

## **BUSINESS ANALYSIS: E-COMMERCE SUPERSTORE RETAILER**

Using Tableau create a story (a collection of dashboards) to discover commercial insights from the provided E-commerce Superstore Retailer dataset. The purpose of the project is to demonstrate your ability to create effective data visualisations using Tableau to communicate key insights to senior management.

Explore the dataset using Tableau's data visualisation tools in an effort to extract commercially-important insights in preparation for a presentation of your findings to senior management of the company.

The task is designed to simulate real-life situations when business analysts are faced with raw data and need to spend time exploring, or mining, the dataset hoping to discover interesting trends, patterns and relationships.