

**This assignment should be completed individually.**

This assignment involves developing a dashboard for a retail company. Import the HW\_Tableau(2).xlsx to Tableau. As always, your first step is to become familiar with the data. Open the spreadsheet and examine the data. Think about what kind of data is listed and the potential uses of these data.

1. Now, assume you have been hired as the new data analyst for the Executive Board. You are asked to prepare information in the form of a dashboard for its upcoming meeting, in which the board will discuss the following business questions:
  - How have sales developed in 2019 – compared to the year before?
  - Who were our top 5 customers in 2019?
  - What were our top 5 products in 2019?
  - How were sales distributed over the regions?

Prepare a dashboard based on the data that the executive board members can use in their discussions of the company's performance in 2019. Use appropriate visual elements and mark types to make the dashboard as useful, easy-to-use, and easy-to-understand as possible.

2. The board wants you to link the visual elements together such that they can, for example, click on one of the customers (on the top 5 customers diagram) to only see sales and products associated with that customer in the other charts on the dashboard. Make appropriate changes to the dashboard (or dashboard settings) to make this happen.
3. Now that you are familiar with the data - how to analyze it - and have prepared the requested dashboard, you decide to demonstrate further the value you can provide to the Executive Board by suggesting some additional business questions and their answers based on the data. Specify one additional managerial question and provide a diagram showing the information needed to answer that question. Add the chart to the dashboard. Again, be sure to use appropriate elements such as marks, interactive filters, etc. to make the chart on the dashboard as valuable as possible.

**Videos to watch:**

- Visual Analytics
  - Interactive Filters
- Dashboards and Stories
  - Getting Started with Dashboards and Stories
  - Building a Dashboard
  - Dashboard Formatting
  - Dashboard Interactivity Using Actions

**What to submit:** You will complete tasks 1, 2, and 3 described above and provide explanations in the form of a word or pdf document as well as a .twbx file submitted to Canvas. In the document, provide screenshots that show how you have completed each task. Be sure to include all the important elements in your screenshots so that I can see what exactly you have done. Make sure to provide concise and appropriate explanation for each part. For task 3, you should also provide the question that you propose (and try to answer using the diagram). Be sure to include your name in your word/pdf file as well as in your dashboard.