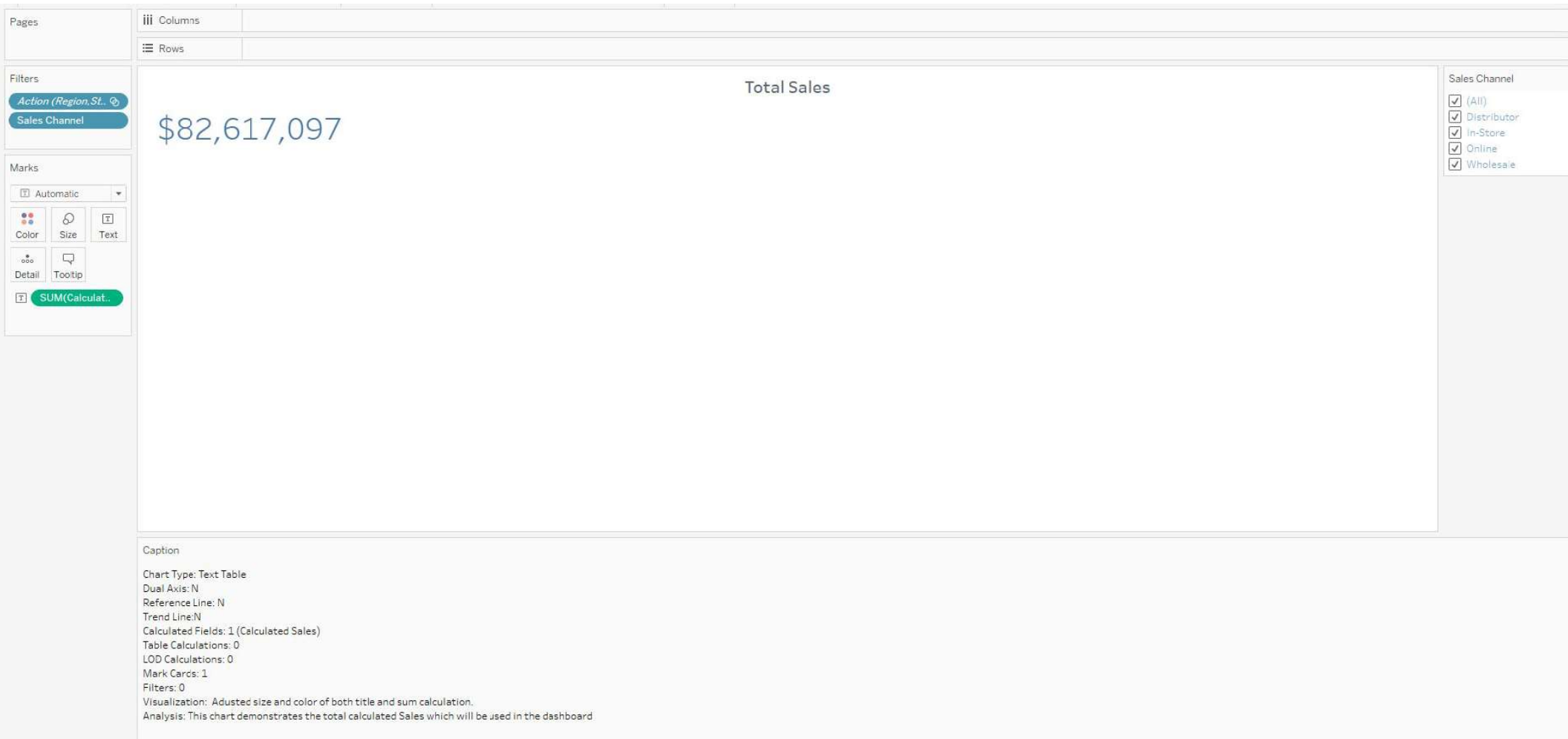
\$2,676,249

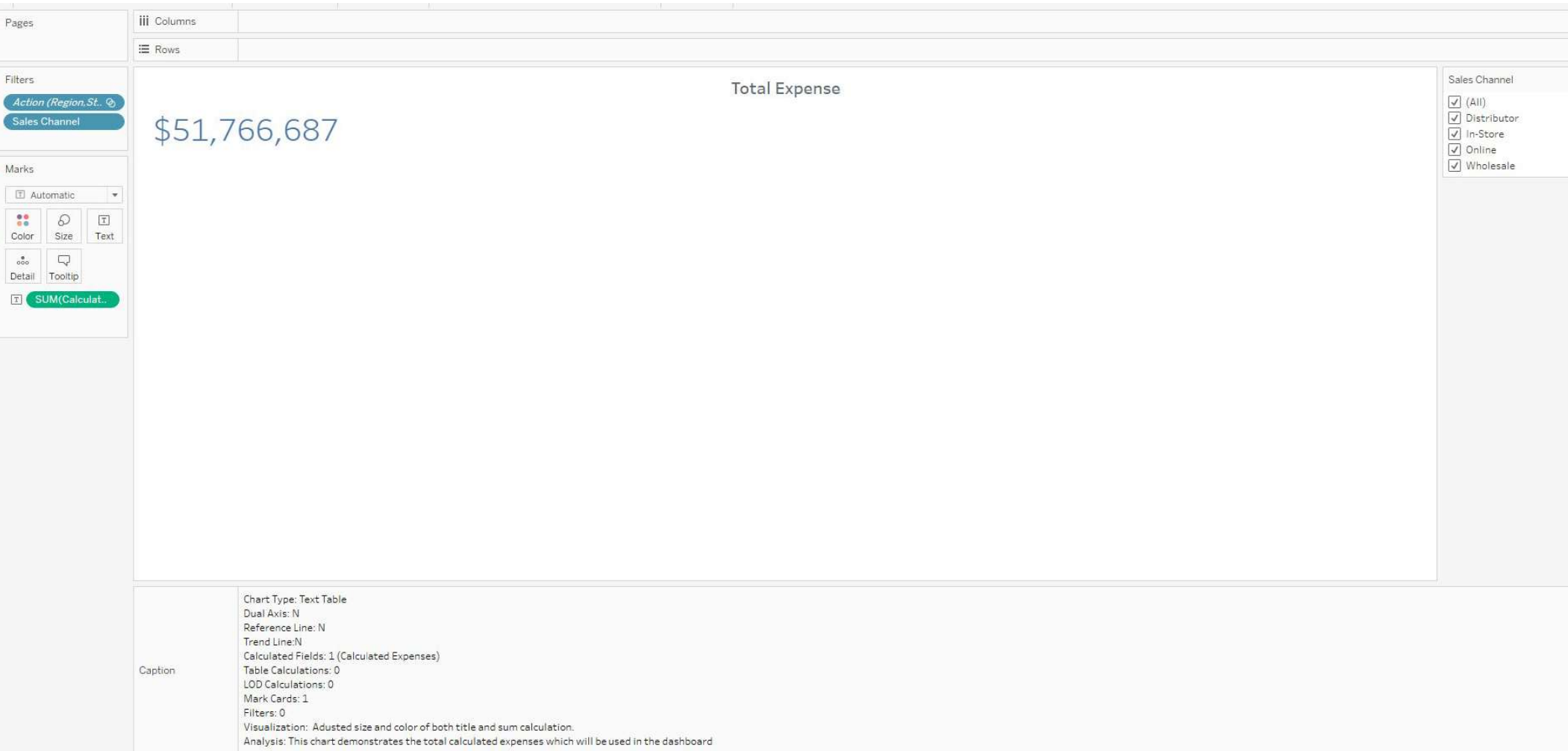
Caption

Chart Type: Map
Dual Axis: N
Reference Line: N
Trend Line: N
Calculated Fields: 1 (Calculated Profit)
Table Calculations: 0
LOD Calculations: 1 (#Region Sum of Sales)
Mark Cards: 8
Filters: 1
Visualization: Improved visualization by color coordinating regions that adhered to accessibility standards. Enhanced tooltip for readability that would also add a snapshot of that states sum of sales by x years. Added filters that would allow user to select by sales channel and by category.
Analysis: After further analysis, I have found that bakeware products are not being sold in over 10 states. The incorporation of these product category could potentially augment profits within this category.









Regional Sales Analysis

Total Profit

\$30,850,410

Total Sales

\$82,617,097

Total Expense

\$51,766,687

Difference in Sales by Month: Kurtis Crowe



Select Your Metric

Profit

Sales Channel

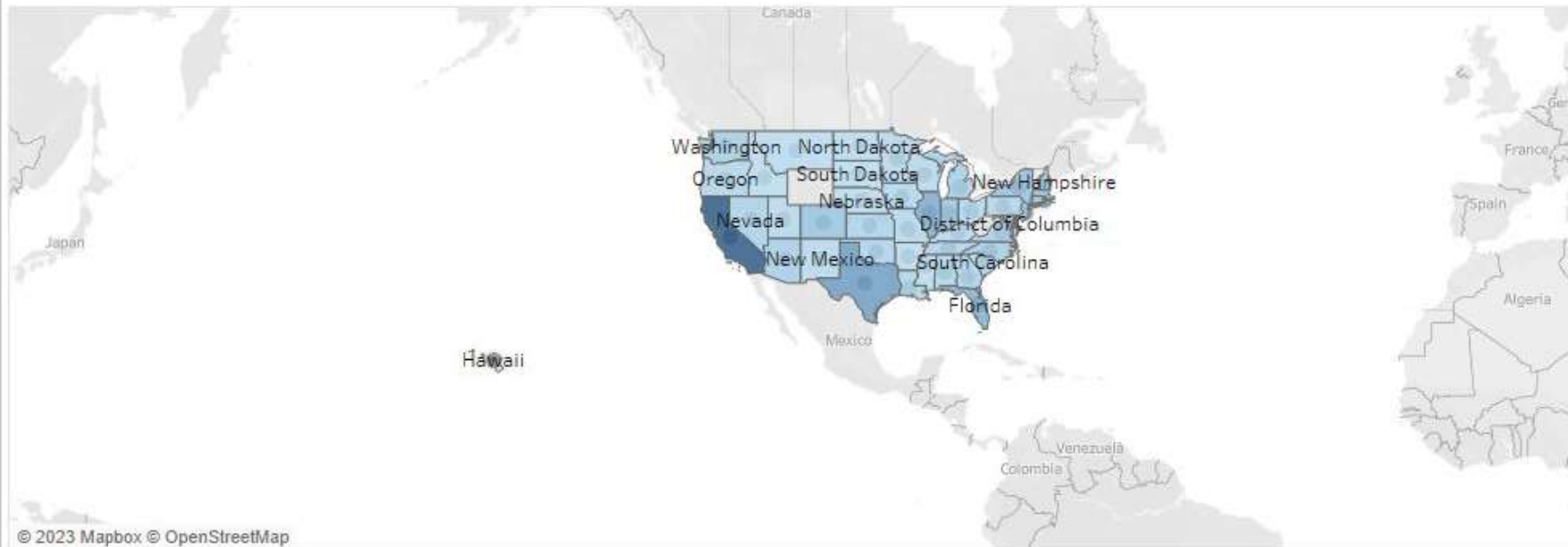
In-Store

Metric Calculation

\$7,584

\$2,676,249

Map of Profit by State: Kurtis Crowe



Story

Layout

New story point

Blank

Duplicate

Treemap of Sales by Category

Line Graph of Sales by Quarters

Area Chart of Sales by Channel

Difference in Sales by Month:Kurtis Crowe

Bar Chart of Sales by Region

Histogram of Income by Sales: Kurtis Crowe

Scatterplot of Discount Percentage and Sales: Kurtis Crowe

Regional Expenses Percent of Total - Kurtis Crowe

Profit Rankings by Region/Customer: Kurtis Crowe

Map of Sales: Kurtis Crowe

Average Delivery time and Moving Average: Kurtis Crowe

Profit KPI

Sales KPI

Expenses KPI

Regional Sales Analysis Dashboard

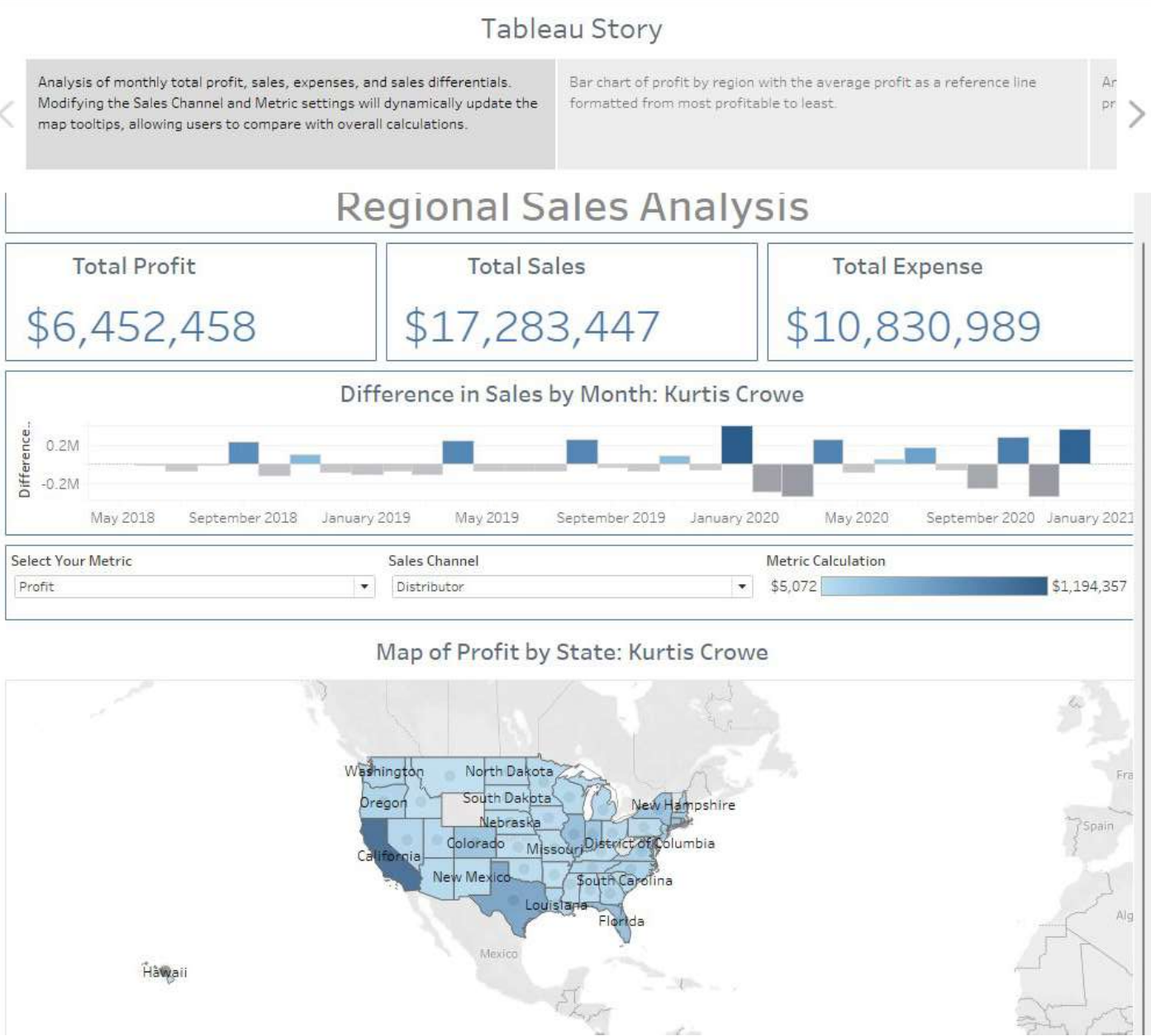
A

Drag to add text

Show title

Size

Story (1016 x 964)



Map of Profit by State: Kurtis Crowe

Washington

North Dakota

Oregon

South Dakota

Nebraska

California

Colorado

Missouri

District of Columbia

New Mexico

South Carolina

Louisiana

Florida

Hawaii

Mexico

Spain

Alg