

Filters

Sales Channel

Marks

Color

Size

Label

Detail

Tooltip

SUM(Calculated Sales)

SUM(Calculated Sales)

Category

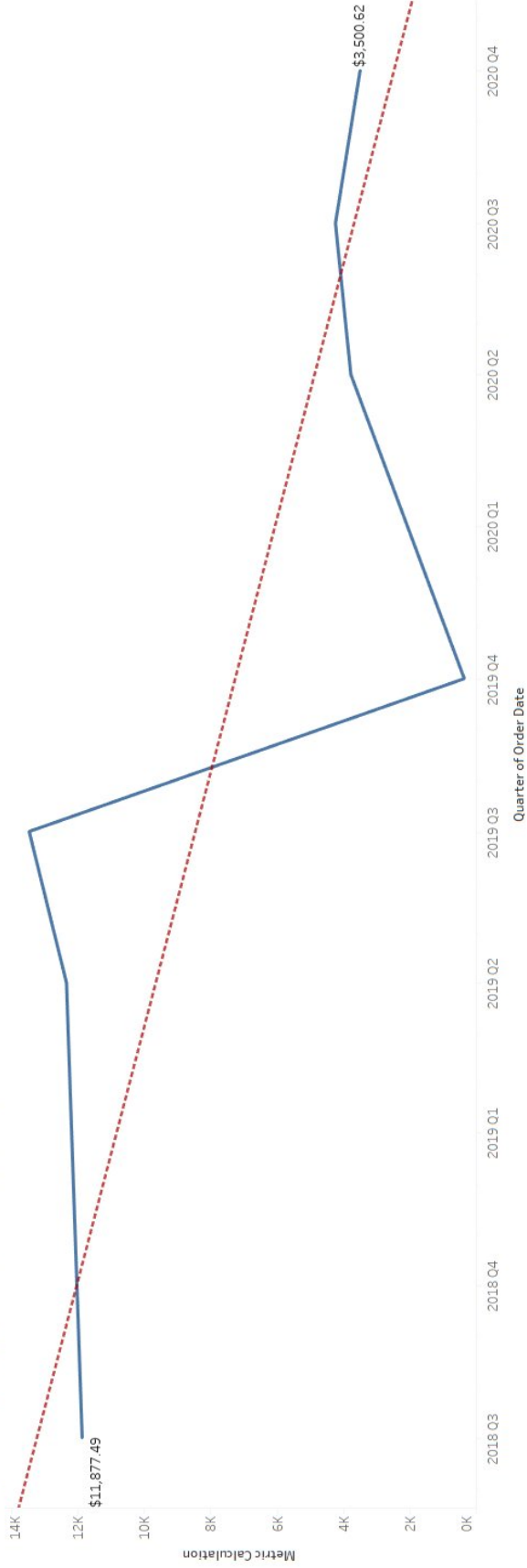
Treemap of Sales by Category: Kurtis Crowe

Category	Sales Volume
Tech Accessories	1,268,933
Office Furniture	2,340,189
Phones	1,268,933
Gaming Chairs	2,340,189
Video Games	1,268,933
Personal Care Appliances	2,340,189
Photo Tech	1,268,933
Hotel Tech	2,340,189
Desktop Computers	1,268,933
Hardware	2,340,189
Landscaping Supplies	1,268,933
Car Accessories	2,340,189
Holiday Tech	1,268,933
Jewelry	2,340,189
Tech Apparel	1,268,933
Bedroom Tech	2,340,189
Textbooks & Manuals	1,268,933
Dining Furniture	2,340,189
Pool Accessories	1,268,933
TV and Video	1,268,933
Soccer Tech	2,340,189
Construction	1,268,933
Wine & Beer Production	2,340,189
Kitchen Appliances	1,268,933
Fragrances	2,340,189
Home Décor	1,268,933
Fitness Trackers	2,340,189
Candleholders	1,268,933
Floor Lamps	2,340,189
Audio Equipment	1,268,933
Wall Coverings & Paint	2,340,189
Outdoor Decor	1,268,933
Tools	2,340,189
Light Fixtures	1,268,933
Baseball Tech	2,340,189
Vases	1,268,933
Bedroom Furniture	2,340,189
Kitchen Luxury	1,268,933
Misc Gaming	2,340,189
Candles	1,268,933
Wall Frames	2,340,189
Executive Office	1,268,933

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 also adhered to accessibility standards with a legible font.
Analysis: Tech Accessories outpaces other categories, in line with the overall analysis.

Line Graph of Profit by Quarters: Kurtis Crowe



Caption

Chart Type: Line Graph
Dual Axis: N
Reference Line: N
Trend Line: Y
Calculated Fields: 1 (Metric Calculation)
Table Calculations: 0
LOD Calculations: 0
Mark Cards: 1
Filters: 1

Visualization: Line Chart that allows the user to select a metric of either sales, profit, or expense. Selecting as such will also format the title to what was selected. Line color that also adhered to accessibility standard. Values are also shown at beginning and end to help guide the user.
Analysis: Quarter 3 tends to have the highest climb in terms of Sales, Expenses, and Profit throughout the year.

Area Chart of Channel Sales by Year: Kurtis Crowe

Sales Channel

- Distributor
- In-Store
- Online
- Wholesale

Marks

Area

Color

Size

Label

Detail

Tooltip

Sales Channel

Sales Channel

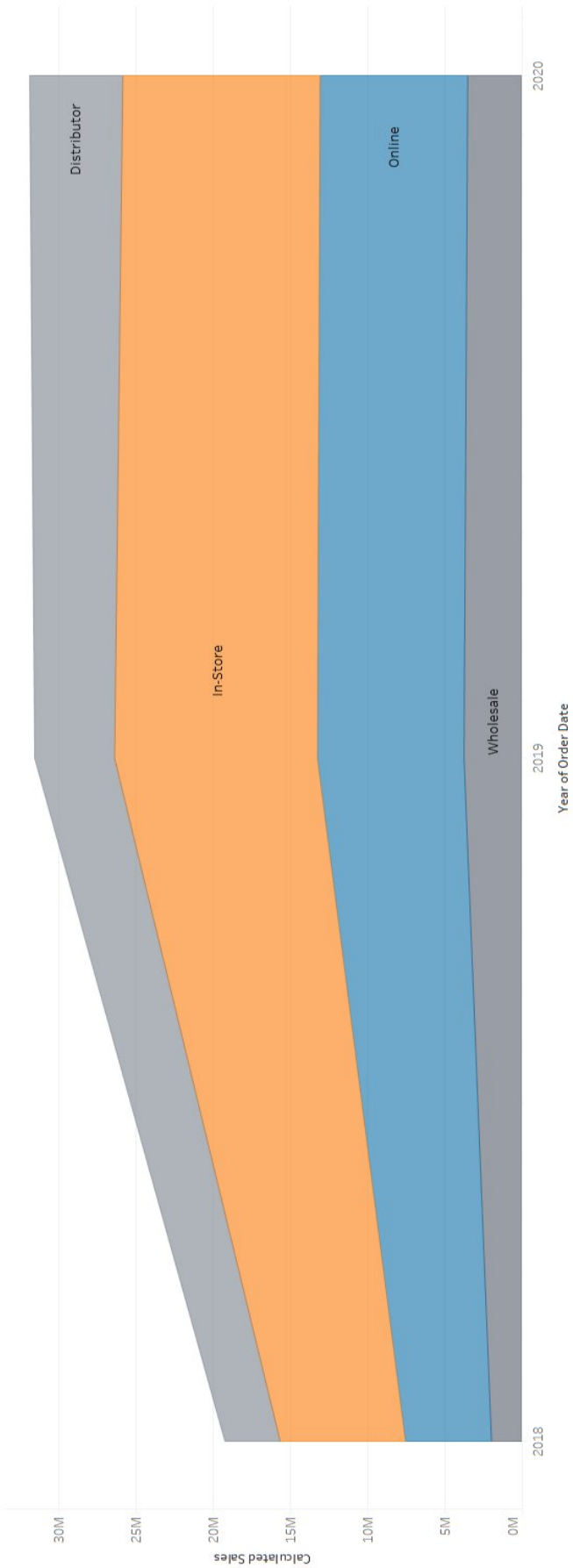


Chart Type: Area Chart
Dual Axis: N
Reference Line: N
Trend Line: N
Calculated Fields: 1 (Calculated Sales)
Table Calculations: 0
LOD Calculations: 0
Mark Cards: 1
Filters: 0
Visualization: Improved visual aesthetic by altering area chart colors for accessibility and selecting 'Years' for x axis instead of months for readability.
Analysis: This chart demonstrates that from 2018 to 2020, In-Store Sales outpaced the other sales channels.

Caption

Pages

Filters

Slate
Action (Region, State, Country)

Marks

Bar

Color

Size

Detail

Label

Tooltip

SUM(Calculated Sales)

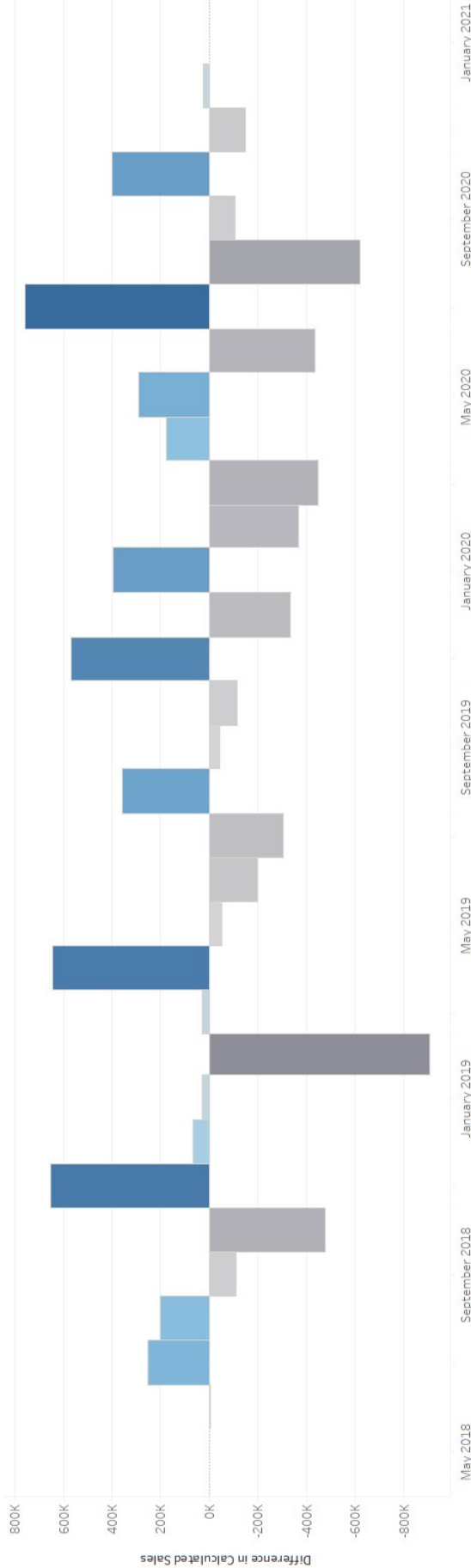
Columns

MONTH(Order Date)

Rows

SUM(Calculated Sales)

Difference in Sales by Month: Kurtis Crowe



Caption

Chart Type: Bar Chart
Dual Axis: Y
Reference Line: N
Trend Line: N
Calculated Fields: 1 (Calculated Sales)
Table Calculations: 1
LOD Calculations: 0
Mark Cards: 1
Filters: 0

Visualization: Improved visual aesthetic by opting for a bar chart to show the difference in sales instead of a line chart and also altering bar colors that depict negative and positive changes. Removes x axis title to visually improve dashboard.
Analysis: Throughout the years, February has posed challenges in terms of sales.

Marks

Bar

Color

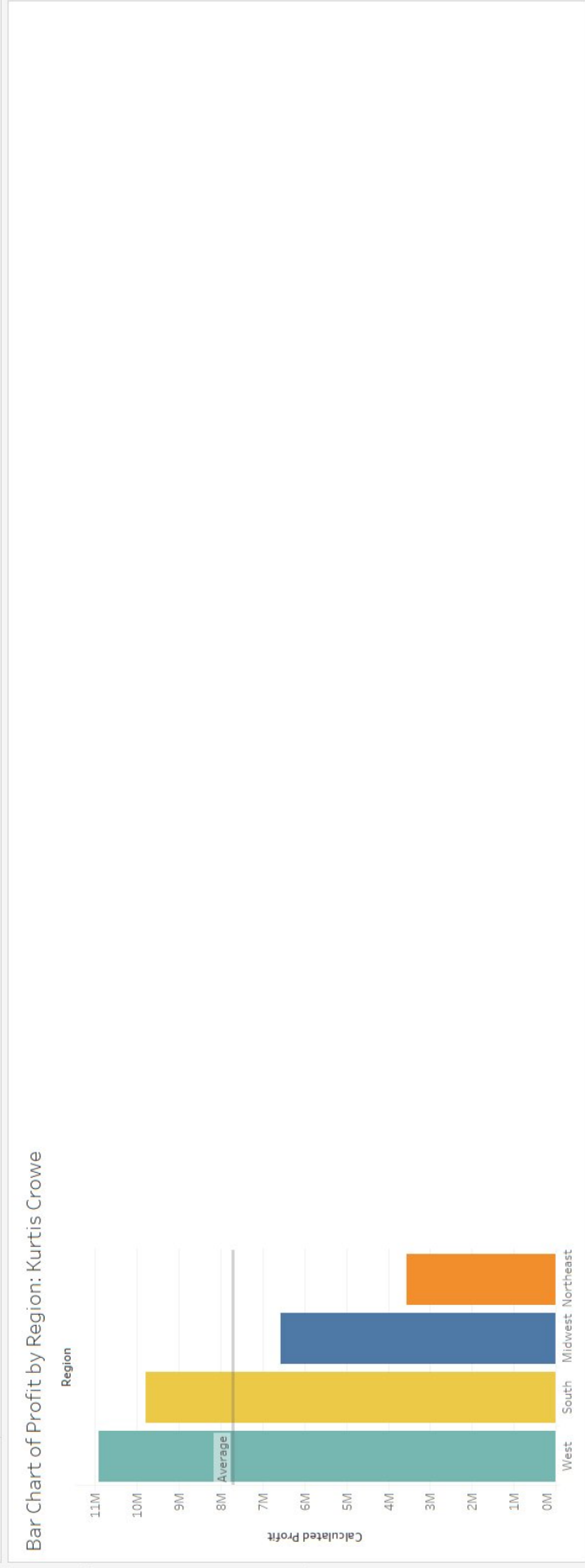
Size

Detail

Label

Tooltip

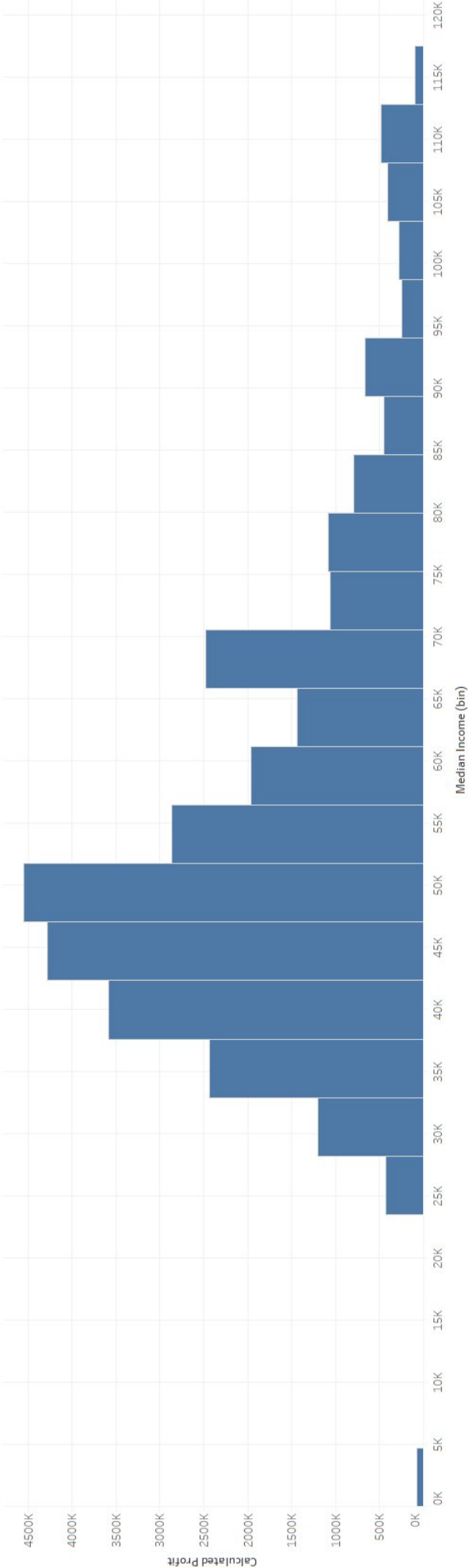
Region



Caption

Chart Type: Bar Chart
Dual Axis: N
Reference Line: Y
Trend Line: N
Calculated Fields: 1 (Calculated Profit)
Table Calculations: 0
LOD Calculations: 0
Mark Cards: 0
Filters: 0
Visualization: Improved visual aesthetic by color coordinating regions that adhered to accessibility standards.
Analysis: West Region leads ahead of the other regions, consistent with the overall analysis.

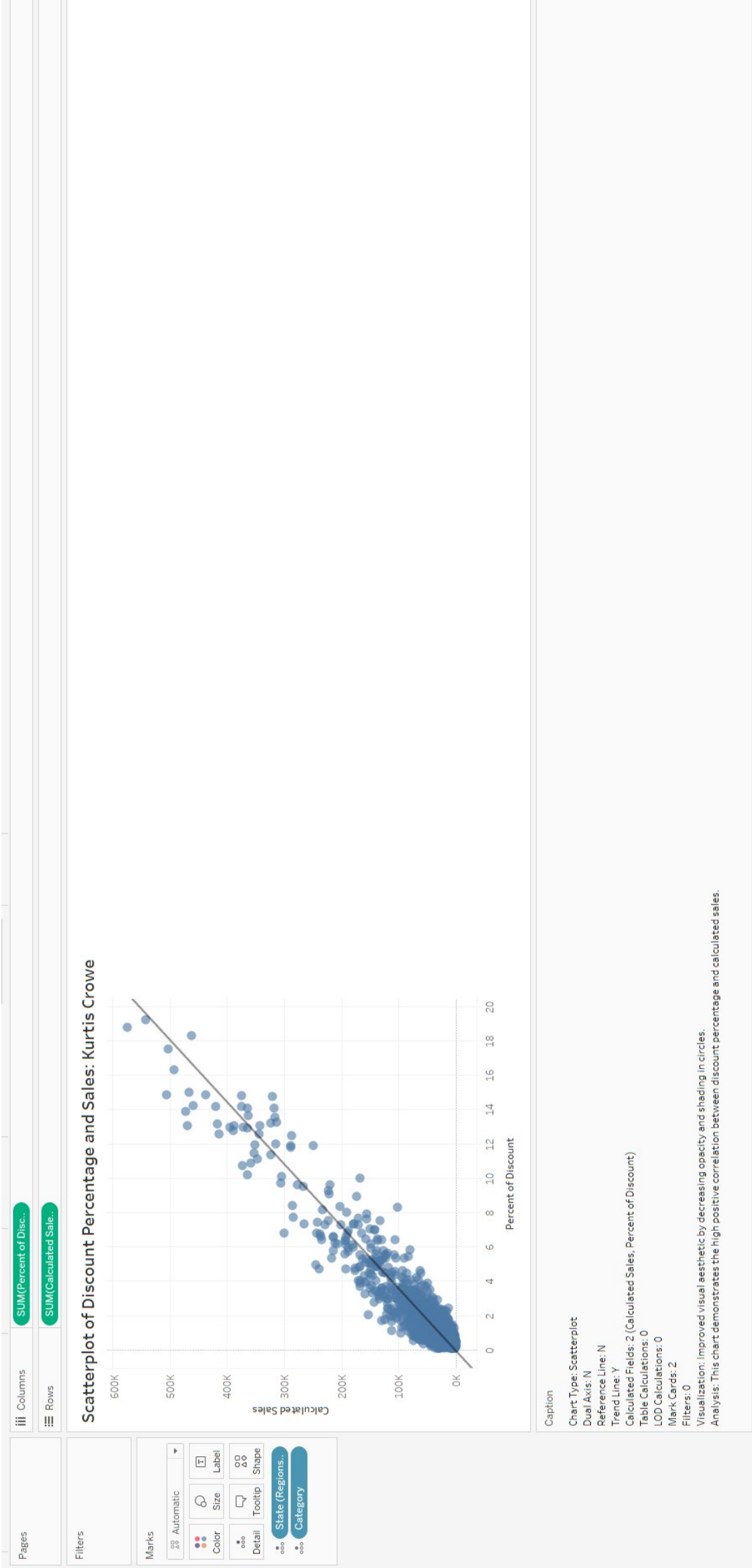
Histogram of Profit by Median Income: Kurtis Crowe



Caption

Chart Type: Histogram
Dual Axis: N
Reference Line: N
Trend Line: N
Calculated Fields: 1 (Calculated Profit)
Table Calculations: N
LOD Calculations: N
Mark Cards: N
Filters: N

Visualization: Adjusted interval on the x axis for visual aesthetic
Analysis: This chart illustrates that a significant proportion of nationwide profits derives from the lower middle class.



Pages

iii Columns

MONTH(Order Da...

Rows

Region

Filters

Marks

Automatic

Color

Size

Detail

Text

Tooltip

SUM(Calculated Expenses)

SUM(Calculated Expenses)

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

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

Columns

YEAR(Order Date)

Rows

Region

Customer Name

Profit Rankings by Region/Customer: Kurtis Crowe

Region	Custo..	2018	2019	2020	Grand Total
West	Medline	108,311	73,927	153,730	335,968
	Apollo Ltd	72,322	135,281	108,673	316,276
	Trigen	73,067	128,349	103,464	304,880
	Elorac, Corp	59,913	96,049	142,017	297,979
	Exact-Rx, Corp	53,925	112,964	128,483	295,372
	Apotheca, Ltd	46,152	120,148	127,792	294,092
	Prasco Group	121,541	107,987	60,343	289,871
	Ohio	68,783	137,833	78,394	285,010
	Fenwal, Corp	96,493	90,507	97,802	284,801
	New Ltd	55,969	86,887	120,245	263,102
	Pure Group	89,249	75,114	97,239	261,603
	Procter Corp	44,660	97,708	117,649	260,018
	OUR Ltd	81,172	70,368	108,470	260,011
	Eminence Corp	27,672	112,590	118,116	258,378
	ETUDE Ltd	54,020	89,437	111,881	255,338

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

Filters

Sales Channel: In-Store

Marks

State (2)

State

Automatic

Color

Size

Label

Detail

Tooltip

State

Filters

Sales Channel: In-Store

Marks

State (2)

State

Automatic

Color

Size

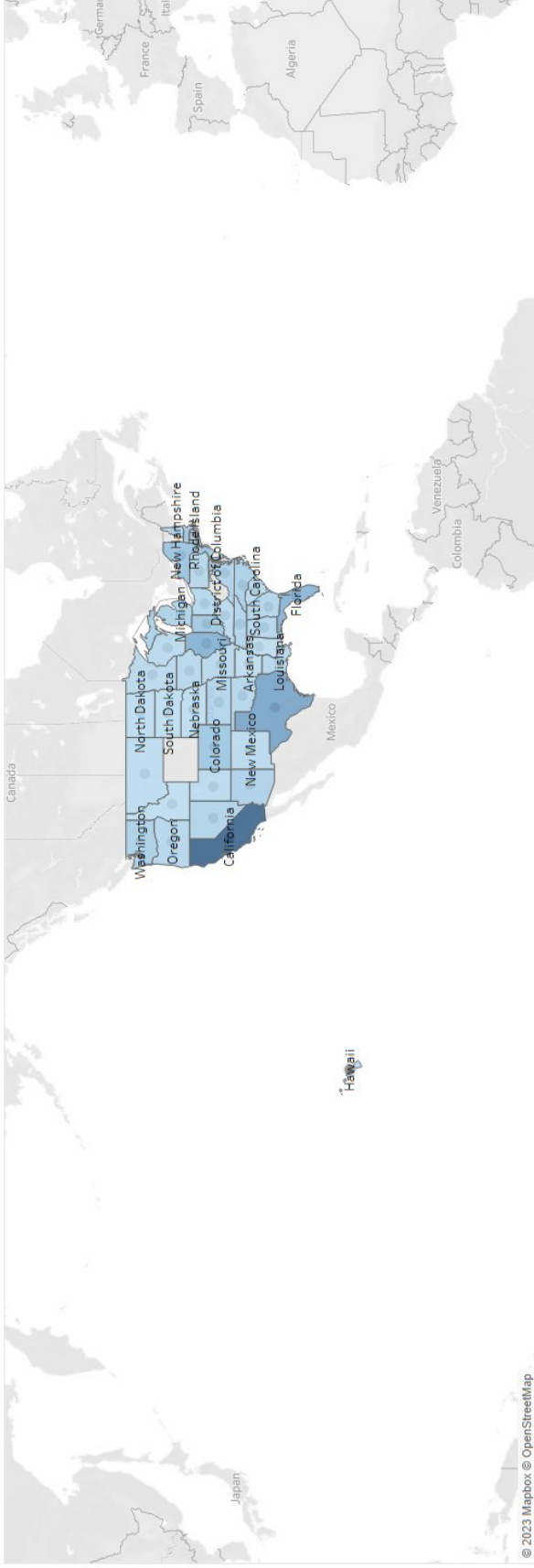
Label

Detail

Tooltip

State

Map of Profit by State: Kurtis Crowe



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.

Pages

Columns

MONTH(Order Date)

Rows

AVG(Delivery time)

AVG(Delivery time)

Filters

Region

Marks

All

Automatic

Color

Size

Detail

Tooltip

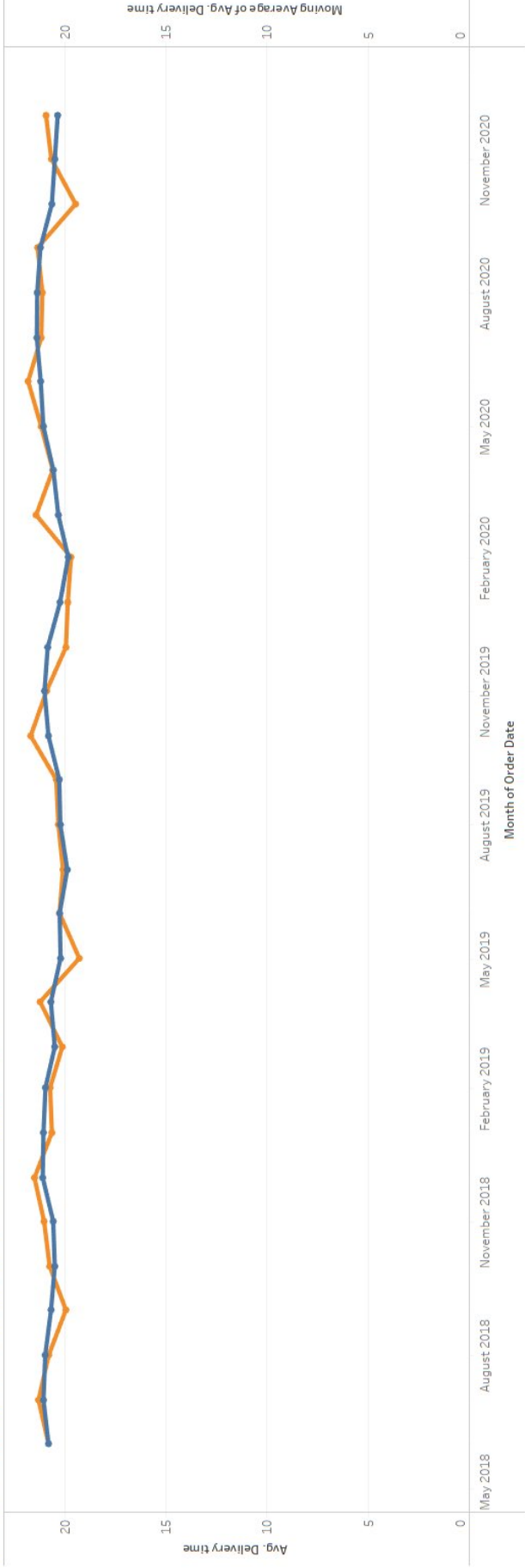
Path

Measure Name

AVG(Delivery time)

AVG(Delivery time)

Average Delivery time and Moving Average: Kurtis Crowe



Caption

Chart Type: Line Chart

Dual Axis: Y

Reference Line: N

Trend Line: N

Calculated Fields: 1 (Delivery Time)

Table Calculations: 1

LOD Calculations: 0

Mark Cards: 1

Filters: 1

Visualization: Improved visual aesthetic by adding markers to all line points with a bold value when highlighted. Darkened and thickened lines for readability.

Analysis: This chart demonstrates that we usually see an increase in delivery time at the beginning of Spring.

Pages

Columns

Rows

Filters

Action (Region.State)

Sales Channel

Marks

Automatic

Color

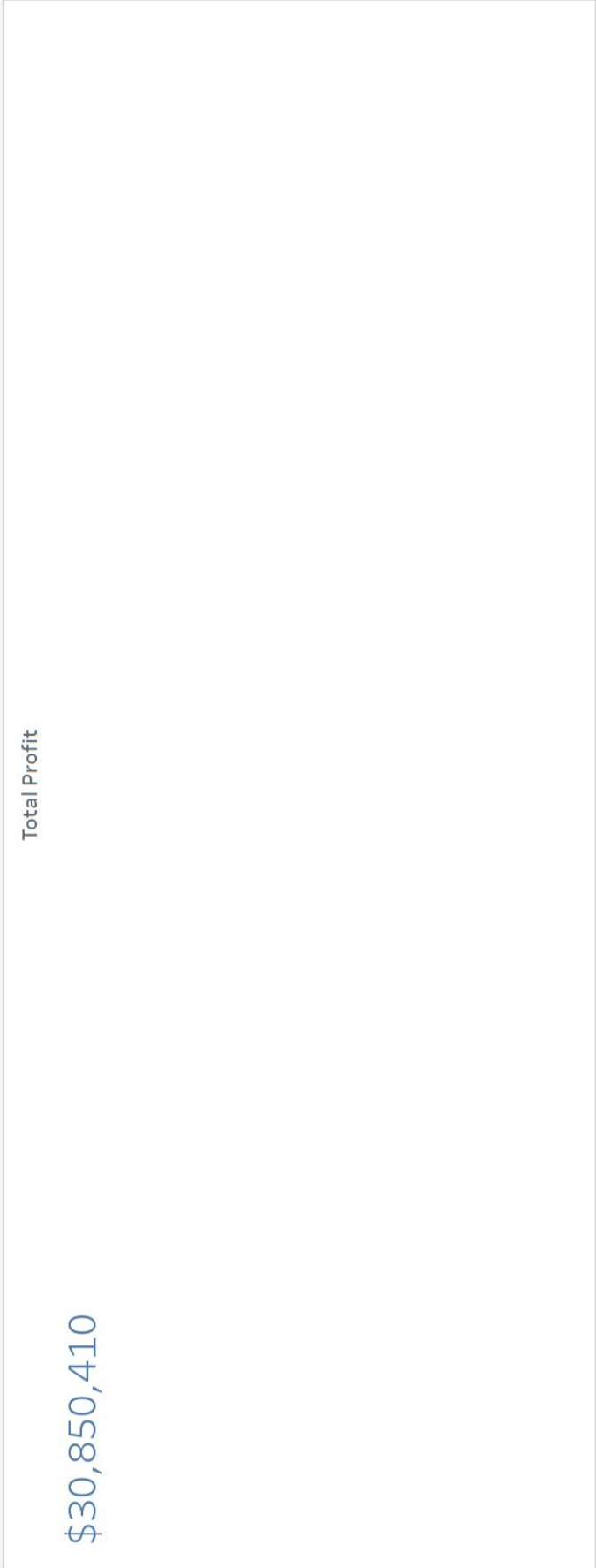
Size

Detail

Text

Tooltip

SUM(Calculated Profit)



Sales Channel

☒ (All)

☒ Distributor

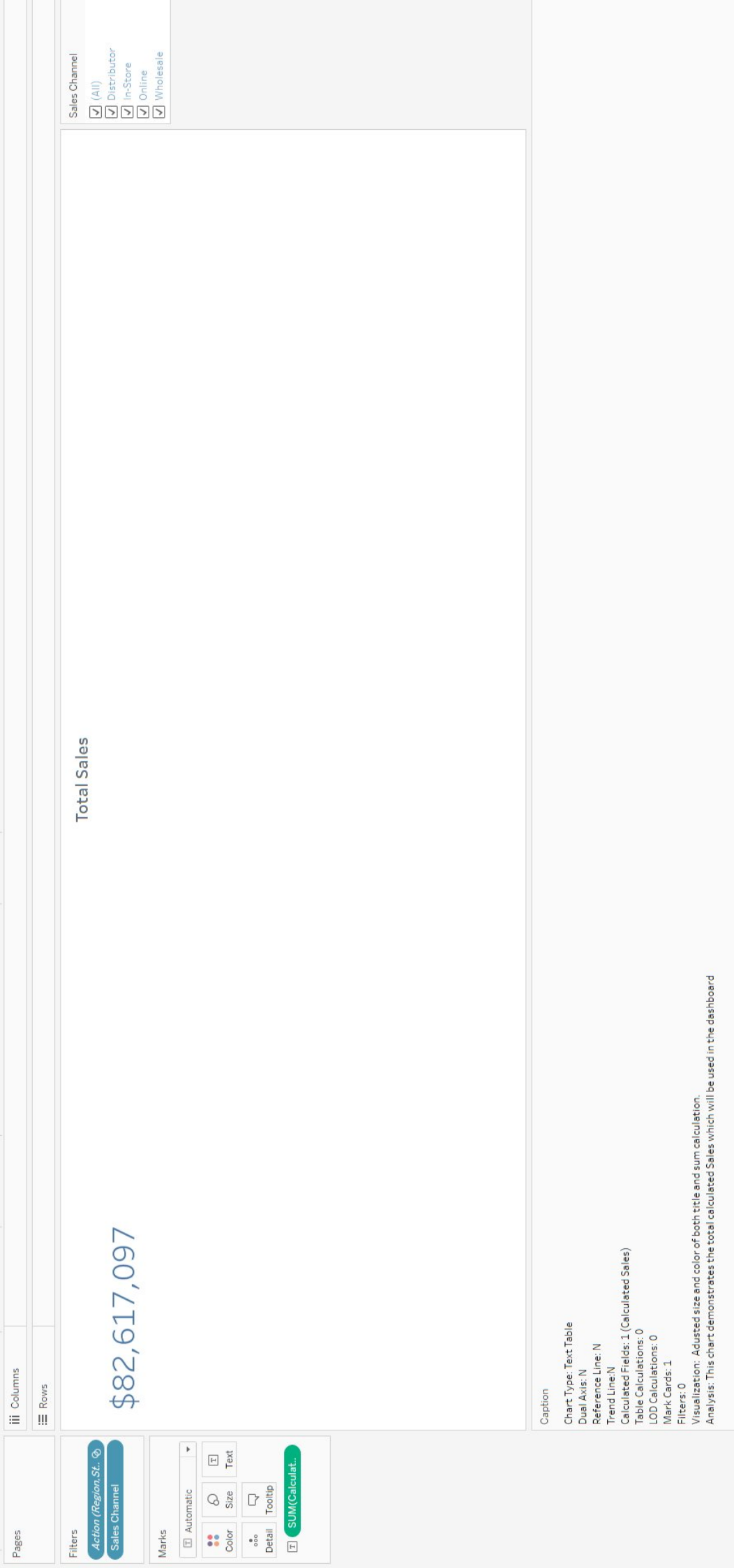
☒ In-Store

☒ Online

☒ Wholesale

Caption

Chart Type: Text Table
Dual Axis: N
Reference Line: N
Trend Line: N
Calculated Fields: 1 (Calculated Profit)
Table Calculations: 0
LOD Calculations: 0
Mark Cards: 1
Filters: 0
Visualization: Adjusted size and color of both title and sum calculation.
Analysis: This chart demonstrates the total calculated profit which will be used in the dashboard



Filters

Action (Region, State)

Sales Channel

Marks

Automatic

Color

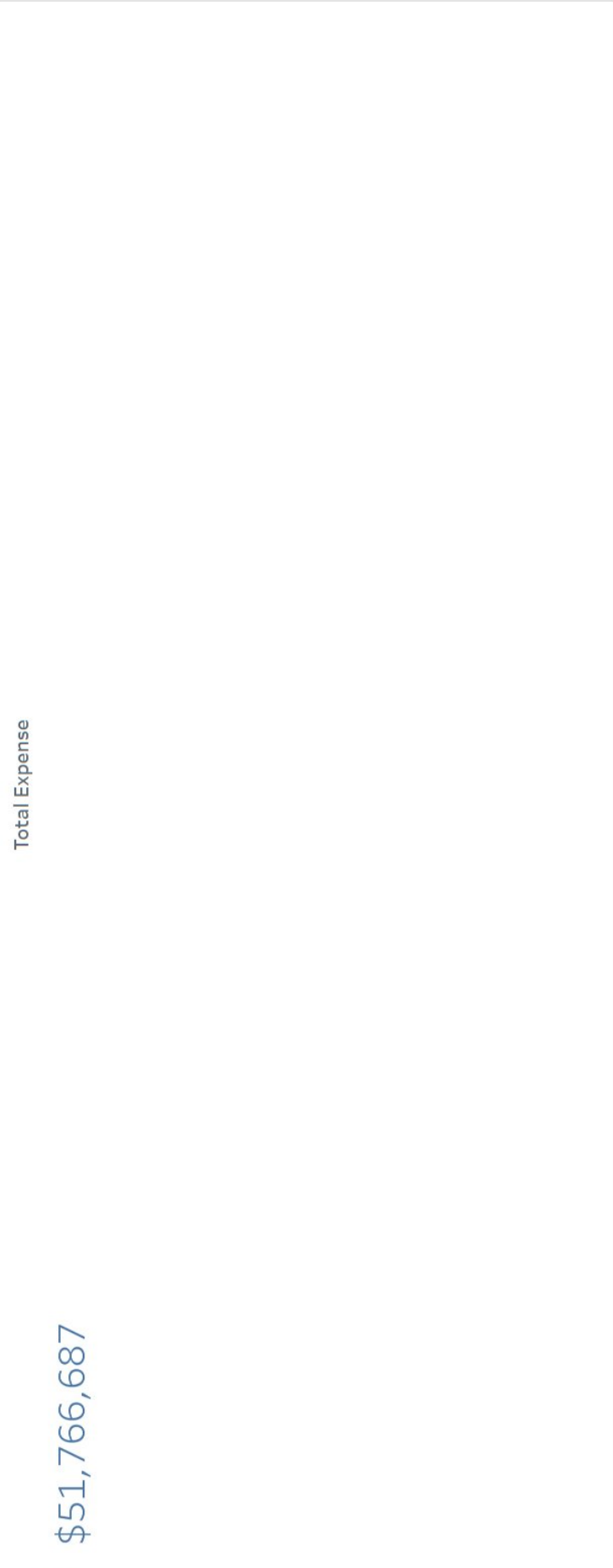
Size

Detail

Text

Tooltip

SUM(Calculated)



Sales Channel

(All)

Distributor

In-Store

Online

Wholesale

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: 1

Filters: 0

Visualization: Adjusted size and color of both title and sum calculation.

Analysis: This chart demonstrates the total calculated expenses which will be used in the dashboard

Regional Sales Analysis

Total Profit

\$30,850,410

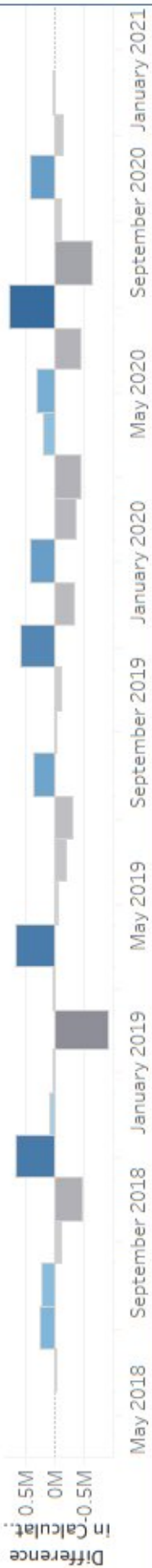
Total Sales

\$82,617,097

Total Expense

\$51,766,687

Difference in Sales by Month: Kurtis Crowe



Select Your Metric

Profit

Sales Channel

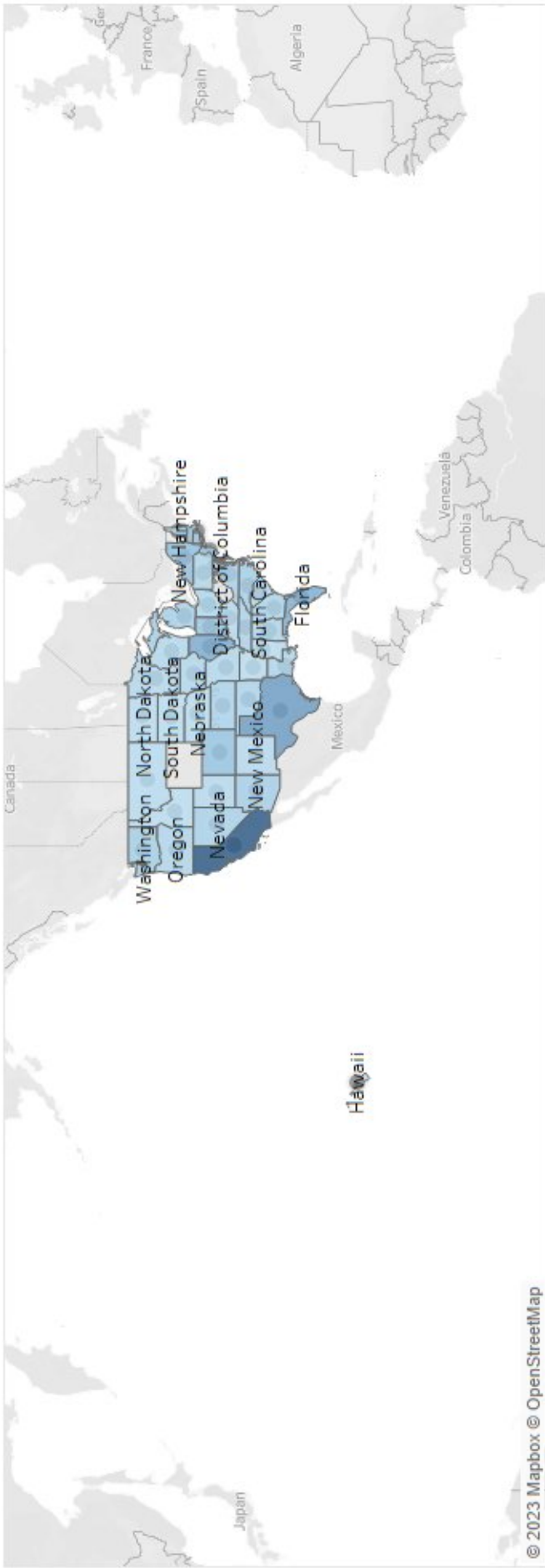
In-Store

Metric Calculation

\$7,584













\$2,676,249

Map of Profit by State: Kurtis Crowe



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 | |

Analysis of monthly total profit, sales, expenses, and sales differentials.

Modifying the Sales Channel and Metric settings will dynamically update the map tooltips, allowing users to compare with overall calculations.

Bar chart of profit by region with the average profit as a reference line formatted from most profitable to least.

Regional Sales Analysis

Total Profit

\$6,452,458

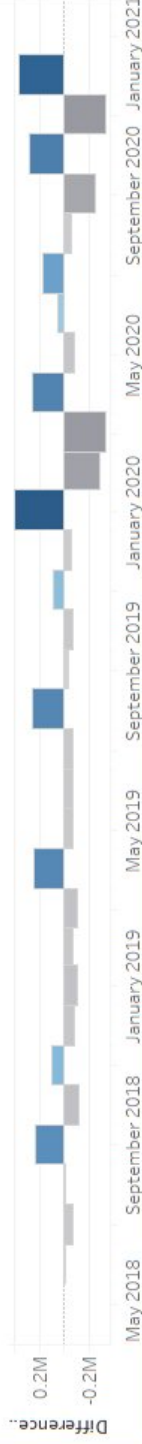
Total Sales

\$17,283,447

Total Expense

\$10,830,989

Difference in Sales by Month: Kurtis Crowe



Select Your Metric

Profit

Sales Channel

Distributor

Metric Calculation

\$5.072

Map of Profit by State: Kurtis Crowe

