DATA VISUALIZATION PROJECT

USING TABLEAU

DESIGNED BY:
Asma AlReshoud

Project link:

The following link is used to preview the published final tableau visualization:
https://public.tableau.com/profile/asma.alreshoud#!/vizhome/blackFriday/Story1?publish=yes

Summary:

In this project, I have designed six different visualizations that describe the black Friday purchases, product categories, branch sales and other useful information. These sort of visualizations are extremely important for many companies to do a descriptive analysis on there current sales, purchases, benefits, costs ..etc. to help make more accurate prediction and make optimal decisions.

Design:

The project went through a formal review by a colleague of mine. She has an analytical background which helped a lot in process of redesign. I have changed the type of graphs and also the some not useful variable choosing, all these comments are documented in the 'Feedback' section.

Feedback:

This section showcases the changes that took place according to the feedback that was concluded from the formal review session.

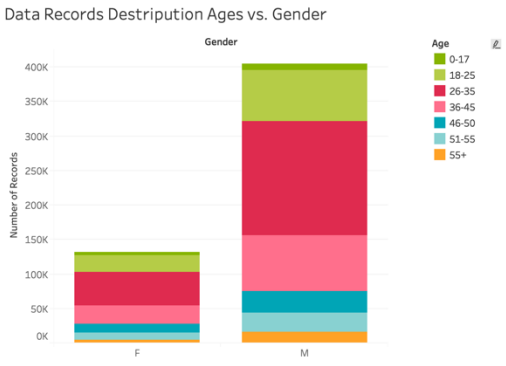


Figure 1 - before feedback (first sketch)

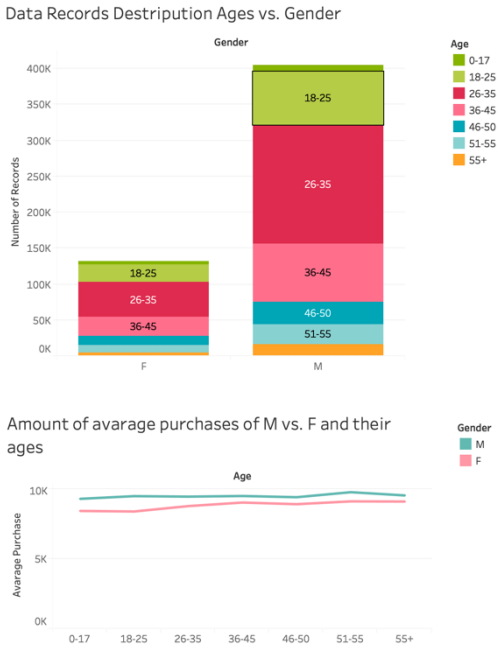
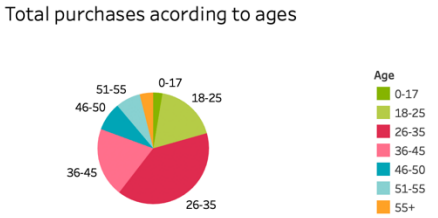
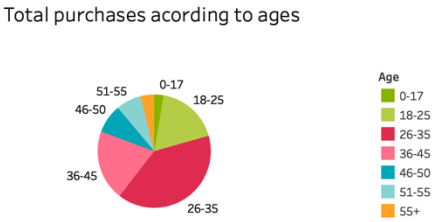
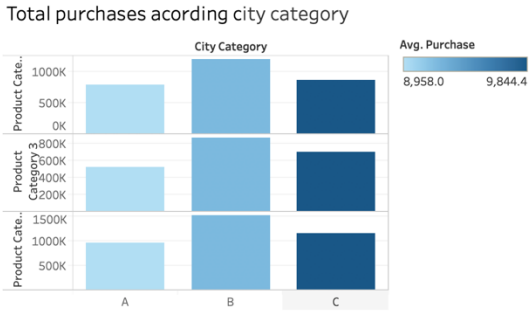


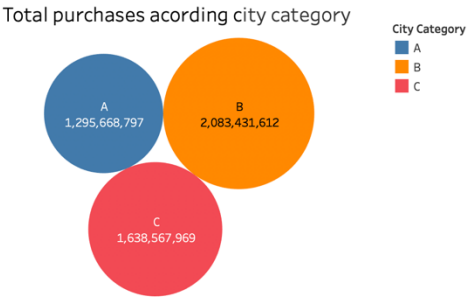
Figure 2 - after feedback (final sketch)

1. Adding label texts to the first bar plot, which makes it easier to read.
2. Changing the second bar plot to a more convenient one which is a line plot.
3. Changing the variables from second bar plot to variables that give more precise conclusions.

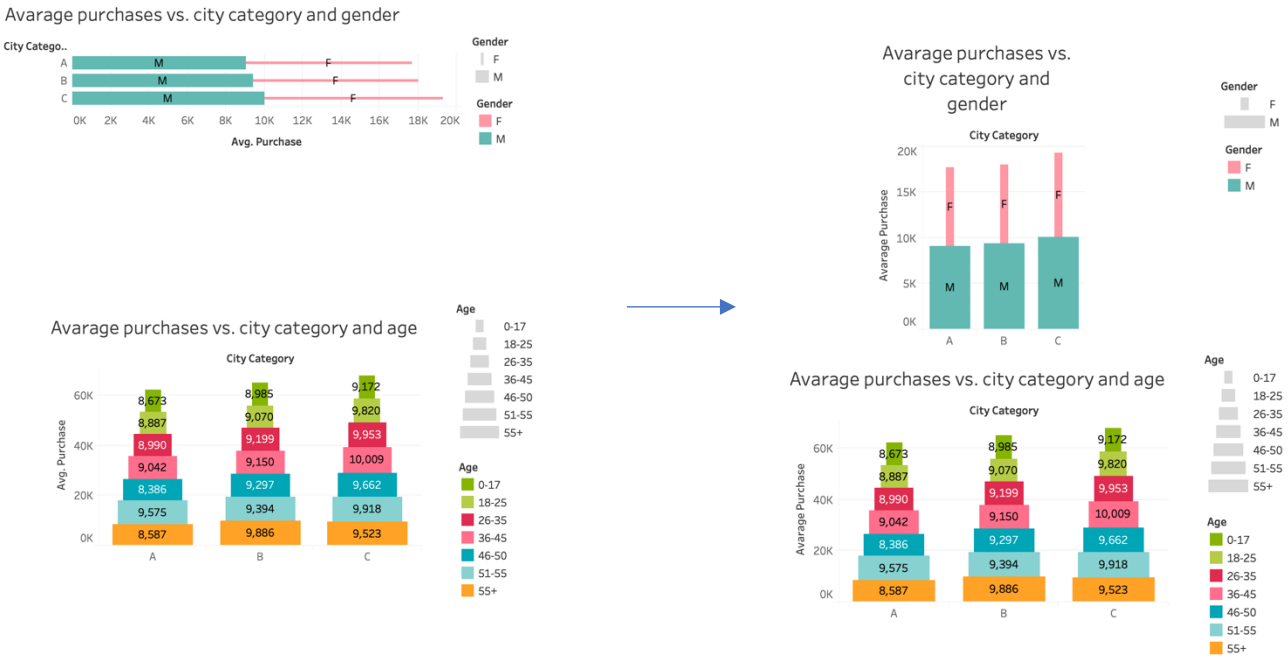








1. Changing the variable of the second bar plot from product category into total purchases to fit the description better
2. Changing the type of plot from the second bar plot into a more eye catching and easier to comprehend circle plot.



1. Changing the orientation of the first bar plot for a more organized look, and to let the axes label appear.
2. Changing the axes label of both plot to a professional feel.

Resources:

The data were obtained from Kaggle from the following link. All rights reserved to the uploader.
https://www.kaggle.com/mehdidag/black-friday