Module 3: Basic Visual Analytics

Demo Document I

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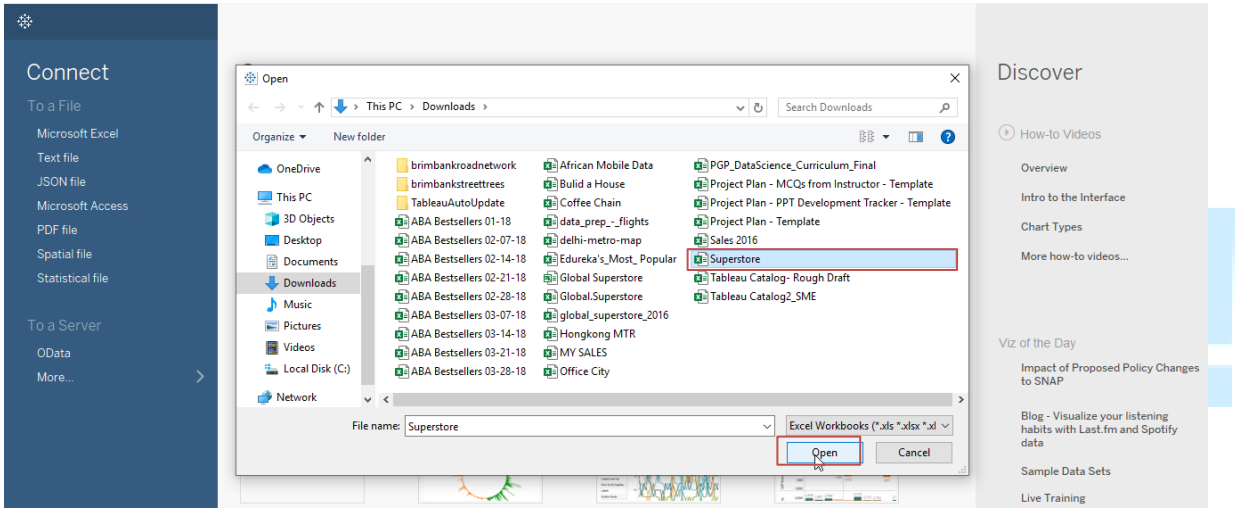
Demo I

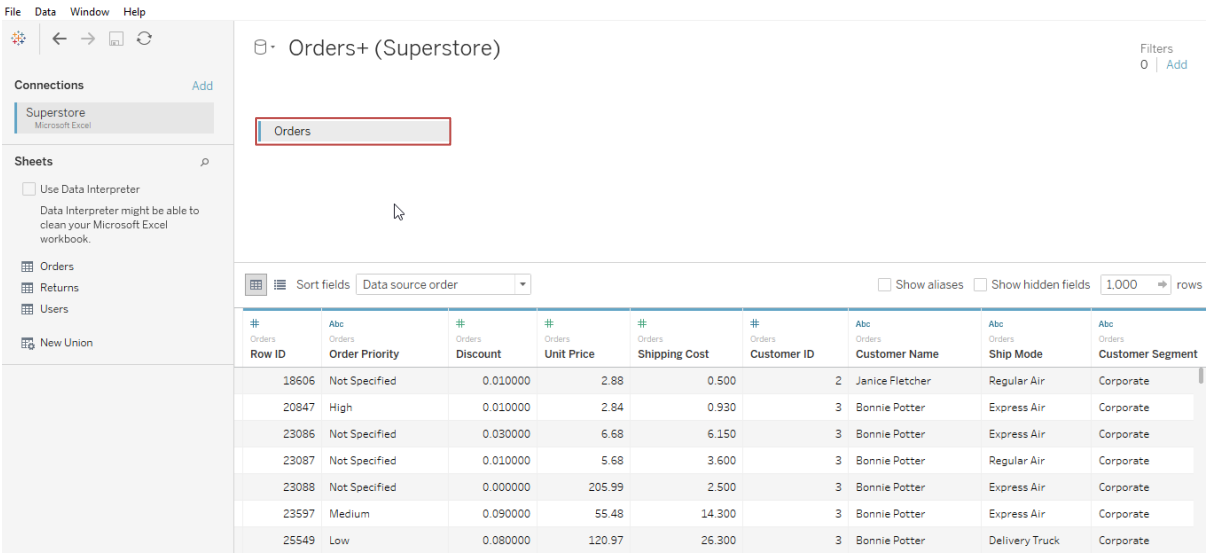
In this demo, given the “Superstore” data, find the top 10 most profitable customers wherein the customer name begins with ‘B’.

Demo I – Solution

Step 1: Click on “Excel file” → Select “Superstore” → Open



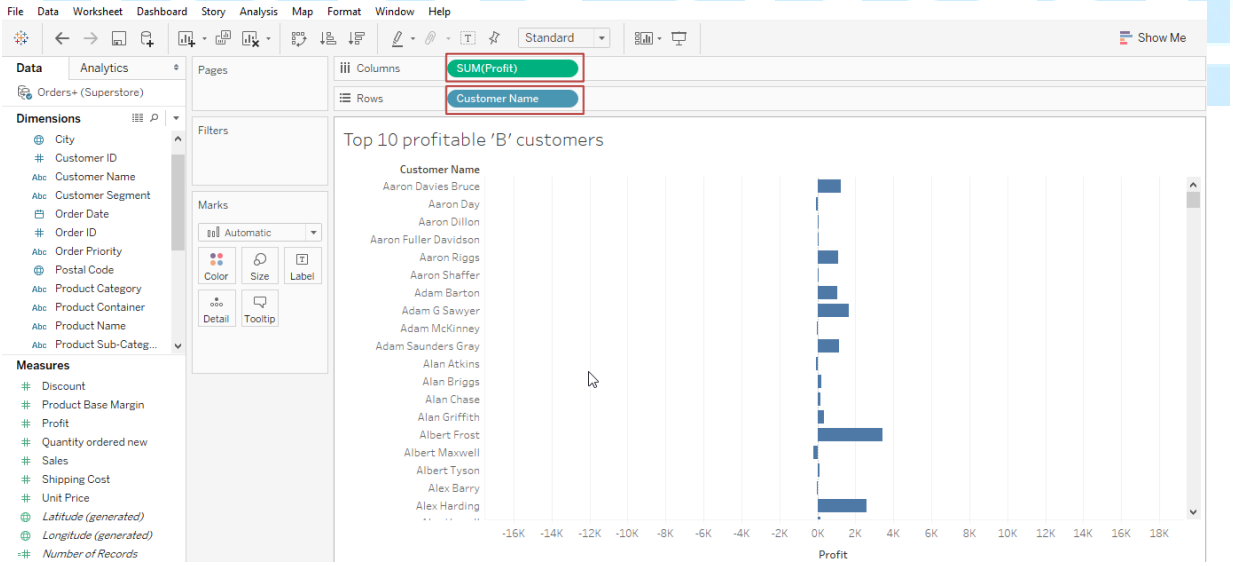
Step 2: Drag and drop the “Orders” sheet from the “Superstore” data on to the flow pane, and click on the Sheet Tab.



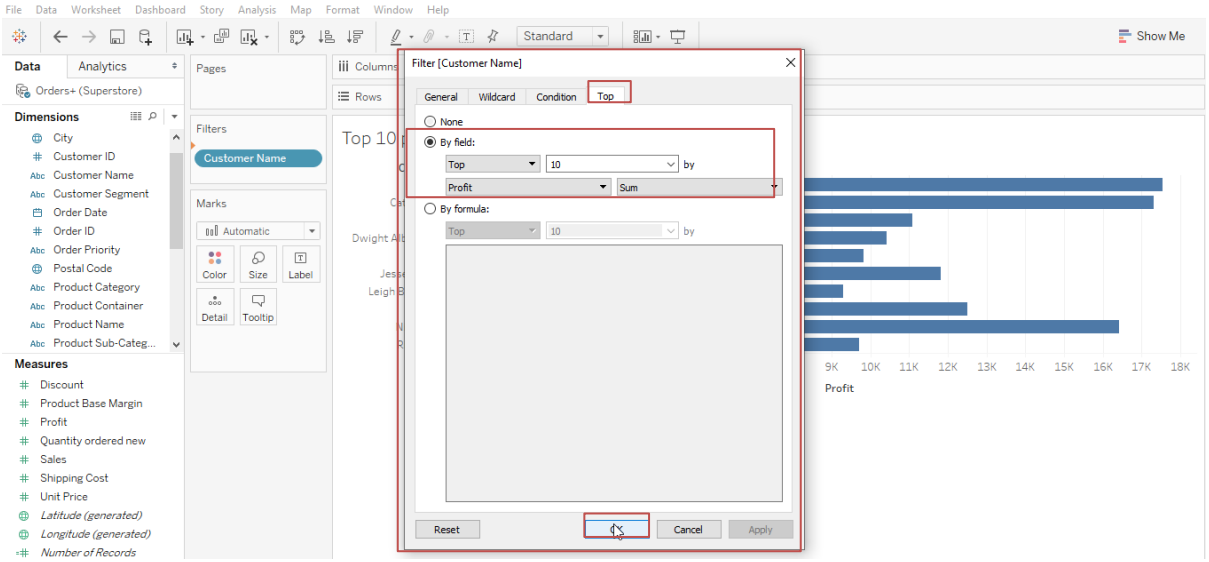
Step 3: Rename the sheet as “Top 10 profitable ‘B’ customers”.

Drag and drop the required fields from dimensions and measures on to the Columns and Rows shelves respectively in the following manner.

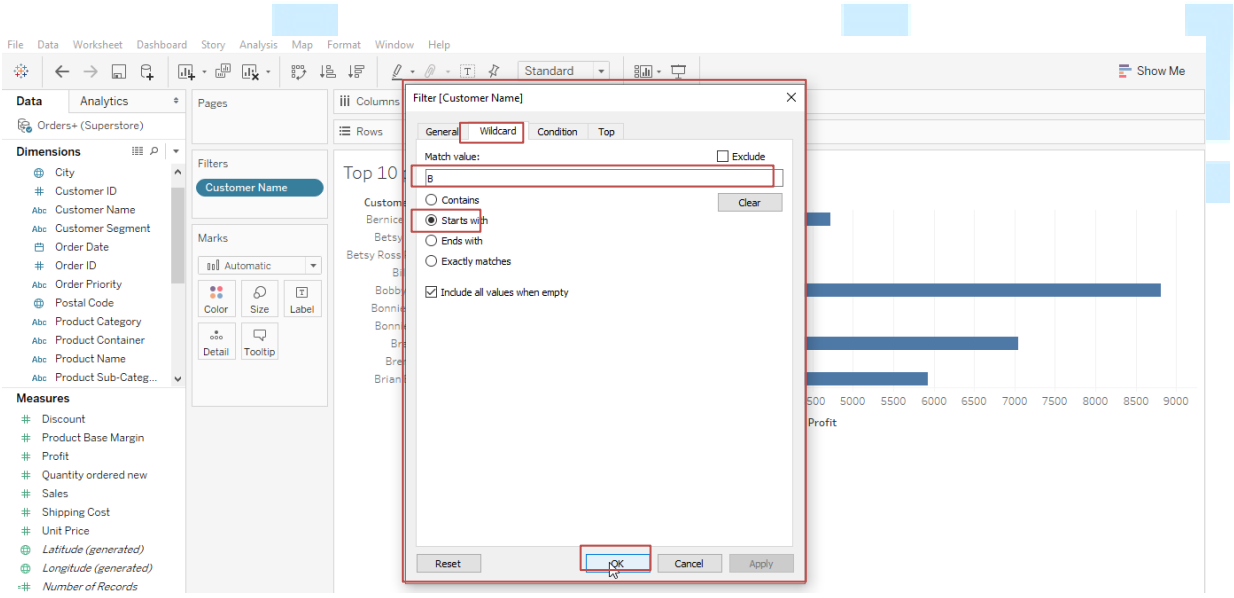
1. Profits field on to the Columns shelf
2. Customer name field on to the Rows shelf



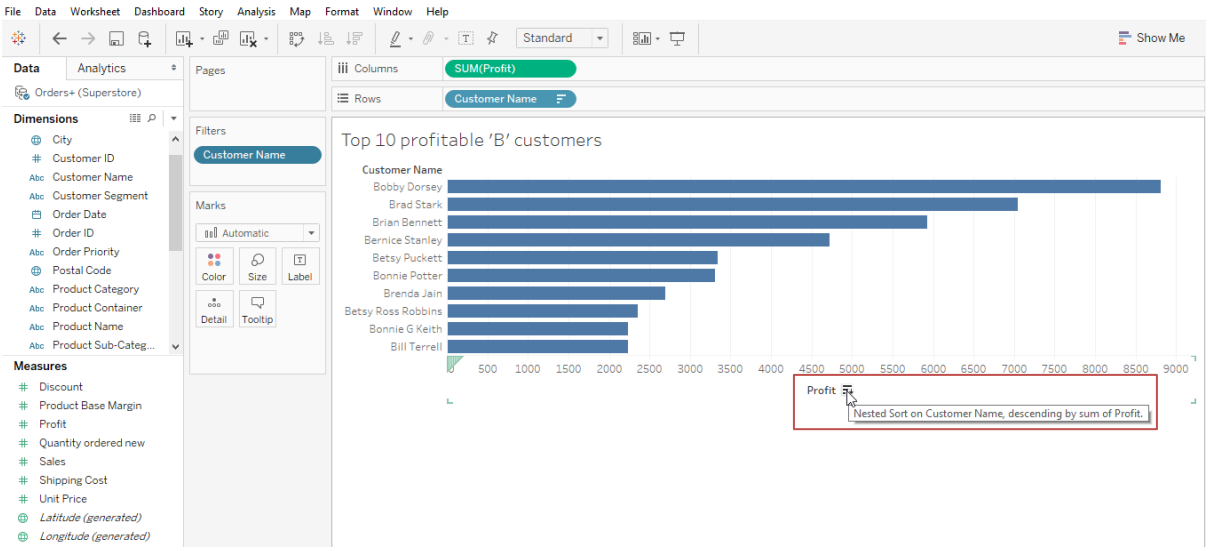
Step 4: Filter the Top 10 Customers based on Profits.



- Click on the Wildcard tab to filter the customers whose name starts with ‘B’.



- Sort the view in descending order for the desired result.


File Data Worksheet Dashboard Story Analysis Map Format Window Help
Standard
Show Me
Data
Analytics
Orders+ (Superstore)
Dimensions
City
Customer ID
Customer Name
Customer Segment
Order Date
Order ID
Order Priority
Postal Code
Product Category
Product Container
Product Name
Product Sub-Categ...
Measures
Discount
Product Base Margin
Profit
Quantity ordered new
Sales
Shipping Cost
Unit Price
Latitude (generated)
Longitude (generated)
Pages
Filters
Customer Name
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Columns
SUM(Profit)
Rows
Customer Name
Top 10 profitable 'B' customers
Customer Name
Bobby Dorsey
Brad Stark
Brian Bennett
Bernice Stanley
Betsy Puckett
Bonnie Potter
Brenda Jain
Betsy Ross Robbins
Bonnie G Keith
Bill Terrell
0 500 1000 1500 2000 2500 3000 3500 4000 4500 5000 5500 6000 6500 7000 7500 8000 8500 9000
Profit
Nested Sort on Customer Name, descending by sum of Profit.

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