Tableau Assignment- 4
Superstore Data Analysis in Tableau

Assignment Problem Statements:

Data Set URL: https://github.com/Learn-With-Karthik/NCPL-DataAnalytics/blob/main/Tableau%20-%20Data%20Analytics%20and%20Visualization/sample_-_superstore.xls

Q1. Calculated Field:

Create a calculated field in Tableau to calculate the profit margin for each order. The profit margin is defined as (Profit / Sales) * 100. Display the calculated field in a table along with other relevant dimensions and measures. Analyze the profit margin to identify products or categories with high or low profitability.

Q2. Filters:

Apply filters in Tableau to analyze the sales performance of specific regions and product categories. Create a filter for selecting a specific region (e.g., "West") and another filter for selecting a specific product category (e.g., "Office Supplies"). Create visualizations, such as bar charts or line charts, to compare the sales performance of the selected region and product category with other regions and categories.

Q3. Story:

Create a story in Tableau to present the analysis of customer segments and their purchasing behavior. Include multiple visualizations, such as a treemap showing the distribution of customers across segments, a bar chart displaying the average order quantity by segment, and a scatter plot illustrating the relationship between sales and profit by segment. Provide insights and recommendations based on the analysis of customer segments.

Q4. Dashboard:

Design a dashboard in Tableau to provide an overview of the Superstore sales performance. Include key metrics, such as total sales, total profit, and average order value. Add visualizations, such as a line chart showing the trend of sales over time and a map displaying the geographical distribution of sales. Customize the dashboard layout and formatting to ensure a clear and intuitive presentation of the sales data.

Note: *Utilize appropriate data visualization techniques, such as colour coding, tooltips, and labels, to enhance the clarity and effectiveness of the visualizations in all the problem statements.*