

SALES MARKET SHARE

This Tableau Accelerator allows you to:

- Compare your sales performance against competitors
- Assess competition trend
- Identify promising territories
- Pinpoint product outliers
- Assess arising markets
- Deep-dive to a specific market or a specific territory

Answer key business questions

- How do we perform against competitors?
- What is our market share? What is our market share across markets?
- What is our performance across markets?
- In which states are we most competitive?
- Who are our main competitors?
- How is our market share growing over time?

Monitor and improve KPIs

Market

- **Total Market Size:** Total amount of sales (expressed in currency)

Our company

- **Our Sales:** Total amount of our company's sales (expressed in currency)
- **Market Share:** Share of sales made by one company (or one product) compared to the overall market size (expressed in %)

Required attributes

- **Date** (*date*): Sales date
- **Country** (*string, role: country*)
- **State** (*string, role: state*)
- **Market** (*string*): Market, Product Category
- **Product** (*string*): Name of the product sold
- **Company** (*string*): Company to which the Brand belongs to
- **Is our Company Flag** (*string*) ← expected values: 'Y', 'N'. 'Y' if this is our company.
- **Sales Volume** (*numeric*): Sales volume (in currency)