

Sample Superstore Analysis

1. Where to target more marketing efforts?
2. Shipping Goal Achieved?
3. Shipping On time Results.
4. Warning on poor performance!
5. Milestone of 50%,75% Progress toward Profit Goal
6. Sales by weekdays
7. Profit Demographics

Where to target more marketing efforts?

STEP-I We'll create field called "State % total Sales" using "FIXED"

State % total Sales

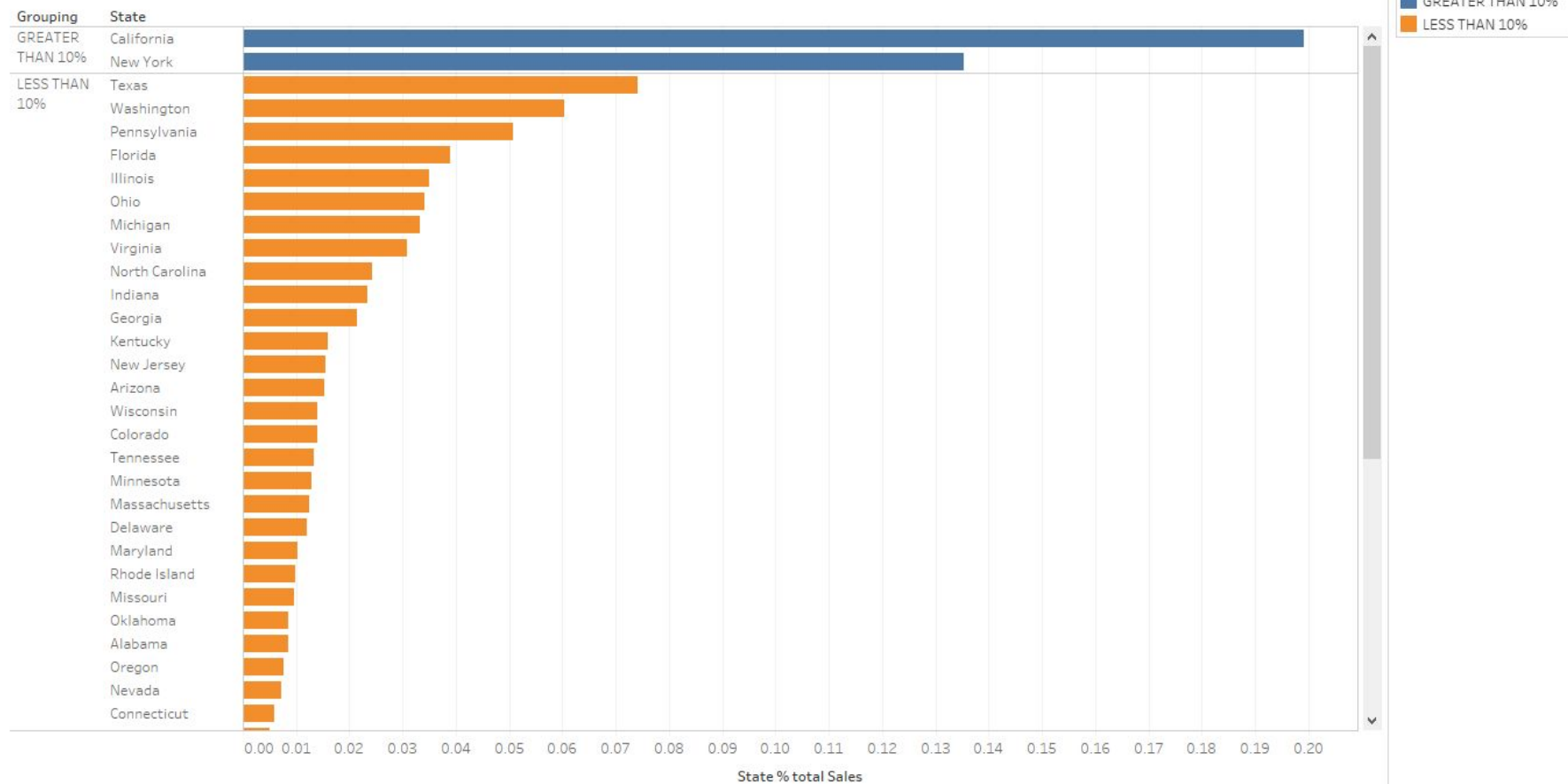
```
{FIXED [State] : SUM([Sales])) / [Total Sales]}
```

STEP-II We'll create "IF-ELSE" loop for grouping purpose.

Grouping

```
IF [State % total Sales]>=0.1  
THEN  
  "GREATER THAN 10%"  
ELSE "LESS THAN 10%"  
END
```

where to target more marketing efforts



Shipping Goal Achieved?

STEP - I We will use “**DATEADD**” to create new fields.

STEP - II We will create “**Shipping Goal Date**”.

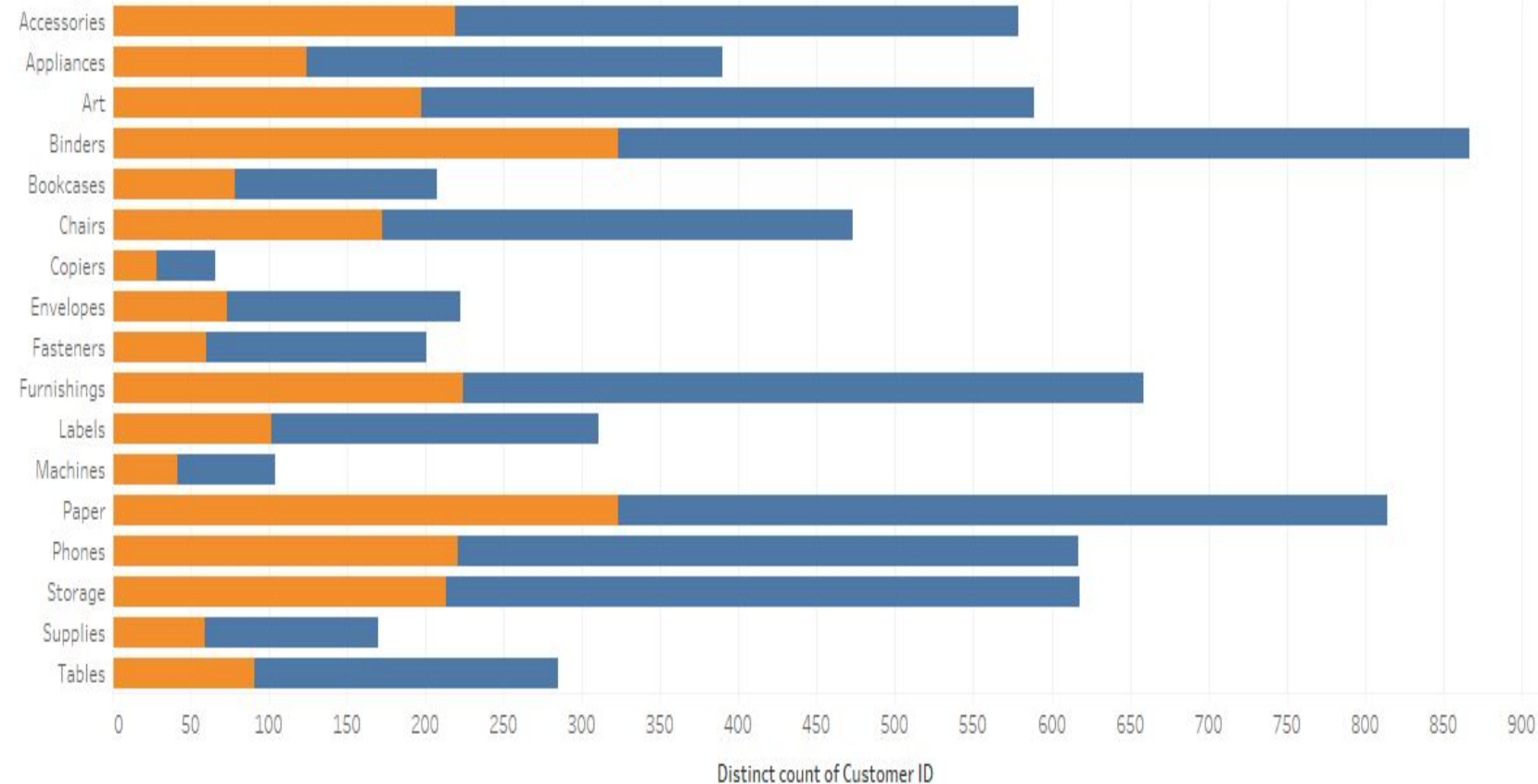
Shipping Goal Date
<code>DATEADD('day',3,[Order Date])</code>

STEP - III We will create “**Shipping Goal Achieved**”

Shipping Goal Achieved?
<code>[Shipping Goal Date]>=[Ship Date]</code>

Shipping Goal Achieved?

Sub-Category..



Shipping On time Results.

STEP-I We'll see the variance of how fast/slow product is shipped when compared against the goal.

STEP-II We'll use “**DATEDIFF**” to create new fields.

Shipping Variance

```
AVG(DATEDIFF(('day'),[Ship Date],[Shipping Goal Date]))|
```

STEP-III We'll create “**Shipping on Time Result**”.

Shipping on Time Result



```
IF [Shipping Variance]<0
THEN
  STR(ROUND (-[Shipping Variance],2)) + "avg days late"
ELSE
  STR(ROUND ([Shipping Variance],2)) + "avg days early"
END
```

Shipping On time Results

Sub-Category

Accessories 0.89avg days late

Appliances 0.99avg days late

Art 1.05avg days late

Binders 1.02avg days late

Bookcases 0.81avg days late

Chairs 0.90avg days late

Copiers 0.62avg days late

Envelopes 1.02avg days late

Fasteners 0.98avg days late

Furnishings 0.96avg days late

Labels 1.00avg days late

Machines 0.75avg days late

Paper 0.89avg days late

Phones 1.00avg days late

Storage 0.98avg days late

Supplies 1.02avg days late

Tables 0.89avg days late

Category

Furniture

Office Supplies

Technology

Warning on poor performance!

STEP-I

Profit Margin

```
SUM([Profit])/SUM([Sales])|
```

STEP-II Create parameter list as

List of values	
Value	Display As
0.35	Low (35%)
0.45	Medium (45%)
0.55	High (55%)

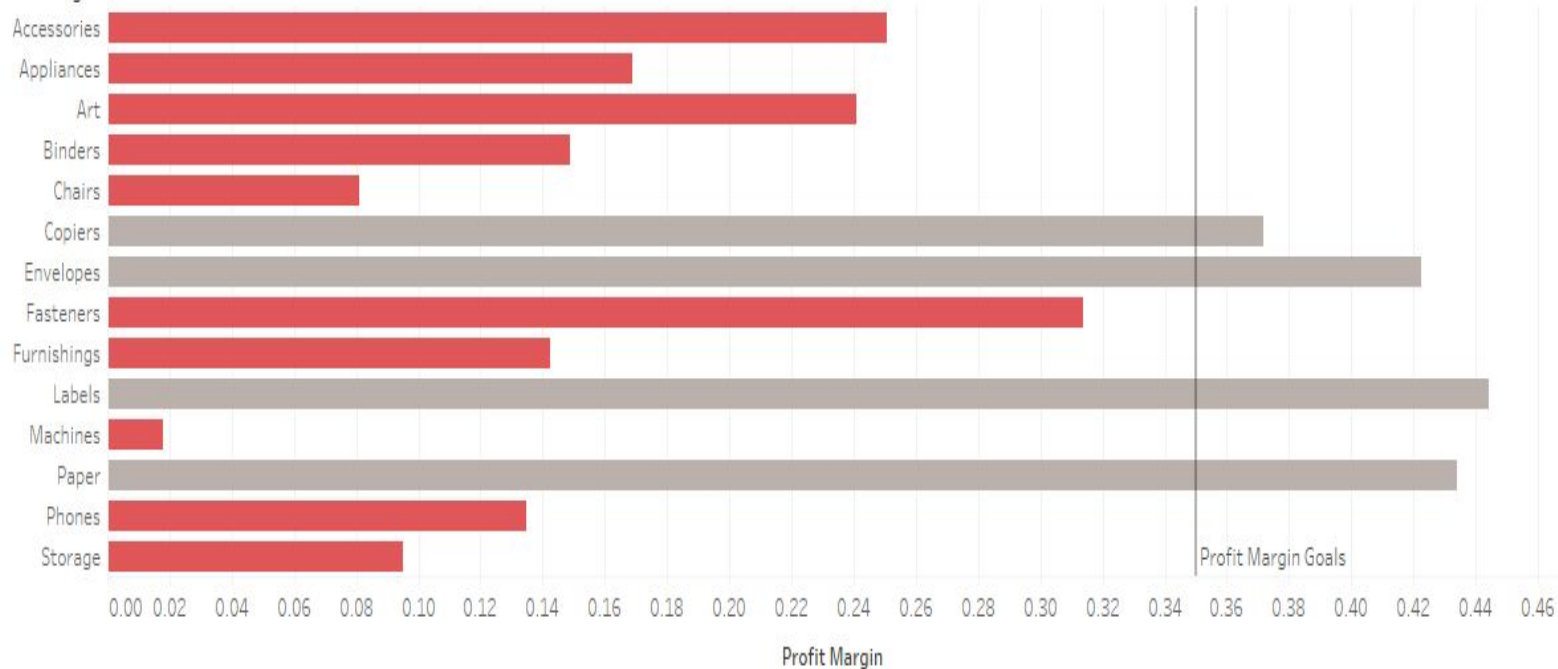
STEP-III

Profit Goal

```
SUM([Sales])*[Profit Margin Goals]|
```


Warning on poor performance!

Sub-Catego..



Profit Margin Goals

- ☒ Low(35%)
- ☐ Medium(45%)
- ☐ High(55%)

AGG(Meets Profit Goal...

- ☒ False
- ☐ True

Milestone of 50%,75% Progress toward Profit Goal

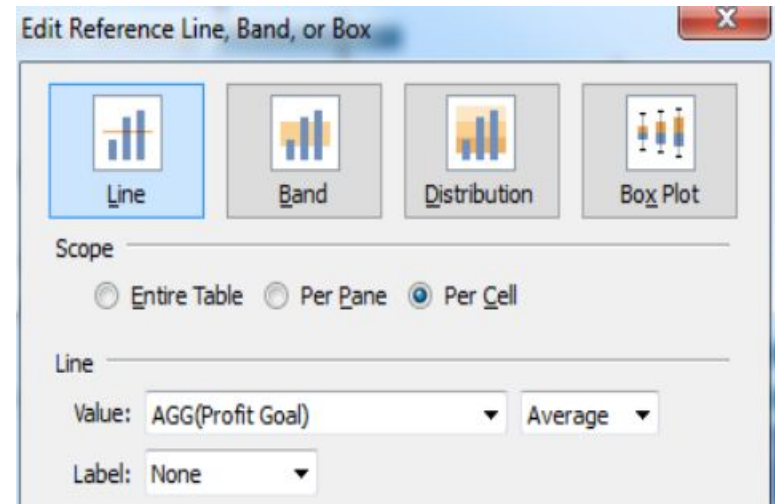
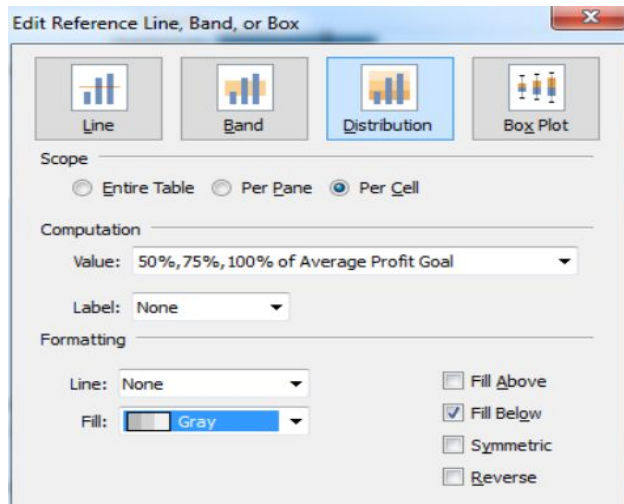
STEP-I We'll create field “**Profit Goal**”

Profit Goal

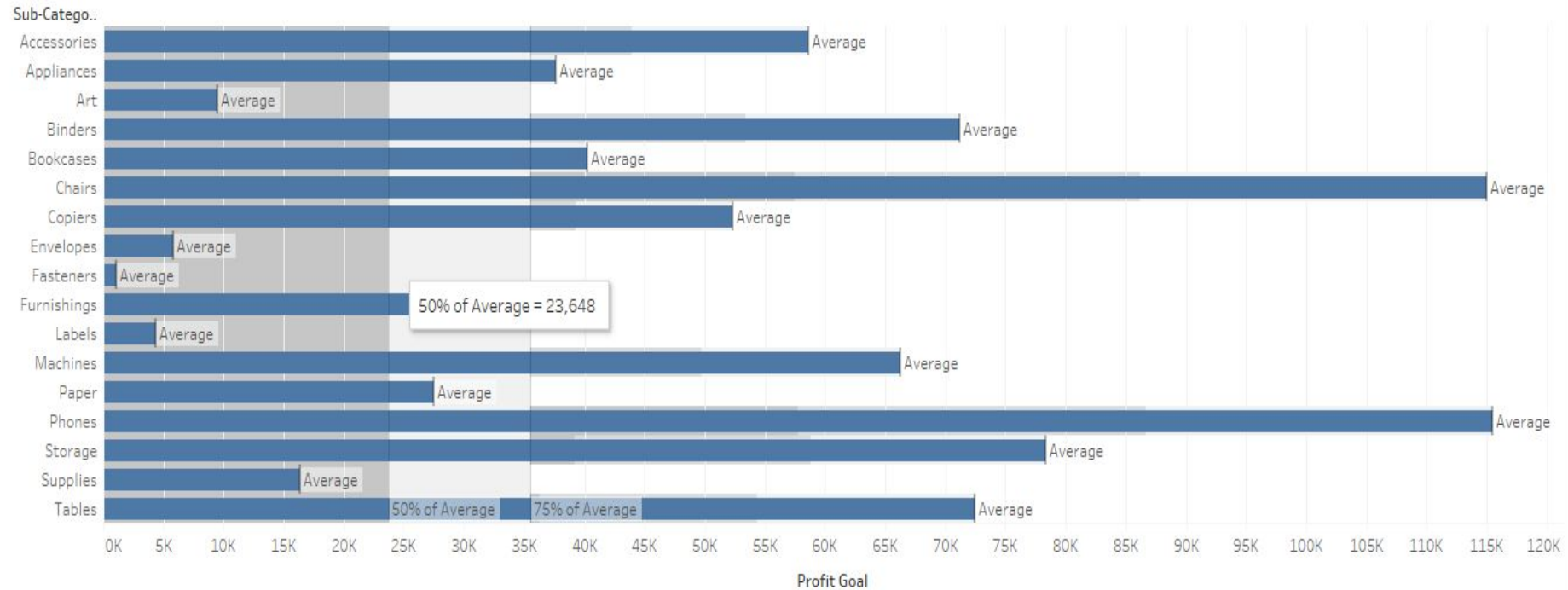
STEP-II Apply Reference Line per cell.

```
SUM([Sales])*[Profit Margin Goals]
```

STEP-III Apply Distribution Band with %age criteria in value.



Milestone of 50%,75% Progress toward Profit Goal



Sales by weekdays

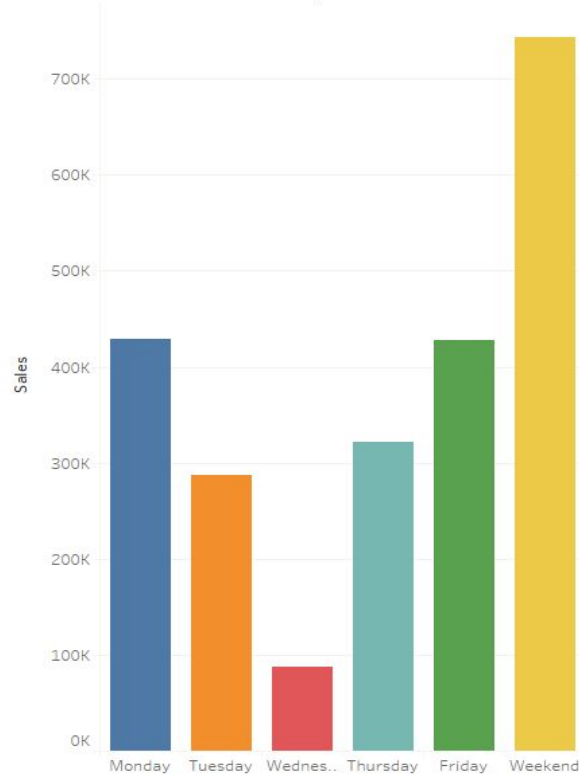
Weekdays & Weekends



```
IF DATENAME('weekday',[Order Date])="Saturday" OR  
DATENAME('weekday',[Order Date])="Sunday"  
THEN "Weekend"  
ELSE DATENAME('weekday',[Order Date])  
END
```

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Weekdays & Weekends



Profit Demographics

