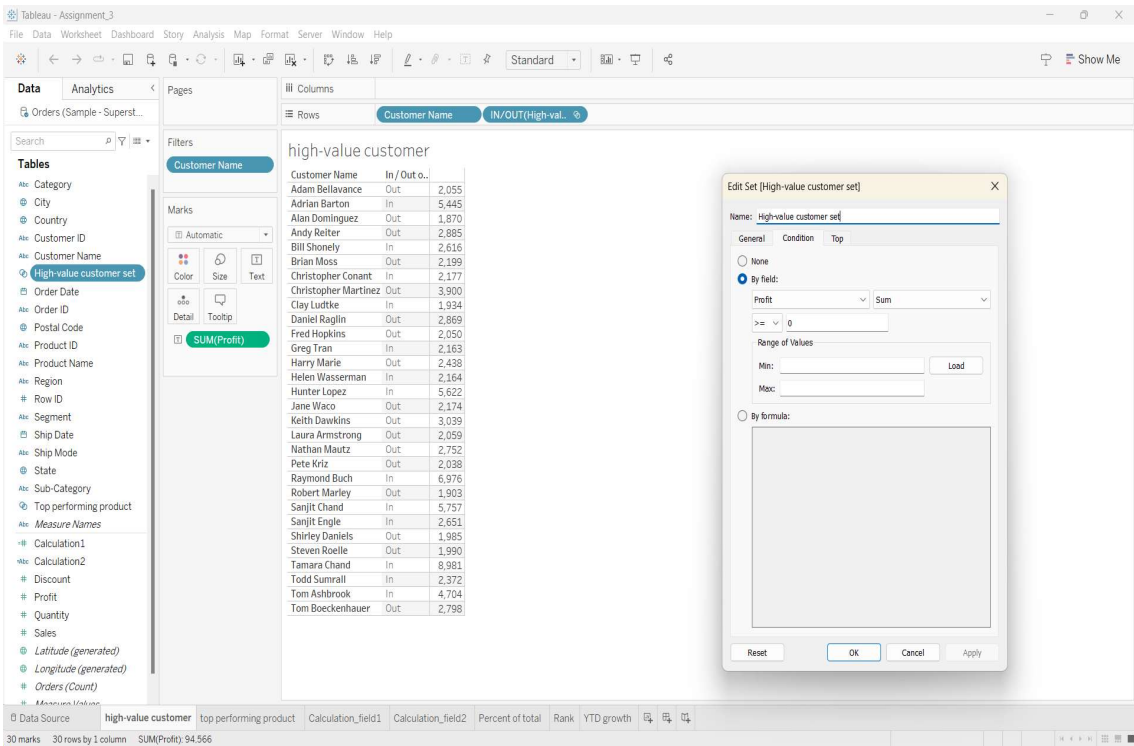
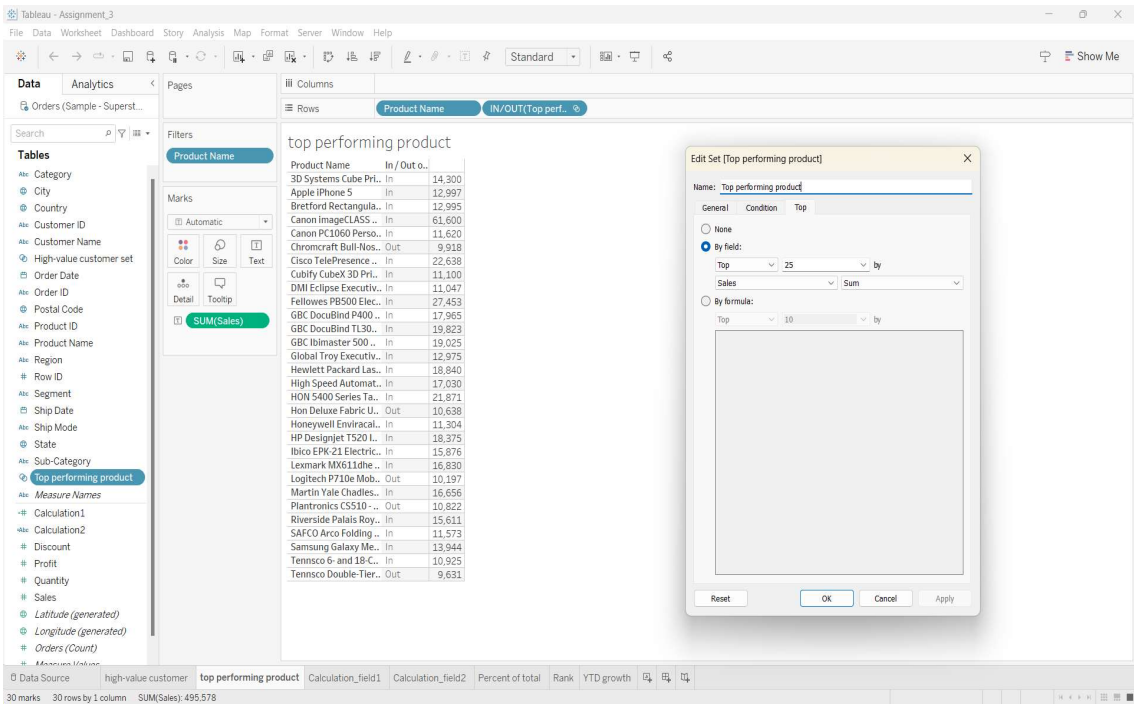


#I defined a High-value customer set as shown below



#I also defined a Top-performing product set as shown



#I created a 1st calculation field using an aggregate function “AVG ()”

The screenshot shows the Tableau interface with the following configuration:

- Columns:** Measure Names
- Rows:** Category, Sub-Category
- Calculation Field 1:**

Category	Sub-Category	Profit	Discount	Calculation1
Furniture	Bookcases	-3,473	48	-15
	Chairs	26,590	105	43
	Furnishings	13,059	132	14
	Tables	-17,725	83	-56
Office Supplies	Appliances	18,138	78	39
	Art	6,528	60	8
	Binders	30,222	567	19
	Envelopes	6,964	20	27
Technology	Fasteners	950	18	4
	Labels	5,546	25	15
	Paper	34,054	103	25
	Storage	21,279	63	25
	Supplies	-1,189	15	-6
	Accessories	41,937	61	54
	Copiers	55,618	11	818
Machines	3,385	35	29	
Phones	44,516	137	50	

The calculation field formula is: `AVG([Profit]-[Discount])`

#I created a 2nd Calculation field using aggregate function IF(), ELSE.

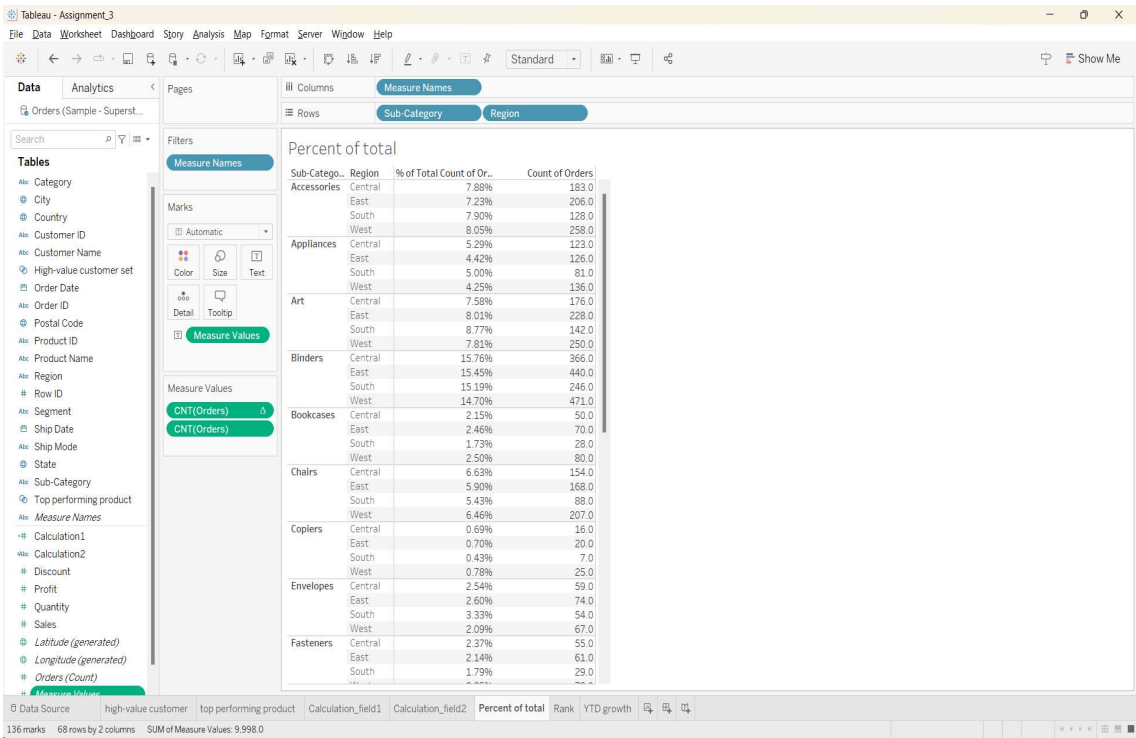
The screenshot shows the Tableau interface with the following configuration:

- Columns:** Sub-Category, Region
- Rows:** Calculation_field2
- Calculation Field 2:**

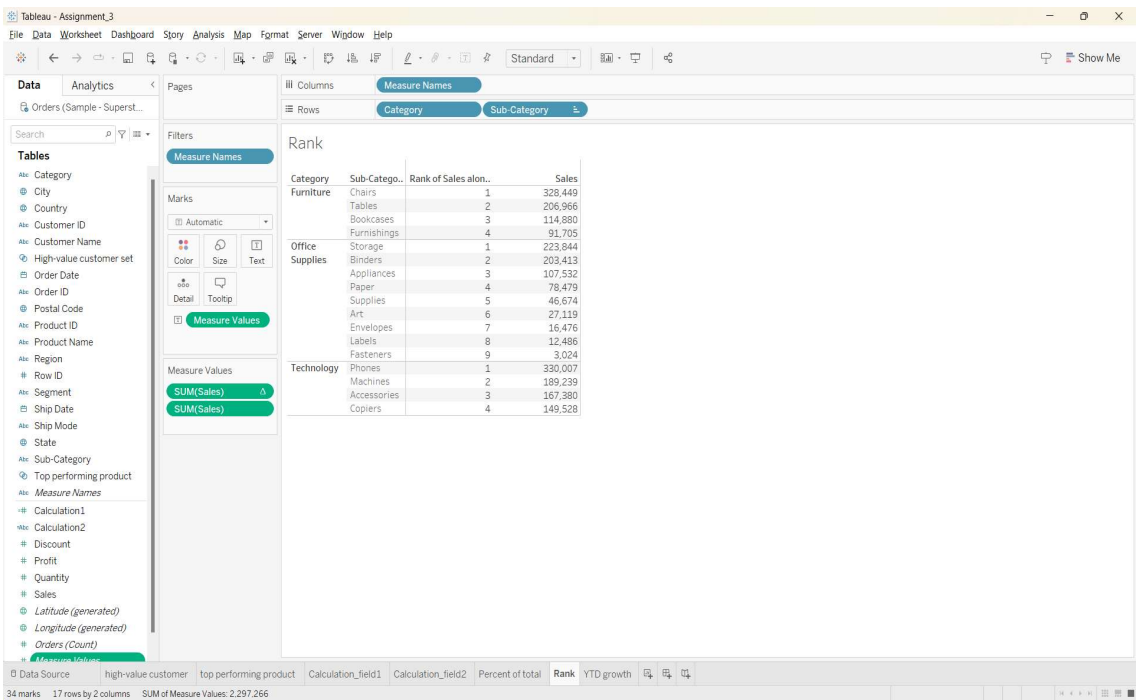
Sub-Category	Region	PROFIT
Accessories	Central	PROFIT
	East	PROFIT
	South	PROFIT
Appliances	West	PROFIT
	Central	Non-P.
	East	PROFIT
Art	South	PROFIT
	West	PROFIT
	Central	PROFIT
Binders	West	PROFIT
	Central	Non-P.
	East	PROFIT
Bookcases	South	PROFIT
	West	PROFIT
	Central	Non-P.
Chairs	East	Non-P.
	South	PROFIT
	West	PROFIT
Copiers	Central	PROFIT
	East	PROFIT
	South	PROFIT
Envelopes	West	PROFIT
	Central	PROFIT
	East	PROFIT
Fasteners	South	PROFIT
	West	PROFIT
	Central	PROFIT

The calculation field formula is: `IF SUM([Profit])>0 THEN "PROFIT" ELSE "Non-Profit" END`

#I created a 1st Quick Table Calculation “Percent of Total”.



#I Created a 2nd Quick Table Calculation “Rank”



#1 Created a 3rd Quick Table Calculation “Year To Date Growth”.

