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**ISIT 334**

**Assignment 09**

1. **Create a visualization that tells a story using Ship Mode, Days to Ship and Shipping Cost (feel free to use additional fields and/or calculated fields).**



Based on the data we show that office supplies on average have the shortest Order To Ship dates while Technology items have the longest Order To Ship, when we break down the delivery method our data shows Truck Delivers have a highest average shipping cost per unit vs Regular Air has the least average shipping cost.

1. **Create a visualization that tells a story around Order Priority and Days to Ship**



This chart shows the average ship date based on Priority and Customer Segment, with a filter option by year.

The data with filter of ship date 2012, shows the Home Office segment has the longest Date to ship average of 7 days versus Consumer (Avg 2 days).

1. **Create a new worksheet, and using the same data source: Create a visualization that tells a story around Profit. You can use the calculated fields we created previously, and/or create new ones to help tell your story.**



This chart shows the Companies Products Profit versus Customer discount, with an option to filter by the customer.

The data shows the product Polycom ViewStation™ ISDN Videoconferencing Unit was the most profitable item sold by our company with an average discount of 0.0%.

1. **Create a Dashboard with the three visualizations you created:**



After creating the 3 sheets I decided to place the Profit vs discount as the largest section due to my feeling that showing which Product was the most profitable item sold was very important, I decided to allow the audience the capability to modify filters based on preference or search parameters required.

Each of the other two slides showcases the cost and duration it takes to ship each product, with a breakdown of the most costly items to ship by product category and shipping method, we also show the ship to order dates broken down by Customer segment and priority.

This gives the audience a wide range of tools and data to determine the most efficient way to ship items and which items we should be focusing on to increase our profits.