**Home Assignment**

**Total Points: 50**

Based on the data provided (USA.xlsx), provide executive team with visualized data to help them with decision-making

# Executive Overview

1. Identify Key measures and provide aggregate values for each of them
2. Create and calculate profitability KPI; show the contribution of each product line for the generated profit
3. Identify the profitability of the company across different states of the country; are they above the benchmark?
4. How is each product line performing in terms of the sales?

Profitable Products: Find the most profitable products sold by the organization

1. Find the products that are high in sales quantity and profitable to the company
2. Compare all the products based on profitability KPI and the number of quantities sold by the company
3. Find the product that provides high profit amount irrespective of profit ratio

# Target Market/Customers

Using the most profitable products data, identify target customer profiles/market using the attributes available to us about the customers

1. Marital Status
2. Gender
3. Age group/generation, and
4. Commute distance

**GRADING:**

Your grades will be based on the following criteria:

* Visualization displays answers to at least 7 (out of 11) questions [20]
* Interactive Dashboards are created (must include actions and filters) [25]
* Explain each visualization you have created [5]