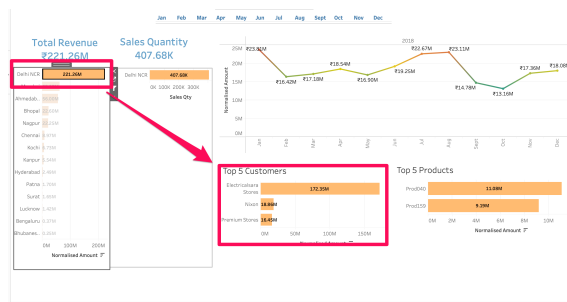


6_Feedback From Stakeholders & Profit Analysis

Context Filters

- By default, all filters that you set in Tableau are computed independently. That is, each filter accesses all rows in your data source without regard to other filters. However, you can set one or more categorical filters as context filters for the view. You can think of a context filter as being an independent filter. Any other filters that you set are defined as dependent filters because they process only the data that passes through the context filter.
- You may create a context filter to:
 - Force a filter to be carried out first.
 - Create a dependent numerical or top N filter. You can set a context filter to include only the data of interest, and then set a numerical or a top N filter.
- For example, suppose you're in charge of breakfast products for a large grocery chain. Your task is to find the top 10 breakfast products by profitability for all stores. If the data source is very large, you can set a context filter to include only breakfast products. Then you can create a top 10 filter by profit as a dependent filter, which would process only the data that passes through the context filter.
- in our project we don't have a context filter due to which when we click Delhi it show only 3 products in top 5 products tab



- go to top 5 customer tab and all filter except customer to context

Sales Decreasing

- Our sales are declining what is your opinion as a business analyst to increase our profit. It could be due to :-
 - Product quality
 - promotion/advertising
 - discounts
 - less analysis of demographic sales

Profit/loss

For calculating profit/loss of business we need:-

- Add 2 columns to table through sql "profit, profit margin"

sale price	row cost	profit	Profit margin
102	61.2	40.8	$=C2*100/A2$

Other Changes

Stake holders wants :-

1. Break down of brick and motor vis a vis e commerce customers.
2. Top 5 customers with highest number of orders.
3. For which zone/zones i need to hire/fire sales managers => a dynamic red alert in dashboard when ever performance of a certain zone fall below a certain mark