Chuan Yuan Yeh

DSC 106 Assignment 2

The website link (localhost):

https://github.com/ChuanYuanYeh/dsc-106-hw2/blob/master/index.html

PDF link:

https://github.com/ChuanYuanYeh/dsc-106-hw2/blob/master/Sales%20Analysis%20in%20Response%20to%20Burger%20King.pdf

Source code: https://github.com/ChuanYuanYeh/dsc-106-hw2

For this assignment, I decided to split it into three parts: exploratory analysis, planning, and implementation. In the first part, the main focus was to get a sense of the data and decide what kind of message I want to convey to the CEO. Using some basic visualizations in Tableau, it was clear to me that there was some kind of dip in monthly sales around the September/October mark in 2018. However, since there wasn't enough information to assume that the dip is directly caused by the introduction of the Impossible Burger, I looked for other trends that could be slowing down the sales. This led to looking into the daily sales and noticing that there was a significant difference between sales during weekends and on weekdays.

The next step was to come up with an approach to alert the CEO about the sales. In order to get the CEO's attention right away, I chose not to throw any graphs right away. Instead, by showing a slide with the percent decrease in sales right after the Impossible Burger was introduced, I was hoping that that would make the CEO want to know more about the details. I then decided to go with a top-down approach by displaying the average monthly sale of all items combined first, and then another graph where the item types are separated. The motivation behind this is so that the CEO might consider taking out the items that aren't doing so well. In the case that the CEO does not want to give up any of the items, I gave another option by showing how the sales fluctuate on a daily basis. The CEO can then decide if there should be special promotions on weekdays to encourage customers.

The last part was to implement the visualizations and website which in my opinion was the most challenging part since Tableau is still relatively foreign to me. It took me a while to get the hang of how to format the data source and the tables so that the Measures and Dimensions were the way I wanted them to be. Luckily, the visualizations didn't have to be too fancy or advanced since the CEO wouldn't have the time to bother with all the interactivity. With that in mind, my priority when creating the visualizations was for them to be clear and straight to the point.