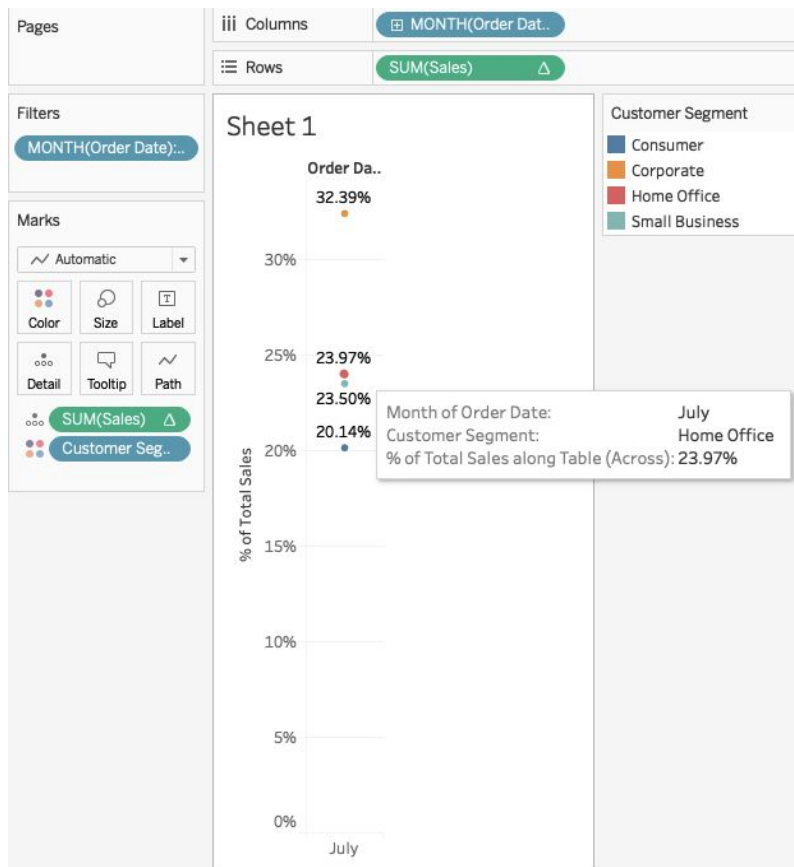
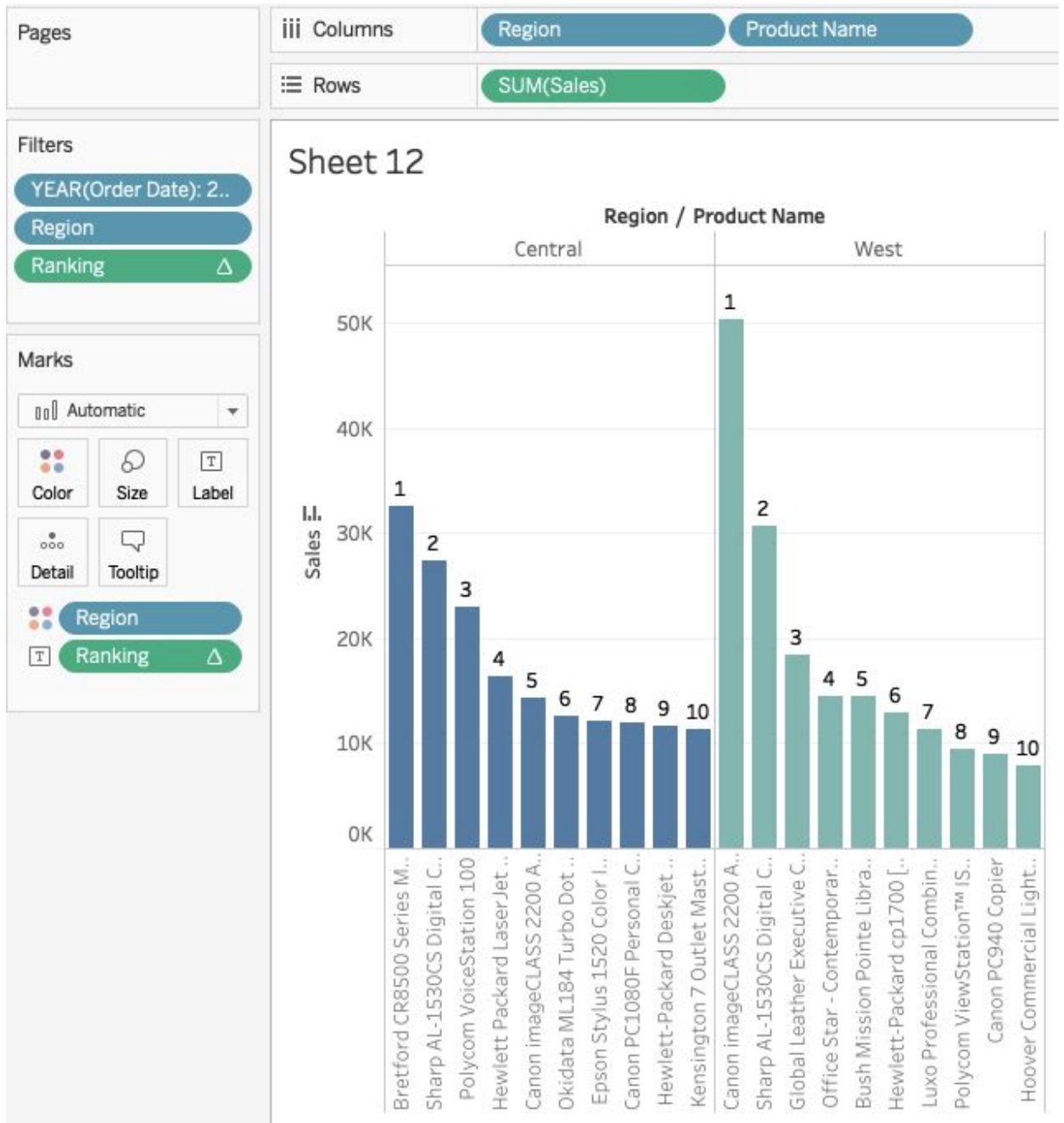


Valerie Angulo  
Intro to Data Science  
Assignment 1

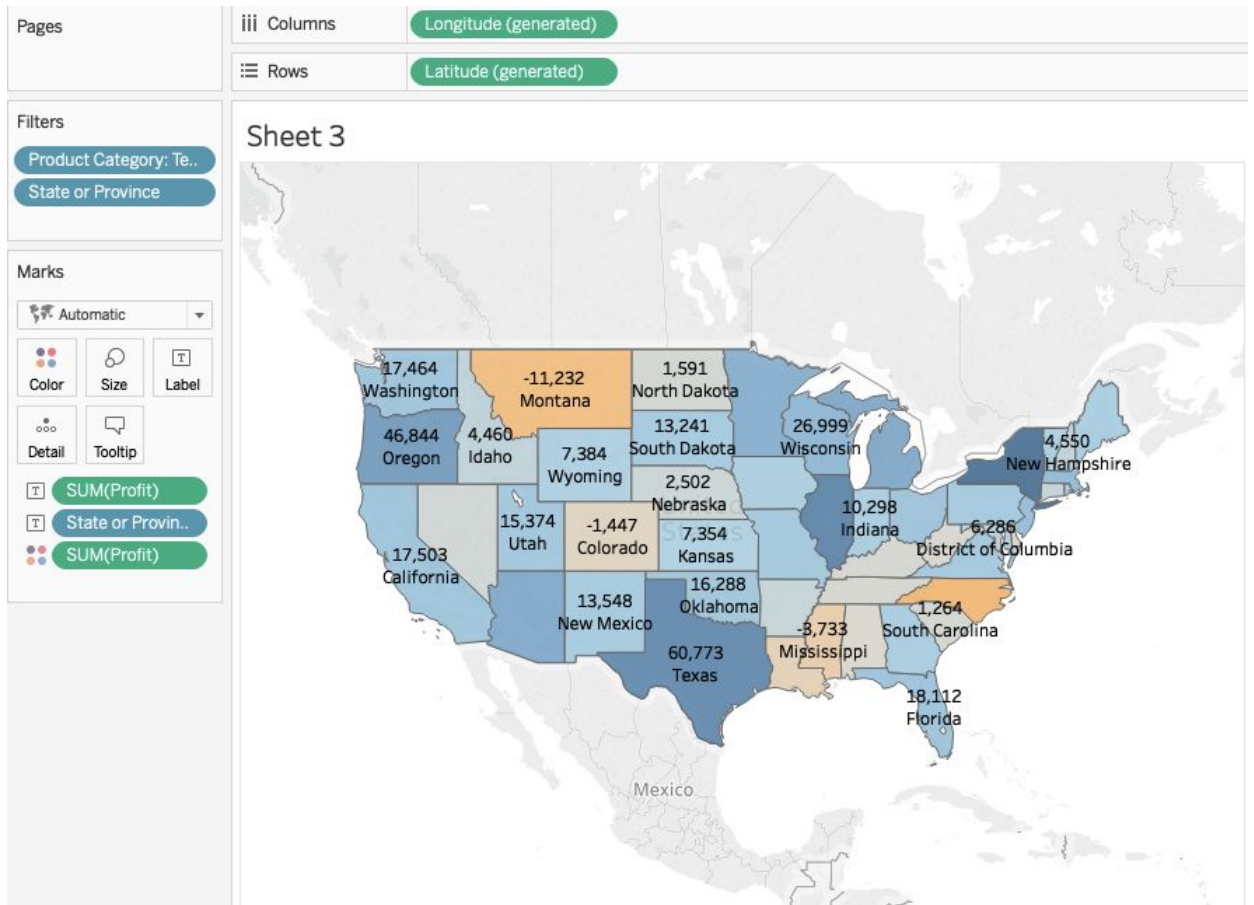
1. The percent of total Sales for the 'Home Office' Customer Segment in July of 2012 is 23.97% (B)



2. The Sharp AL-1530CS Digital Copier (C) ranked #2 in both the Central & West regions in 2011.



- In the Technology Product Category, Colorado (A) is surrounded by only profitable states.



4. If 2013 Sales numbers were expected to increase by 50% in the following year, the total estimated sales for the Consumer Segment in 2014 would be \$816,999 (B).

Pages

Filters

Marks

Measure Values

Columns

Rows

Sheet 4

	Order Da..
	2013
150%increase	816,999
Sales	544,666

YEAR(Order Date)

Measure Names

Customer Segment: ..

YEAR(Order Date): 2..

Measure Names

Automatic

Color

Size

Text

Detail

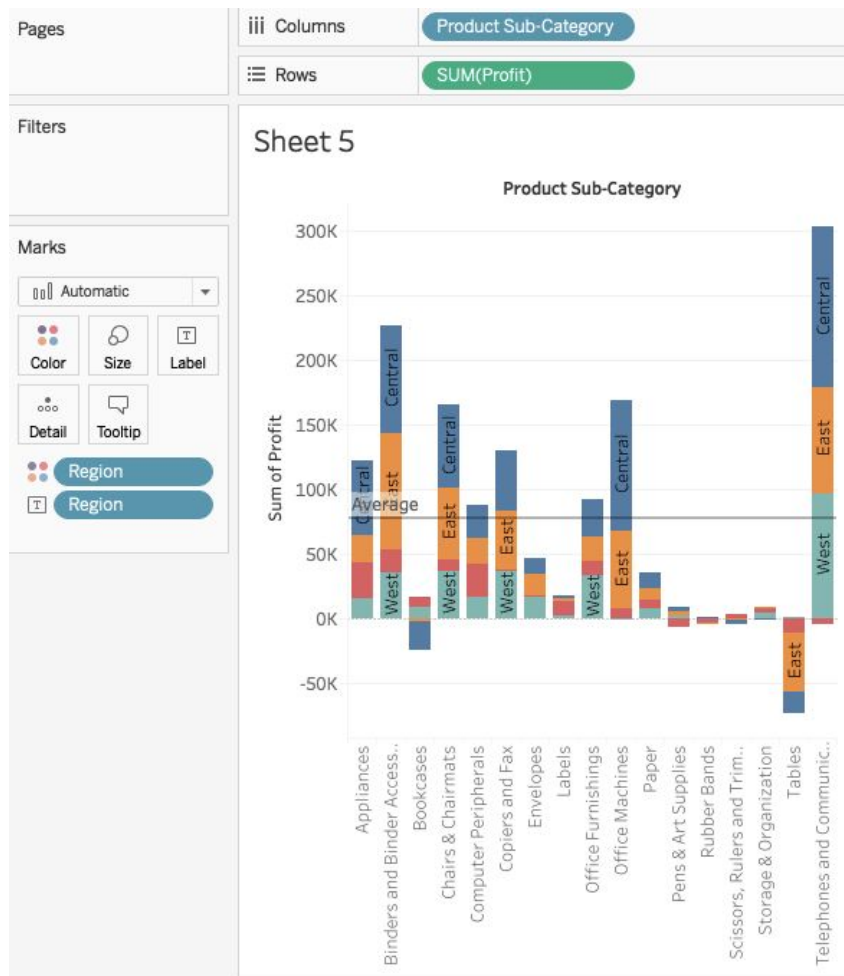
Tooltip

Measure Values

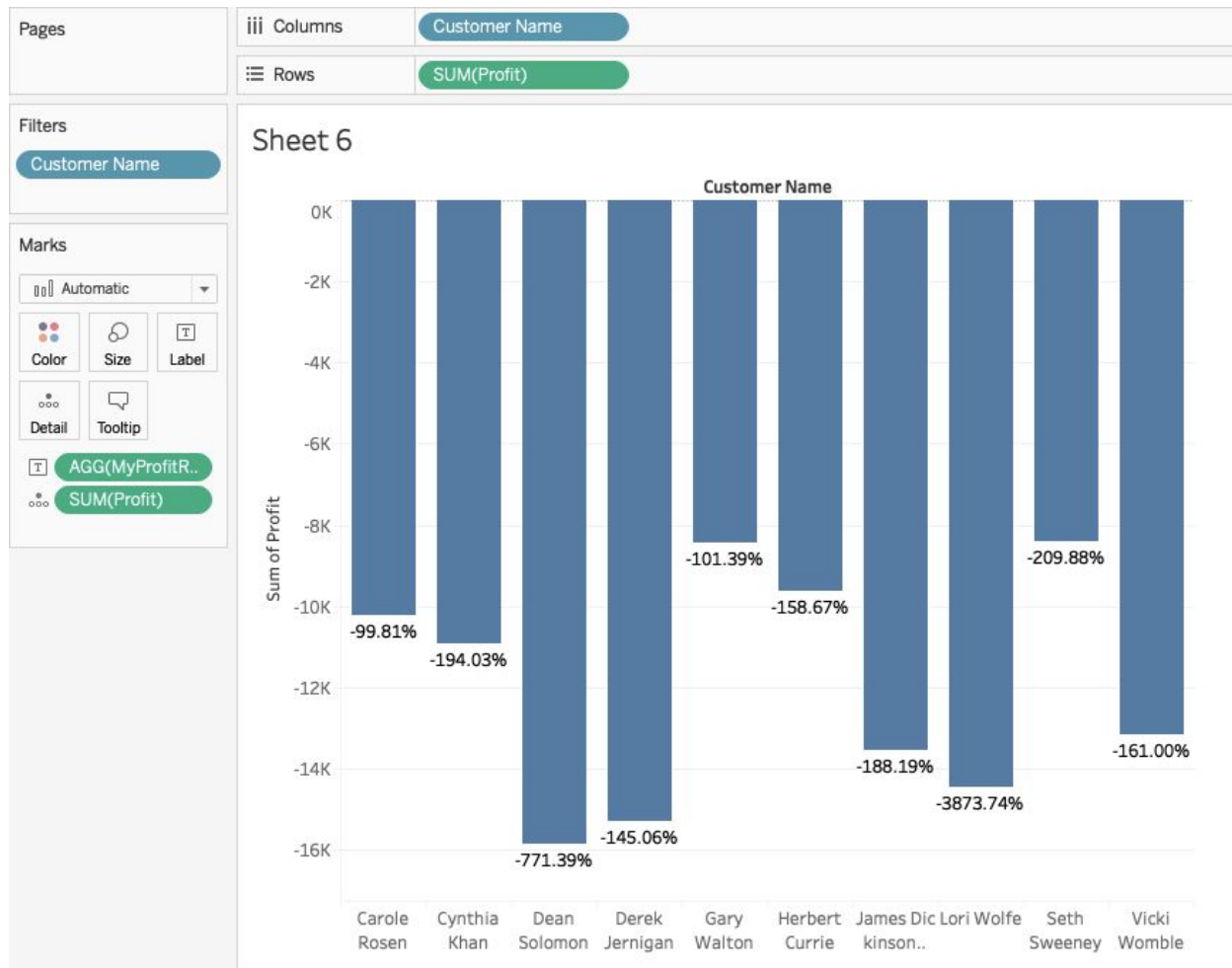
AGG(150%increase)

SUM(Sales)

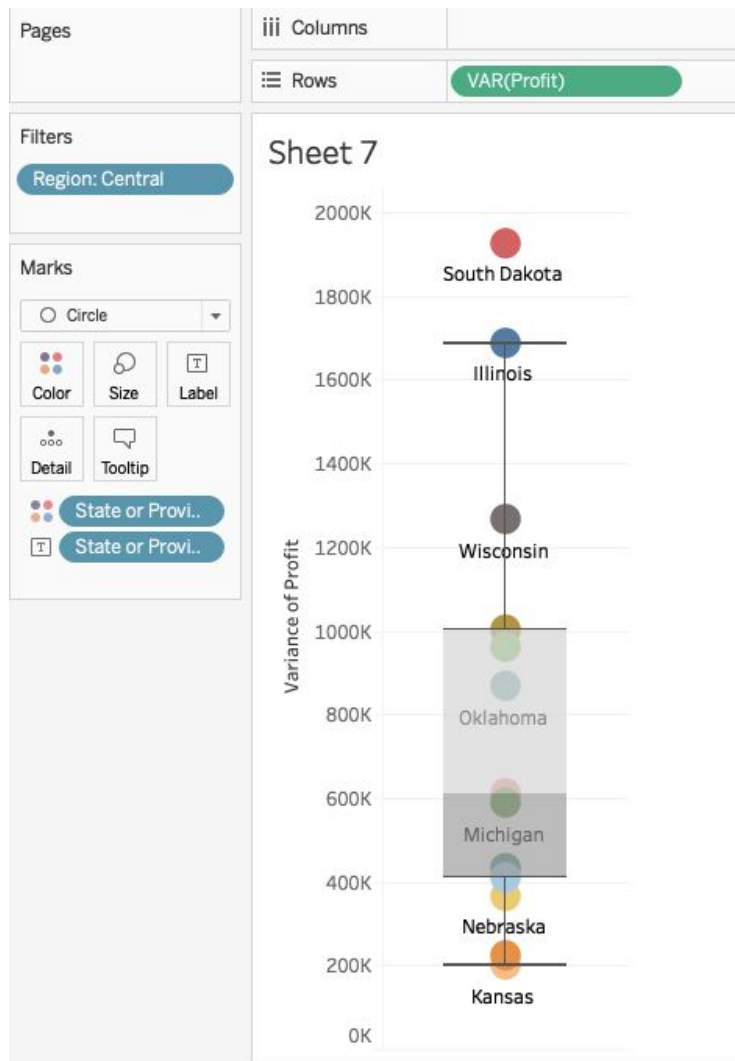
- In the South (D) all Product Sub Categories fall beneath the overall average profit.



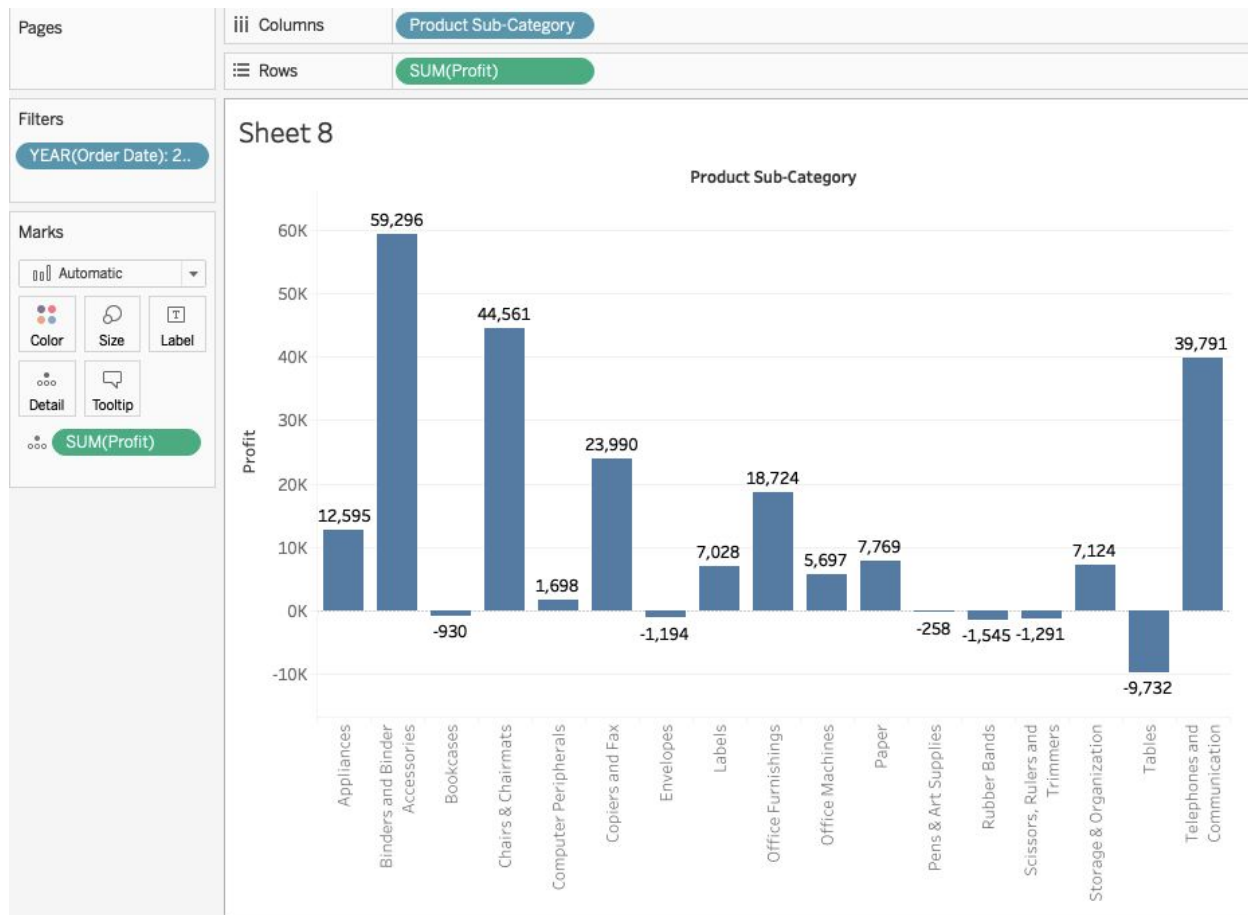
6. The customer with the lowest overall profits profit to sales ratio is -771.39% (D).



7. South Dakota (A) has the highest distribution of profits in the Central region.

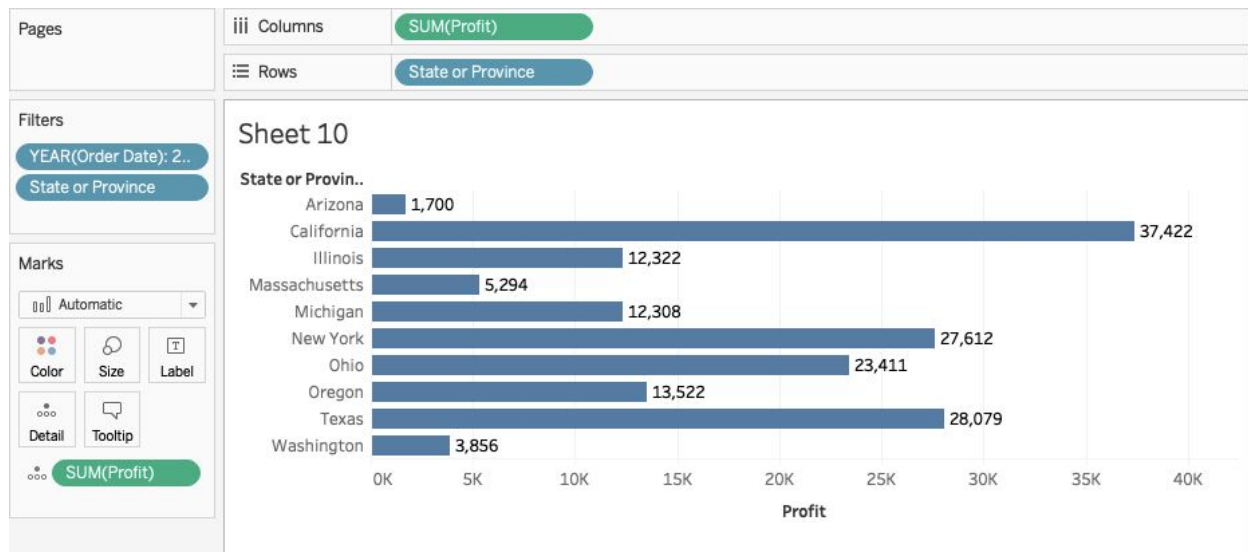


8. Tables (B) has sum of profits around -10k in 2010.



9. California (D) had the highest profits in the year 2010.





10a. The text table is the best view because it clearly states the state, region, sum of profits and sum of sales and requires no guessing or further effort to see these numbers. The other ones are ambiguous and can lead to confusion.

10b. I build a side-by-side bars view because it also clearly states the region, state and values for sum of profits and sum of sales but also allows for easy comparison among the other states. It separates the profits and sales allowing for easy comparison among those 2 categories as well.

