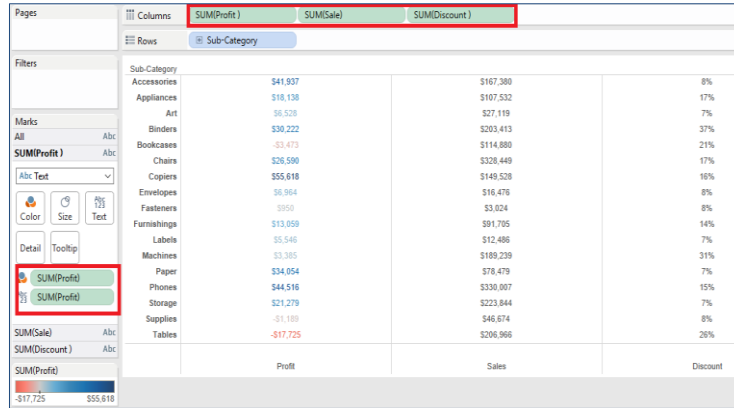


Conditional Colour formatting in Columns

This is another great tip for improving how a visualization looks. Here, some of the columns display coloured text while others are in a single uniform colour. Profit is depicted in a range of colours based on their value while the other two columns are in black. This specially helps in highlighting important data while keeping other data along the sidelines.



Sub-Category	SUM(Profit)	SUM(Sale)	SUM(Discount)
Accessories	\$41,937	\$167,389	8%
Appliances	\$18,138	\$107,532	17%
Art	\$5,526	\$27,119	7%
Binders	\$30,222	\$203,413	37%
Bookcases	-\$3,473	\$14,880	21%
Chairs	\$26,590	\$328,449	17%
Copiers	\$55,618	\$149,528	16%
Envelopes	\$5,964	\$16,476	8%
Fasteners	\$950	\$3,024	8%
Furnishings	\$13,059	\$91,705	14%
Labels	\$5,546	\$12,486	7%
Machines	\$3,385	\$189,239	31%
Paper	\$34,054	\$78,479	7%
Phones	\$44,516	\$330,007	15%
Storage	\$21,279	\$223,844	7%
Supplies	-\$1,189	\$46,674	8%
Tables	-\$17,725	\$206,966	26%
	Profit	Sales	Discount
	\$17,725	\$55,618	

Steps to achieve the output:

1. Make calculations as "0" for each column in the view. Drag all the calculated fields in Columns Shelf.
2. Now in Mark shelf, drag the original measures in respective sections in Text Label. Since, we want Profit in colours as well, so drag it on to Text and Colour.
3. Finally, formatting in the sheet like removing Zero Lines, edit axis etc can be done accordingly.

