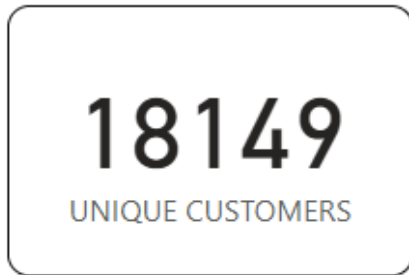


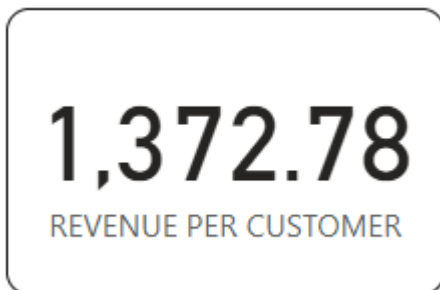
Visualizing Data Assignment

a) Cards

- Insert a card in the Customer Detail report page to show Total Customers, and rename the field “UNIQUE CUSTOMERS”.

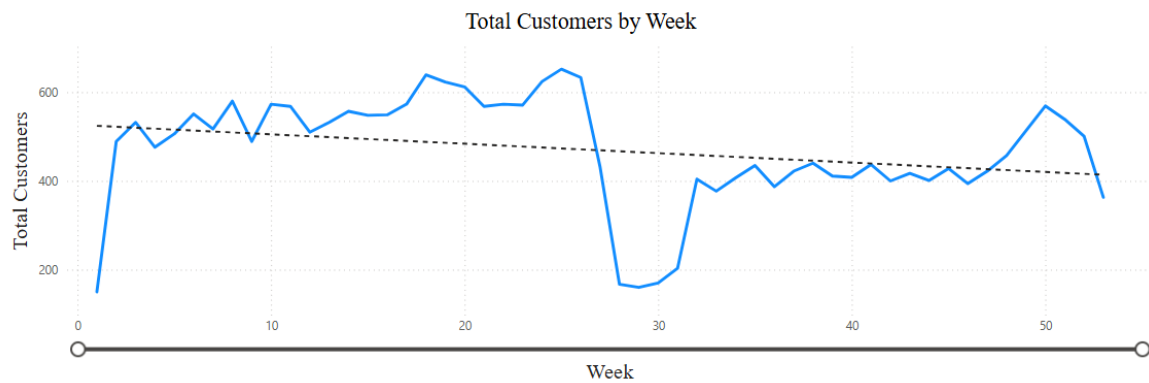


- Copy and paste to create a second card showing Average Revenue per Customer, and rename the field “REVENUE PER CUSTOMER”.



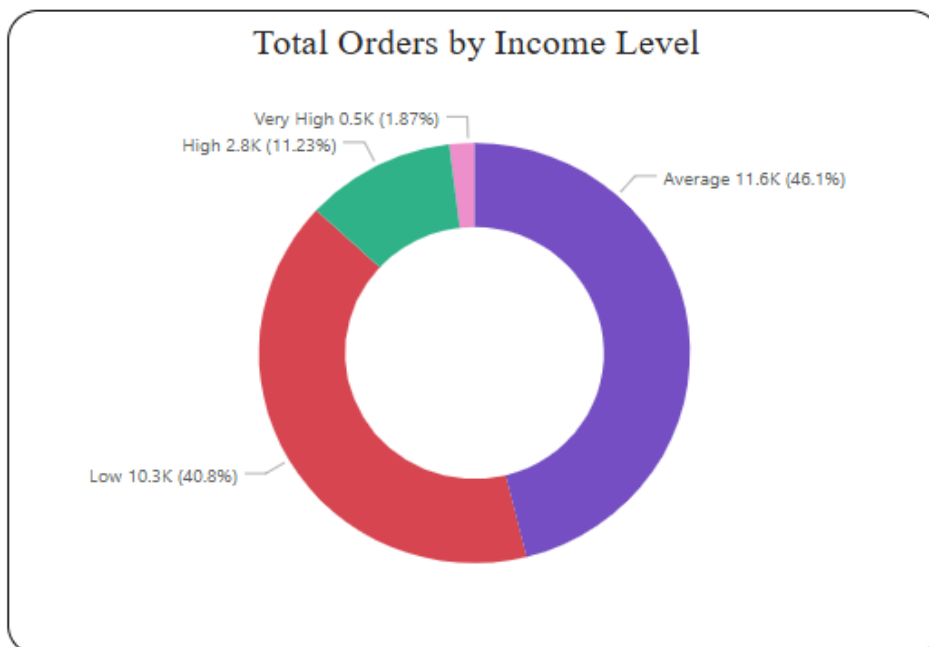
b) Line Charts

- Add a line chart to the Customer Detail report showing Total Customers by week.
- Add a trend line and a zoom slider to the x-axis.

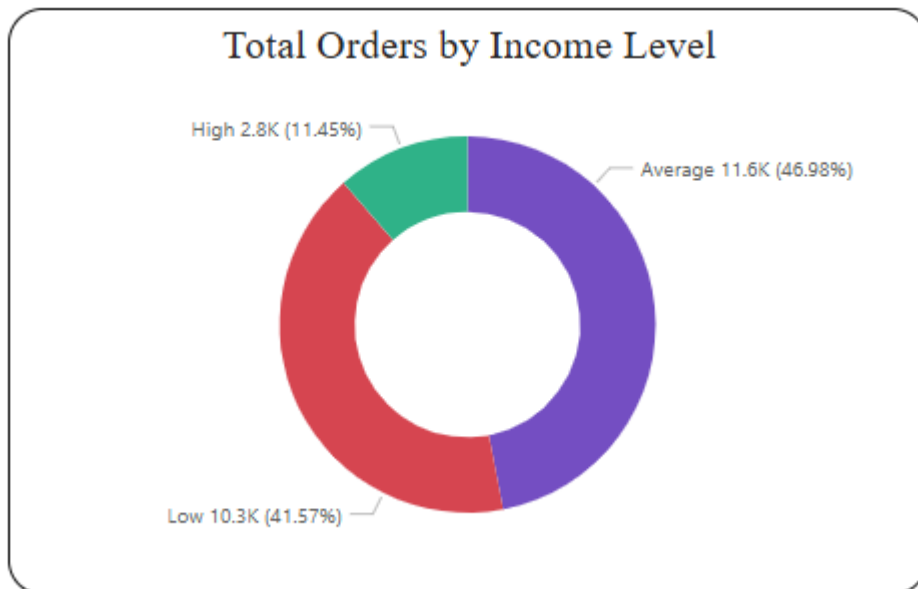


c) Donut Chart

- Add a donut chart to the Customer Detail report showing Total Orders by Income Level.
- Add a chart title, turn off the legend, and update the data labels to show the category and value (font size 8, 1 decimal place).



- Add a visual-level filter to exclude customers with a “Very High” income level”



Filters on this visual

...

Customer Income
is Average, High, or L...

Filter type ⓘ

Basic filtering ▼

🔍 Search

☒ Select all

☒ Average 1150

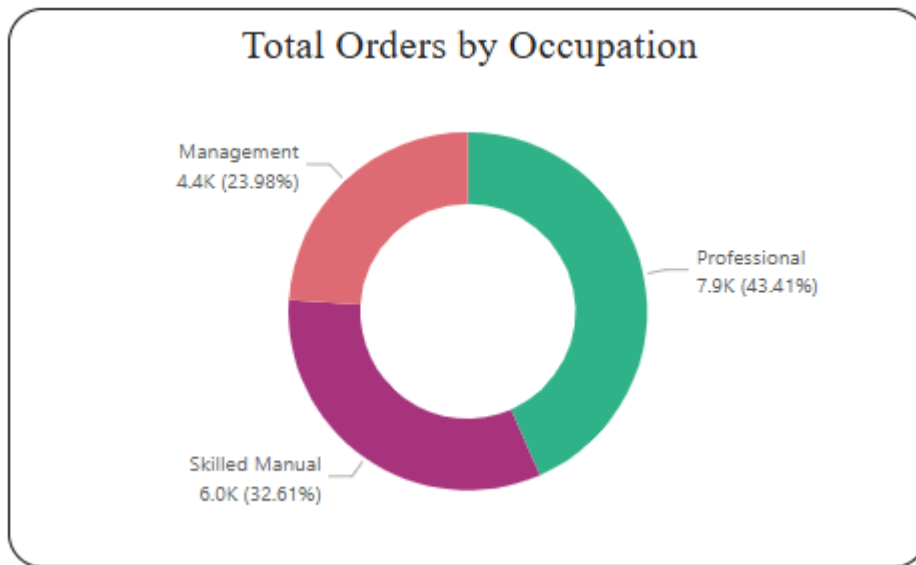
☒ High 375

☒ Low 1054

☐ Very High 51

☐ Require single selection

- Copy the chart to show Total Orders by Occupation, and add a visual-level filter to display the three occupations with the most orders.



Filters on this visual

...

Occupation
top 3 by Total Orders

Filter type ⓘ
Top N

Show items
Top 3

By value
Total Orders

Apply filter

d) Tables

- Add a table to the Customer Detail report to show Customer Key, Full Name, Total Orders (as “Orders”) and Total Revenue (as “Revenue”).
- Use conditional formatting to add light gray data bars to the orders column and a white > blue color scale to the revenue column.
- Add a visual-level filter (Top N) to show the 100 customers with the most orders, and add a chart title (“Top 100 Customers”)

CustomerKey	FullName	Total Orders	Total Revenue
11131	AMANDA RIVERA	4	211.79
11237	CLARENCE ANAND	4	10,065.01
11245	RICKY VAZQUEZ	4	10,165.92
11249	CINDY PATEL	4	9,668.02
11412	SYDNEY BRYANT	4	9,706.91
11413	MEGAN STEWART	4	7,020.46
11414	IAN RICHARDSON	4	6,963.00
11421	AMY SUN	4	9,534.15
11422	DUSTIN DENG	4	6,874.27
11423	JASMINE STEWART	4	9,716.99
11427	DESIREE DOMINGUEZ	4	9,717.65
11428	DEANNA PEREZ	4	9,761.60
11431	BRYANT GARCIA	4	9,687.37
11640	CHLOE WILSON	4	451.48
11642	MORGAN HUGHES	4	479.89
11659	MIGUEL ADAMS	4	285.29
11698	JACKSON WRIGHT	4	293.11
11723	LUKE COLEMAN	4	207.51
11740	JAN HALL	4	389.04
11824	JILL MARTIN	4	251.25
11845	NATALIE JONES	4	290.36
11869	KAITLYN ADAMS	4	328.46
11875	JONATHAN BROWN	4	378.80
12061	BRYCE BROOKS	4	210.35
12074	MEGAN JENKINS	4	391.48
12106	ISAIAH BAKER	4	234.09
12107	NATHAN GONZALES	4	287.56
12123	WESLEY LIANG	4	5,669.25
12124	BRANDI GILL	4	9,166.20
12125	DIANA ORTEGA	4	8,370.45

- Sort the table descending by orders

CustomerKey	FullName	Total Orders	Total Revenue
11091	DALTON PEREZ	26	1,513.14
11223	HAILEY PATTERSON	26	1,615.66
11300	FERNANDO BARNES	26	1,839.01
11330	RYAN THOMPSON	26	1,596.61
11331	SAMANTHA JENKINS	26	1,739.58
11185	ASHLEY HENDERSON	25	1,716.76
11200	JASON GRIFFIN	25	1,613.88
11176	MASON ROBERTS	24	1,526.03
11262	JENNIFER SIMMONS	24	1,464.79
11277	CHARLES JACKSON	24	1,776.69
11287	HENRY GARCIA	24	1,442.96
11566	APRIL SHAN	24	1,424.49
11711	DANIEL DAVIS	24	1,403.85
11276	NANCY CHAPMAN	23	1,111.23
11203	LUIS DIAZ	17	1,002.05
11215	ANA PERRY	17	1,335.85
11078	GINA MARTIN	16	991.27
11211	SAMANTHA RUSSELL	16	947.96
11253	JOSÉ HERNANDEZ	16	904.53
11505	JASMINE POWELL	16	1,103.52
11619	SIERRA YOUNG	16	813.31
11631	ANTONIO BENNETT	16	1,001.38
11019	LUKE LAL	15	961.92
11142	EDUARDO PATTERSON	15	1,117.25
11212	CHLOE CAMPBELL	15	969.78
11500	SARAH SIMMONS	15	848.91
11506	NICHOLAS BROWN	15	934.28
11507	ISABELLA RUSSELL	15	859.46
11520	JADA MORGAN	15	1,022.81
11530	ANDREW MARTINEZ	15	757.59

e) Top N cards

Full Name	
AARON ADAMS	
AARON ALEXANDER	
AARON ALLEN	
AARON BAKER	
AARON BRYANT	
AARON BUTLER	
AARON CAMPBELL	
AARON CARTER	
AARON CHEN	
AARON COLEMAN	
AARON COLLINS	
AARON DIAZ	
AARON EDWARDS	
AARON EVANS	
AARON FLORES	
AARON FOSTER	
AARON GONZALES	

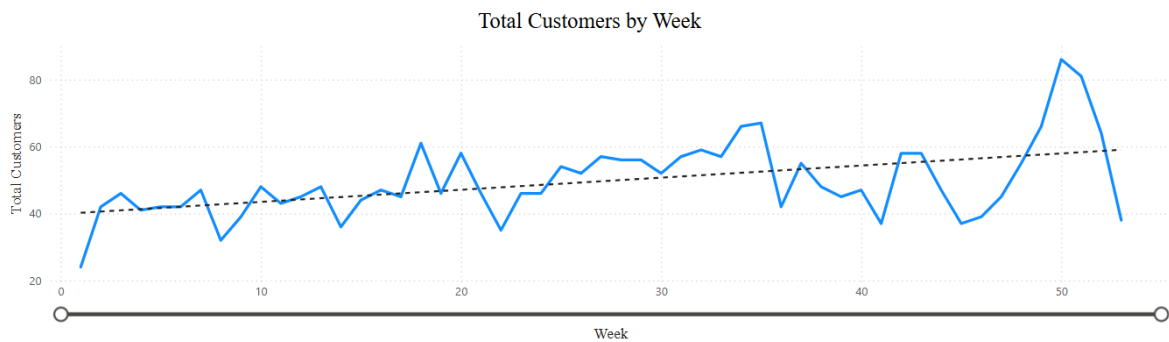
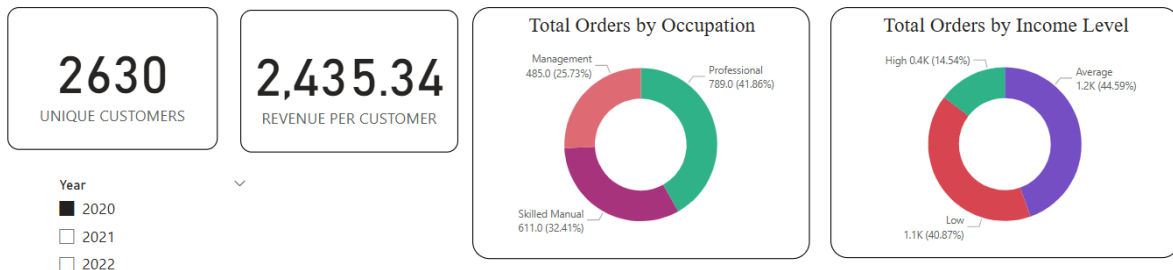
- Add a visual-level filter (Top N) to show the top customer (Full Name) in terms of Total Revenue.

Full Name

	AARON WRIGHT
	ADRIANA GONZALEZ
	ALICIA SHEN
	AMY SUN
	ARIANA GRAY
	BONNIE NATH
	BRAD SHE
	BRANDI GILL
	BRYANT GARCIA
	CINDY PATEL
	CLARENCE ANAND
	CLARENCE GAO
	COLE STEWART
	COLLEEN GOEL
	DEANNA PEREZ
	DESIREE DOMINGUEZ
	DIANA ORTEGA
	DOMINIQUE PRASAD

f) Slicers

- Add a slicer to filter the Customer Detail report page by Year
- Add a visual-level filter to exclude blanks



Top 100 Customers			
CustomerKey	FullName	Total Orders	Total Revenue
11090	TREVOR BRYANT	1	3,578.27
11129	JULIA WRIGHT	1	3,578.27
11171	JONATHAN HILL	1	3,578.27
11175	LUIS WANG	1	3,578.27
11191	KRISTI PEREZ	1	3,578.27
11216	JASMINE TORRES	1	3,578.27
11217	NATALIE ADAMS	1	3,578.27
11224	TIFFANY LI	1	3,578.27
11227	MARSHALL CHAVEZ	1	3,578.27
11237	CLARENCE ANAND	1	3,374.99
11245	RICKY VAZQUEZ	1	3,374.99
11249	CINDY PATEL	1	3,399.99
11252	NICHOLAS THOMPSON	1	3,578.27
11257	JACQUELINE POWELL	1	3,578.27
11259	VICTORIA STEWART	1	3,578.27
11261	STEPHANIE COLLINS	1	3,578.27
11263	TRINITY RICHARDSON	1	3,578.27
11266	TAYLOR HOWARD	1	3,578.27
11267	DAVID DIAZ	1	3,578.27
11270	ROBERT LEE	1	3,578.27
11271	DANIELLE REED	1	3,578.27
11272	LAUREN MARTINEZ	1	3,578.27
11274	KYLE FOSTER	1	3,578.27
11275	JENNY RAI	1	3,578.27
11278	JONATHAN PHILLIPS	1	3,578.27
11281	MEGAN BARNES	1	3,578.27
11282	CHRISTIAN THOMAS	1	3,578.27
11286	HUNTER GRIFFIN	1	3,578.27
11289	MARIA CARTER	1	3,578.27
11290	KATELYN SANCHEZ	1	3,578.27

Full Name		Full Name	
AARON ALLEN		AARON WANG	
AARON LI		AARON WRIGHT	
AARON NELSON		AARON YOUNG	
AARON WANG		ABBY ARTHUR	
AARON WRIGHT		ABBY SANCHEZ	
AARON YOUNG		ABIGAIL BROOKS	
ABBY ARTHUR		ABIGAIL CLARK	
ABBY SANCHEZ		ABIGAIL COLEMAN	
ABIGAIL BROOKS		ABIGAIL FOSTER	
ABIGAIL CLARK		ABIGAIL HOWARD	
ABIGAIL COLEMAN		ABIGAIL MORGAN	
ABIGAIL FOSTER		ABIGAIL THOMPSON	
ABIGAIL GRIFFIN		ADAM BAKER	
ABIGAIL HOWARD		ADAM HILL	
ABIGAIL JENKINS		ADAM PHILLIPS	
ABIGAIL KELLY		ADRIAN RAMIREZ	
ABIGAIL MORGAN		ADRIANA CHANDRA	
ABIGAIL THOMPSON		ADRIENNE GUTIERREZ	

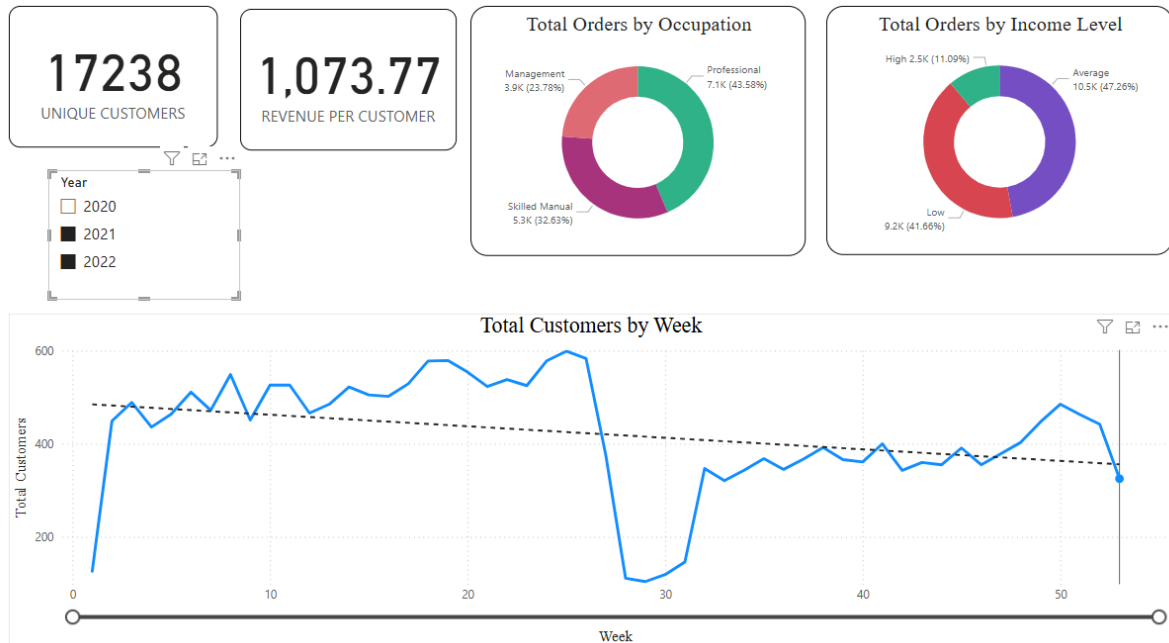
Year

☒ 2020

☐ 2021

☐ 2022

- Choose any slicer style that allows users to filter individual years or across multiple years.



CustomerKey	FullName	Total Orders	Total Revenue
11091	DALTON PEREZ	26	1,513.14
11223	HAILEY PATTERSON	26	1,615.66
11300	FERNANDO BARNES	26	1,839.01
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11200	JASON GRIFFIN	25	1,613.88
11176	MASON ROBERTS	24	1,526.03
11262	JENNIFER SIMMONS	24	1,464.79
11277	CHARLES JACKSON	24	1,776.69
11287	HENRY GARCIA	24	1,442.96
11566	APRIL SHAN	24	1,424.49
11711	DANIEL DAVIS	24	1,403.85
11276	NANCY CHAPMAN	23	1,111.23
11203	LUIS DIAZ	17	1,002.05
11215	ANA PERRY	17	1,335.85
11078	GINA MARTIN	16	991.27
11211	SAMANTHA RUSSELL	16	947.96
11253	JOSÉ HERNANDEZ	16	904.53
11505	JASMINE POWELL	16	1,103.52
11619	SIERRA YOUNG	16	813.31
11631	ANTONIO BENNETT	16	1,001.38
11019	LUKE LAL	15	961.92
11142	EDUARDO PATTERSON	15	1,117.25
11212	CHLOE CAMPBELL	15	969.78
11500	SARAH SIMMONS	15	848.91
11506	NICHOLAS BROWN	15	934.28
11507	ISABELLA RUSSELL	15	859.46
11520	JADA MORGAN	15	1,022.81
11530	ANDREW MARTINEZ	15	757.59

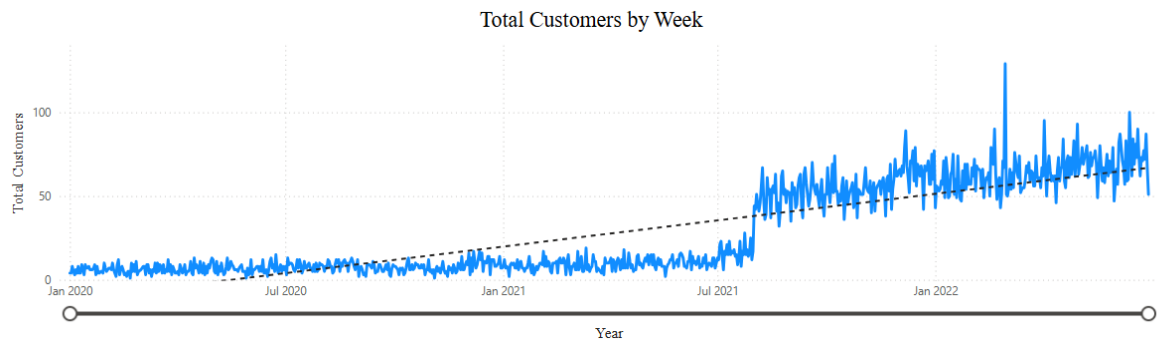
Full Name	Full Name
AARON ADAMS	ABBY SUBRAM
AARON ALEXANDER	ADRIANA GONZALEZ
AARON BAKER	ALEXANDRA HALL
AARON BRYANT	ALYSSA BRADLEY
AARON BUTLER	ARIANA GRAY
AARON CAMPBELL	AUDREY BLANCO
AARON CARTER	BRAD SHE
AARON CHEN	BRANDI GILL
AARON COLEMAN	BRENT ZHANG
AARON COLLINS	CHERYL JIMÉNEZ
AARON DIAZ	COREY ANAND
AARON EDWARDS	CRYSTAL ZENG
AARON EVANS	DIANA NAVARRO
AARON FLORES	DOMINIQUE PRASAD
AARON FOSTER	EDDIE DOMINGUEZ
AARON GONZALES	ERICK LOPEZ
AARON GONZALEZ	FELICIA BLANCO
AARON GREEN	FRANCISCO SARA

Year

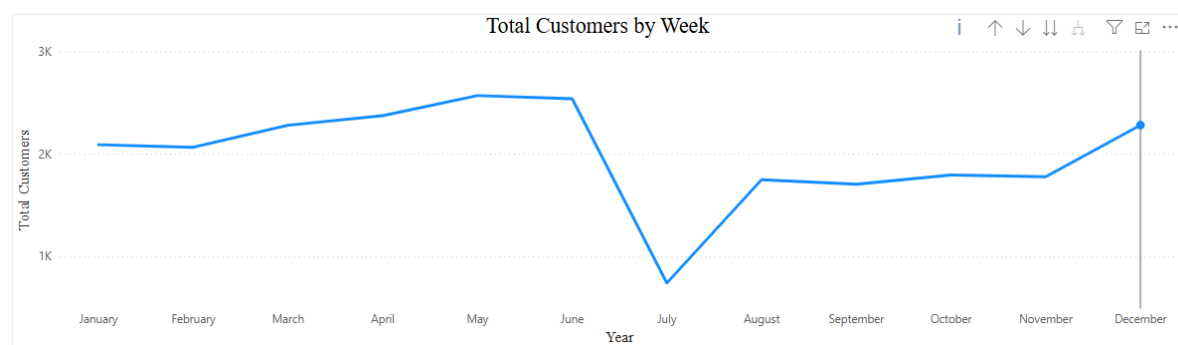
2020
 2021
 2022

g) Drill Down

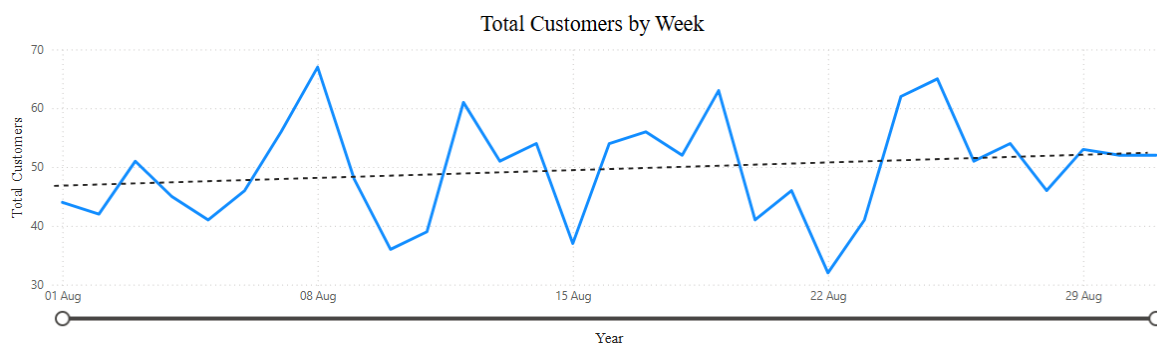
- In the Customer Detail report, update the X-axis of the line chart to pull in Date Hierarchy.



- Use the chart header to drill up and drill down to explore trends at each level of granularity

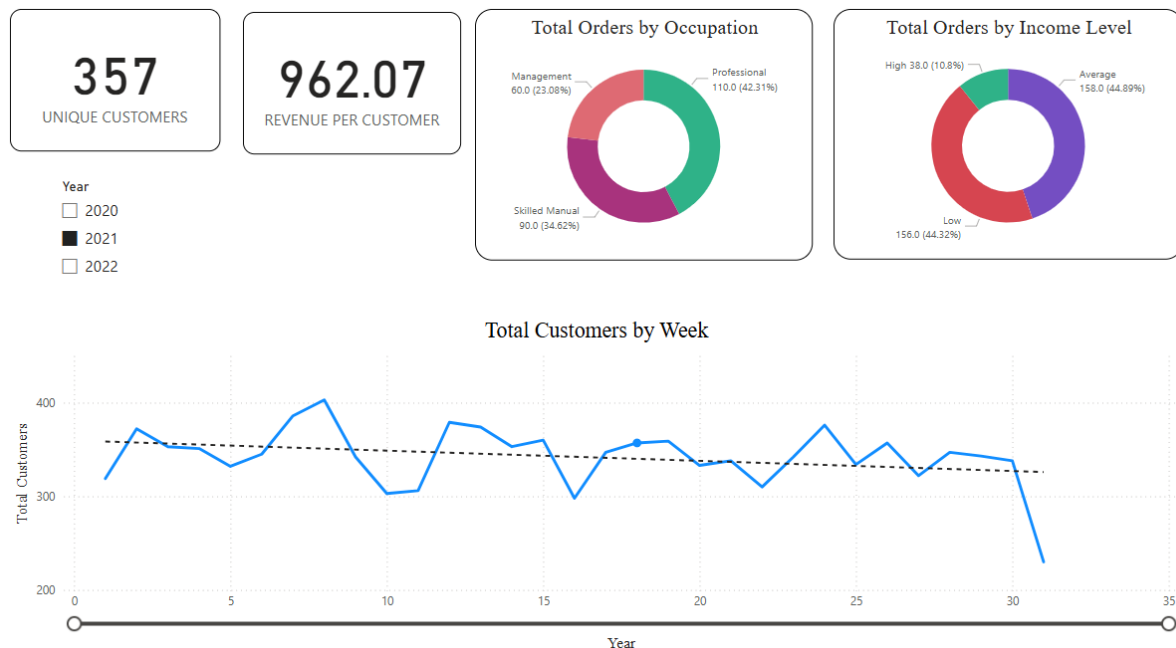


- Test drill mode to change the granularity by selecting individual data points in the chart.
- Turn off drill mode and show the chart at a weekly level of granularity by default.

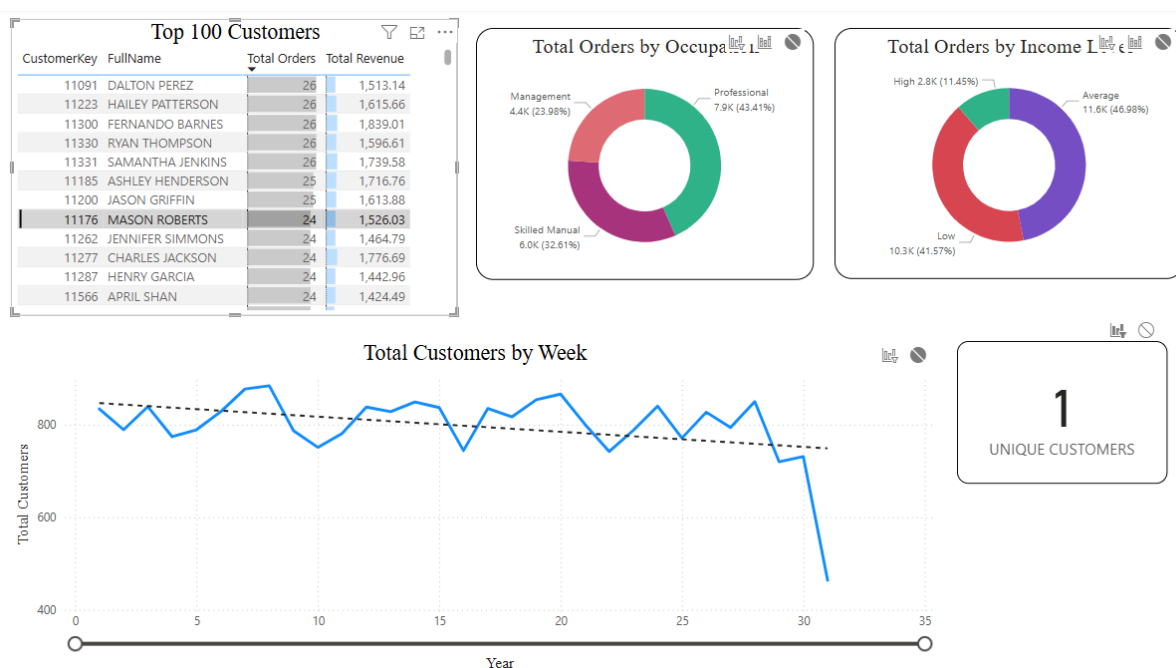


h) Report Interactions

- On the Customer Detail tab, edit the report interactions based on the following logic:
 - When a filter is applied to the line chart, the donut charts should filter (not highlight).

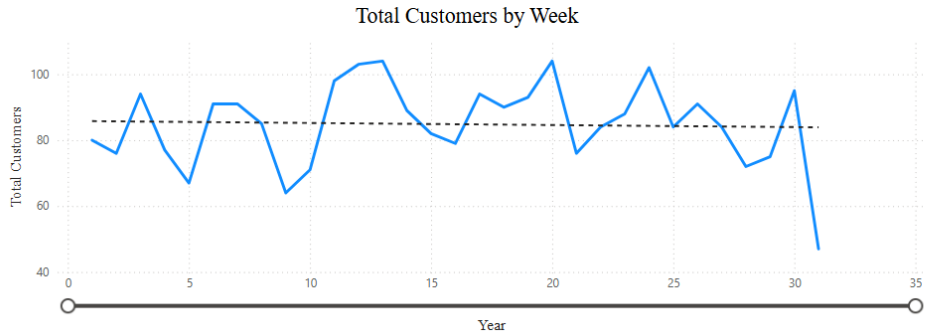
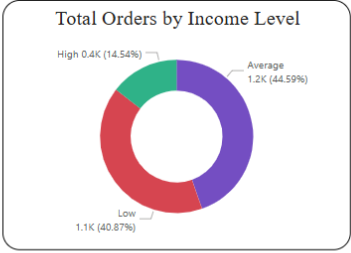
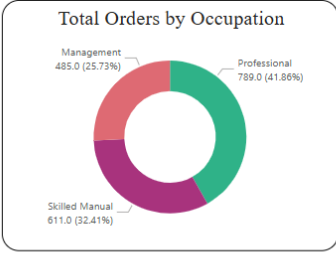


- When a filter is applied to the table, the line chart and donuts should not filter.



- The slicer should filter all visuals on the report page.

CustomerKey	FullName	Total Orders	Total Revenue
11090	TREVOR BRYANT	1	3,578.27
11129	JULIA WRIGHT	1	3,578.27
11171	JONATHAN HILL	1	3,578.27
11175	LUIS WANG	1	3,578.27
11191	KRISTI PEREZ	1	3,578.27
11216	JASMINE TORRES	1	3,578.27
11217	NATALIE ADAMS	1	3,578.27
11224	TIFFANY LI	1	3,578.27
11227	MARSHALL CHAVEZ	1	3,578.27
11237	CLARENCE ANAND	1	3,374.99
11245	RICKY VAZQUEZ	1	3,374.99
11249	CINDY PATEL	1	3,399.99



2630

UNIQUE CUSTOMERS

- Year
- 2020
 - 2021
 - 2022