https://github.com/Iamrobinroy/

Context

The Retail.xlsx dataset contains anonymized weekly sales data for 45 stores of a retail corporation that operates a chain of hypermarkets, discount stores, and neighbourhood stores.

Data is available from the week of 11/11/2011 to the week of 26/10/2012. Stores offered five types of markdowns (discounts) throughout this one-year period, during which there were four holiday weeks – 25/11/2011, 30/12/2011, 10/02/2012, 07/09/2012.

Task

Create a dashboard that can help analyse the sales patterns across stores and their departments.

Dashboard should contain: Two Controls: 1. A (Month, Year) filter.

2. A user control to select either one of the five markdowns or total markdown. These controls should work across the entire dashboard.

Visualization 1

A dual-axis visualization showing sales & markdowns by week. It should be divided into three parts, showing results by three store types – hypermarkets, discount stores, and neighbourhood stores. Sales during holiday weeks should be coloured differently from sales during non-holiday weeks.

Visualization 2

A dual-axis visualization showing sales & markdowns by store. It should be divided into three parts, showing results by three store types – hypermarkets, discount stores, and neighbourhood stores.

Visualization 3

A visualization showing top 5 departments by sales within each store, within the three store types. User should be able to see 'Store Type', 'Store', 'Department', 'Store Sales', and 'Department Sales' within the tooltip for each department.

Two Action Filters:

1. Source: Visualization 1, Target: Visualization 2, Visualization 3.
2. 2. Source: Visualization 2, Target: Visualization 3

   Finally, create a story providing any three interesting insights drawn from visualizations in the dashboard, while focusing your analysis around the four holiday weeks.