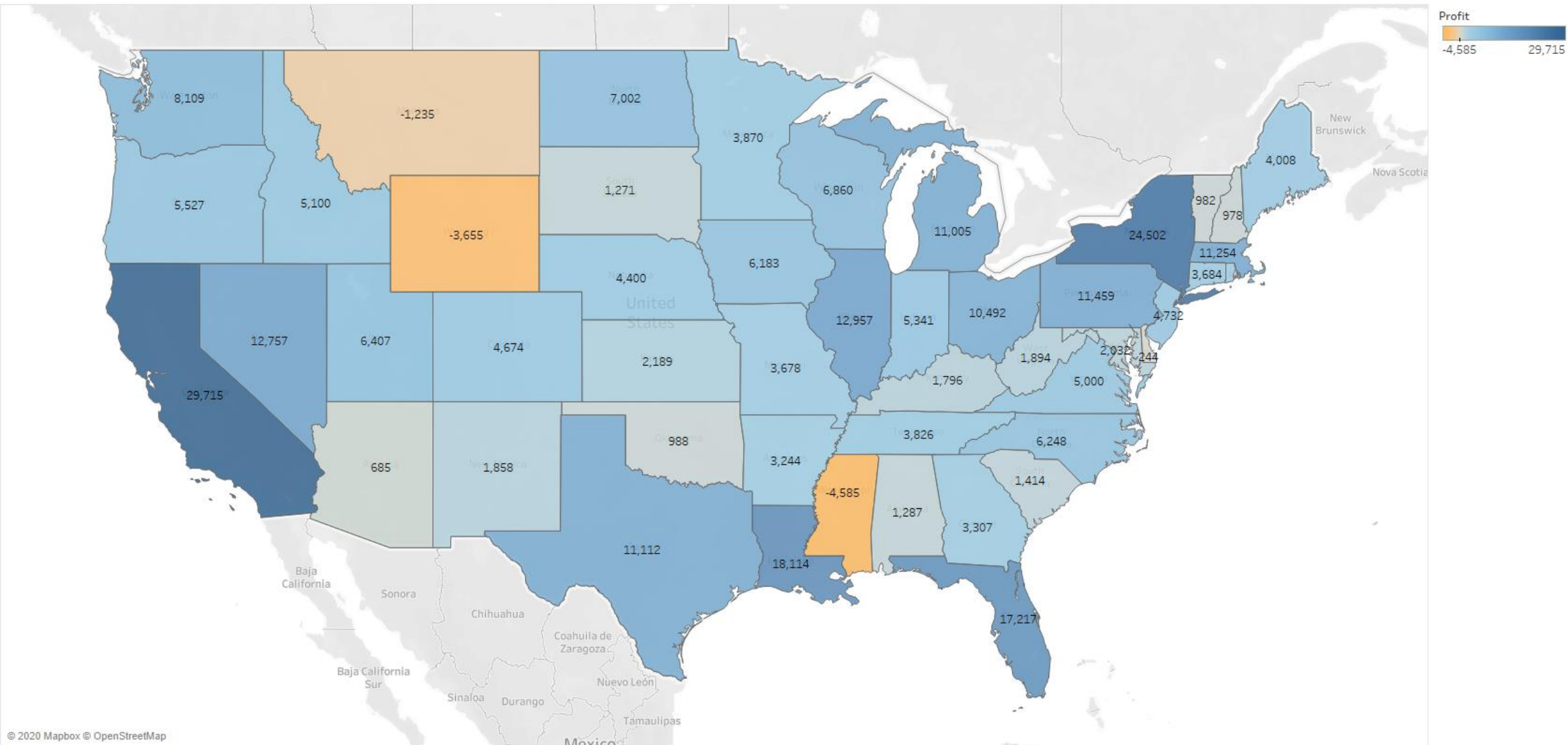


# Mega Merchandise Profit Analysis

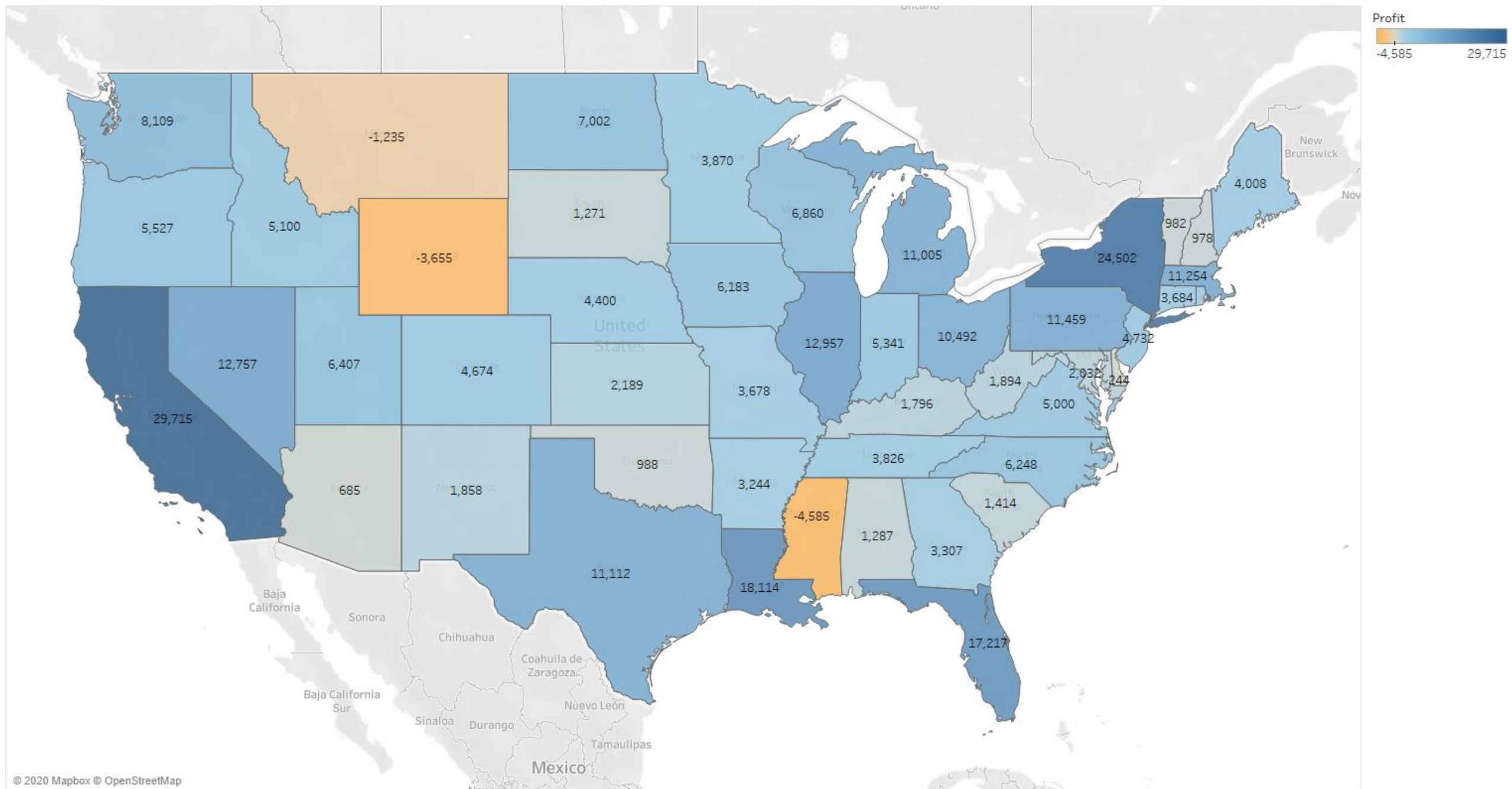
[https://public.tableau.com/profile/sibel5205#!/vizhome/MegaMerchandiseProfitAnalysis\\_15938134743760/ProfitAnalysis](https://public.tableau.com/profile/sibel5205#!/vizhome/MegaMerchandiseProfitAnalysis_15938134743760/ProfitAnalysis)

Prepared by: Sibel Tanoglu

# Map



# ATTR INVESTIGATION

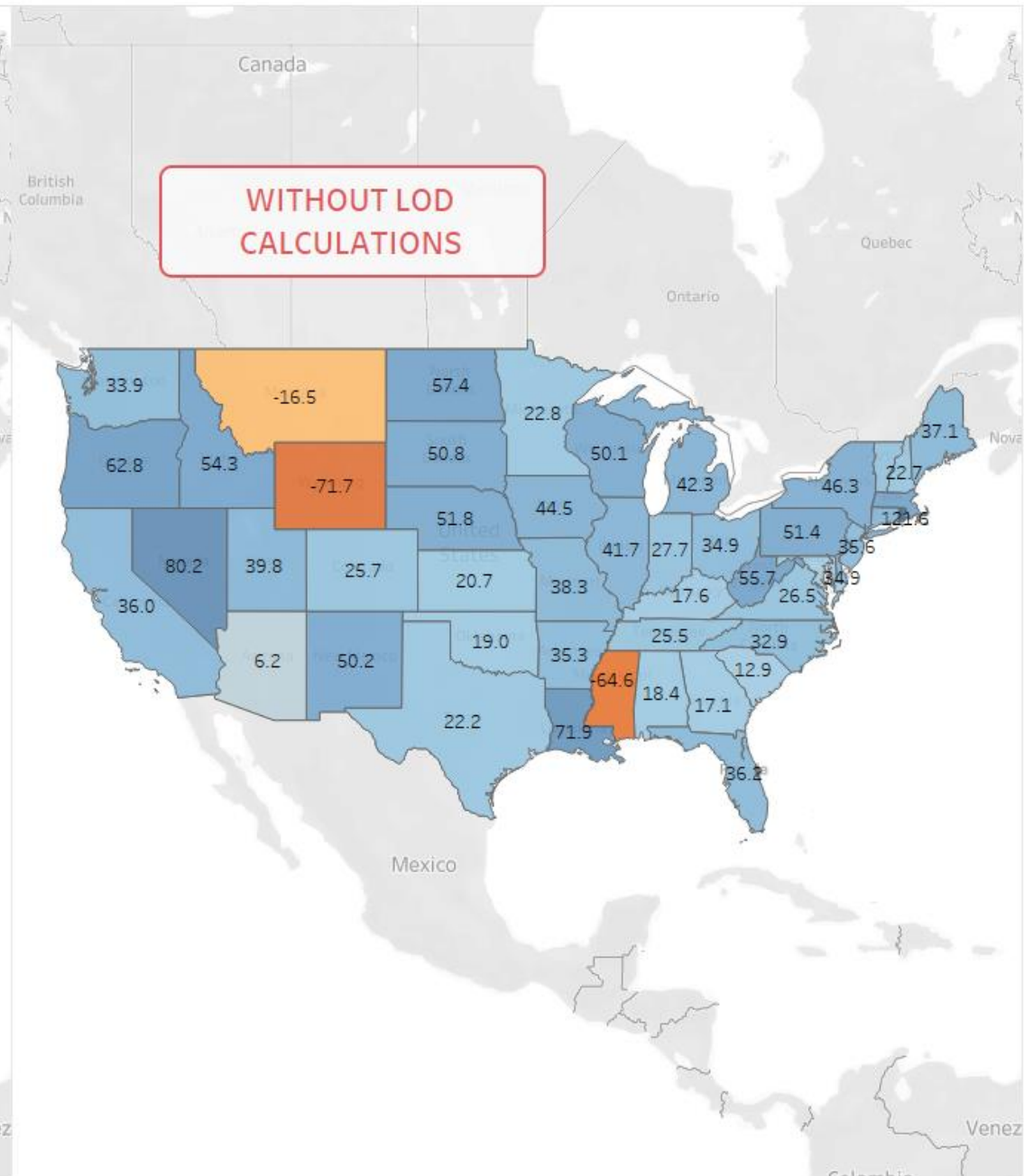


Map based on Longitude (generated) and Latitude (generated). Color shows sum of Profit. The marks are labeled by sum of Profit. Details are shown for Country and State.


WITH LOD CALCULATIONS

The map displays the following case counts by state:

State	Case Count
Alaska	369
Alabama	461
Arizona	567
Arkansas	367
California	3,189
Colorado	400
Connecticut	260
Delaware	46
District of Columbia	265
Florida	185
Georgia	124
Hawaii	232
Idaho	168
Illinois	386
Indiana	276
Iowa	223
Kansas	228
Kentucky	344
Louisiana	3,019
Maine	286
Maryland	216
Massachusetts	163
Michigan	334
Minnesota	246
Mississippi	107
Missouri	157
Montana	230
Nebraska	174
Nevada	118
New Hampshire	298
New Jersey	498
New Mexico	169
New York	645
North Carolina	2,032
North Dakota	318
Ohio	489
Oklahoma	156
Oregon	287
Pennsylvania	232
Rhode Island	124
South Carolina	107
South Dakota	157
Tennessee	174
Texas	185
Utah	232
Vermont	118
Virginia	298
Washington	369
West Virginia	107
Wisconsin	286
Wyoming	168



Avg. LOD INCLUDE City ..

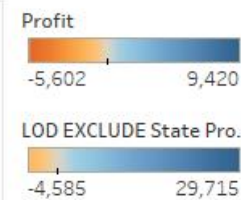
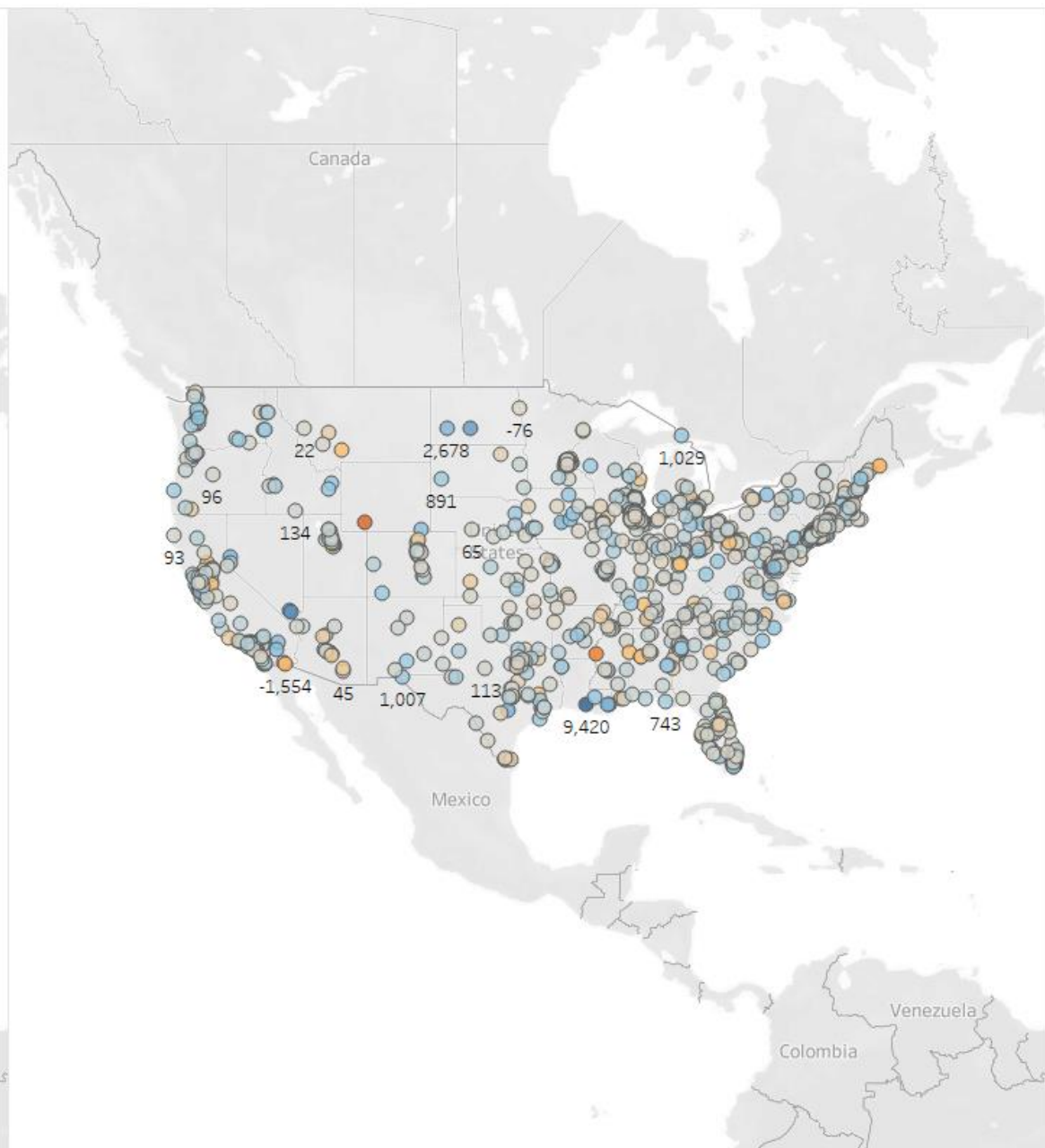
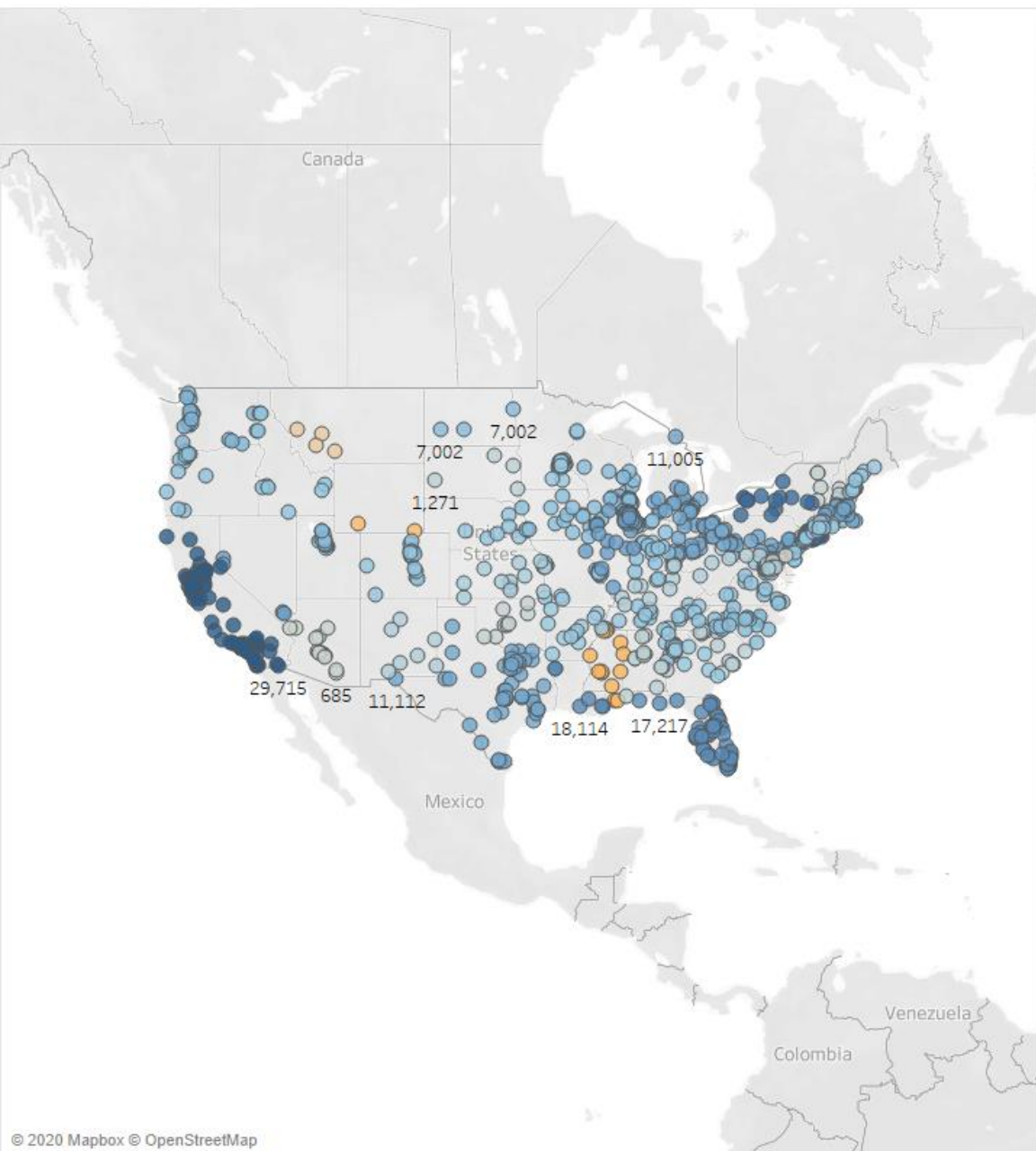


-1,828 3,189

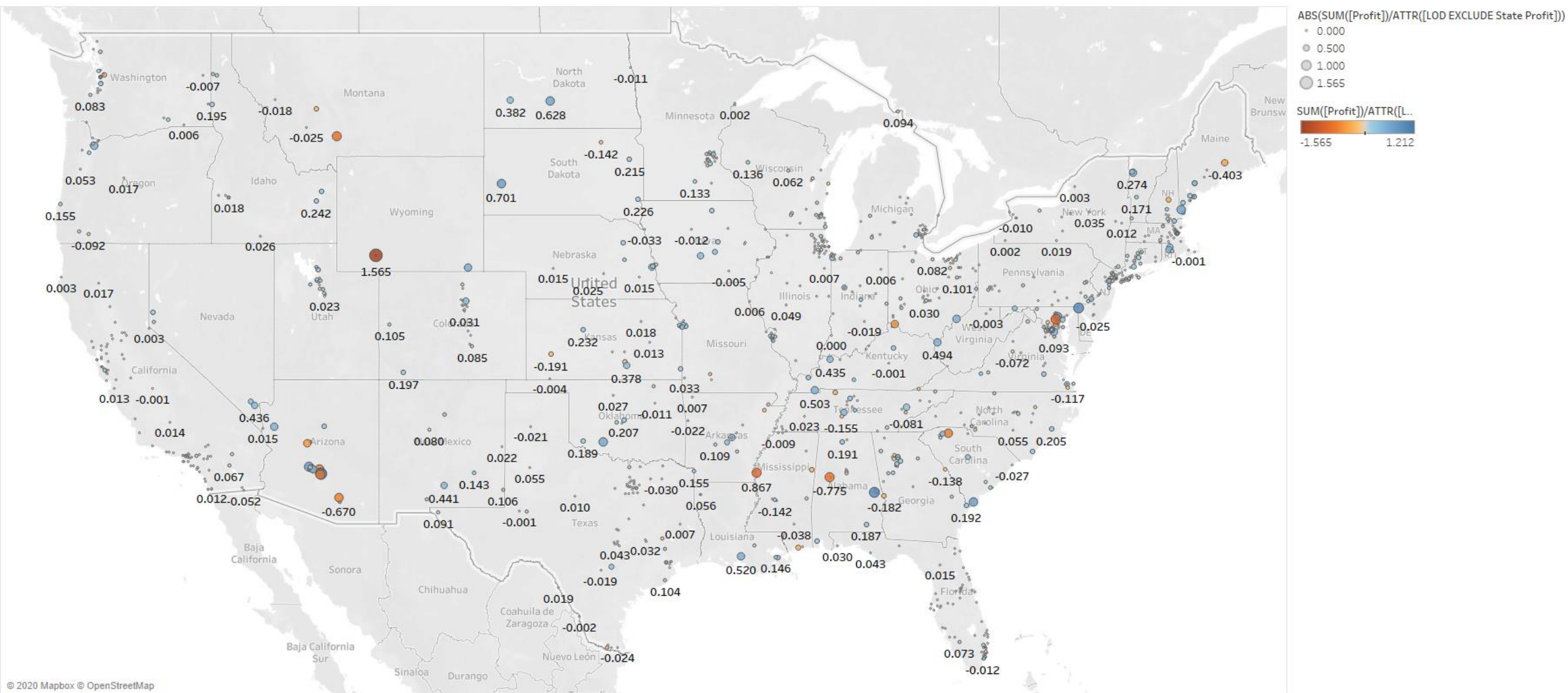
Map based on Longitude (generated) and Longitude (generated) and Latitude (generated). Details are shown for Country and State. For pane Longitude (generated): Color shows average of LOD INCLUDE City Profit. The marks are labeled by average of LOD INCLUDE City Profit. For pane Longitude (generated) (2): Color shows average of Profit. The marks are labeled by average of Profit.



# LOD Exclude Part 1

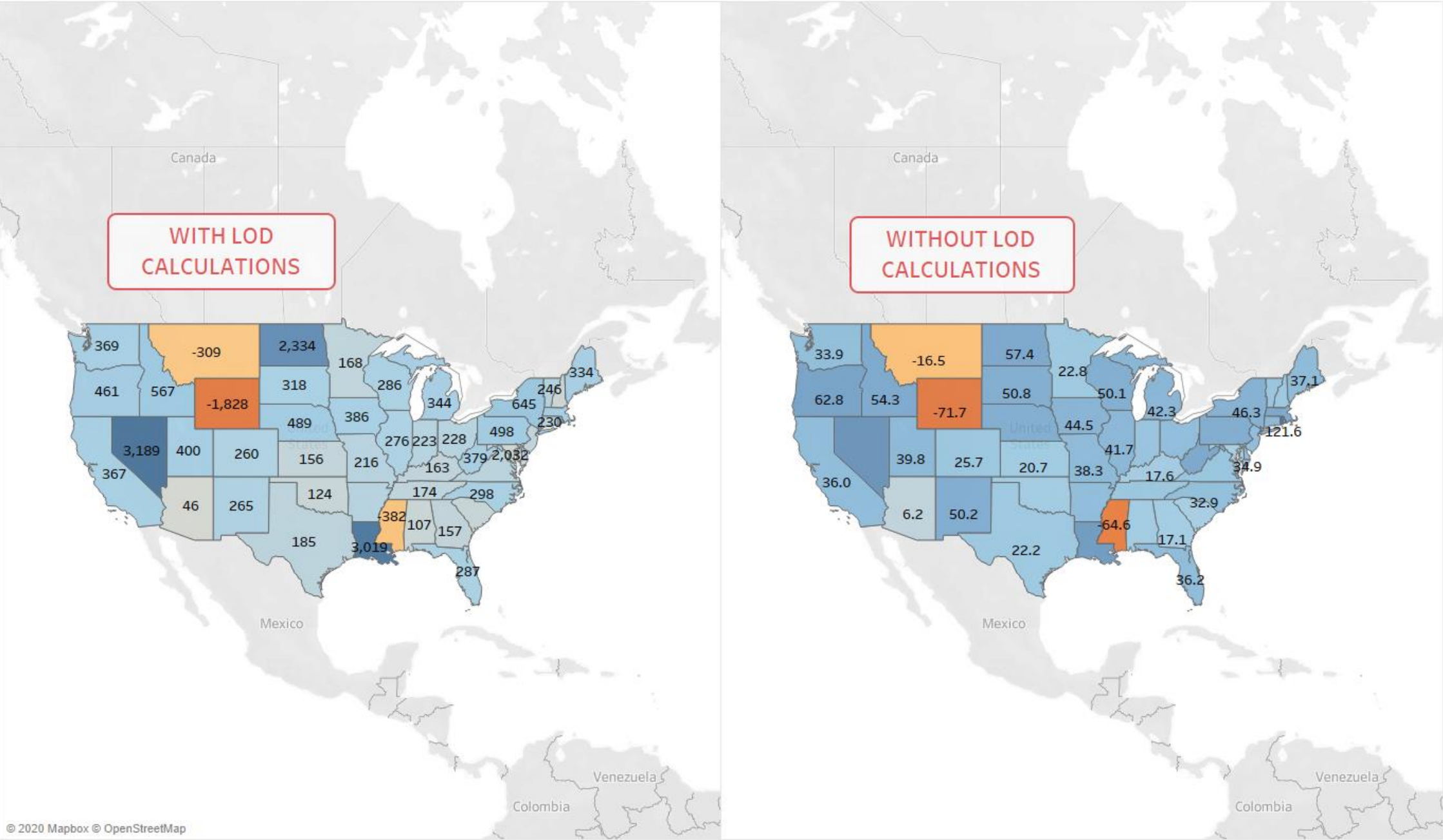


## LOD Exclude Part 2



Map based on Longitude (generated) and Latitude (generated). Color shows  $\text{SUM}([\text{Profit}]) / \text{ATTR}([\text{LOD EXCLUDE State Profit}]) * \text{SIGN}(\text{ATTR}([\text{L} \dots])$ . Size shows  $\text{ABS}(\text{SUM}([\text{Profit}]) / \text{ATTR}([\text{LOD EXCLUDE State Profit}]))$ . The marks are labeled by  $\text{SUM}([\text{Profit}]) / \text{ATTR}([\text{LOD EXCLUDE State Profit}])$ . Details are shown for various dimensions.

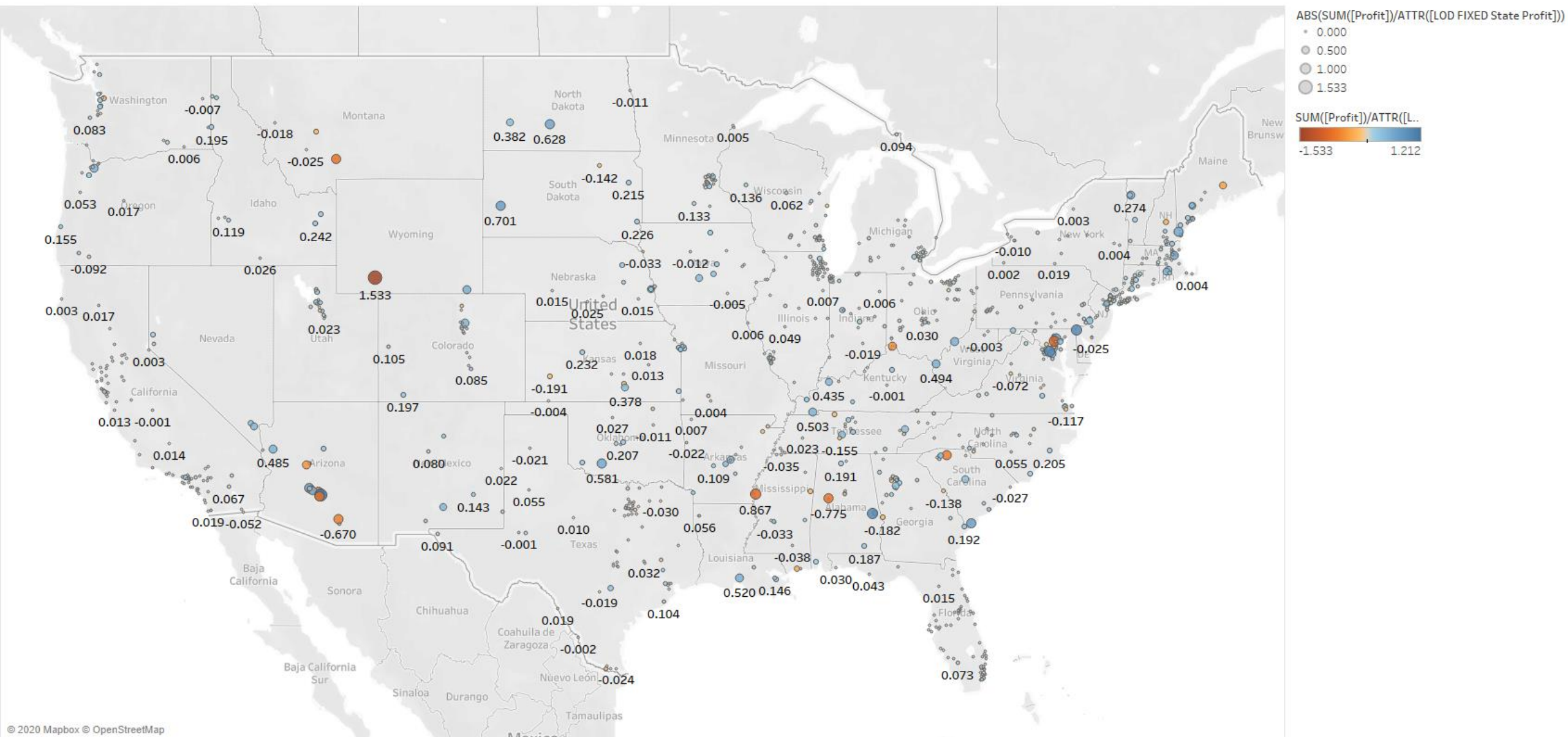
LOD FIXED A



Map based on Longitude (generated) and Longitude (generated) and Latitude (generated). Details are shown for Country and State. For pane Longitude (generated): Color shows average of LOD FIXED City Profit. The marks are labeled by average of LOD FIXED City Profit. For pane Longitude (generated) (2): Color shows average of Profit. The marks are labeled by average of Profit.



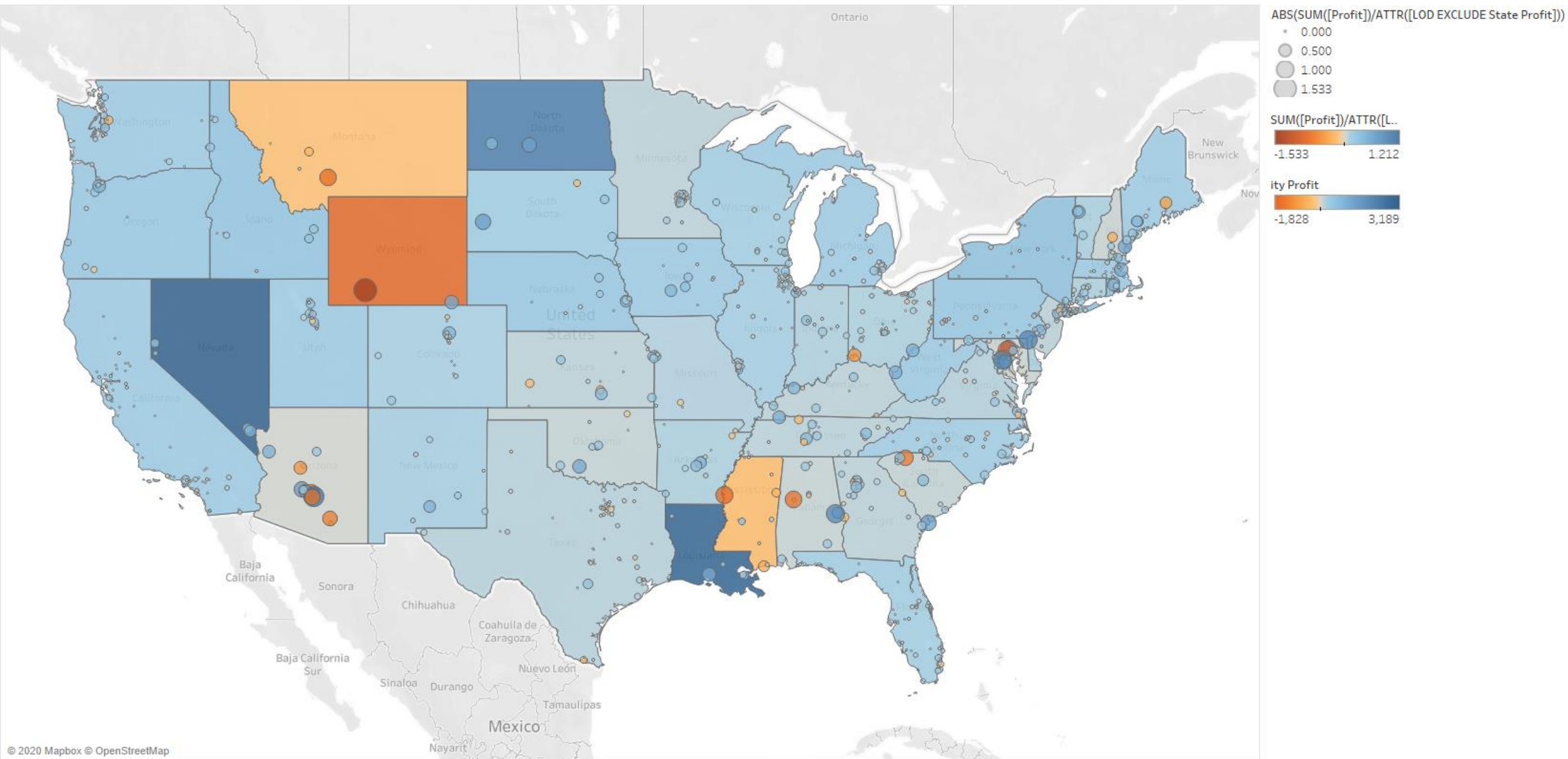
# LOD FIXED B



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Map based on Longitude (generated) and Latitude (generated). Color shows  $SUM([Profit])/ATTR([LOD EXCLUDE State Profit]) * SIGN(ATTR([LOD EXCLUDE State Profit]))$ . The marks are labeled by  $SUM([Profit])/ATTR([LOD FIXED State Profit])$ . Details are shown for Country, State and City.



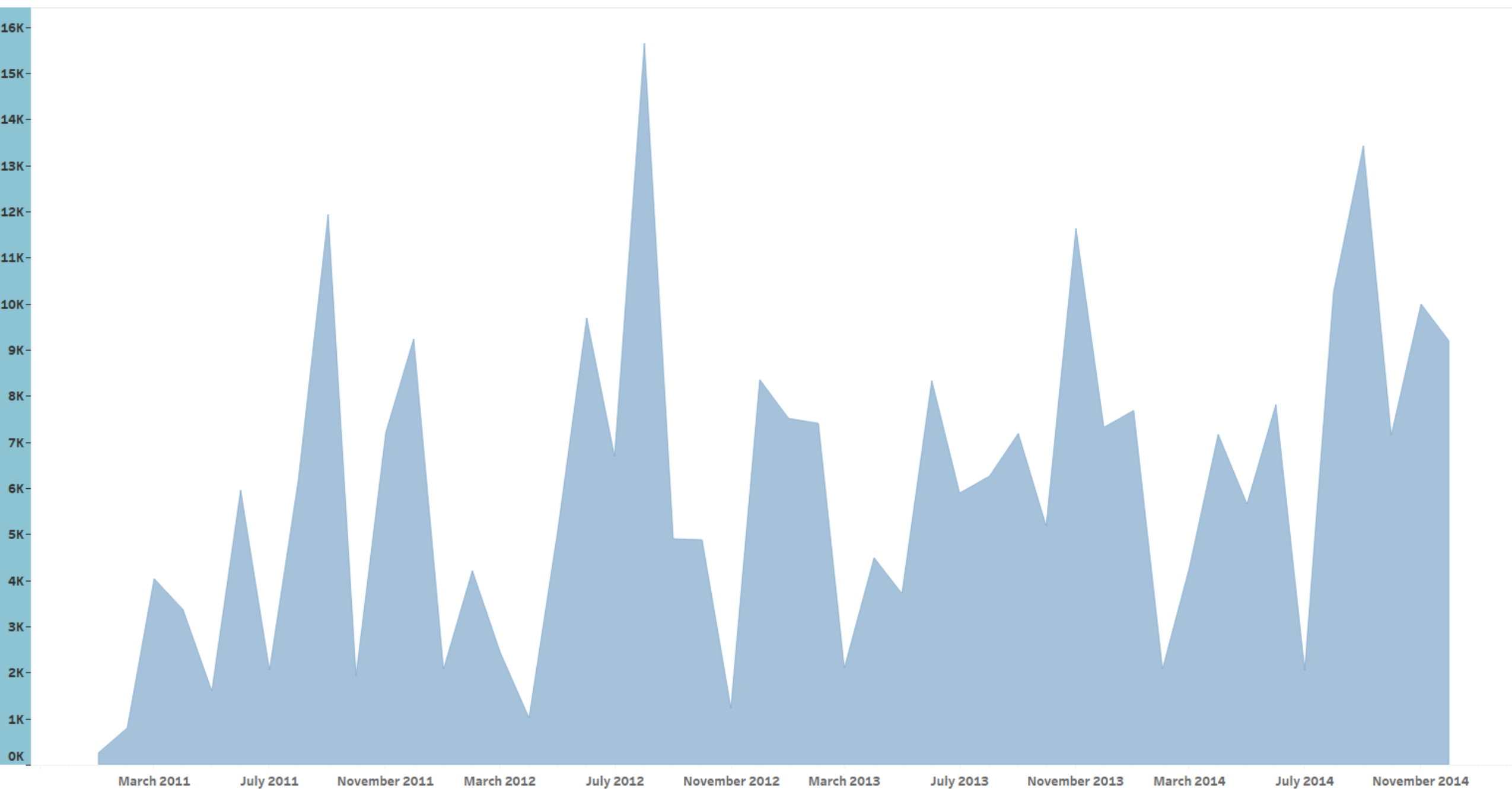


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Map based on Longitude (generated) and Longitude (generated) and Latitude (generated). Details are shown for Country and State. For pane Longitude (generated): Color shows average of LOD INCLUDE City Profit. For pane Longitude (generated) (2): Color shows  $\text{SUM}([\text{Profit}]) / \text{ATTR}([\text{LOD EXCLUDE State Profit}]) * \text{SIGN}(\text{ATTR}([\text{LOD EXCLUDE State Profit}]))$ . Size shows  $\text{ABS}(\text{SUM}([\text{Profit}]) / \text{ATTR}([\text{LOD EXCLUDE State Profit}]))$ . Details are shown for Country, State and City.



## Profit Timeline (*All All January 2011 to December 2014*)

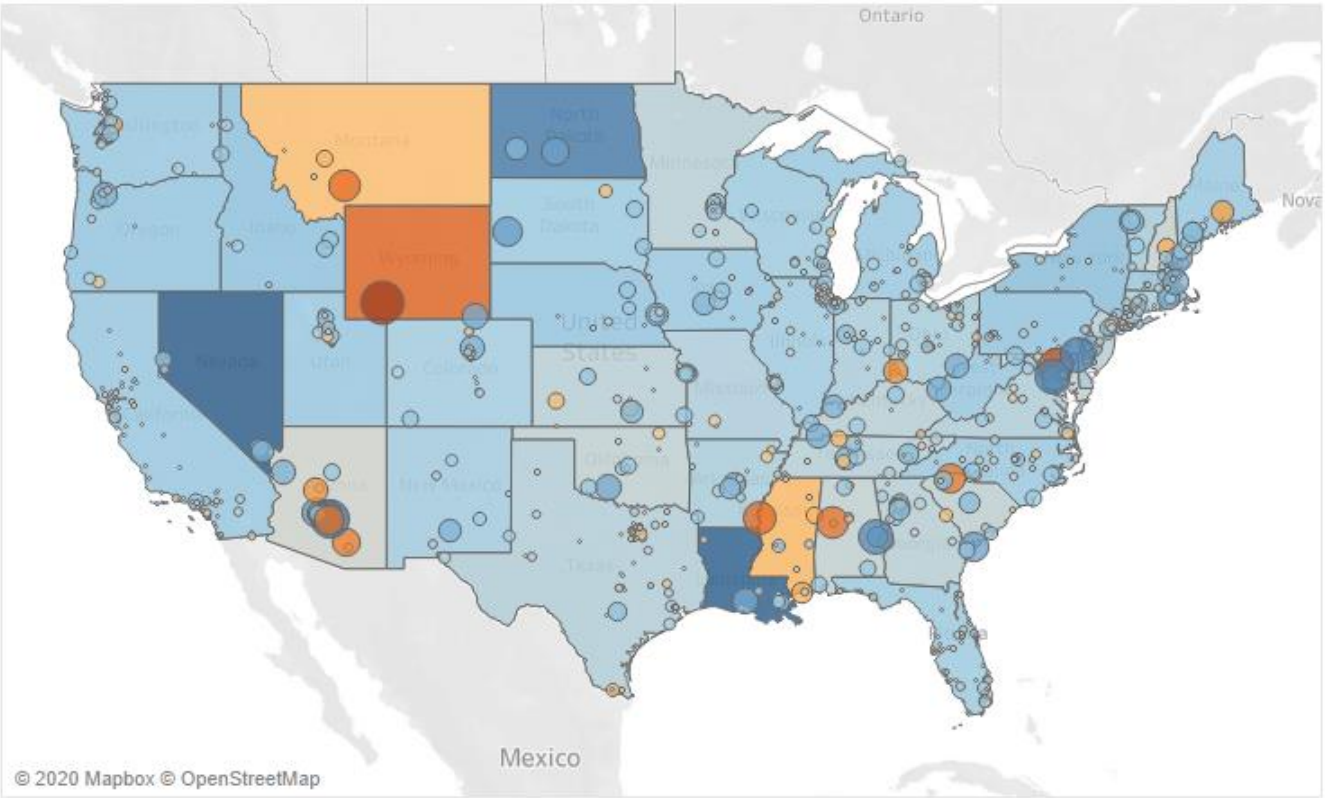


The plot of sum of Profit for Order Date Month. Details are shown for Country. The data is filtered on Action (City) and Action (State). The Action (City) filter keeps 863 members. The Action (State) filter keeps 49 members.



# Mega Merchandise Profit Analysis

- State colors represent the average profit across the cities of that state.
- Circle colors and sizes show the percent contribution of the profit of the respective city towards the overall profit of the state.



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Profit Timeline (All All January 2011 to December 2014)



## Profit Breakdown

State	City	Profit
Alabama	Auburn	1,236
	Birmingham	17
	Decatur	246
	Enterprise	241
	Hoover	-99
	Madison	69
	Mobile	230
	Northport	-998
	Opelika	411
	Phenix City	-234
	Tuscaloosa	64
	Vestavia Hills	104
Arizona	Bullhead City	10
	Chandler	-498
	El Mirage	157
	Flagstaff	147
	Gilbert	830
	Glendale	331
	Kingman	332
	Mesa	390
	Oro Valley	-459
	Peoria	-328
	Prescott	-333
	Prescott Valley	61
	Scottsdale	-497
	Surprise	497
Arkansas	Tucson	45
	Bryant	1,063
	Cabot	183
	Hot Springs	354
	Jonesboro	404