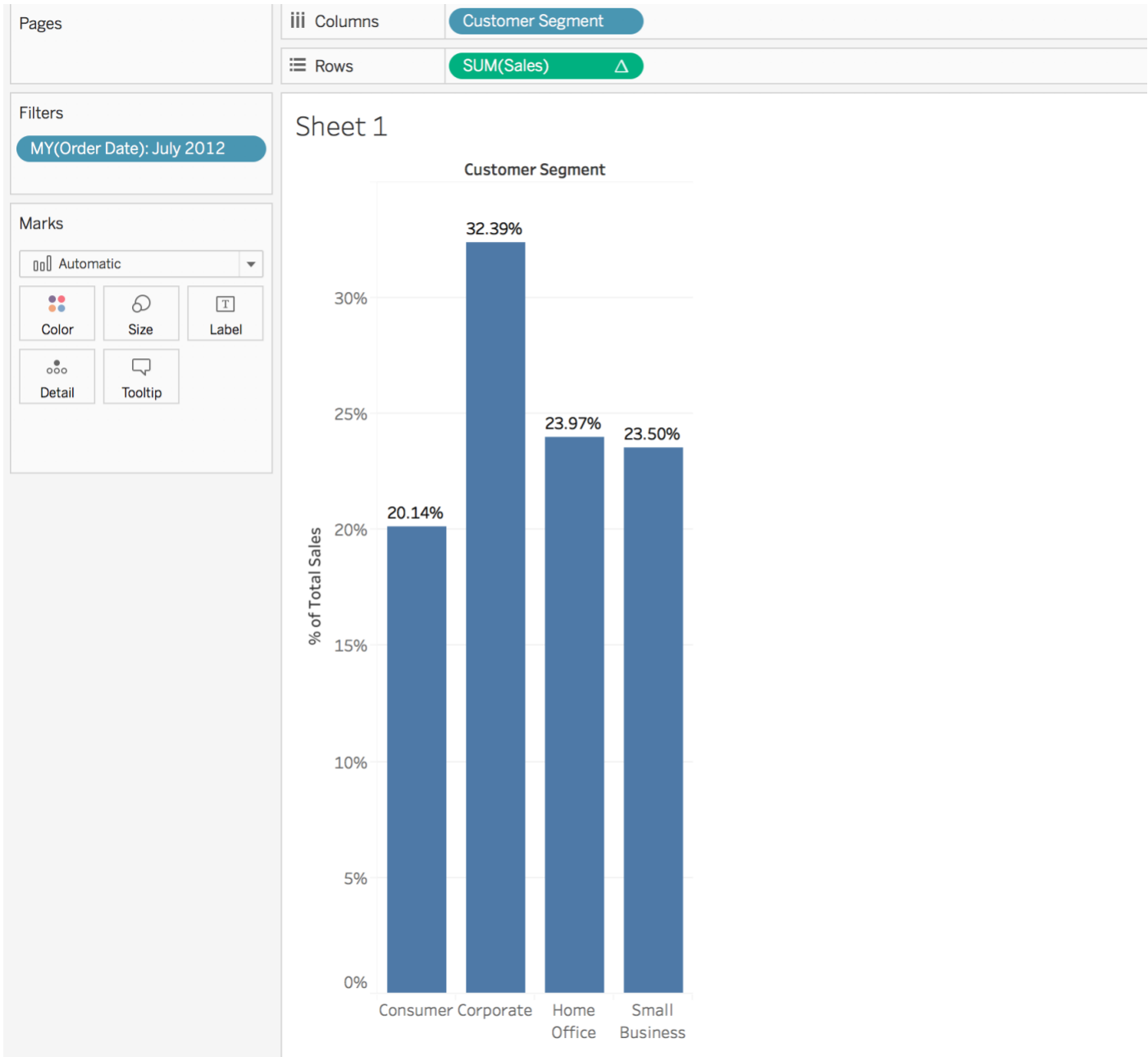


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## IDS: Assignment 1

1. What is the percent of total Sales for the 'Home Office' Customer Segment in July of 2012?

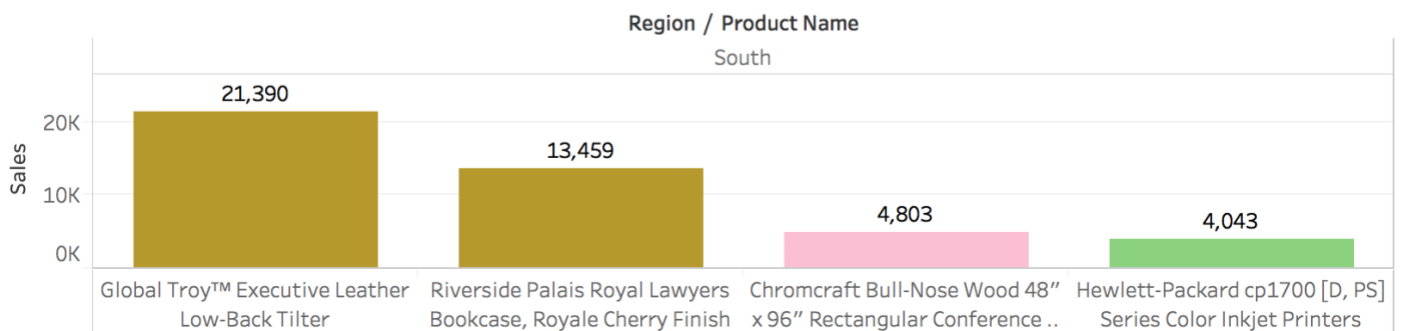
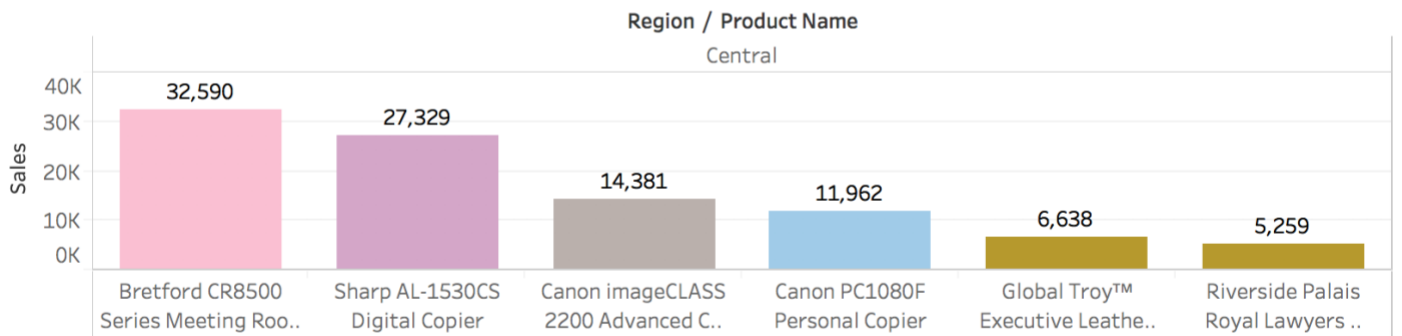
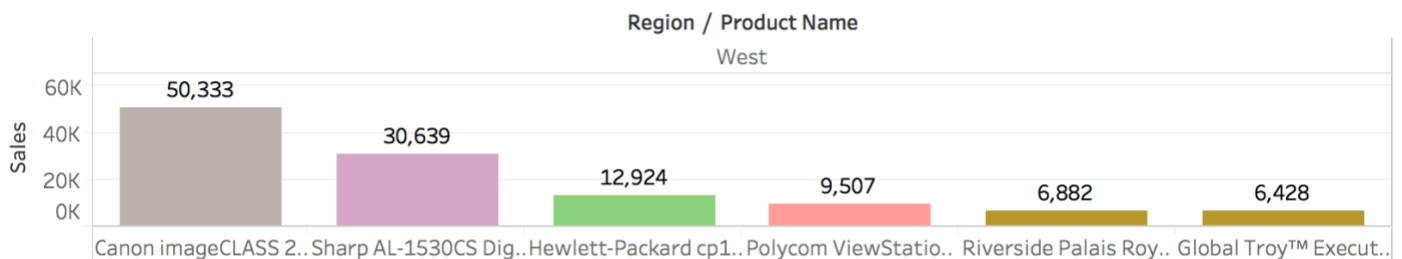
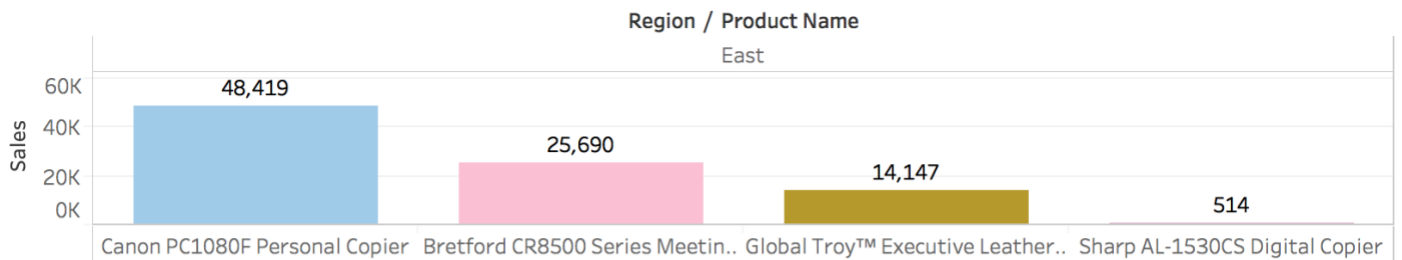
- a. 23.50%    **b. 23.97%**    c. 20.14%    d. 32.56%



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2. Find the top 10 Product Names by Sales within each region. Which product is ranked #2 in both the Central & West regions in 2011?

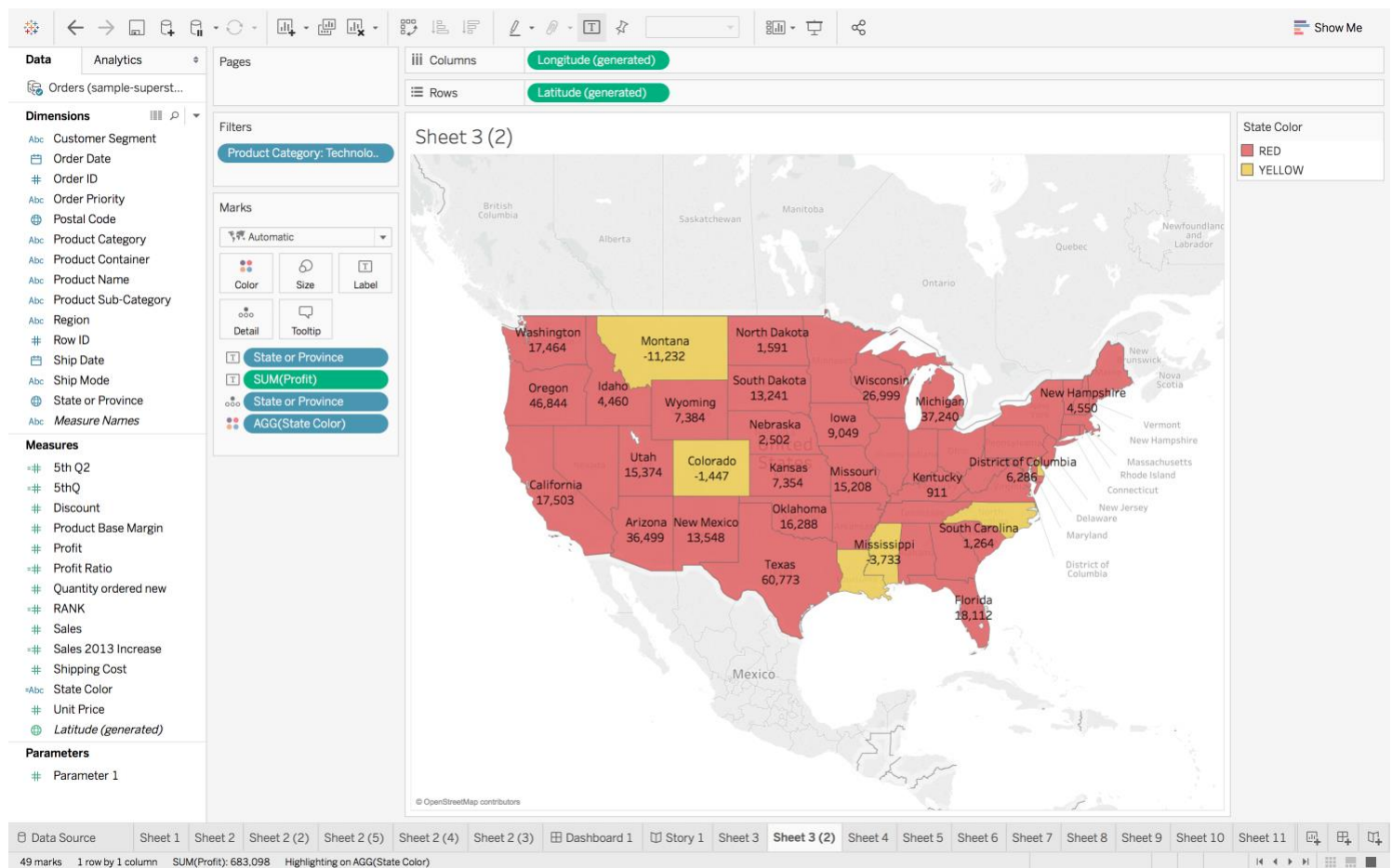
- Riverside Palais Royal Lawyers Bookcase
- Bush Mission Pointe Library
- Sharp AL-1530CS Digital Copier
- Global Troy Executive Leather Low Back Tilter



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3. In the Technology Product Category, which unprofitable state is surrounded by only profitable states?

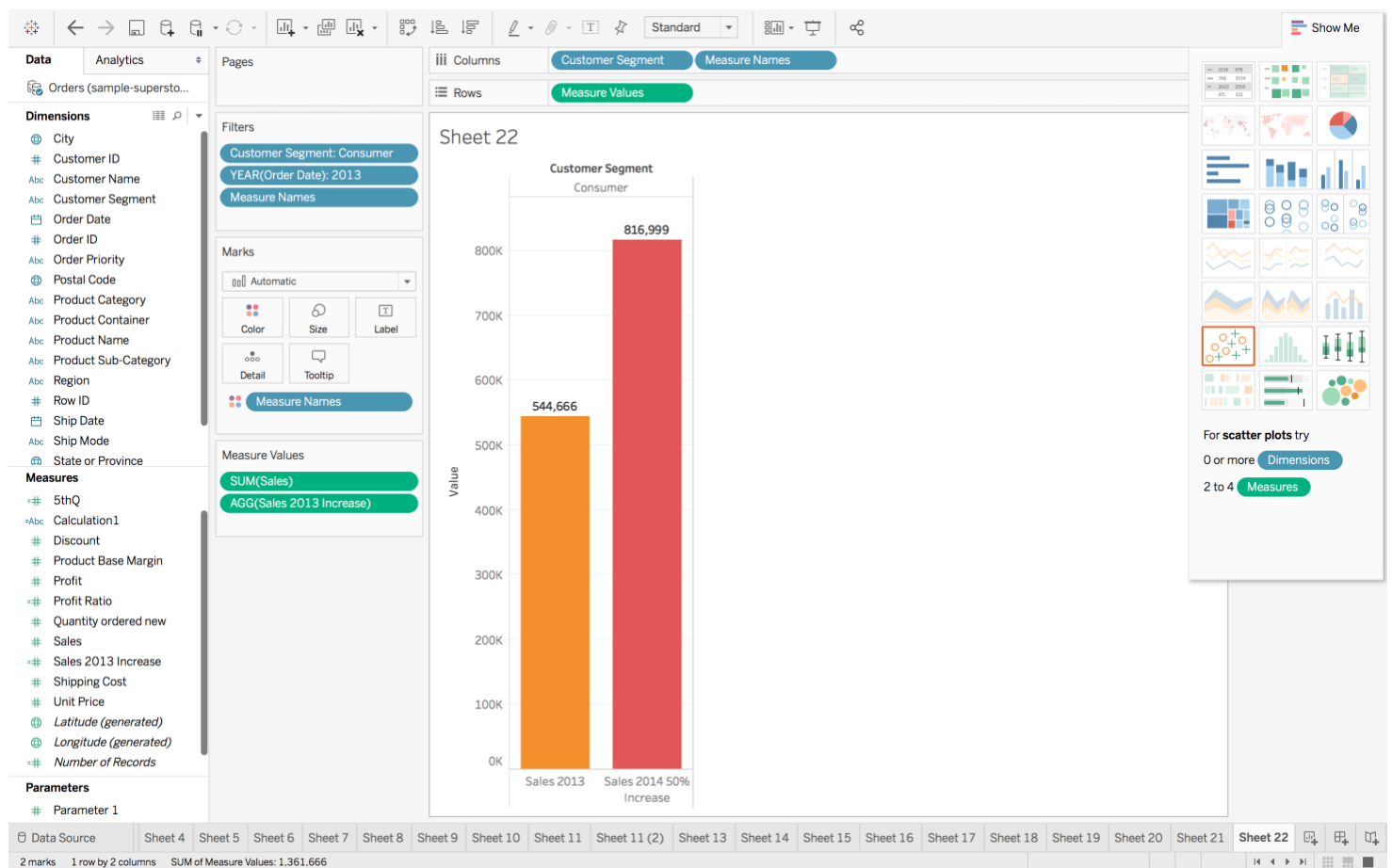
- a. Colorado      b. Missouri      c. Wyoming      d. Utah



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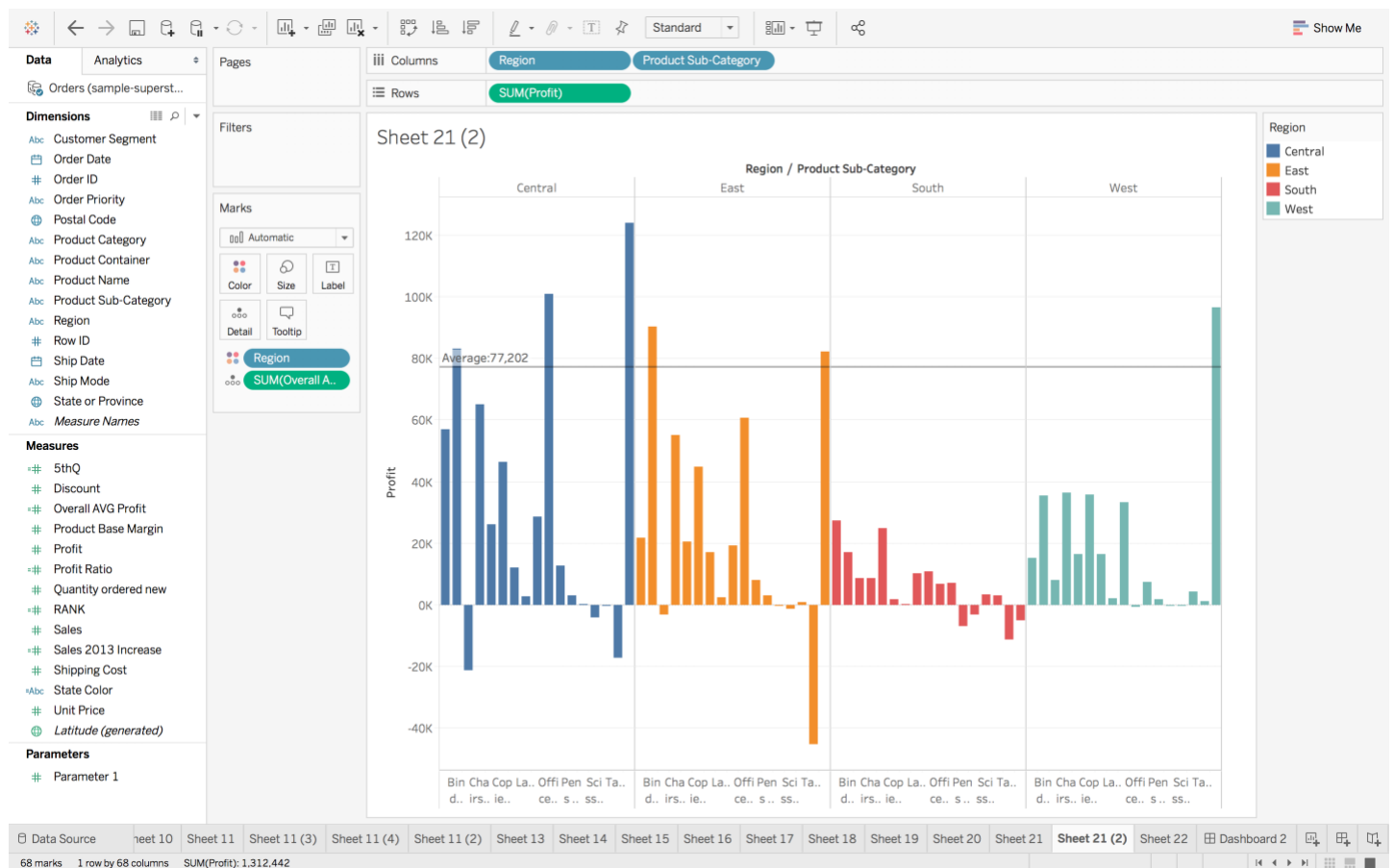
4. If 2013 Sales numbers were expected to increase by 50% in the following year, what would be the total estimated sales for the Consumer Segment in 2014?

- a. \$4,278,540      **b. \$816,999**      c. \$2,752,823      d. \$802,365



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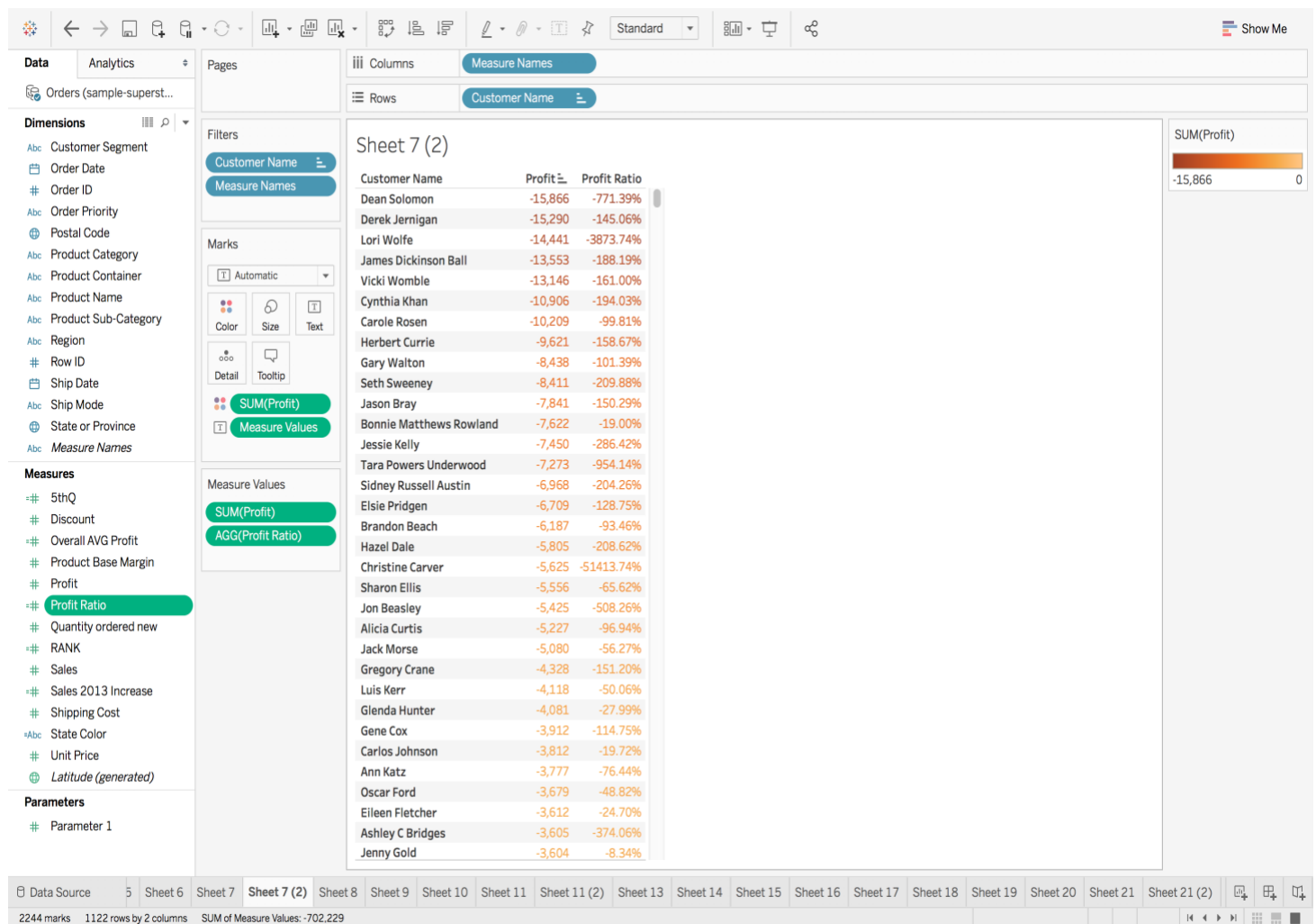
5. In which Region do all Product Sub Categories fall beneath the overall average profit?  
a. All Regions      b. Central      c. East      **d. South**      e. West



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6. Find the customer with the lowest overall profit. What is his profit to sales ratio?

- a. 2.35%      b. 1%      c. -17.54%      d. -771.39%



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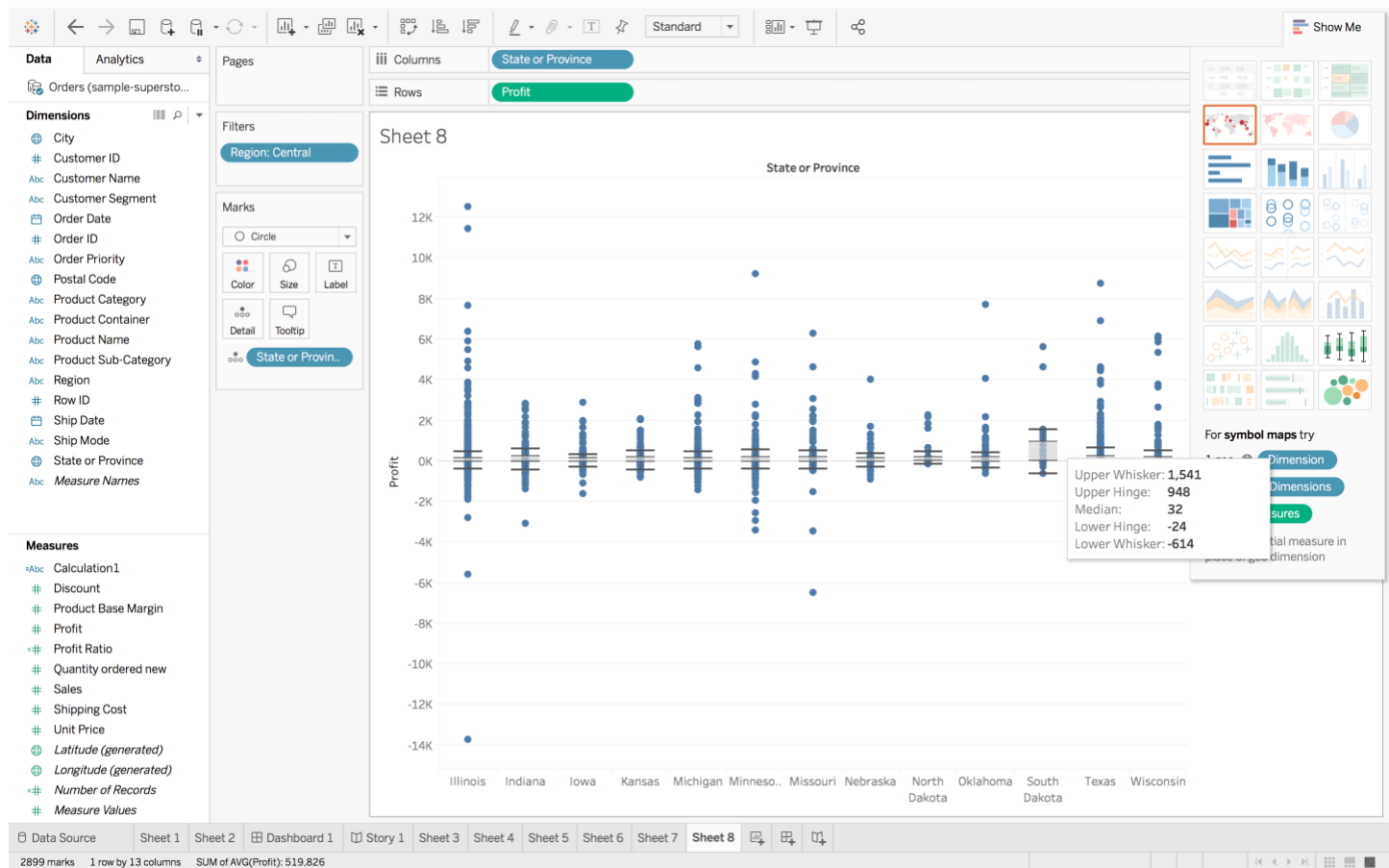
7. Determine which State in the Central Region has the highest distribution of profits using interquartile ranges.

a. South Dakota

b. North Dakota

c. Minnesota

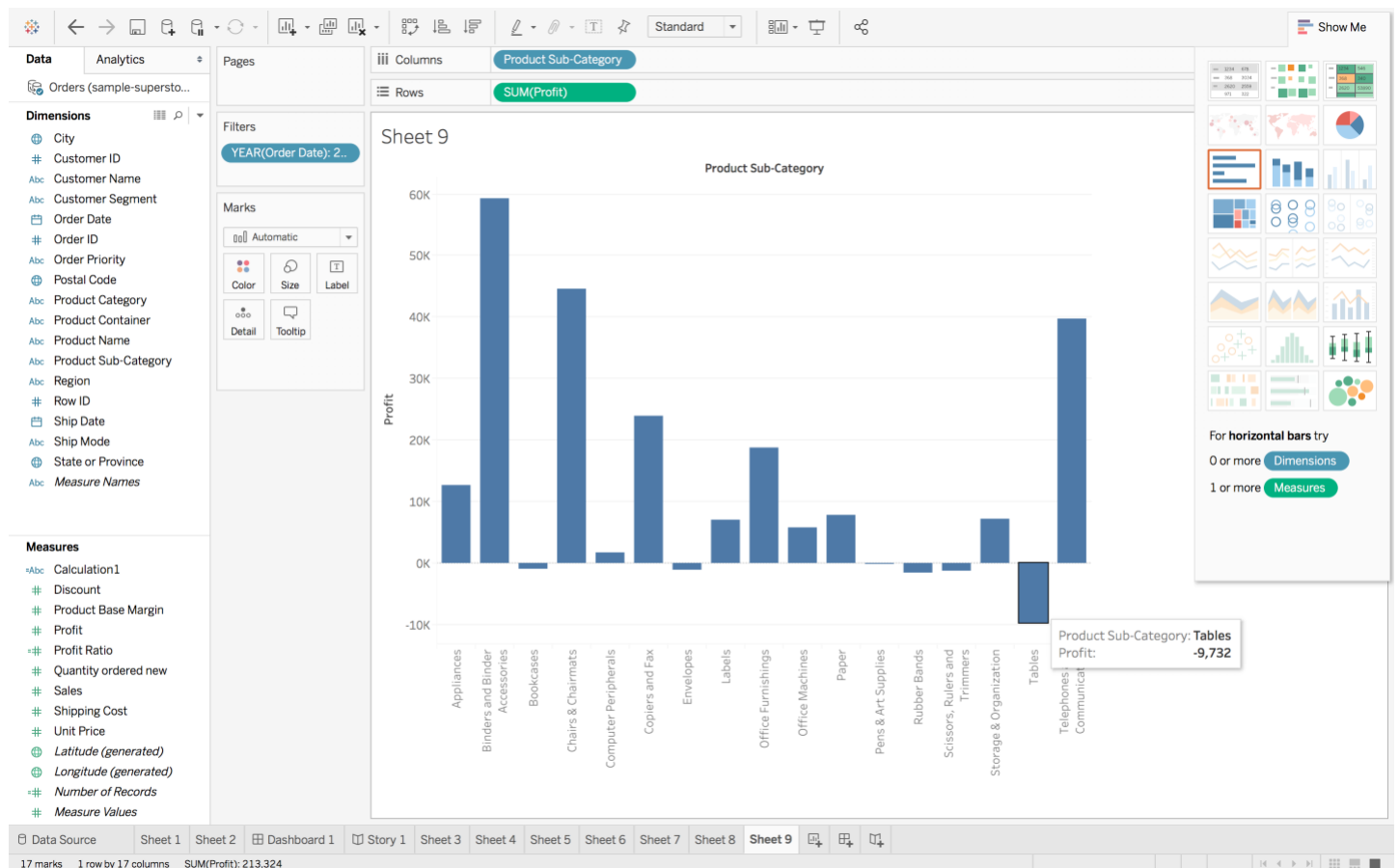
d. Iowa



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8. Which product sub category is having sum of profits around -10k in 2010

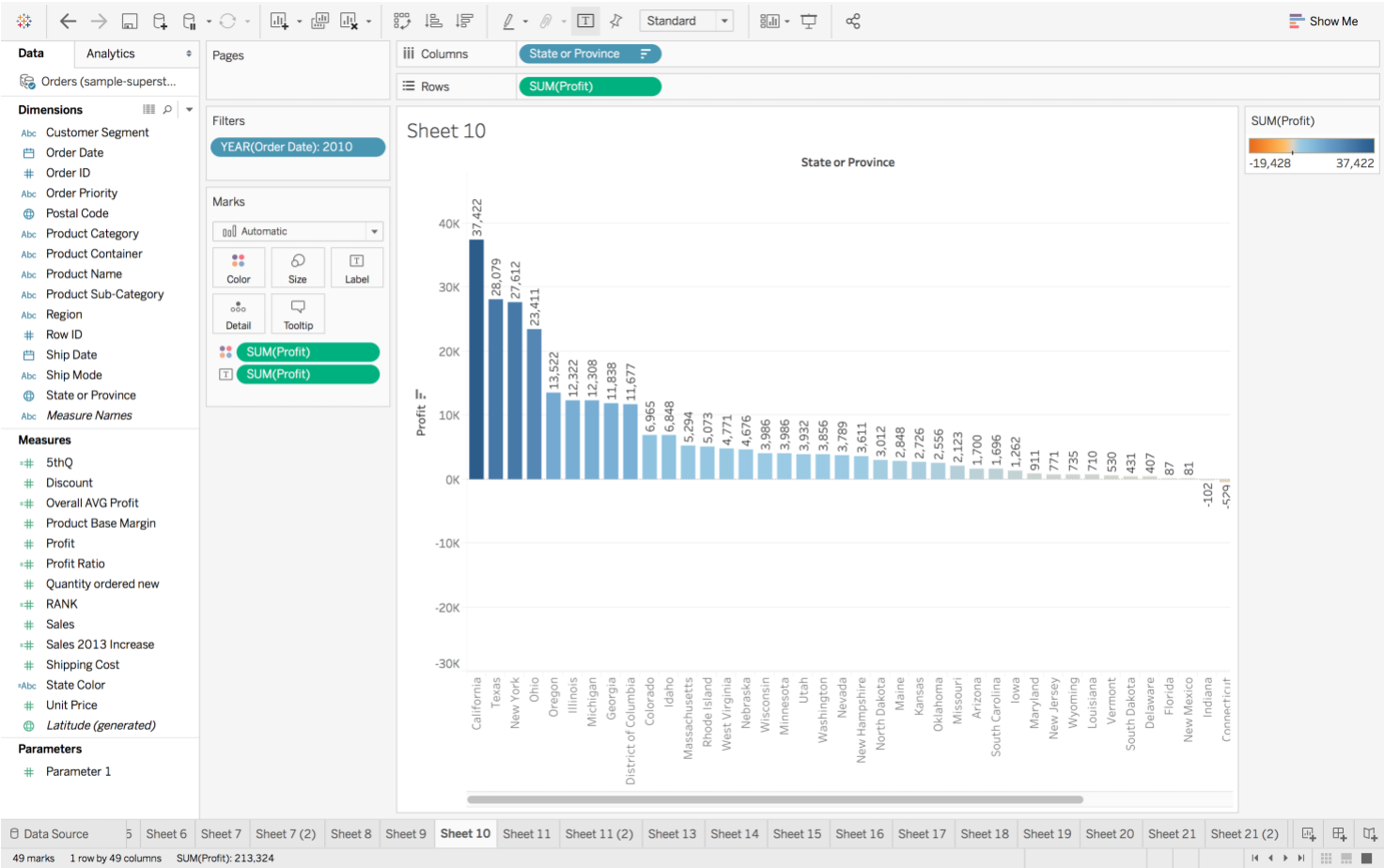
a. Office Machines      **b. Tables**      c. Appliances      d. Bookcases





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9. Which state had the highest profits in the year 2010  
a. New York      b. Iowa      c. Texas      d. California



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10. Use the Orders sheet from dataset above to answer the following questions. Provide Tableau screenshots for each of your answers.

1. Your goal is to compare the sum of profit and sum of sales within states across different regions. While each of the views below may be correct, one might be a better choice over another, explain.

ANS:

Since we have to compare the Sum of Sales and Sum of Profit values within states across different regions, I would choose the Treemap.

As, The Treemap clearly shows the Profit info via different shades and the Sales info via each box's size. So, given two states to compare, I can directly see that if the box is bigger for one of the states then it's sales is higher and if it has a darker shade then it's Profit is also higher.

The Geomap would have been a good choice too but it only gives info about Sales and no info about Profit.

The Text Table gives both the info but it's all that visual and intuitive for comparisons.

2. Build an alternative view and explain why you made any design decisions.

ANS:

I have chosen a Bar Graph as an alternative view as It's easy to compare states across regions by just looking at which bar is higher. And I have colored Profit and Sales differently so it's easy to compare selected states for their respective values. Plus, we get the exact values too from the labels.

The screenshot is given below of the same.

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