



# ***BILLIONAIRE DATA VISUALIZATION USING TABLEAU – PART 1***

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# Problem Statement

The "Billionaire detailed.csv" dataset contains information on the net worth, source of wealth, industry, and geographic location of over 2,000 billionaires worldwide, as of 2014. The data was collected by Forbes and includes both self-made and inherited billionaires, as well as those who made their fortune through a combination of both.

## Expectation

Consider that you are a Lead Data Analyst and you are provided with a billionaire detailed dataset. You have been given a task to explore the data, create different plots and interpret useful insights/findings. Your end goal here will be to create a few dashboards and a story that you have to present to the respective team, make sure they follow a logical flow to display that you are heading towards achieving the end objective. Make sure to have minimum clutter in the plots, follow a consistent color scheme across all the plots, and use proper colors to highlight a specific insight. Moreover, your plots should be interactive and responsive.

***WORKSHEETS***



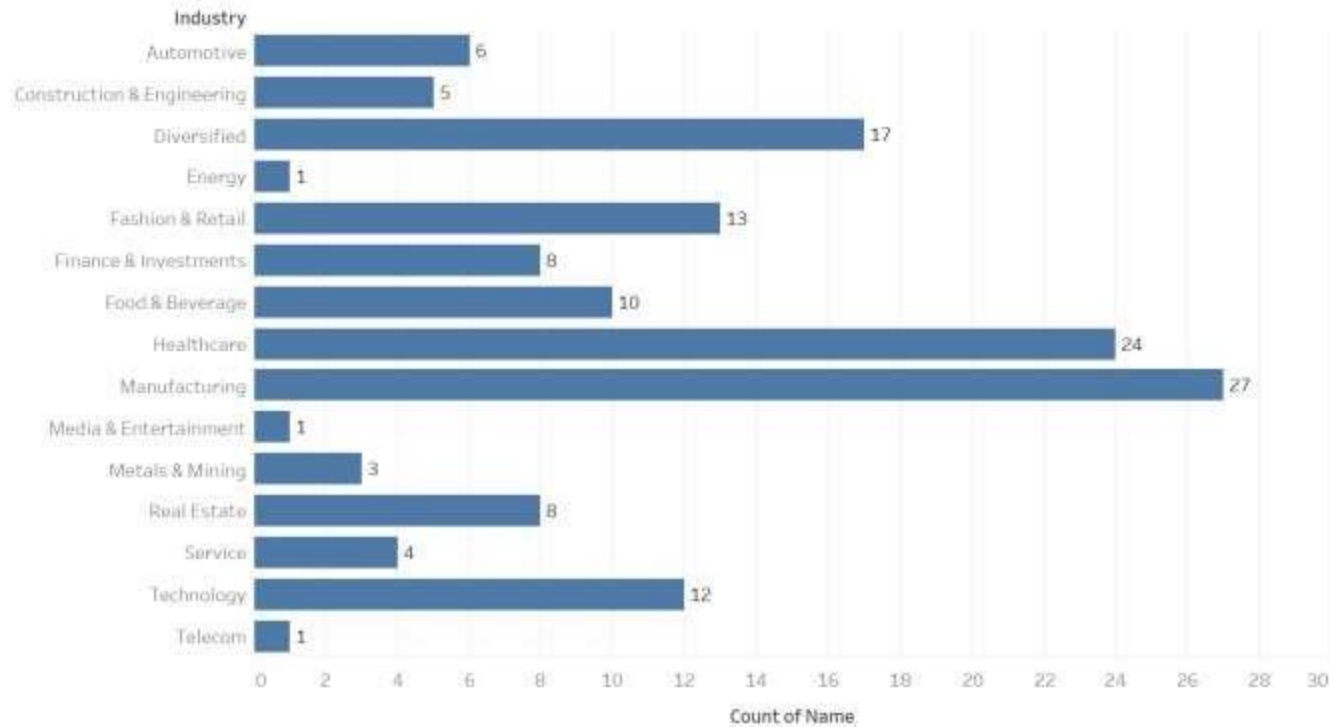
## 1a. Create a worksheet to visualize the data between Billionaire VS Industry

### Steps:

1. Open Tableau and connect to the "Billionaire detailed.csv" dataset.
2. In the Data pane, locate the Name & Industry .
3. Now drag the Name to Columns and Industry to Rows.
4. Choose the bar graph

## 1a. Create a worksheet to visualize the data between Billionaire VS Industry

Billionaire vs. Industries



**INTERPRETATION:** Based on the above visual we can understand the Billionaires count on each industry

## 1b. Create a worksheet to visualize the data between Billionaire VS Wealth

### Steps:

- 1) Create a calculated field to remove the special characters from Net wealth as below



The screenshot shows a dialog box for creating a calculated field. The title bar reads "Net Wealth in Billion Dollar" with a close button (X) on the right. Below the title bar, the formula `FLOAT (REGEXP_REPLACE ([Net Worth], "[^0-9.]+", ""))` is entered in a text area. At the bottom of the dialog, there is a status message "The calculation is valid.", a dropdown menu showing "6 Dependencies", and two buttons: "Apply" and "OK".

- 2) Now drag Net wealth in Billion Dollar, Name, Industry to Rows and get the visualization

## 1b. Create a worksheet to visualize the data between Billionaire VS Wealth

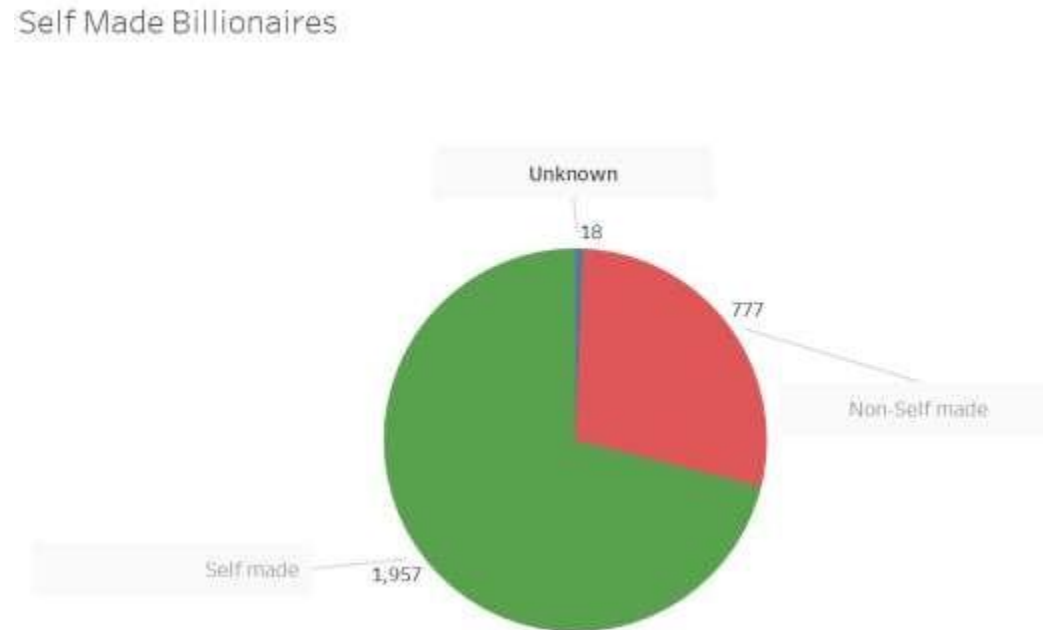
### Wealth

Net Wealth ..	Name	Industry	
1	Ashok Kajaria	Manufacturing	2,674
	Mofatraj Munot	Real Estate	2,674
	Mukand Lal Dua	Fashion & Retail	2,674
	Rafique Malik	Fashion & Retail	2,674
	Ramesh Kumar Dua	Fashion & Retail	2,674
	T.S. Kalyanaraman	Fashion & Retail	2,674
1.1	Binny Bansal	Technology	2,524
	M.Satyanarayana Reddy	Healthcare	2,524
	Radhe Shyam Agarwal	Fashion & Retail	2,524
	Radhe Shyam Goenka	Fashion & Retail	2,524
	Rahul Gautam	Fashion & Retail	2,524
	Sekar Vembu	Technology	2,524
	Sunil Vachani	Manufacturing	2,524
1.2	G.V. Prasad	Healthcare	2,378
	Kavita Singhanian	Manufacturing	2,378
	Premchand Godha	Healthcare	2,378
	Sachin Bansal	Fashion & Retail	2,378
1.3	Achal Bakeri	Manufacturing	2,263
	Deepak Mehta	Manufacturing	2,263
	George Alexander Muthoot	Finance & Investments	2,263
	George Jacob Muthoot	Finance & Investments	2,263
	George Thomas Muthoot	Finance & Investments	2,263
	Hemendra Kothari	Finance & Investments	2,263
	Mangal Prabbhat Lodha	Real Estate	2,263



### 1c. Create a worksheet to visualize the self made Billionaires

Create a pie chart with fields Self made, Name



**INTERPRETATION:** Based on the above visual we can understand the Billionaires who are self made and who are not

#### 1d. Create a worksheet to visualize the Top 5 Billionaires

##### Steps:

1. Create a parameter with the parameter name Top N Billionaire as shown below
2. Drag the net wealth in Billion Dollar in columns
3. Drag the Name to Rows
4. Now Drag the name to the filter and click edit -> Choose top and set it as parameter

# Edit Parameter [Top N Billionaries]



## Name

Top N Billionaries

## Properties

Data type

Integer

Display format

5

Current value

5

Value when workbook opens

Current value

Allowable values

☐ All

☐ List

☒ Range

## Range of values

☒ Minimum

1

☒ Maximum

5

☐ Step size

1

☒ Fixed

☐ When workbook opens

Add values from ▼

Cancel

OK

# Filter [Name]



General

Wildcard

Condition

Top

☐ None

☒ By field:

Top

Top N Billionaries

by

Net Wealth in Billion Dollar

Sum

☐ By formula:

Top

10

by

Reset

OK

Cancel

Apply

The parameter will be created at the left base end of the data pane.

Right Click the parameter and click “Show Parameter”

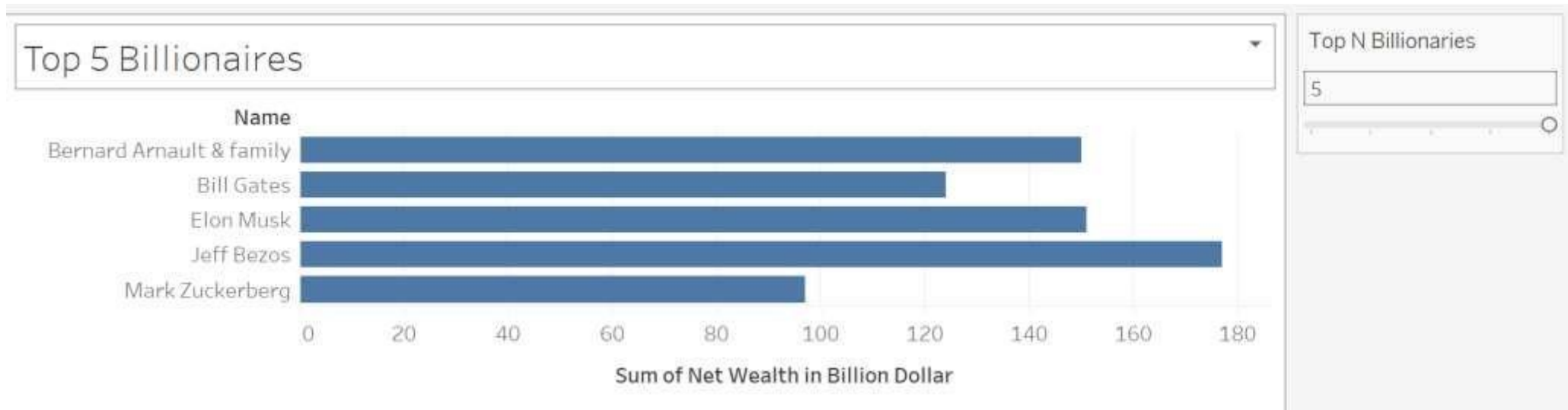
Use the parameter in the Filter as in the image –



Adjust the sliding parameter to view the number of  
Top N billionaires.



You can further customize by including “Industry” and the  
visual turns out beautiful as below -



**INTERPRETATION:** Based on the above visual we can understand Top 5 Billionaries

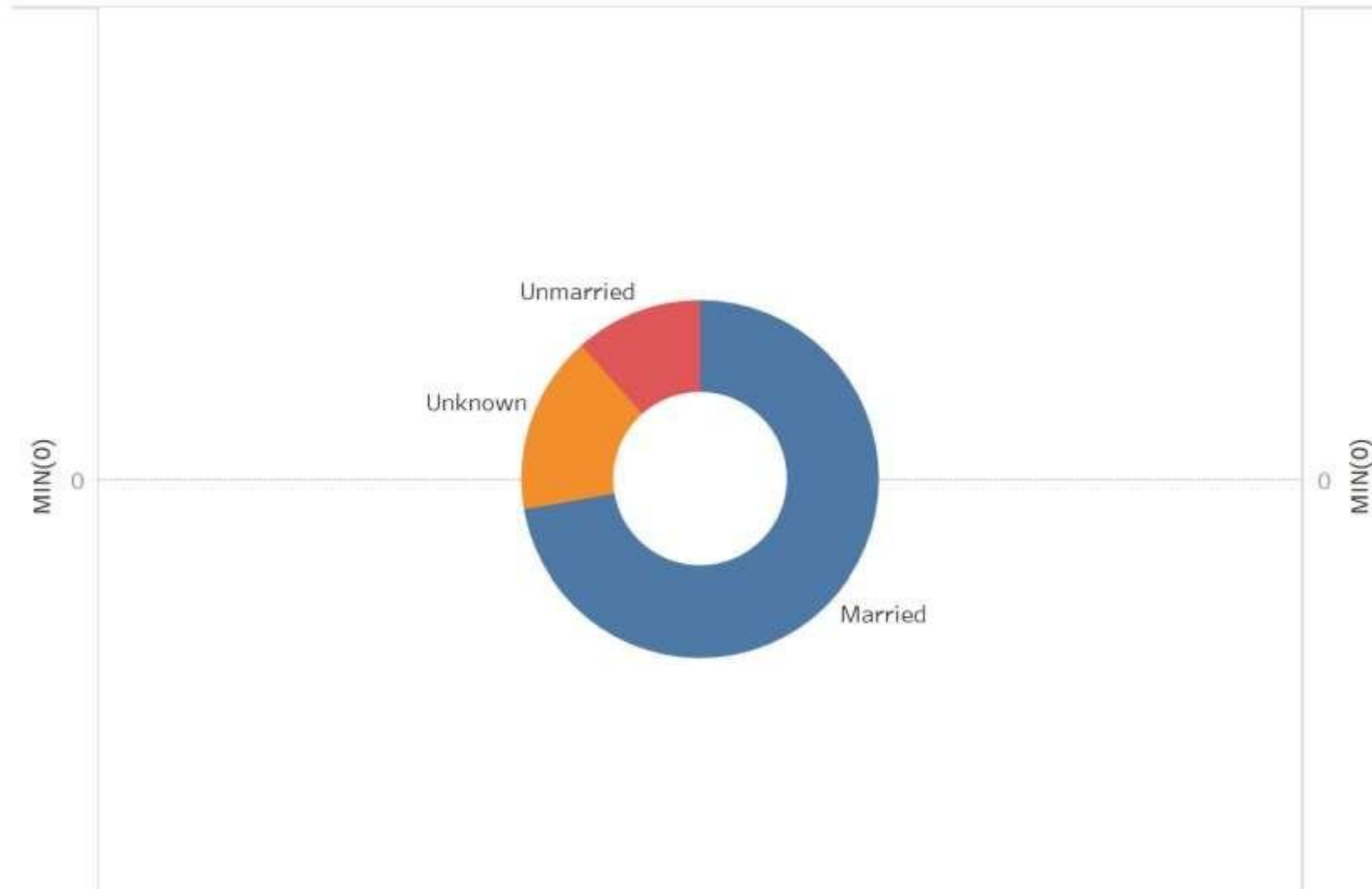
**2a. Create a calculated field to differentiate the marital status as Married or not Married. Create a donut chart display on marital status. Use country and industry filters to customize the view.**

### Steps:

1. Create a Calculated field to segregate the married and unmarried Billionaries
2. By using this calculated field, Create a Donut chart using Dual axis
3. Drag Country and Industry to filter and click show filters



## Martial Status



**INTERPRETATION:** Based on the above visual we can get to know the married and unmarried Billionaries

**2b**

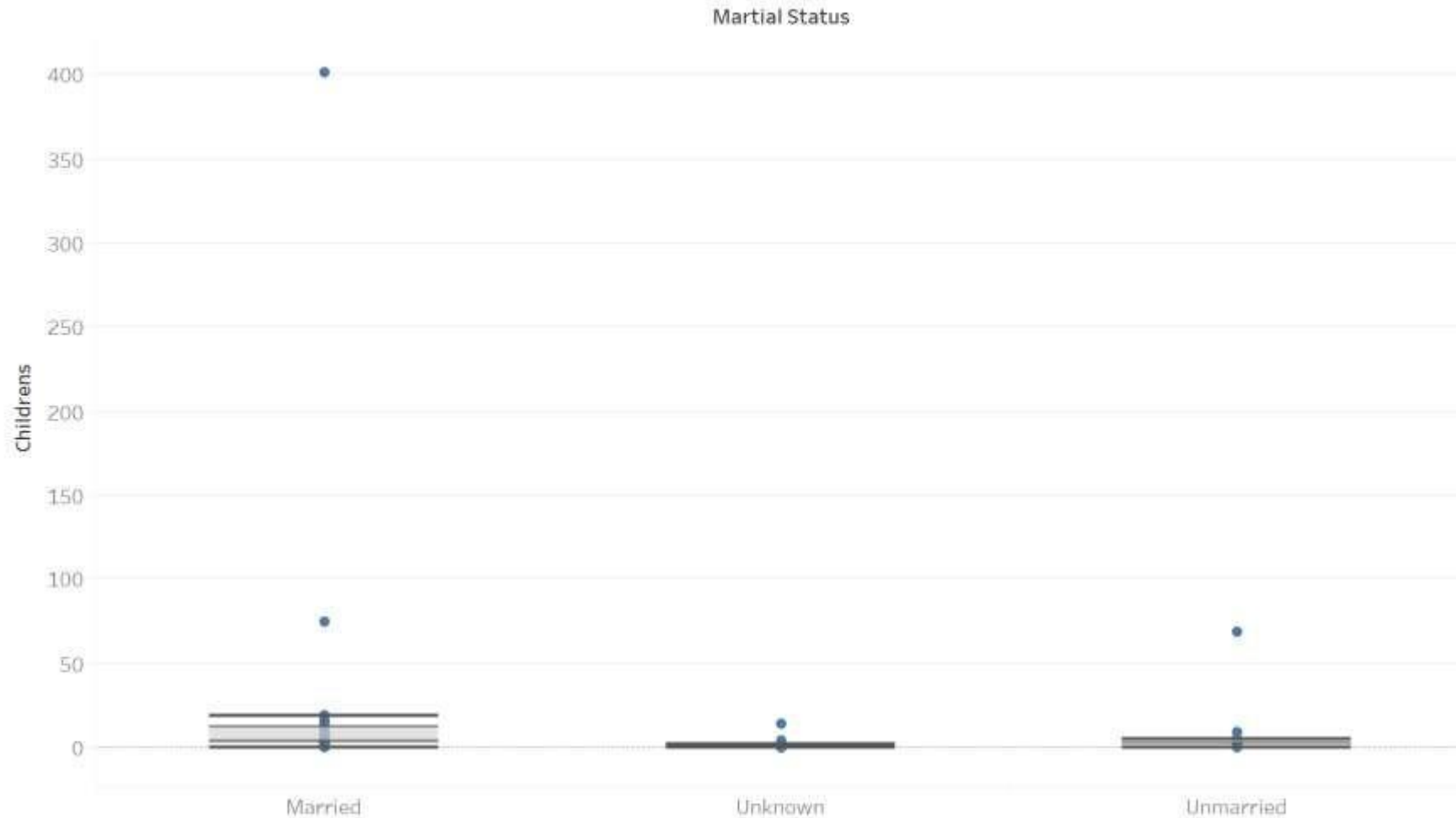
**. Create a box plot chart displaying their children count.**

**Steps:**

1. Drag the Martial status calculated field to the columns
2. Pull Sum of children to Row field
3. Also pull the country to the detail section
4. Now choose the Box plot from the show me ..



## Children's Count



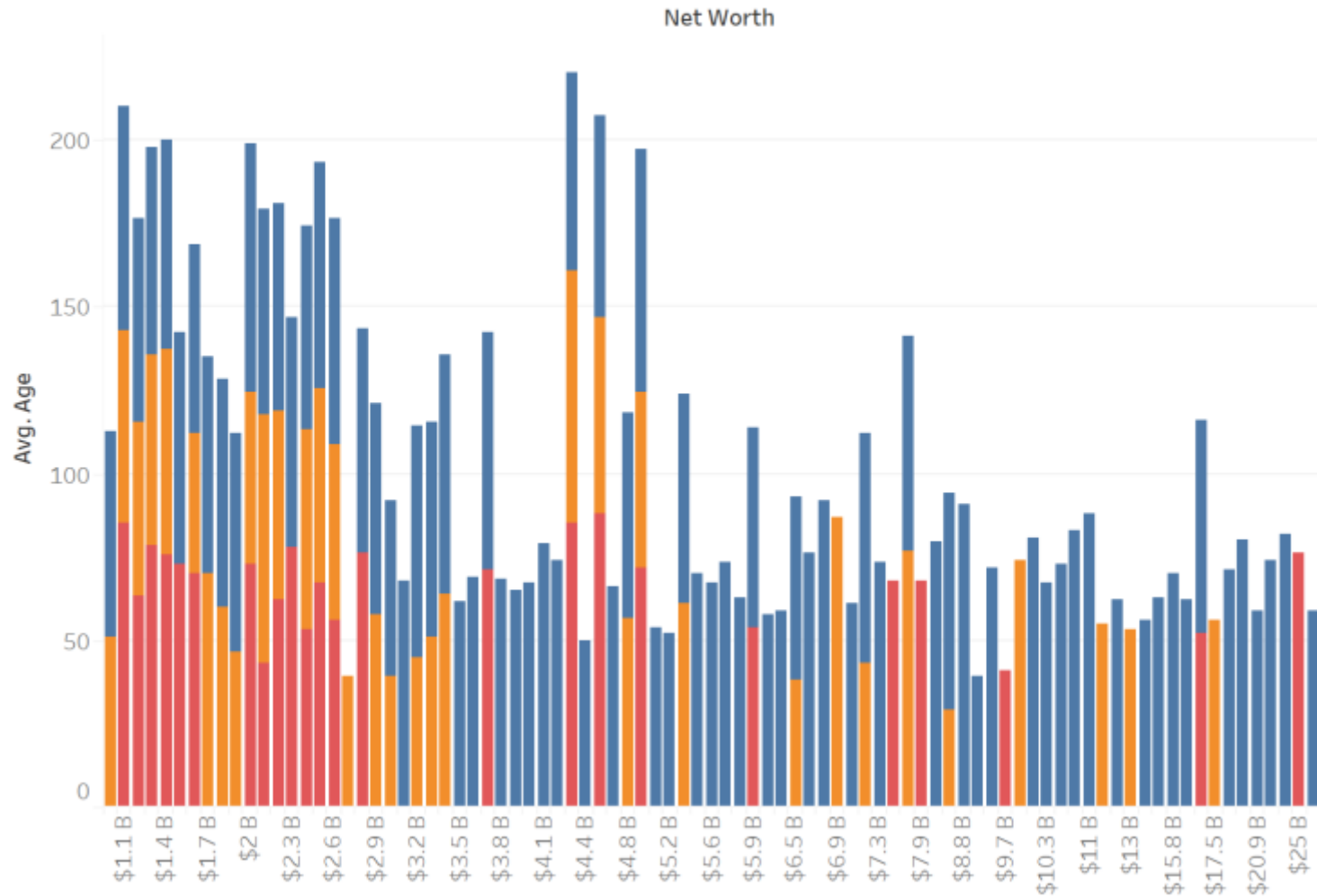
**INTERPRETATION:** Based on the above visual we can get to know the children counts based on the Marital status where we can also see unmarried billionaires have children which means they might have separated.

**2c. Display the average age and net worth.**

**Steps:**

1. Drag the Net worth to the columns
2. Pull Average of age to Row field
3. Also pull the Martial status to the Color section
4. Now choose the stacked Bar chart from the show me ..

## Age VS Net worth



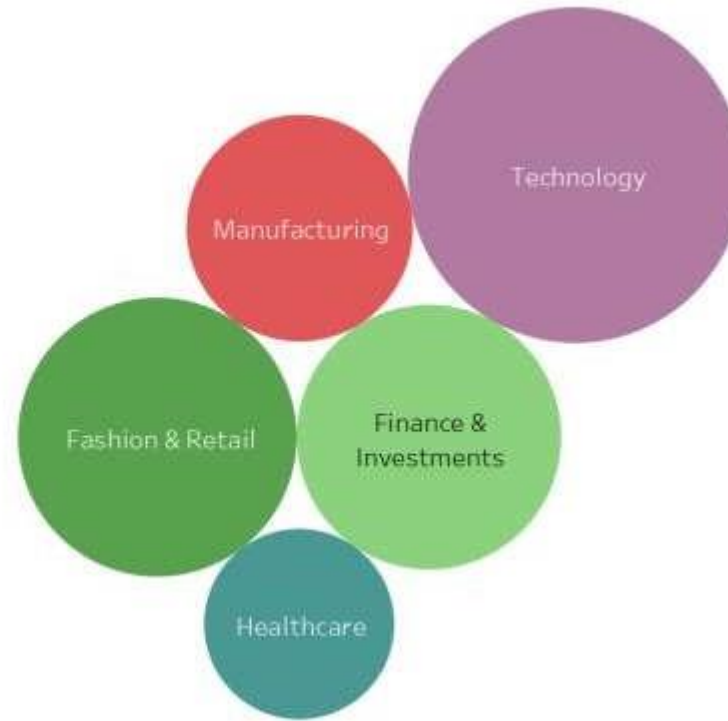
**INTERPRETATION:** Based on the above visual we can get to know the married and unmarried Billionaries

**2d. Create a bubble chart with Top 5 Industry with net worth which are self made. Keep the Bubble chart as the master filter for Dashboard**

**Steps:**

1. Create a parameter as Top 5 industry
2. Now with the Industry and Sum of net worth create a Bubble chart
3. As mentioned in the earlier slides, Drag the Industry to the filter and set the parameter as top N by clicking on edit filter

## Industry VS Net worth



**INTERPRETATION:** Based on the above visual we can get to know Top 5 Industries based on Net worth

# ***DASHBOARD***

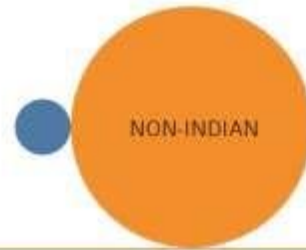
***The worksheets are used to form a dashboard with Industry, Country filters.***

***The dashboard indicates a collective visualization of the various analysis that we have performed till now.***

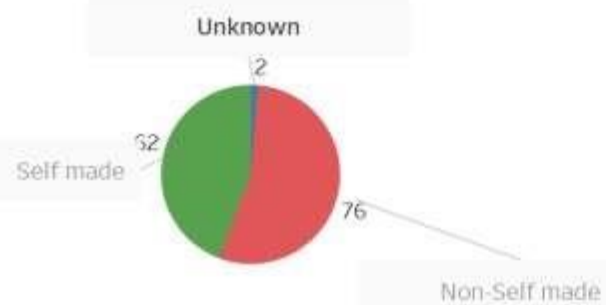


## INDIAN VS NON-INDIAN BILLIONAIRES

Indian VS Non-Indian



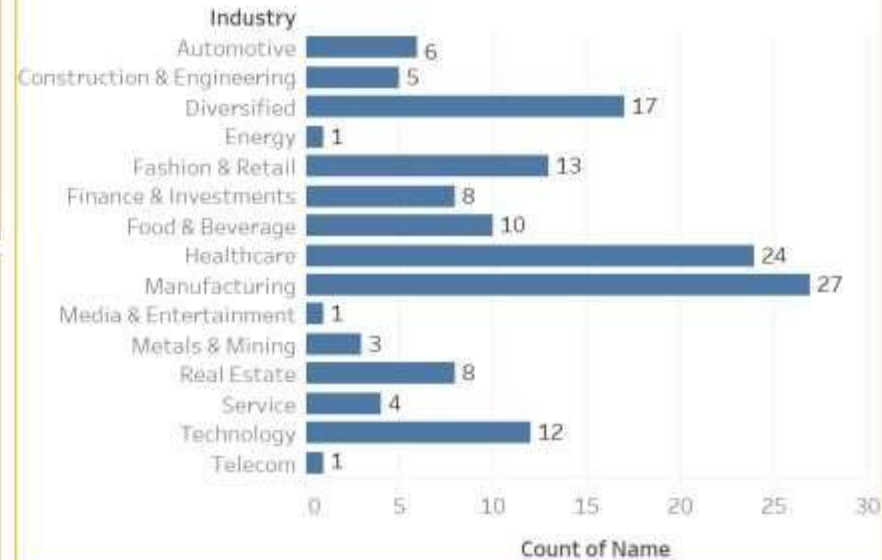
Self Made Billionaires



Top 5 Billionaires



Billionaire vs Industries



Wealth

Net Wealth ..	Name	Industry	
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1.1	Binny Bansal	Technology	2,524

**INTERPRETATION:** The dashboard provides a interactive view between the worksheets. The Indian vs Non-Indian Graph act as a global filter for this dashboard



**INTERPRETATION:** The dashboard provides a interactive view between the worksheets. The Industry VS Net worth Chart act as a global filter for this dashboard