TABLEAU DATA VISUALIZATION PROJECT
PROJECT ONE DATASET: US CENSUS DEMOGRAPHIC DATA

- **Insight One:**
  [States With Best Transportation in the US in 2015 based on the Mean Commute Time | Tableau Public | Tableau Public](#)

  Summary:
  The above visualization represents states with the best transportation system in the US in 2015 based on the lowest average commute time. It was discovered that Alaska, having the lowest commute time of 11.23, had the best transportation system, while New Jersey was the worst with the highest of 30.03.

  Design Comment:
  In this insight I used Bar Charts to show the degree of the mean commute time for various forms of transportation for easy understanding.

- **Insight Two:**
  [Impact of Average Commute Time on the Average Income Per Capital in the US in 2015 | Tableau Public](#)

  Summary:
  This worksheet shows the impact of the average commute time on the average Income Per Capital across the US in 2015. States with lower average commute time had better average Income Per Capital than those with higher average commute time. With that, it could be inferred that making it to work on time had a positive impact on their productivity, which consequently helped in either job retention or better pay.

  Design Comment:
  In this insight, I used scatter plots to compare the two variables: mean commute time and income per capital. This helps to show their correlations.

- **Insight Three/ Dashboard:**
  [Best Form of Employment in the US in 2015 Based on Average Income and Average Income Per Capital | Tableau Public](#)

  Summary:
  Through this dashboard, we can see that, of all the forms of employment, when we look at the average income and the average income per capital generated in 2015 across the United States, with consideration to both transportation system and the average commute time, Private Work realized the highest.

  Design Comment:
  In this insight I used Text Tables and Map Chart for easier reading and understanding.

- **Story:**
  [Story for Transportation, Income and Employment in the US in 2015 | Tableau Public](#)

  Summary:
  This story tells the impacts of transportation system and average mean commute time on American average income and average Income Per Capital in 2015.

- **Resources:** N/A

PROJECT TWO DATASET: GLOBAL SUPERSTORE

- **Insight One:** [Global Superstore's Profit & Loss by Country | Tableau Public](#)

  Summary: This visualization helps to identify that Global Superstore was making profits in most countries. But also losing money in some countries with United States being the highest country in profit of over 286,000, while the most loss came from Turkey with over 98,000

Design Comment: In this insight I used Map Charts to show the countries, and color to show profits for easier understanding.

- **Insight Two:** [Impact of Discounts on Profits | Tableau Public](#)

  Summary: From this visualization we can see that large and frequent discounts were responsible for the negative profits as country as most countries who were targeted with these discounts ended up with negative profits.

- **Insight Three:** [Impact of Discounts on Profit over time | Tableau Public](#)

  Summary: From this visualization we can see how Global Superstore ois losing more and more money every year to the heavily discounted. So it might be reasonable to say that the discount strategy should be reviewed.

  Design Comment: In this insights, I used Line chart to show trend and color to show the profits for the purpose of better clarity.

- **Insight Four:** [Number of Orders over time | Tableau Public](#)

  Summary: Again from this visualization, we can see that those countries with large discounts not only produced negative profits, but also did not grow in terms of orders any faster than other countries.

- **Story:** [Identifying Poor Markets Despite Discounts | Tableau Public](#)

- **Resources:** N/A