

Q1) The CFO of an electronics chain is interested in gaining a better understanding of sales and profits. She has a very specific question of the data:

"What do monthly sales and profits look like over the past two years?"

She wants to easily contrast the current year with the prior year.

Q2) The CFO liked this but now feels that the picture is a bit misleading since we are looking at absolute numbers for profit.

"Can you fix the previous viz to show profit margin instead of the absolute profit numbers?"

Q3) Management has a new request: **"Can you show us, on the same chart, both profits and sales by product sub-category in decending order of sales?"**

Bonus: Can you think of a way to focus management on the key product categories and not all of the many small items that the company sells?

Q4) The regional sales managers of Superstore are interested in an analysis of sales and profit by product category, sub-category and region. They will use this information to discuss growth opportunities for new products and possible pricing changes or product cancellation ideas.

They want to know: **"What do our sales and profits look like by product category, sub-category and region? Also, can you give us the ability to drill from category to sub-category that was purchased?"**

Bonus: *Can i look at the trend for each segment within the same view*

Q5) The Sales Manager for South East Asia doesn't want to see a viz of profit and sales by product category and sub-category.

"The bar chart is awesome, but can you show me a cross-tab of the data? I need to see actual values!"

Q6)After the Regional Sales Managers reviewed your analysis the RM for North Asia called and asked for more details.

His question: **"I like the crosstab, but I also need to quickly see where my best and worst performers are. Can you build me a view highlighting sales by profits?"**

Q7) I like the highlight table, but I need to define my own values for what is Red and Green. Can you help me some traffic lighting?

Q8) Now things were getting exciting, the managers scheduled a follow-up meeting with you and asked for additional analysis.

"Can you create a geographic map to distribute to the state managers that shows profits and sales down to the city level? We also need the ability to choose the Product Category that is displayed."

Q9) Create a Sales Dashboard using all the questionnaire shared above