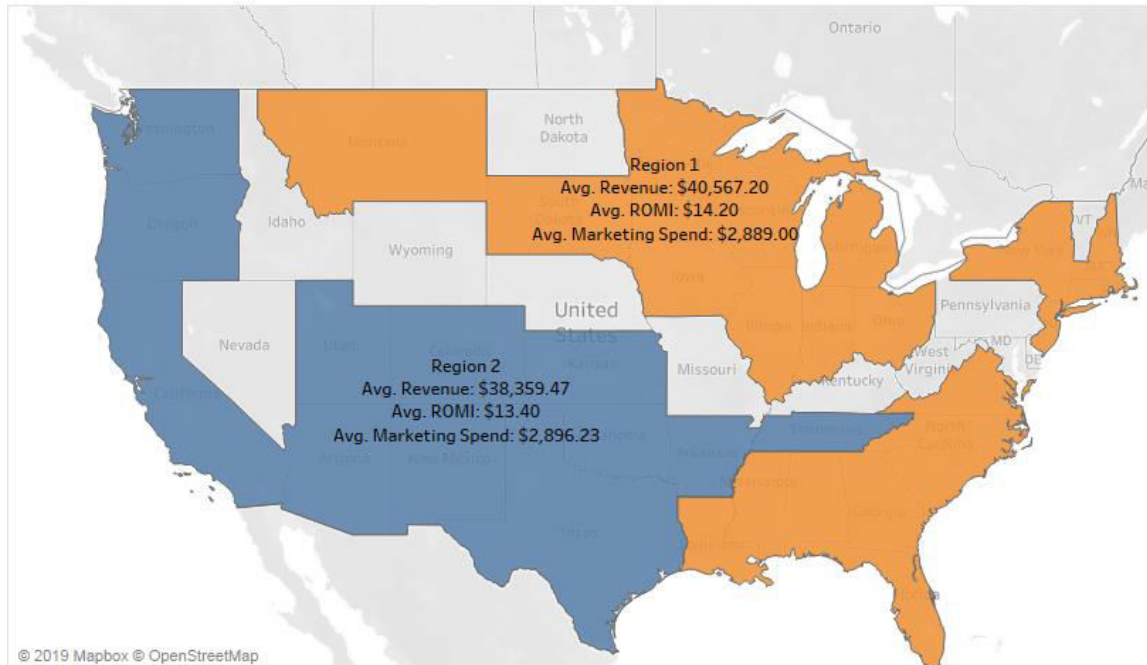


## Worksheet: Custom territories via Groups

### Custom Territory Method 1



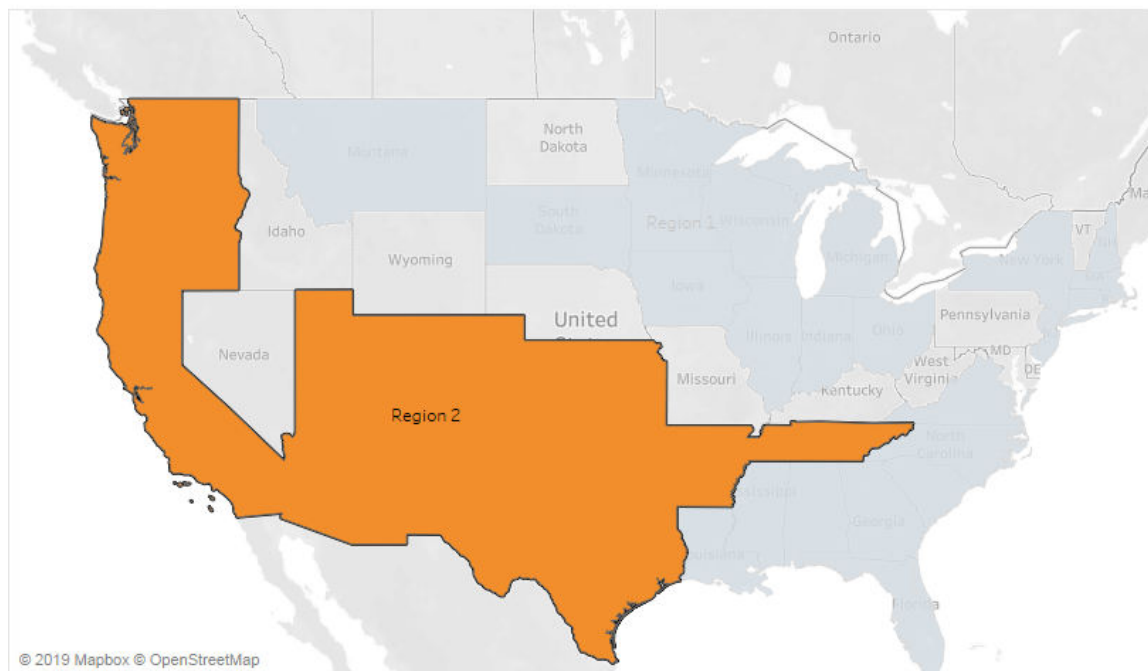
Map based on Longitude (generated) and Latitude (generated). Color shows details about Sales Region & State (group). The marks are labeled by average of Revenue, Sales Region, average of Marketing Spend and average of ROMI. Details are shown for Sales Region.

#### Sales Region & State (group)

- (Region 2, Arizona), (Region 2, Arkansas), (Region 2, California) and 9 more
- Other

## Worksheet: Custom territories via Geographic Roles

## Custom Territory Method 2

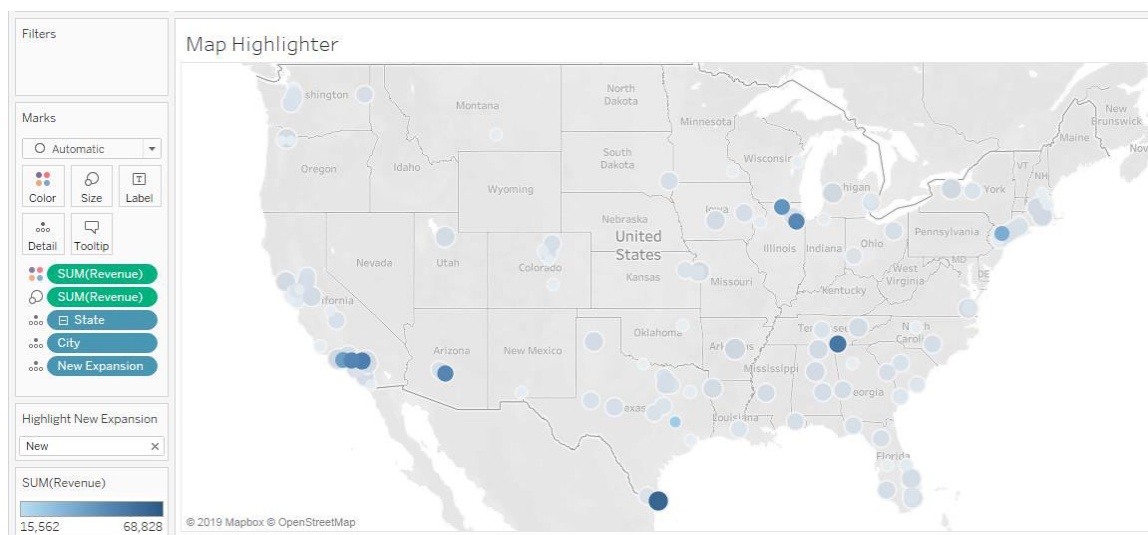


Map based on Longitude (generated) and Latitude (generated). Color shows details about Sales Region. The marks are labeled by Sales Region. Details are shown for Sales Region.

### Sales Region

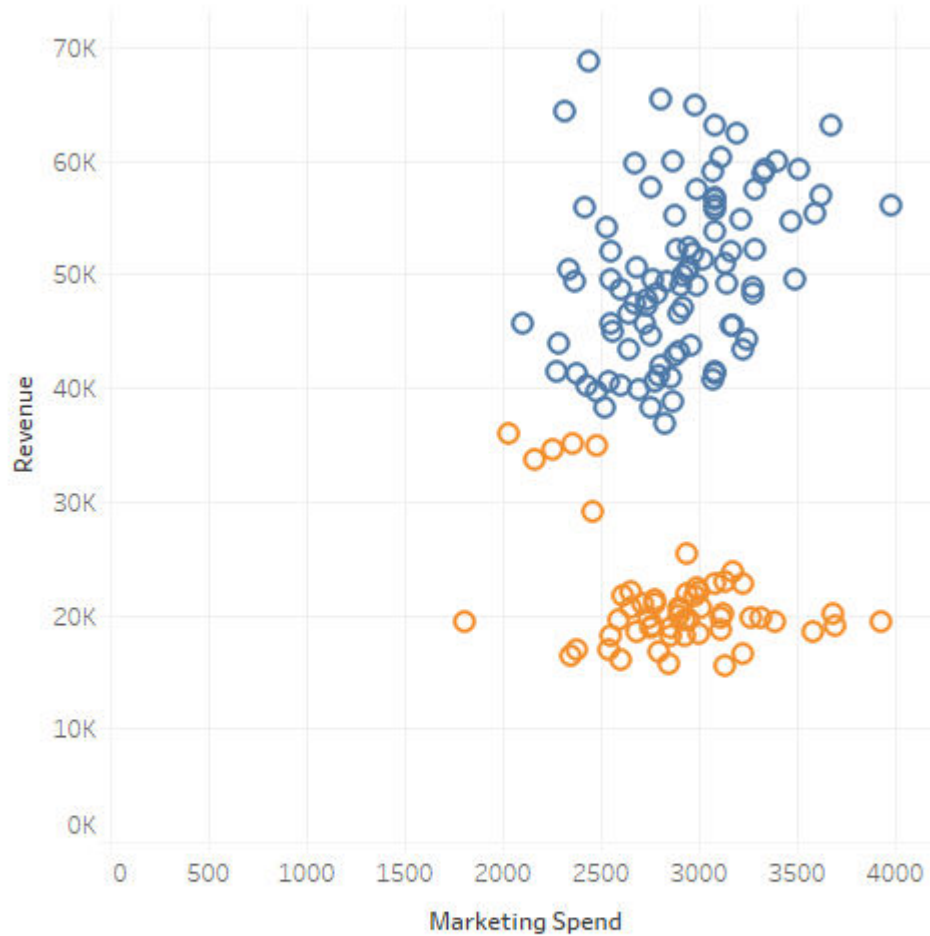
- Region 1
- Region 2

## Worksheet: Highlighters



## Worksheet: Scatter plot using geographic custom territory

## Scatter plot



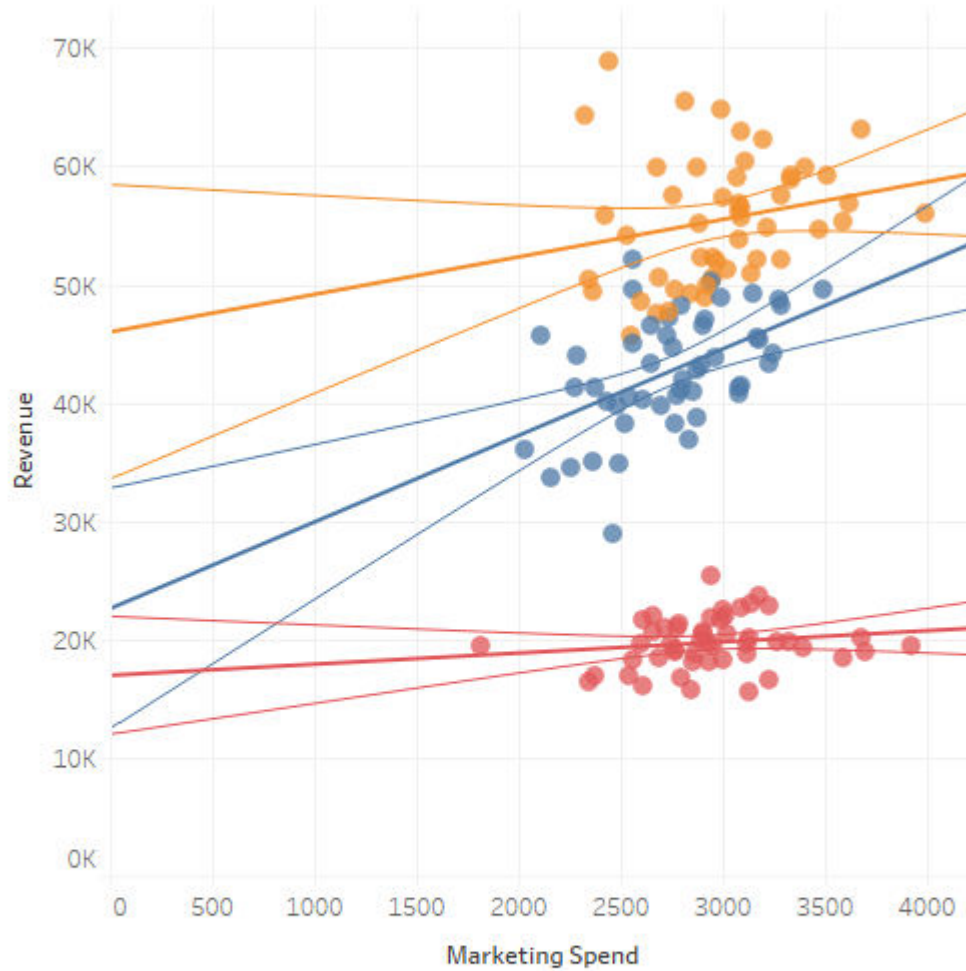
Sum of Marketing Spend vs. sum of Revenue. Color shows details about Clusters.  
Details are shown for Store ID and New Expansion.

### Clusters

- Cluster 1
- Cluster 2

Worksheet: Analytical cluster + Trend line

## Cluster + Trend line

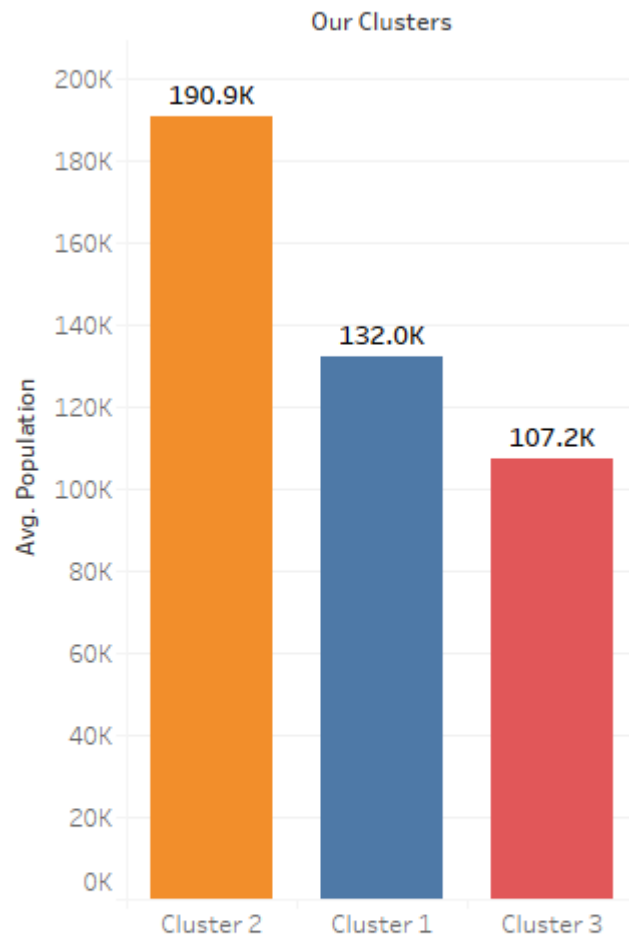


Sum of Marketing Spend vs. sum of Revenue. Color shows details about Clusters (1).  
Details are shown for Store ID and New Expansion.

- Cluster 1
- Cluster 2
- Cluster 3

Worksheet: Average population bar graph based on geographic custom territories

## Cluster vs Avg Population



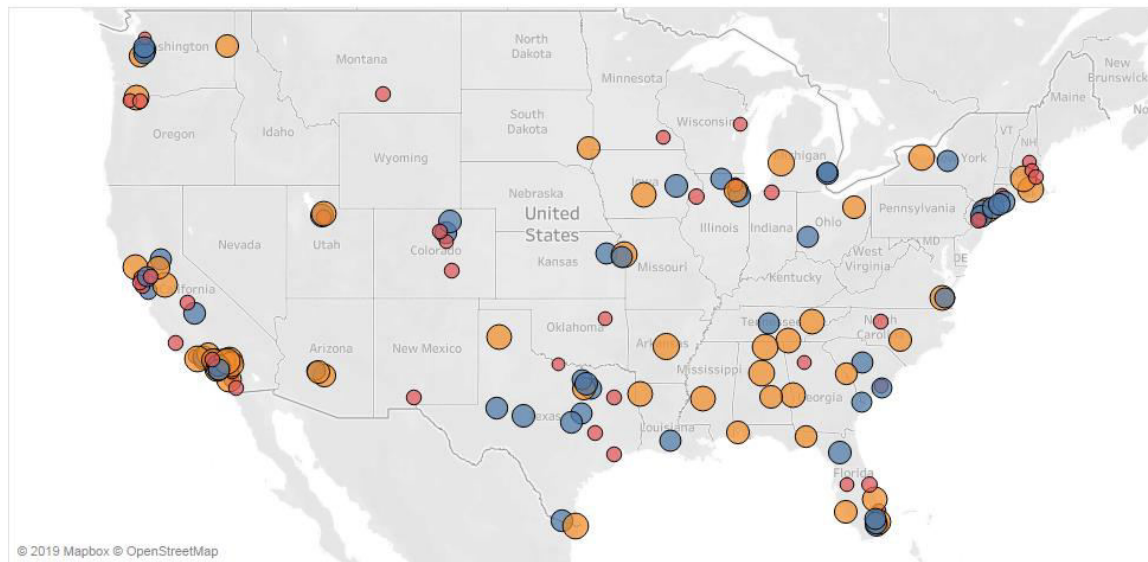
Average of Population for each Our Clusters. Color shows details about Our Clusters. The marks are labeled by average of Population.

### Our Clusters

- Cluster 1
- Cluster 2
- Cluster 3

Worksheet: Revenues of each city based on cluster.

## Cluster city on map



Map based on Longitude (generated) and Latitude (generated). Color shows details about Our Clusters. Size shows sum of Revenue. Details are shown for State and City.

