

PROJECT WORK

Objective: The objective of this project is to understand the product data.

The description of the dataset is mentioned below.

Use the default data set (excel file) available.

Problem statements:

Based on the excel file provided, we are going to analyze and develop a dashboard to understand the product data. Use filters, parameters and actions wherever possible to make the dashboard interactive.

- Create an interactive map to analyze the worldwide sales and profit. Include map layers and map styles to enhance the visualization.
- Create a filter to display top 3 products under top 3 segments.
- Interactive analysis to display the average gross sales of a product under each segment, allowing only one segment data to be displayed at once.
- Use customized shapes to visualize product related data in a scatter plot chart.
- Create a motion chart to compare the sales and profit through the years.
- Annotate the day wise profit line chart to indicate the peaks and also enable drop lines.
- Add a reference line to display the average sales line with 50% confidence interval for a bar chart with country, segment wise sales. Create a dynamic **parameter to allow user' to decide the percentage of confidence interval.**
- Add go to URL actions in the final dashboard which directs the user to the respective countries Wikipedia page.
- Include images or logos in the dashboard which is linked to a website.
- Create phone and tablet layouts to enable mobility of the dashboard.
- Create a box plot chart to find the outliers in every country.
- Use set actions to create a proportional brushing for segment wise products.

Lab environment: Use Tableau desktop installed in your system.

Domain: Retail, Finance

Hint for doing the project:

Interactive sample dashboard to understand the data. Multiple features, various charts suitable to the respective problem statements are to be used at points where chart type is not specified.