

Hands-on Analysis Quiz 2 Solutions



1) If 2013 Sales numbers were expected to increase by 10% in the following year in all customer segments, what would be the total estimated sales for Home Office in 2014?

- 617,498
- 679,248
- 2,385,847

Create a new calculated field called 110% of Sales:

110% of Sales

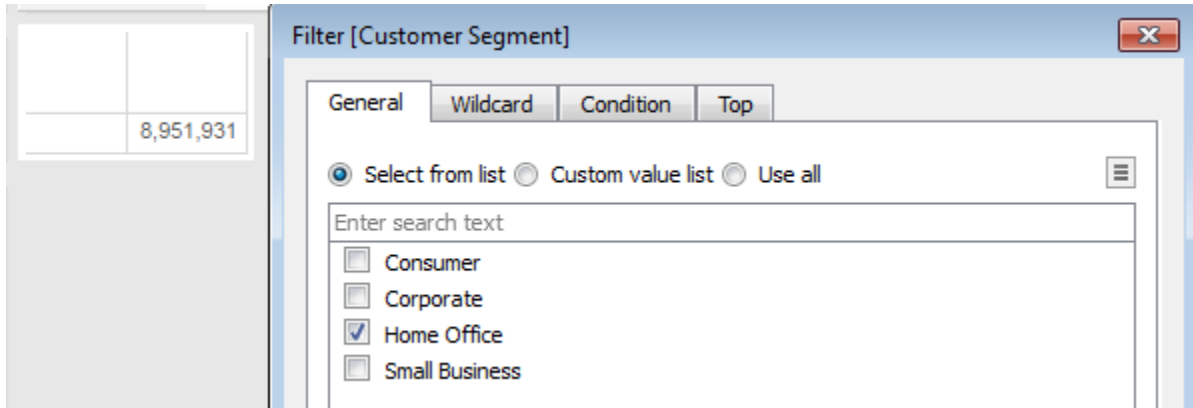
`[Sales]*1.1`

The calculation is valid.

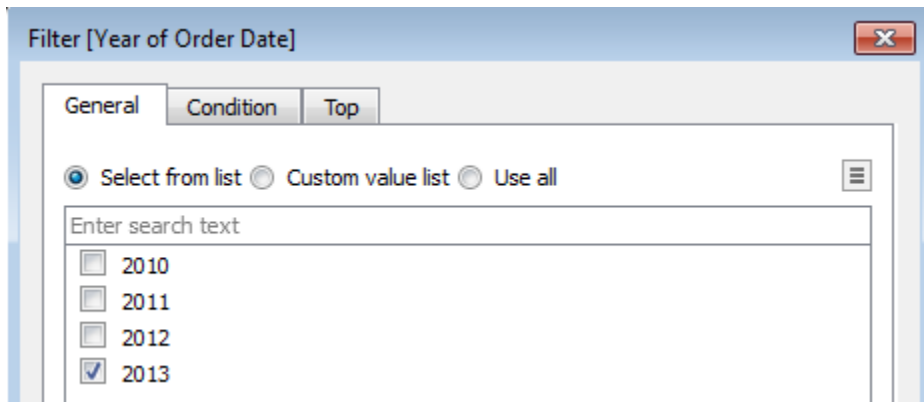
Apply

OK

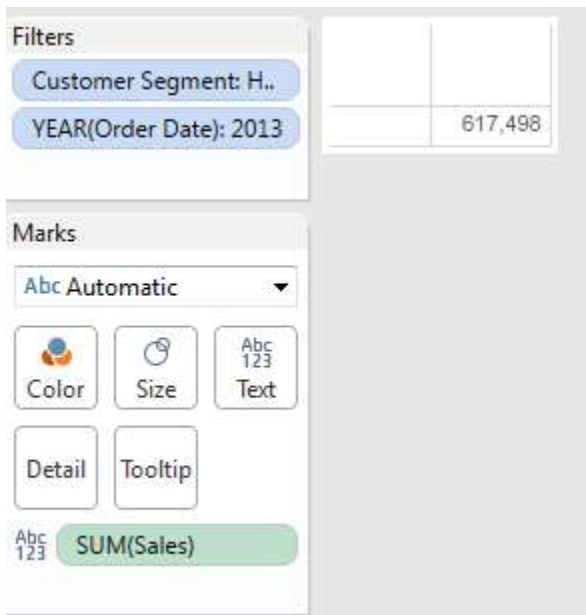
Drag Sales into the view and filter on Home Office:



Filter on Year of Order Date = 2013



Your view should look like this:



Double-click the new field “110% of Sales” to add it to the view:

The screenshot shows a BI tool interface with a table view. The table has two rows: '110% of Sales' with a value of 679,248, and 'Sales' with a value of 617,498. The interface includes a 'Filters' pane on the left with three filters: 'Customer Segment: H..', 'YEAR(Order Date): 2013', and 'Measure Names'. The 'Columns' and 'Rows' panes are also visible at the top.

110% of Sales	679,248
Sales	617,498

So we found the total sales for the Home Office segment in 2013 (\$617,498) and then increased this value by 10% to get the 2014 projection.

2) Which product has the highest ship cost to sales ratio?

- Hoover® Commercial Lightweight Upright Vacuum
- Accohide Poly Flexible Ring Binders
- Kensington 7 Outlet MasterPiece Power Center with Fax/Phone Line Protection
- Lexmark 4227 Plus Dot Matrix Printer

Create a calculated field for ship cost to sales ratio.

✕

`sum([Shipping Cost])/sum([Sales])`

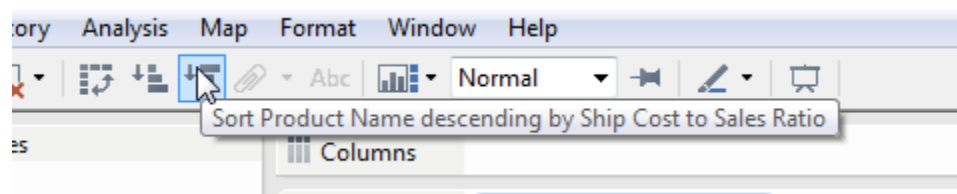
The calculation is valid.

The sums in the numerator and denominator ensure that we will calculate the total shipping cost divided by the total sales for the specified level of granularity in our view, rather than just calculating the shipping cost to sales ratio for each row in our data and then aggregating the result.

Add the new field and the “Product Name” field to the view:

Product Name	
1.7 Cubic Foot Compact "Cu..	0.030
1/4 Fold Party Design Invitat..	0.132
3.5" IBM Formatted Diskette..	0.056
3.6 Cubic Foot Counter Heig..	0.013
3M Hangers With Command..	0.030
3M Office Air Cleaner	0.018
3M Organizer Strips	0.136
3M Polarizing Light Filter SI..	0.014
3M Polarizing Task Lamp wi..	0.025
6" Cubicle Wall Clock, Black	0.056
9-3/4 Diameter Round Wall ..	0.058

Sort:



We can now see the product with the highest ship cost to sales ratio:

Product Name	
Hoover® Commercial Light..	1.782
Bravo II™ Megaboss® 12-A..	
Hoover Portapower™ Porta..	
Accohide Poly Flexible Ring..	0.347
Sony IBM Color Diskettes, 2..	0.326

3) Find the customer with the highest profit. What is his or her average shipping cost per order?

[Hint: to calculate the shipping cost *per order* you will need to calculate the number of orders using the count distinct function]

- 66.72
- 10.49
- 12.59
- 12.18

Add Customer Name and Shipping Cost to the view, then sort by Shipping cost to see the customer with the highest profit:

Customer Name	Profit
Andrea Shaw	17,537
Cathy Hutchinson	17,307
Nina Horne Kelly	16,432
Marie Daniel	12,512
Jesse Williams Katz	11,821
Deborah Paul	11,080
Dwight Albright Huffman	10,428
Helen Stein	9,819
Richard McClure	9,701
Leigh Burnette Hurley	9,290
Annie Odom	9,244
Lester Stuart	9,249
Edna Pierce	9,118
Grace Vaughn	8,956
Christopher Meadows	8,805

Calculate the shipping cost per order by dividing the total shipping cost by the number of orders. The number of order can be calculated using the count of the distinct order ids:

Calculation1 ✕

```
sum([Shipping Cost])/countd([Order ID])
```

The calculation is valid.

Apply

Add this new field to the view:

Columns: Measure Names

Rows: Customer Name

Customer Name	Profit	Shipping Cost Per Order
Andrea Shaw	17,537	12.59
Cathy Hutchinson	17,307	32.18
Nina Horne Kelly	16,432	34.02
Marie Daniel	12,512	8.98

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