https://public.tableau.com/app/profile/caroline.ngugi/viz/Ass1_Ngugi/Dashboard1?publish=yes

Method

After uploading the dataset into Tableau, I started by cleaning and preparing the data, ensuring that all relevant fields like day type, revenue, visitor numbers, and temperature were correctly formatted. I then created individual visualizations by dragging the appropriate fields into columns and rows. For the bar chart on revenue by day type, I placed day type on the columns and revenue fields on the rows, using stacked bars to display different revenue categories. For the scatter plot, I placed unique visitors on the x-axis and day pass sales on the y-axis, adjusting the marks to circles. The line chart for daily temperature trends was created by dragging the date to columns and temperature fields to rows, setting the mark type to line. Finally, the heat map for revenue impact was created by placing day type on the columns, daily gross revenue on the rows, and adjusting the color intensity to represent revenue values. Once the visualizations were complete, I assembled them into a tiled layout within the dashboard tab, adjusting the sizing and arrangement for clarity. After finalizing the layout and titles, I saved and published the dashboard to Tableau Public.

Analysis

This dashboard provides an in-depth analysis of LobsterLand's performance across several key metrics. The first plot, "Revenue by Day Type," uses a bar chart to compare the daily revenues from various categories such as Daily Gross Revenue, Merch Revenue, and Parking Revenue across different day types like Sunny, Cloudy, and Rainy. The second plot, "Unique Visitors vs. Day Pass Sales," is a scatter plot that highlights the relationship between the number of unique visitors and day pass sales, showing a positive correlation between the two. The third plot, "Daily Temperature Trends 2024," tracks the maximum, average, and minimum temperatures throughout the summer season using a line chart, providing insight into the weather's effect on operations. Finally, the "Revenue Impact by Day Type" heat map visualizes how daily gross revenue varies across different day types, with color intensity representing revenue levels.