#### **Donut Chart – Sales by Product Line**

□ **Rows / Columns:** Use SUM (Total)

□ Color: Product line

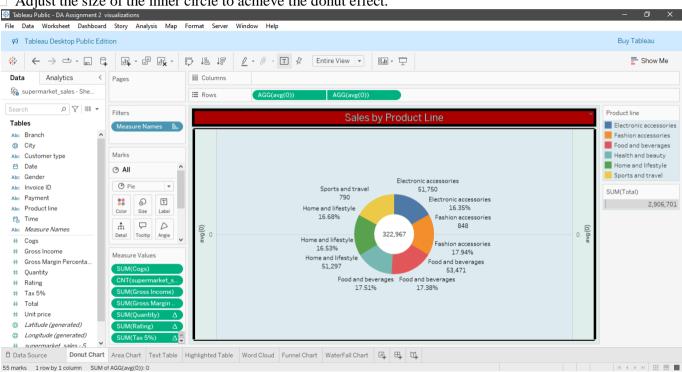
☐ **Marks:** Pie chart

☐ Create a **dual-axis pie chart** with:

o Outer pie: Product line

o Inner pie: blank or white circle for the "hole"

□ Adjust the size of the inner circle to achieve the donut effect.



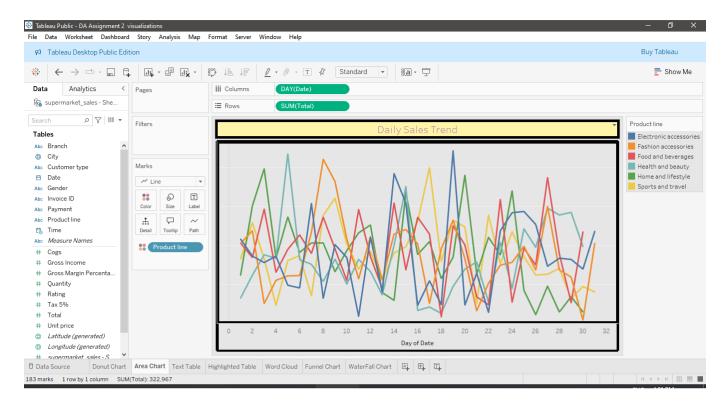
# 2. Area Chart - Daily Sales Trend

☐ Columns: Day

□ **Rows:** SUM(Total)

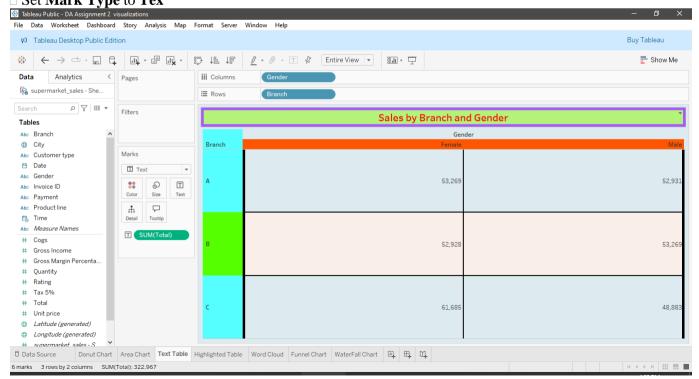
☐ **Marks:** Area

□ Color: Optional — by City or Product line for layered areas



### 3. Text Table – Sales by Branch and Gender

□ Rows: Branch
□ Columns: Gender
□ Text: SUM(Total)
□ Set Mark Type to Tex



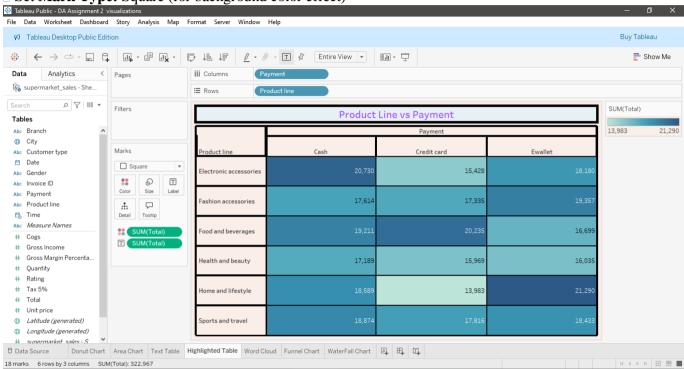
#### 4. Highlighted Table – Sales by Product Line and Payment

□ **Rows:** Product line

☐ Columns: Payment☐ **Text:** SUM(Total)

Color: SUM(Total)

☐ Set Mark Type: Square (for background color effect)



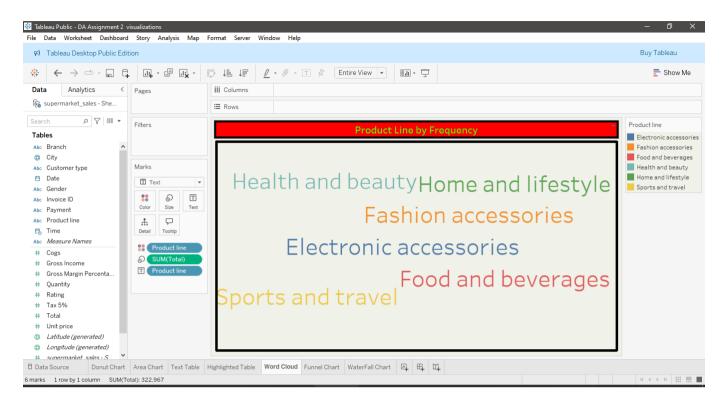
## 5. Word Cloud – Product Line by Frequency

☐ **Text:** Product line

☐ Size: COUNT(Invoice ID) or SUM(Total)

☐ Set Mark Type: Text

☐ Tableau will size and color based on measure



### 6. Funnel Chart – Total Sales by Product Line

□ Rows: Product line
□ Columns: SUM(Total)

□ Sort Descending by SUM(Total)
□ Set Mark Type: Gantt Bar or Bar

☐ Adjust sizing to create funnel shape (top-heavy Tableau Public - DA Assignment 2 visualizations File Data Worksheet Dashboard Story Analysis Map Format Server Window Help Buy Tableau ▼ Tableau Desktop Public Edition # ← → □ - □ □ □ □ - □ □ · □ □ · □ □ · □ A Entire View - □ □ · □ Show Me Data Analytics < Pages iii Columns supermarket\_sales - She... ρ γ III τ Tables Electronic accessories Abc Branch Fashion accessories ① City Food and beverages Marks Abc Customer type Health and beauty ∰ Date Home and lifestyle ıİII Bar Sports and travel Abc Gender Abc Invoice ID Product line Abc Payment Electronic accessories Abc Product line Αħ Fashion accessories Food and beverages Abc Measure Names Health and beauty # Cogs Home and lifestyle Health and beauty 854 Sports and travel # Gross Margin Percenta... # Quantity # Rating # Tax 5% # Total # Unit price Sports and travel ⊕ Latitude (generated) Longitude (generated) Donut Chart Area Chart Text Table Highlighted Table Word Cloud Funnel Chart WaterFall Chart 🖳 🖫 🛱 Data Source 6 marks 1 row by 1 column SUM(Total): 322,967

## 7. Waterfall Chart - Stepwise Profit Change by Product Line

 $\hfill Columns:$  Product line

 $\square$  **Rows:** SUM(gross income)

☐ Create a calculated field for Running Total

☐ Use Gantt Bar marks with **size set to gross income** 

