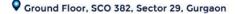# Tableau Case study – Sports Equipment

Our client is a leading retailer of the Sports Equipment across globe. Product Manager of the company wants to analyze combined Revenue generated in year 2014 across different countries. Please answer the below questions reagrding the analysis.

INSTRUCTIONS:

1. Only submit your files in .TWBX format

2. Make a separate worksheet for each question. Name each worksheet to show which question it relates to.

1. What is the market share of Revenue generated across different Retailer Countries (Market share is calculated as %age of total sales)? Choose appropriate chart to show this analysis.
   a. Display Retailer Country names and %of Market share for each Country as labels on the displayed chart.
   b. Hide the legends that have come up by default.

2. Create a chart to analyze relation between Revenue and Quantity for each Product. Is there any correlation between two variables; write your inference in the caption.

3. Analyze how the Revenue generated from the sales of sports equipment vary across the quarters in the three years for each Retailer Country.

4. Create a dual axis chart to analyze Revenue and Quantity sold for each Product Type.

5. Create a Set for the Top 5 Product Types by Quantity sold. Analyze what happens on the Revenue for them. Show the analysis in form of Chart.

6. What is Total Revenue and Profit gained across each Retailer Country? [Profit = Revenue * Gross Margin]

7. Which are the Top 15 Products that were sold in year 2014? Allow user to select the year dynamically.

8. Make the "Top 15" (in above question) dynamic ie let user choose how many top products user wants to see.

9. Create a Pareto graph and do following analysis:
   a. For which Product Types the maximum Quantity of products are sold? [Hint: Use "Sort" and "Table Calculation" features, and create dual axis chart]
   b. Color the bars of Product Types that make up for 80% of the sold Quantity.

10. For each Product Category, calculate the percentage growth at year-on-year level.

11. Compare Moving average of sales to actual Revenue for each Month (Moving average is 3 months including current month)

12. Created a view which displays total for Retailer Country of a user-selected field ie the user should be able to select whether he wants to see the view for Revenue, Profit or Quantity. Accordingly the view should show total for that field by Retailer country.