Objective: Take first steps to understand data visualization

- Tasks are to find out which salesperson(s) gets the performance-based increment?
- Which factors need to be considered for performance increment?
- Which sales person(s) need to improve their performance?
- When would you plan the marketing campaign?

Steps to achieve Business Objectives

1. Identify the types of variables present?

Quantitative	Qualitative	Other

2. Prepare your first bar graph. Which two variables would you use?

3. Visualize total number of units sold by each sales person?

4. Identify product volumes sold by each sales person in different regions? **Hint:** You can use multiple bar graphs (

5. Create a **calculated field** to yield Total Revenue (**formula**: Total Revenue = Total number of units sold multiplied by selling price of a unit).

6. Prepare a **bar graph** and a **data table** to describe revenue generated per item (i.e. product) in each geographic region

7. Prepare a bar graph to describe revenues contributed by each salesperson for each item (i.e. product) category from different geographical regions

8. So which sales representative has performed the best in terms of number of units sold and total revenue contributed.

Fill in your solutions in the table