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Final Project – Data Analysis Project with Google Universal Analytics Demo Data

Instructions

1. Follow the instructions below to complete your final project
2. The submission requires you to paste an image of your finished dashboard as well as a link to the dashboard
3. The Dashboard title must include your name – for example:
    a. Google Analytics United States 2021 Visualisation by John Smith
4. The Dashboard **MUST** have at least one map chart (so 1 of at least 4 visualisations must be a map)
5. Please submit the assignment through TalentLabs Learning System.
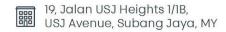
Your Task

Your employer is interested in analysing the data from the **Google Analytics 4 property: Google Merchandise Store (web data)**. The report of interest is the **Location report** for the **United States** of America for the whole of **2021**. The task is to analyse this data (via at least 4 charts) and to **make a dashboard** to showcase your analysis. It's up to you to decide which and how many columns of data to include in your analysis. Can you find something interesting?

Written guide to help you along with your task:

1. We have downloaded dataset for you already. For the following steps, please use the csv file in the assignment zip file. FYI, we optained the dataset by:
    a. Open your Google Universal Analytics Demo Account
    b. Locate the Location report and go into the United States region
        i. Click United States in the table or on the map
    c. Set the date range (2021)
    d. Export the data as a CSV file
2. Open Google Sheets
3. Import the CSV file
4. Prepare the file for data wrangling
    a. Name the Sheet and place it in a suitable folder
    b. Remove whitespaces at the top

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      c. Freeze and format the header column

      d. Add borders

      e. Resize columns

5. Data Wrangling

      a. Make a copy of the File and rename it

      b. Add a second sheet at the bottom to list your Actions

      c. Check data column by column

          i. America has 50 states – how many rows are there in the dataset?

             • Helpful walk-through available in the recorded lesson

          ii. Check for duplicates and missing values

             • Remove the totals row

          iii. Split Revenue cell

             • Left and Right functions from Chapter 2

             • Easier than in Chapter 2 example as left side same length for every row (US$)

          iv. Check data formatting (is it supposed to be text, time, percent, numeric, etc)

             • Do this for each column!

          v. Rename and resize columns

          vi. Download the data as a CSV file

6. Import the CSV file to Tableau for data visualisation

7. Make at least 4 visualisations (**one of which must be a map**)

      a. Use a colour scheme

      b. Use a variety of charts

      c. Experiment!

      d. (To make a map you might need to change your US State column to a geocoded data type. In Tableau: Geographic Role – State/Province in Data Source)

8. Make a dashboard

      a. Add your best charts (at least 4)

      b. Add a title with your name (e.g. Google Analytics United States 2021 Visualisation by John Smith)

9. Publish Dashboard

10. Open the Dashboard

      a. Toggle OFF Show Viz on Profile

      b. Download it as an Image

      c. Copy the link after pressing Share (top right of dashboard)

11. Insert the **Image** and the **Link** into this Word Document!
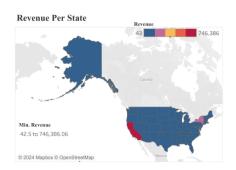
12. You're finished 😊 Congrats!!!

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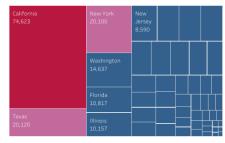**Link to dashboard:**

https://public.tableau.com/views/GoogleAnalyticsUnitedStates2021VisualisationbyEngkuAmirahAqilah/Dashboard1?:language=en-US&:sid=&:redirect=auth&:display_count=n&:origin=viz_share_link

Insert your dashboard image below:

Revenue Per State

Number of users for each state

Top 10 transactions by state

Ecommerce Conversion Rate by Region