

ASSIGNMENT 1

DATA VISUALIZATION
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{ ABC CORP. DATASET }

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Disclaimer: Dataset was designed for educational purposes. Any reference to real facts or real events is purely coincidental.

You are the **Senior Financial Analyst at ABC Corp.** Your CFO has asked you to consider sales data and provide analysis. The board of directors wants to understand the **ABC Corp.'s overall sales, margins, and product categories.** They need the following:

1) Show year over year Sales with ability to select product category.



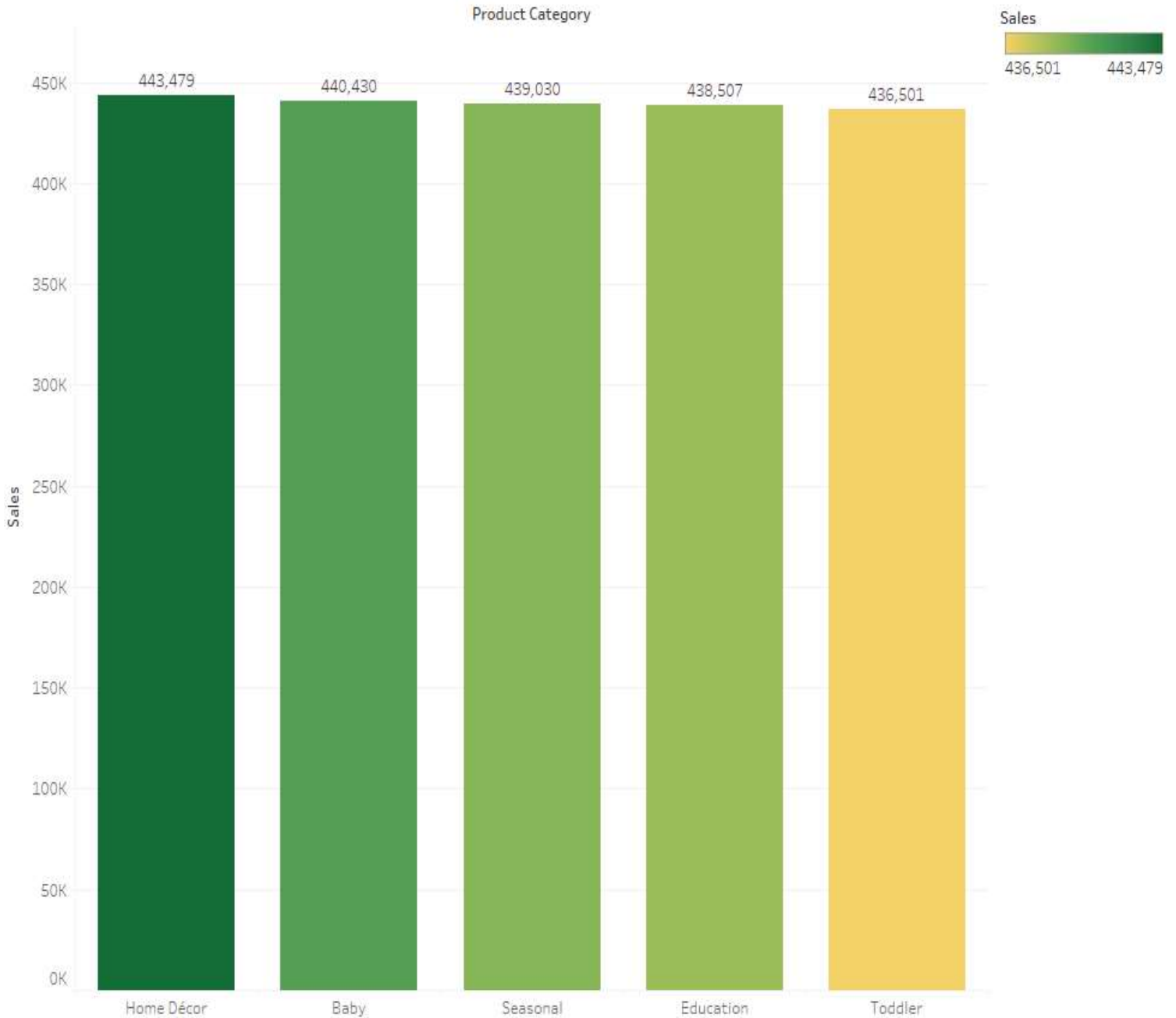
The plot of sum of Sales for Year broken down by Product Category. Color shows sum of Sales. The marks are labeled by sum of Sales. The view is filtered on Product Category, which keeps 10 of 10 members.

➤ Explanation :-

➤ Bar Chart :- To show comparison between different product category and year over sales

2) Your CEO likes to see the top 5 product Categories by Sales.

THE TOP 5 PRODUCT CATEGORIES BY SALES

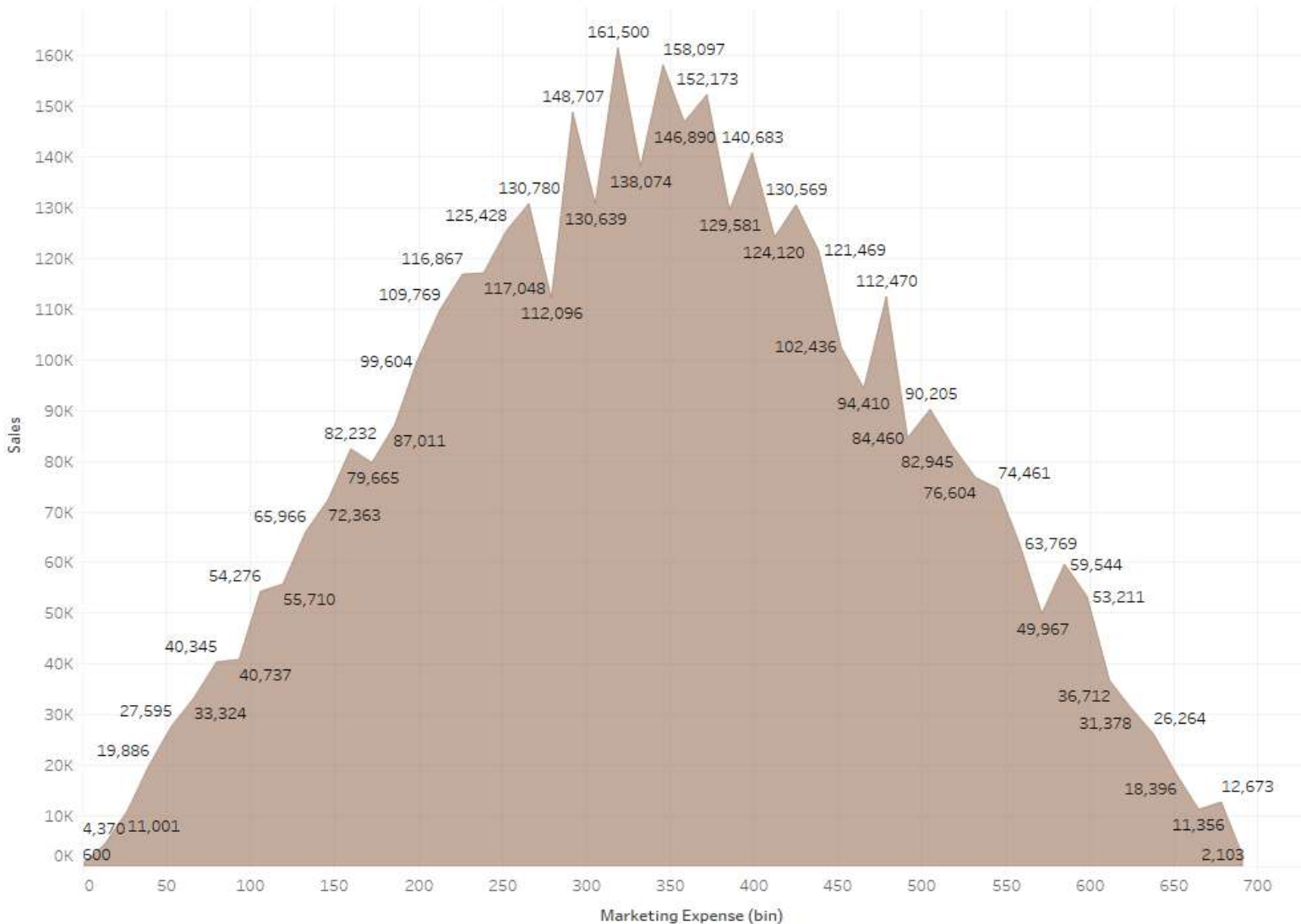


Sum of Sales for each Product Category. Color shows sum of Sales. The marks are labeled by sum of Sales. The view is filtered on Product Category, which keeps Baby, Education, Home Décor, Seasonal and Toddler.

- **Explanation :~**
- **Horizontal bar chart :~** To show comparison between top 5 product categories and total number of sales

3) Show relation between Sales and Marketing expense.

RELATION BETWEEN SALES AND MARKETTING EXPENSE

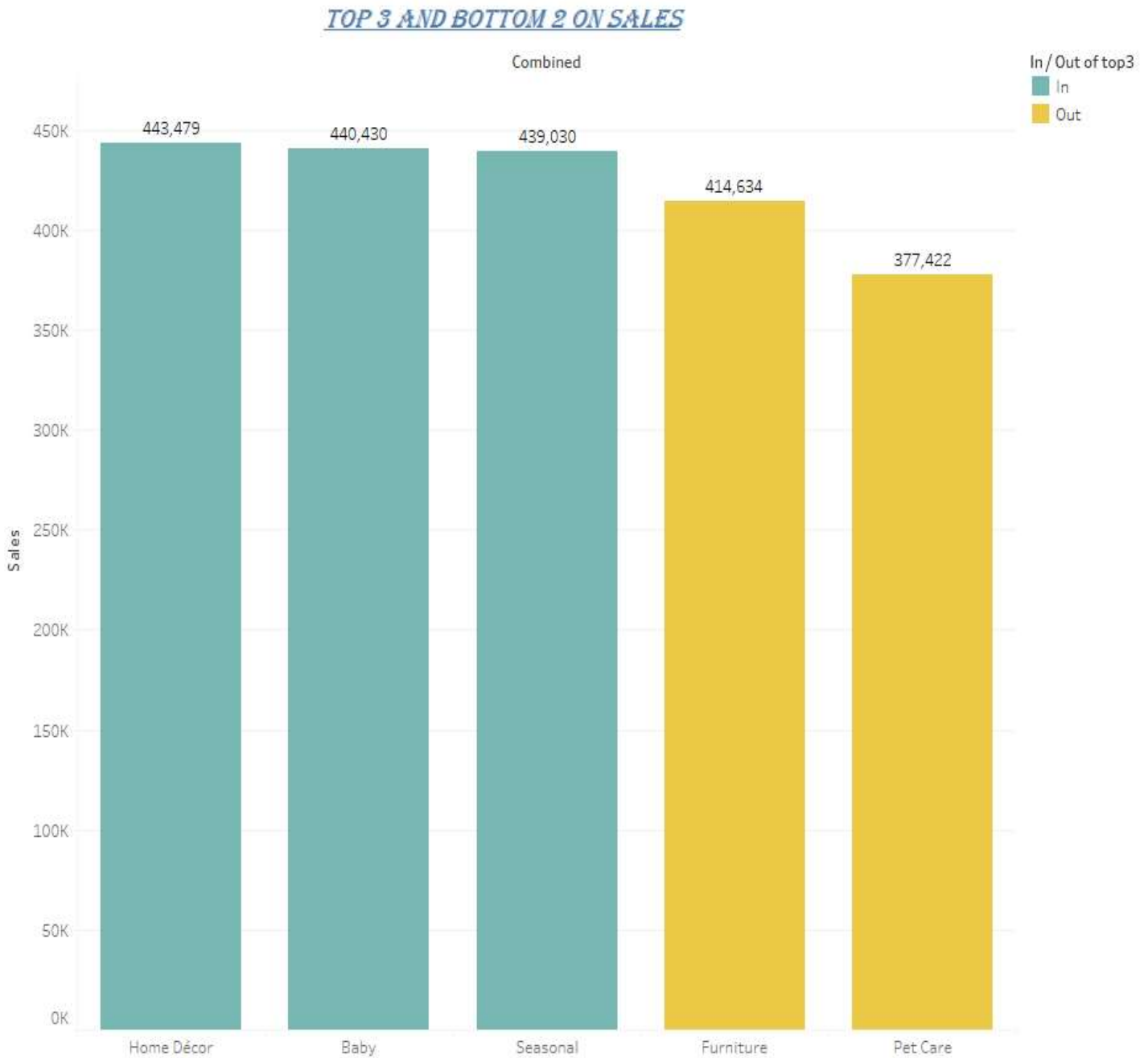


The plot of sum of Sales for Marketing Expense (bin). The marks are labeled by sum of Sales.

➤ Explanation :~

- Histogram :~ A histogram visualizes the distribution of data over a continuous Interval or certain time period.

4) Top 3 and Bottom 2 in one sheet only.



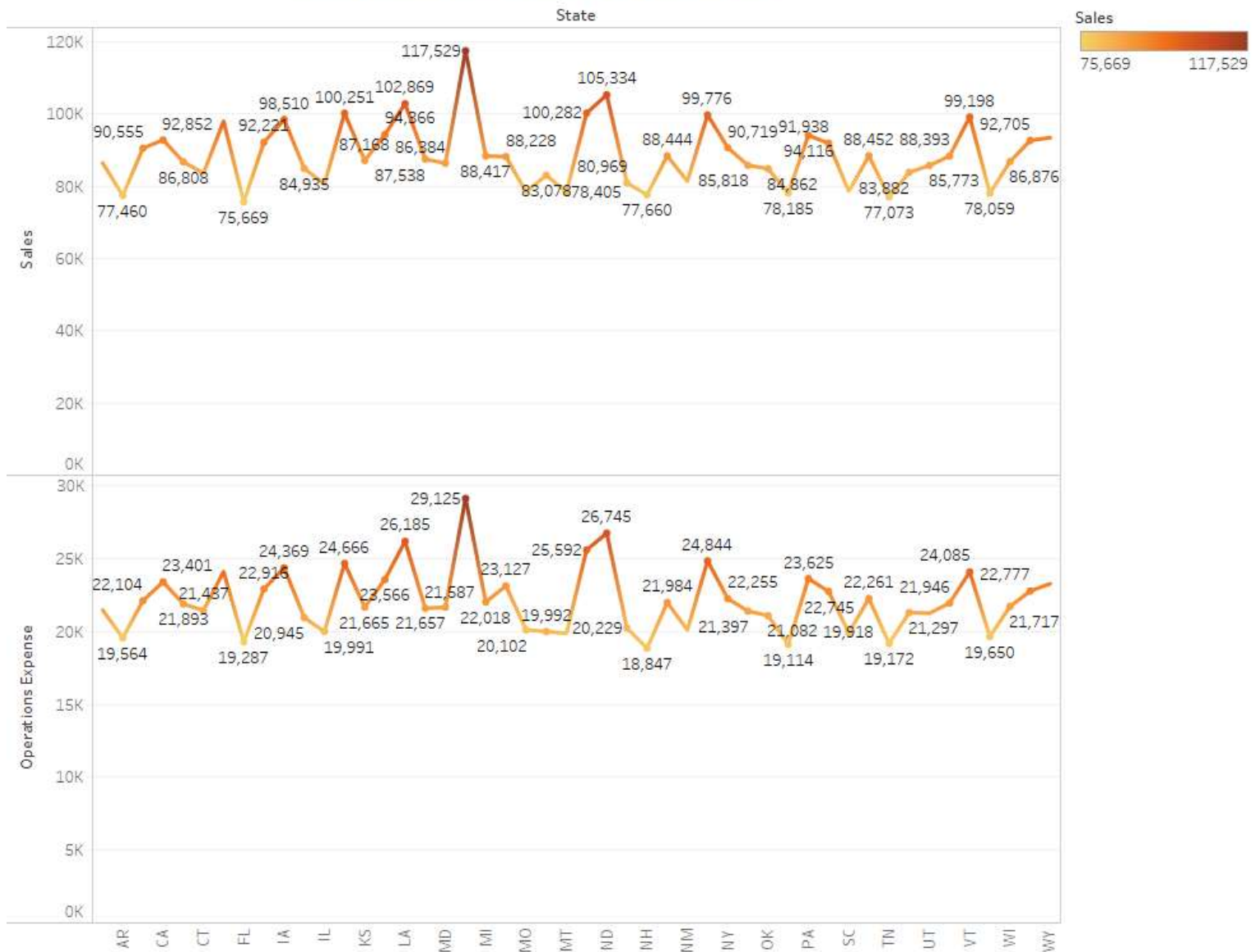
Sum of Sales for each Combined. Color shows details about In / Out of top3. The marks are labeled by sum of Sales. The view is filtered on Combined, which keeps 5 members.

➤ **Explanation :~**

➤ **Bar Chart :~** To show comparison between category over sales.

5) Distribution of sales by states. Show Sales and Operating expenses.

DISTRIBUTION OF SALES BY STATES
SHOW SALES AND OPERATING EXPENSES

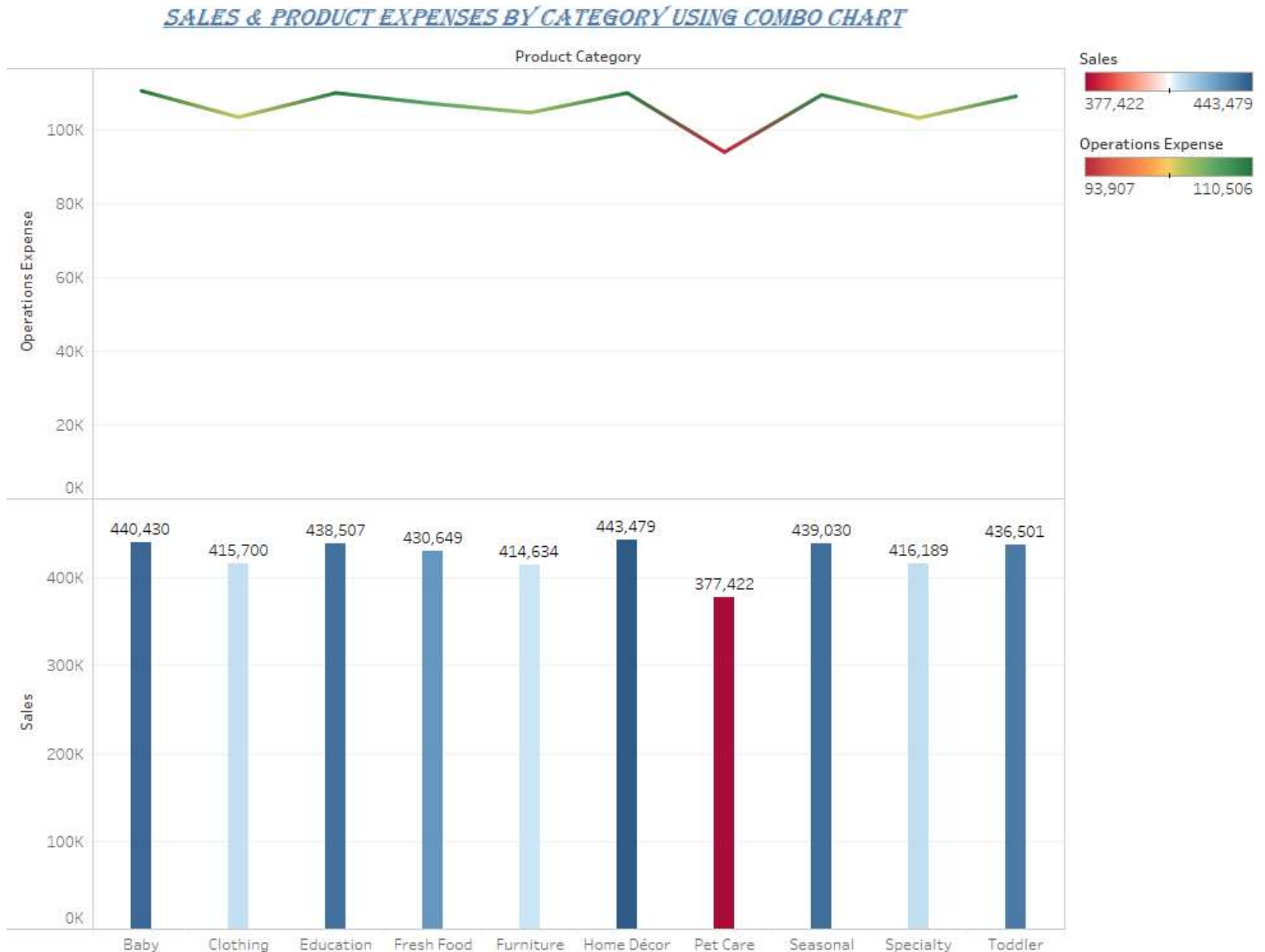


The trends of sum of Sales and sum of Operations Expense for State. Color shows sum of Sales. For pane Sum of Sales: The marks are labeled by sum of Sales. For pane Sum of Operations Expense: The marks are labeled by sum of Operations Expense.

➤ **Explanation :~**

➤ **Line Chart :~** To visualize the states and operational expenses and trends over sales.

6) Show Sales and Product expenses by Category using combo chart (Use a combo chart).



The trends of sum of Operations Expense and sum of Sales for Product Category. For pane Sum of Operations Expense: Color shows sum of Operations Expense. For pane Sum of Sales: Color shows sum of Sales. The marks are labeled by sum of Sales.

➤ **Explanation :~**

- **Combination Chart :~** Combination charts are views that use multiple mark types in the same sheet. To show product category and operational expenses using line chart to see the trends and to see the product category and total sales using bar chart to see the comparison between different categories in the same sheet.