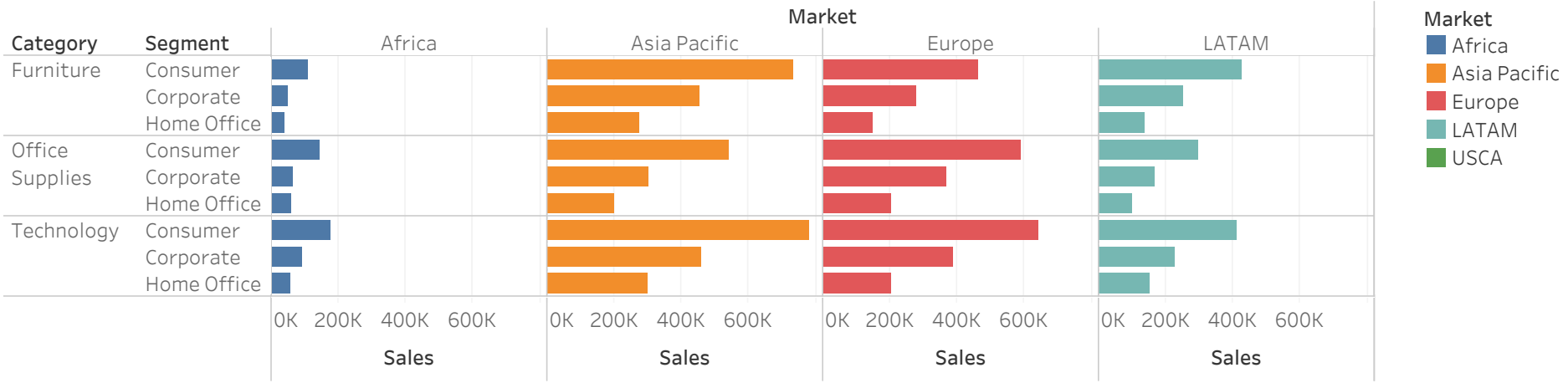
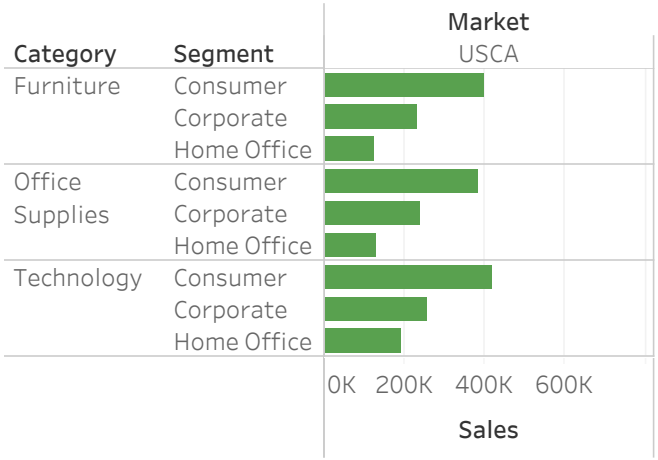
Category Performance in Global Markets



Sum of Sales for each Segment broken down by Market vs. Category. Color shows details about Market. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Category Performance in Global Markets

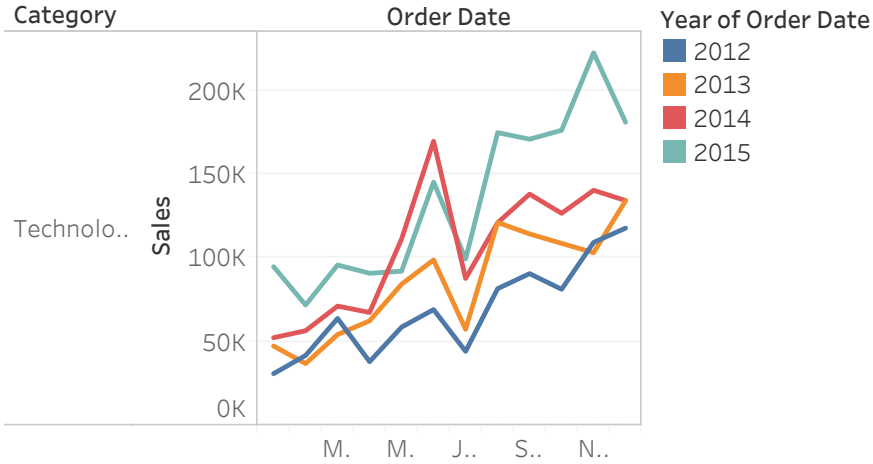


Sum of Sales for each Segment broken down by Market vs. Category. Color shows details about Market. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Sales Seasonality

The trend of sum of Sales for Order Date Month broken down by Category. Color shows details about Order Date Year. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Sales Seasonality



The trend of sum of Sales for Order Date Month broken down by Category. Color shows details about Order Date Year. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Crosstab

		Order Date							
		2012		2013		2014		2015	
Month of Order..	Category	% Difference in ..	Sales	% Difference in ..	Sales	% Difference in ..	Sales	% Difference in ..	
January	Furniture		34,464	24.08%	42,761	91.31%	81,805	-14.68%	
	Office Supplies		33,527	40.97%	47,264	37.49%	64,984	17.96%	
	Technology		30,908	53.39%	47,411	10.52%	52,398	80.95%	
February	Furniture		35,799	5.13%	37,635	57.08%	59,118	-2.39%	
	Office Supplies		26,135	-7.03%	24,297	112.17%	51,553	7.04%	
	Technology		41,784	-11.63%	36,922	53.21%	56,569	27.19%	
March	Furniture		40,277	36.76%	55,082	18.59%	65,323	37.33%	
	Office Supplies		31,579	70.12%	53,721	15.43%	62,008	25.11%	
	Technology		63,891	-15.05%	54,273	31.30%	71,263	34.46%	
April	Furniture		30,690	78.24%	54,702	-0.21%	54,587	29.24%	
	Office Supplies		45,563	-3.68%	43,886	27.07%	55,766	45.92%	
	Technology		38,081	64.03%	62,464	8.01%	67,469	34.65%	
May	Furniture		49,769	26.46%	62,939	18.16%	74,371	32.19%	
	Office Supplies		49,731	22.79%	61,063	22.42%	74,756	31.06%	
	Technology		58,728	43.65%	84,363	32.02%	111,372	-17.29%	
June	Furniture		76,585	6.39%	81,481	41.45%	115,251	18.11%	
	Office Supplies		61,793	22.74%	75,846	46.99%	111,489	7.94%	
	Technology		69,194	42.86%	98,849	71.76%	169,780	-14.39%	
July	Furniture		31,383	32.21%	41,491	73.18%	71,854	14.60%	
	Office Supplies		42,807	8.27%	46,346	51.66%	70,291	9.50%	
	Technology		44,245	29.73%	57,399	52.94%	87,784	13.22%	
August	Furniture		68,000	24.48%	84,644	32.67%	112,296	12.46%	
	Office Supplies		58,390	66.57%	97,260	-4.23%	93,150	66.86%	
	Technology		81,673	48.44%	121,239	-0.16%	121,043	44.50%	
September	Furniture		93,934	2.38%	96,166	32.79%	127,701	37.65%	
	Office Supplies		99,987	-21.15%	78,844	40.48%	110,762	21.33%	
	Technology		90,667	26.15%	114,379	20.79%	138,157	23.77%	
October	Furniture		79,094	7.24%	84,824	5.30%	89,319	46.33%	
	Office Supplies		55,700	6.61%	59,383	30.33%	77,393	49.59%	
	Technology		81,320	33.71%	108,733	16.52%	126,695	39.15%	
November	Furniture		96,558	24.57%	120,279	2.10%	122,803	37.50%	
	Office Supplies		88,080	13.56%	100,020	10.71%	110,736	47.97%	
	Technology		109,309	-5.58%	103,214	36.08%	140,451	58.47%	
December	Furniture		119,531	-19.00%	96,817	47.91%	143,203	19.95%	
	Office Supplies		82,424	30.11%	107,244	19.28%	127,926	17.47%	
	Technology		117,852	13.87%	134,196	0.10%	134,325	34.82%	

Profit

-1,811 31,298

% Difference in Sales from the Previous Year of Order Date and Sales broken down by Order Date Year vs. Order Date Month and Category. Color shows sum of Profit. The marks are labeled by % Difference in Sales from the Previous Year of Order Date and Sales. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Crosstab

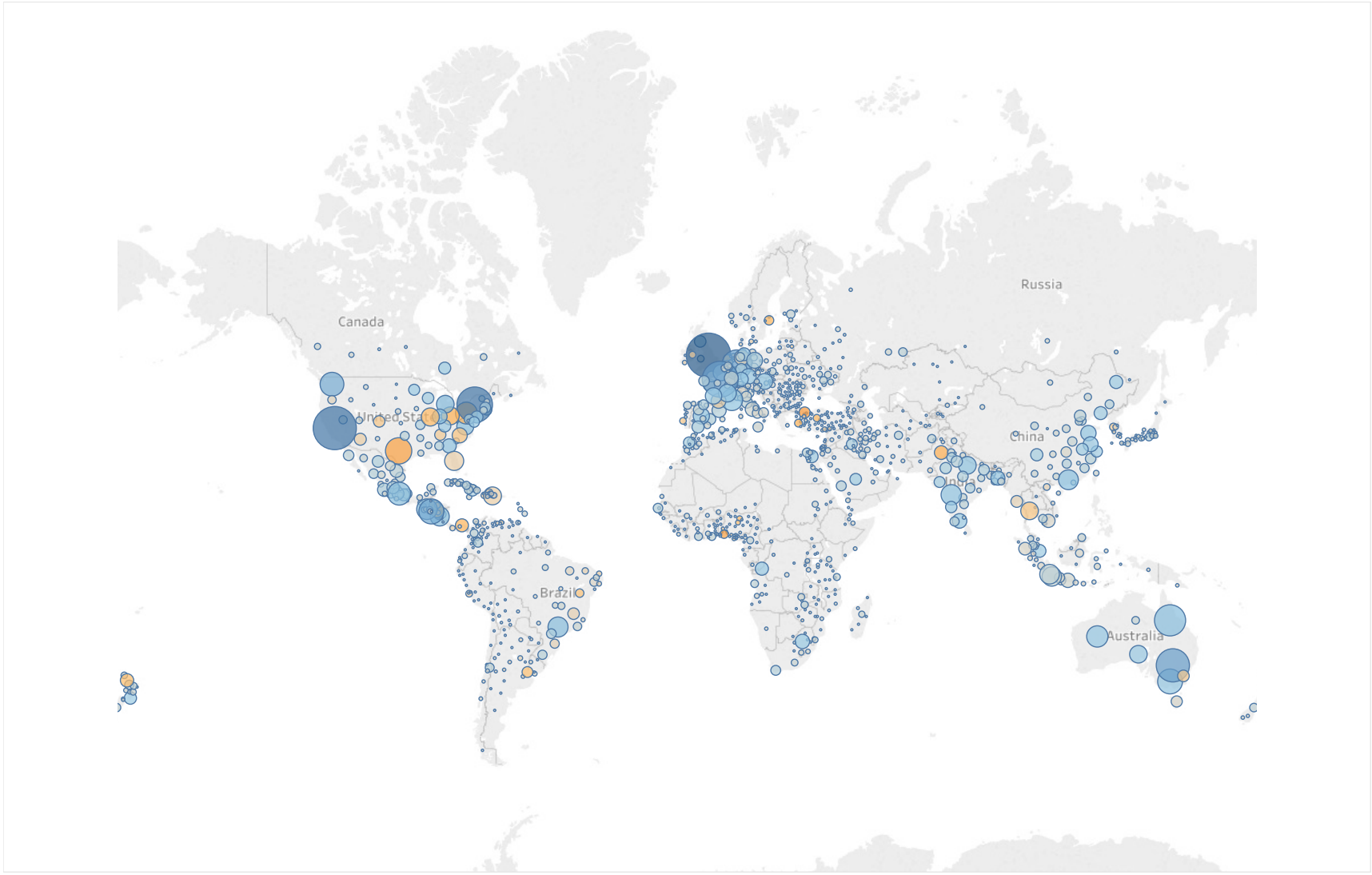
Month of Order..	Category	Order Date 2015 Sales
January	Furniture	69,799
	Office Supplies	76,654
	Technology	94,815
February	Furniture	57,703
	Office Supplies	55,184
	Technology	71,951
March	Furniture	89,705
	Office Supplies	77,576
	Technology	95,819
April	Furniture	70,551
	Office Supplies	81,372
	Technology	90,849
May	Furniture	98,312
	Office Supplies	97,975
	Technology	92,114
June	Furniture	136,123
	Office Supplies	120,340
	Technology	145,351
July	Furniture	82,344
	Office Supplies	76,971
	Technology	99,390
August	Furniture	126,284
	Office Supplies	155,431
	Technology	174,905
September	Furniture	175,777
	Office Supplies	134,387
	Technology	170,994
October	Furniture	130,701
	Office Supplies	115,771
	Technology	176,295
November	Furniture	168,849
	Office Supplies	163,851
	Technology	222,579
December	Furniture	171,768
	Office Supplies	150,279
	Technology	181,097

Profit

-1,811 31,298

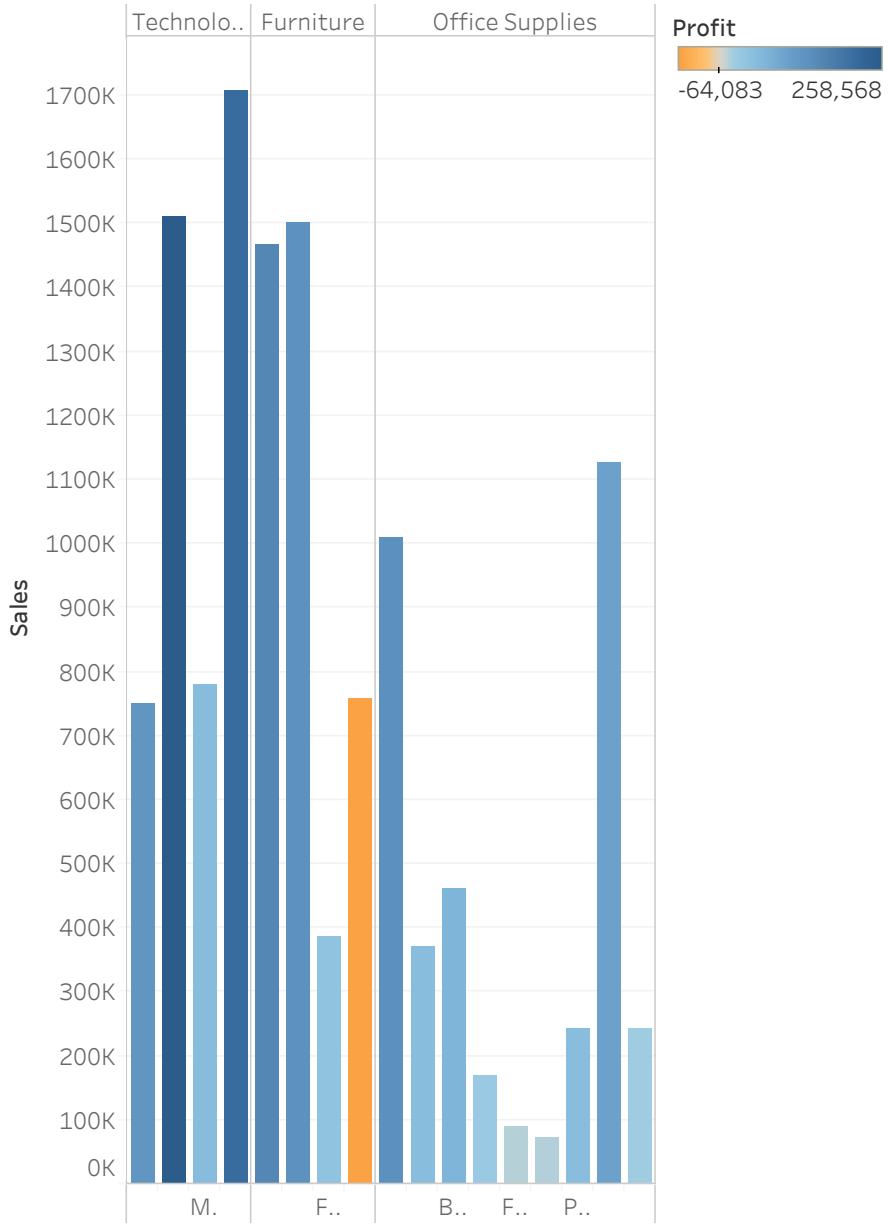
% Difference in Sales from the Previous Year of Order Date and Sales broken down by Order Date Year vs. Order Date Month and Category. Color shows sum of Profit. The marks are labeled by % Difference in Sales from the Previous Year of Order Date and Sales. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Global Sales and Profits



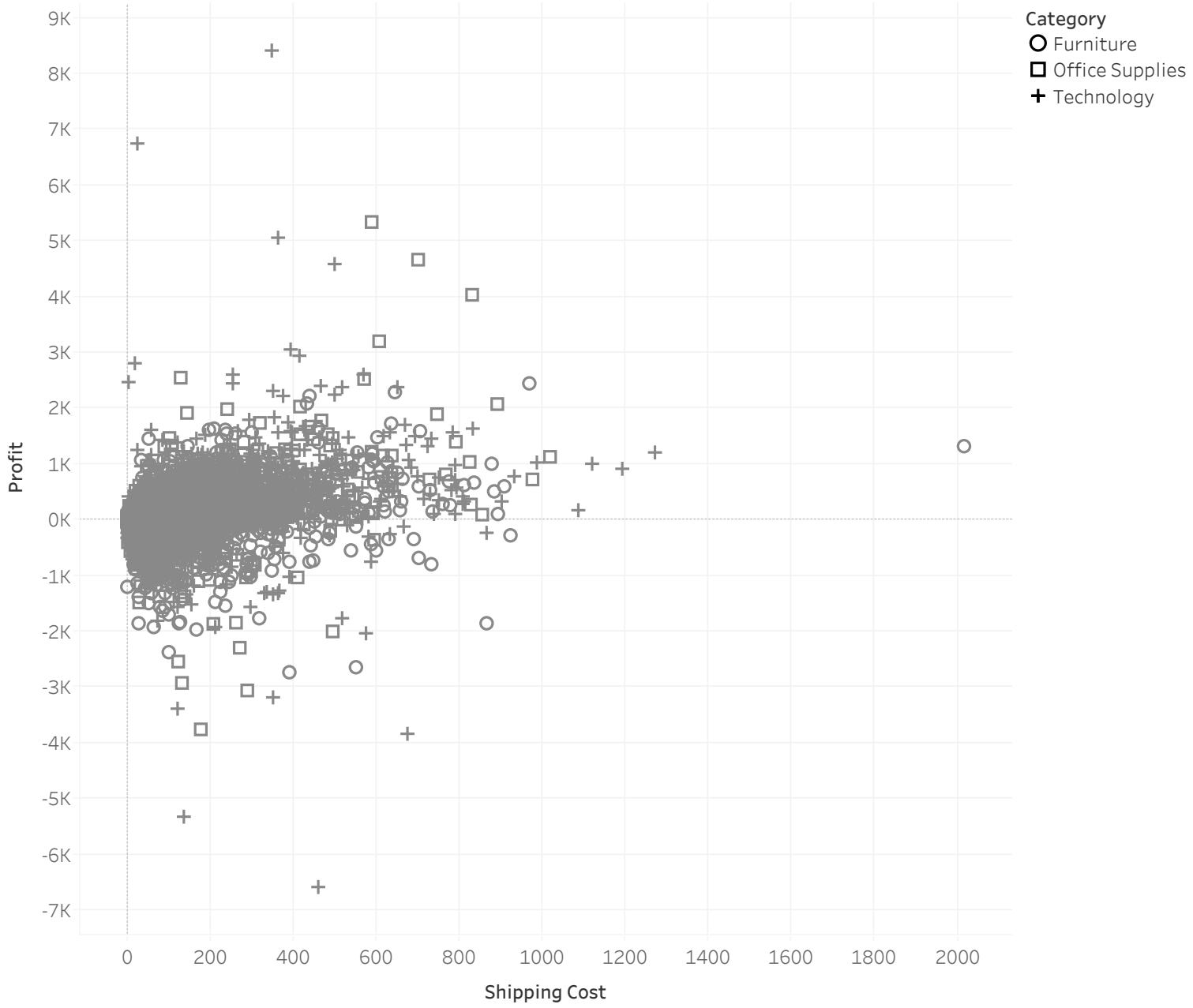
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Profit. Size shows sum of Sales. Details are shown for Country and State. The data is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Sales by Sub-Category



Sum of Sales for each Sub-Category broken down by Category. Color shows sum of Profit. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

Customer breakdown



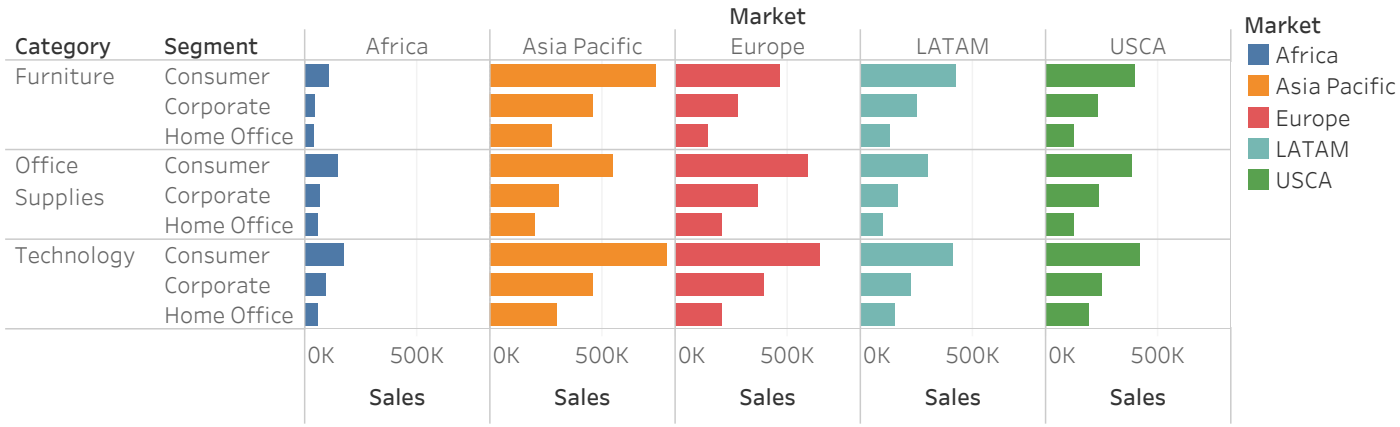
Sum of Shipping Cost vs. sum of Profit. Shape shows details about Category. Details are shown for Customer ID. The view is filtered on Category, which keeps Furniture, Office Supplies and Technology.

My First Tableau project

I am learning Tableau and this is my first story.
Working with the dataset called Global Superstore data which contains transactions of customers purchasing specific products all over the world.
I imported the Excel file and created a connection with Global Superstore returns text file. Created a cross database join , then changed to Left join to include all orders. Made a Custom Split of the Order ID field. Learnt ablout Connections: Live and Extract.

Moving on, in the data pane, there are dimensions and measures: column headers of the dataset. Dimensions are categorical fields: Date, Customer, Category. These are what we want to slice and dice our data on. Measures are metrics which we use to analyze our data. These can be continuous or discrete.

First, I am interested in analyzing how each category is doing per segment over the existing market in terms o..



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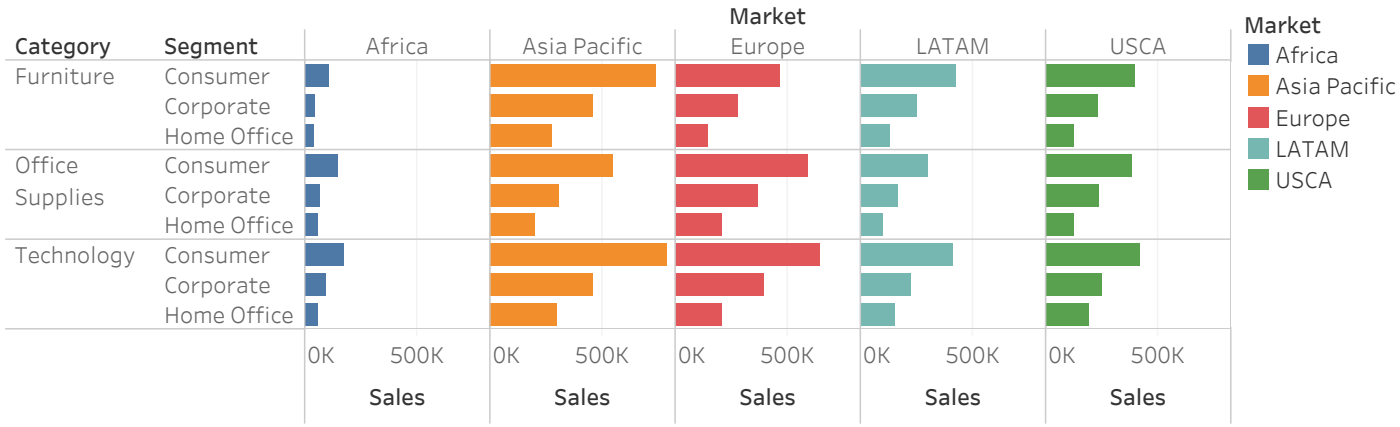
First, I am interested in analyzing how each category is doing per segment over the existing market in terms of sales. So here's my chart.

The next viz. looks at the Sales per category over the four years.

Ideas used: Drilling down from year to months. Quick Table Calculation for the Sales Measure for Year over Year growth. Tooltipping S..



My First Tableau project

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Next, I am interested in looking at the profits for each category. I created a crosstab using duplicate as a crosstab and switching rows to columns. Moving the Profits Measure pill to Color and by changing the mark type to color and add..

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		Order Date					
		2012		2013		2014	
Month of Order..	Category	% Difference in ..	Sales	% Difference in ..	Sales	% Difference in	
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October	Furniture		79,094	7.24%	84,824	5.30%	

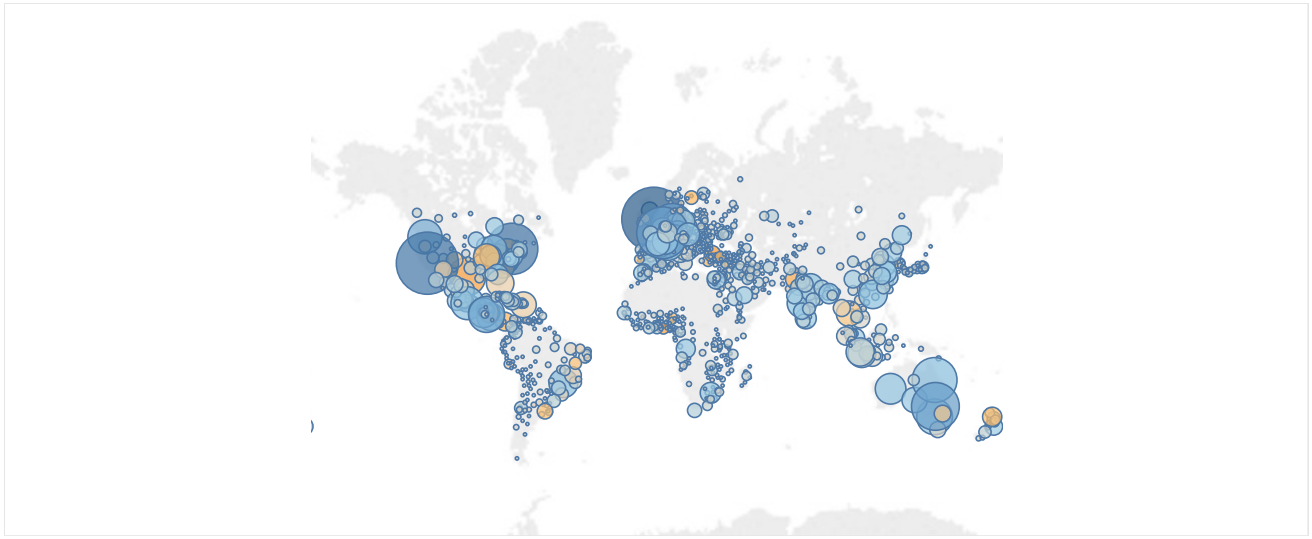
Profit

-1,811 31,298

Highlight Category

No items highlighted

Global Sales and Profits



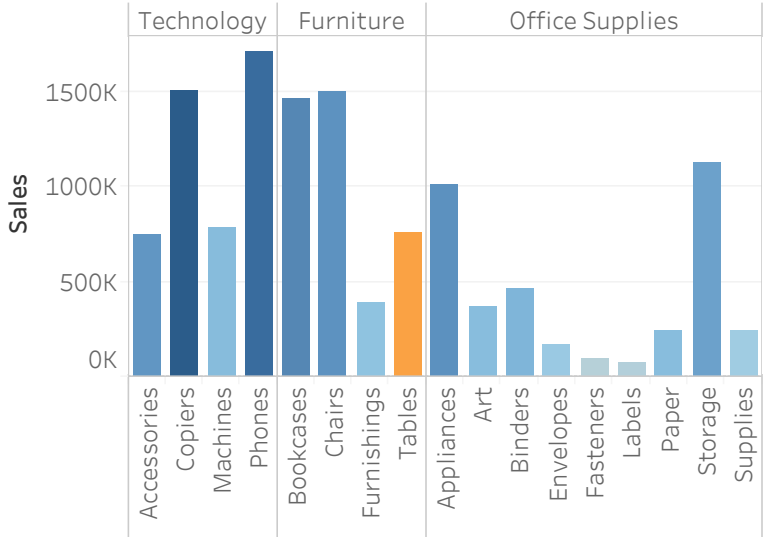
Category
All

Sales
3
100,000
200,000
300,000

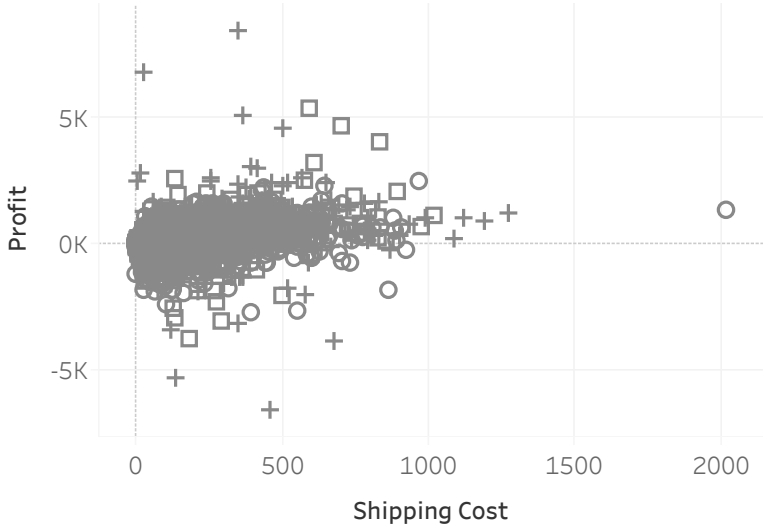
Profit
-29,034 99,908

Category
Furniture
Office Supplies
Technology

Sales by Sub-Category

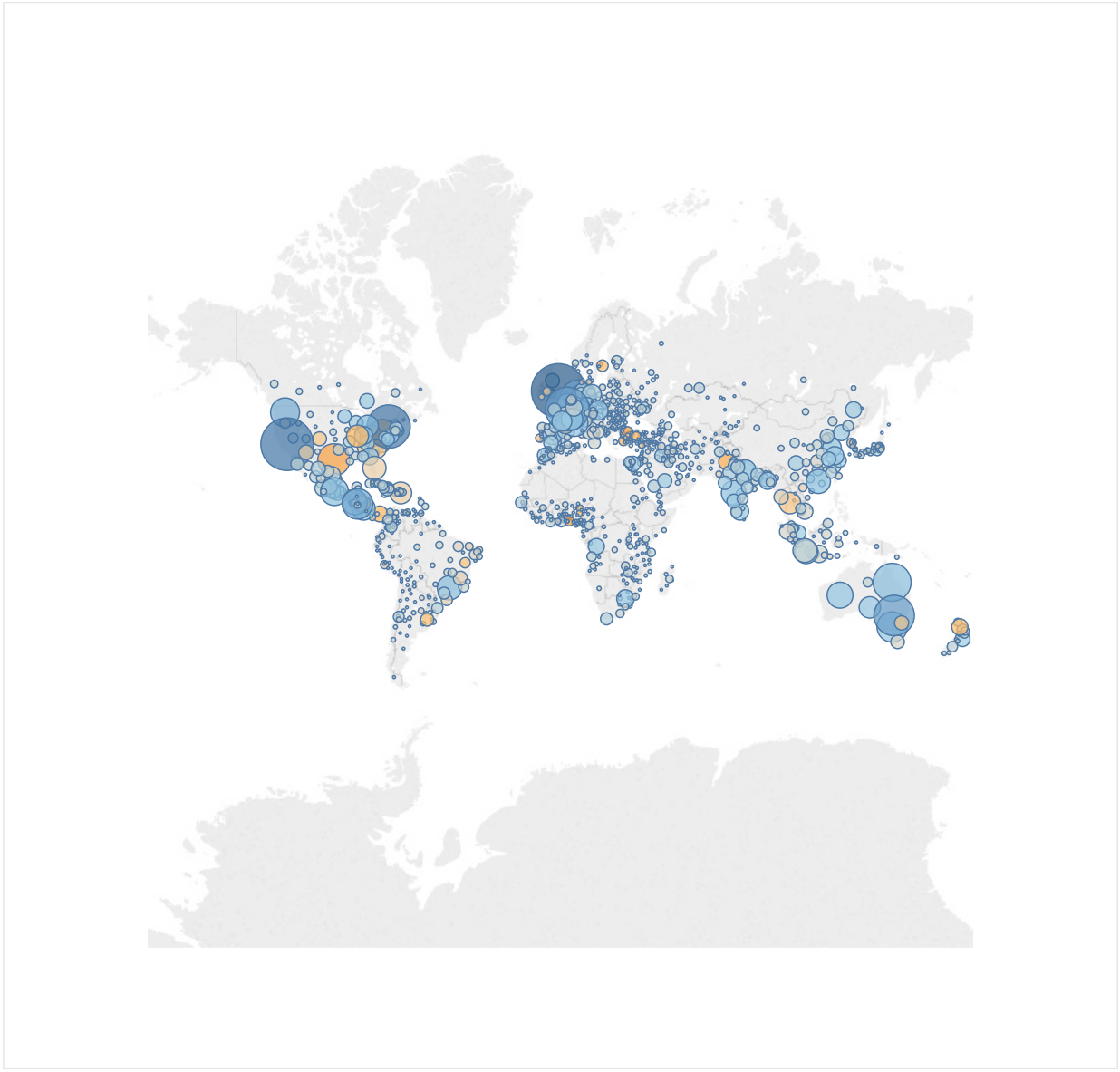


Customer breakdown



Story 2

Overall, our profts look strong.	But there are problem areas.



Category
All

Sales
3
100,000
200,000
300,000
400,000
485,171

Profit
-29,034 99,908

Story 2

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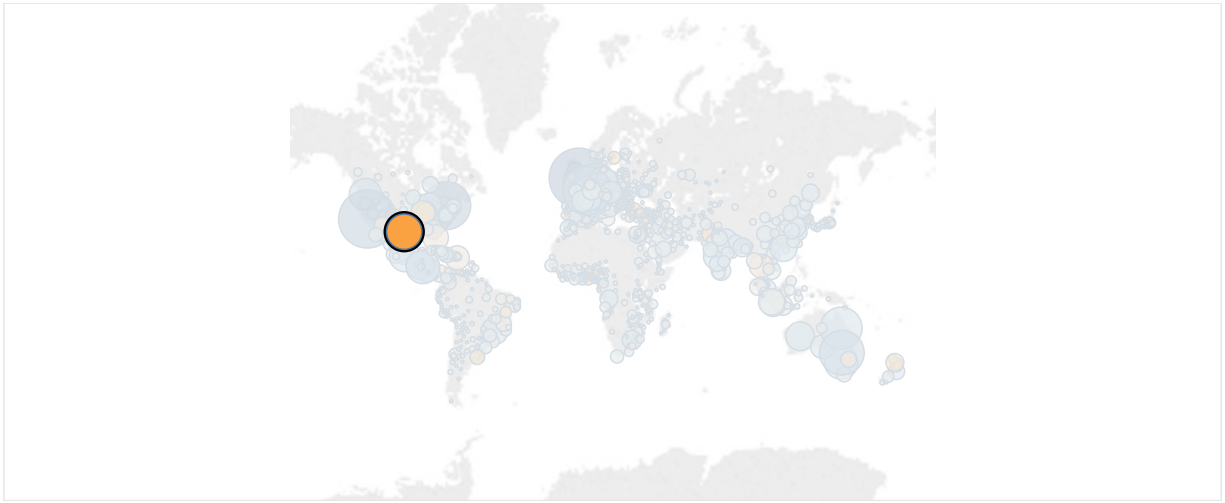
Global Sales and Profits



Category
All

Sales
3
100,000
200,000
300,000

Profit
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Category
Furniture
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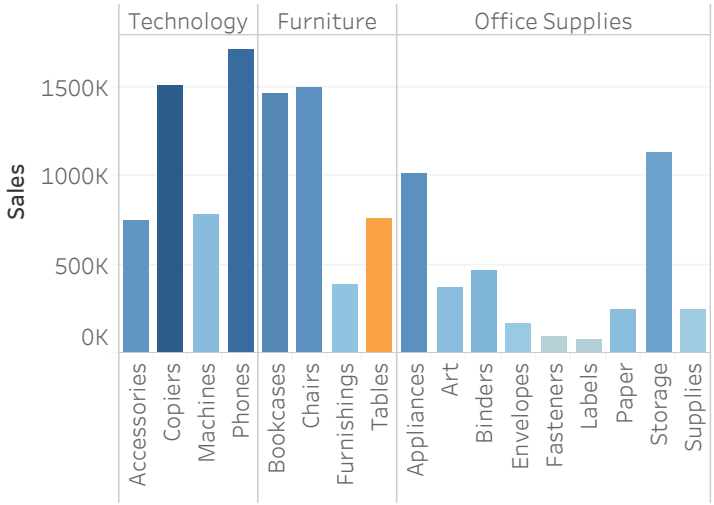
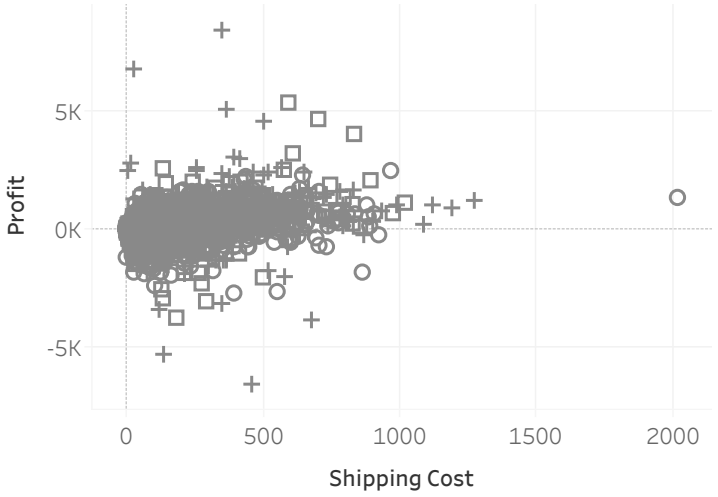
Sales by Sub-Category



Customer breakdown