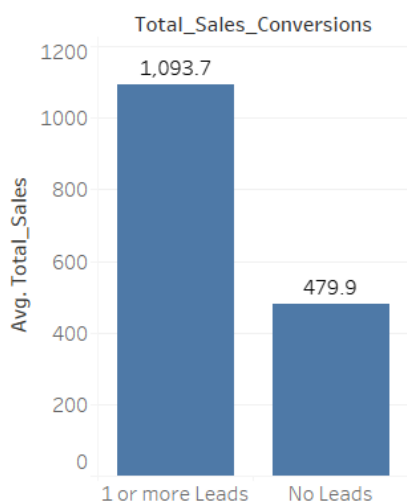


Course 1 Assignment feedback: Jurgita Cepure

Jurgita well done on your assignment - you have clearly got stuck into the analysis and explored some of the functionality of the tools at your disposal.

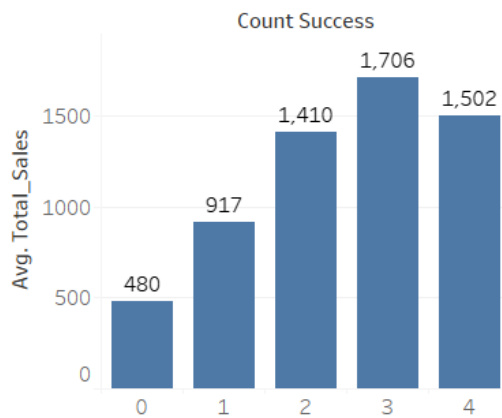
I like your use of bubbles in your customer demographic dashboard and the filter works as expected. I think it is too confusing (for me at least) to combine income and spend brackets in the same visualisation - the labels are hard to interpret and there are too many categories (twenty). You could simplify this by have two or three spend categories and two or three income groups perhaps.

I was surprised by your finding that the revenue per customer was lower with ad conversions than without - this did not seem right! Did you think the same thing? I imagine you did. Whenever this happens, have a dig around in the data to make sure your calculations are doing the right thing. I had a look at your calculated fields and the method you have used does not give you the right result. You have created two fields for total sales with and without ads, but these metrics themselves do not account for the number of customers in each of those groups. When an average is taken, the answers are spurious and wrong. The best way to do this calculation is to create a calculated field like this: IF [Count Success]=0 THEN "No Leads" ELSE "1 or more Leads" END. This gives you a categorical variable (dimension) that says whether that customer had conversions or not. This can then be used to compare total or average sales. There were 459 customers with 1 or more conversions (total sales \$502,022) and 1,757 customers with no conversions (total sales \$843,257). The average for those with leads is considerably higher than those without, as you would expect:



You can do the same thing by using the 'count success' field as a dimension and you can see that there is also a relationship between the number of conversions

and average sales.



I have given you credit for having the idea for this analysis (because it is such a good idea and not many people thought about this) and not penalised you for getting it wrong - just learn from it and if you have time see if you can go back into your tableau file and recreate the graph above!

Your report is comprehensive but you have been tempted to put too much into the appendix which should be in the report - such as the key focus areas and questions. They are too important to hide at the end.

Your presentation is professional and confident. Your delivery could be pacier but you convey your messages very effectively. You pulled out some clear and relevant insights. I think you have great potential as an analyst. You just have to be absolutely sure to sense-check your numbers, particularly if they ring alarm bells.