Visualization

Sales DB

1. Customer name and total sales:

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1. Running Total:

* Down Rows:

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* What is the difference between down rows and across columns?
  + 1. Tableau down rows:
    - Tableau will calculate the running total row by row for each customer.
    - Running totals are used to analyze trends and cumulative contributions.
    - Adds values row by row
    - "Down Rows is used for lists of data, where each row represents an individual entity."
    1. Tableau Across columns:
    - Tableau will calculate the running total horizontally, summing sales across a specific category
    - Adds values columns by columns
    - "Across Columns is used for wide data, where each column represents a category or time period."

1. Adding Index and Rank:

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* + Use the **INDEX()** function to assign a sequential number to each customer.
  + Use the **RANK()** function to rank customers by their **Total Sales**.

**Part 2: Directional Table Calculations:**

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**Part 3: Non-Directional table calculations:**

1. Total function:

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1. Window-Sum function:

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**Part 4: Advanced Aggregation:**

Max sales per region:

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Average Sales per product category:

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**Part 5: Incremental Complexity:**

The last two days of sales:

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Cumulative percentage of sales:

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**Part 6: Dashboard:**

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**Extras:**

Percentage of total sales:

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2Rows earlier sales:

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Cumulative percentage of sales:  
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diff between current and previous customer:

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Index:

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Rank:

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Max sales:

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Previous customers’ total sales:

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Total Sales:

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Window-Sum Function:

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