Lab 1
5 august 2025

Lab Title – Understanding Data Joins and Building Interactive

Part-1: Data Joining

Data joining refers to the process of combining data from two or more tables based on a common field, known as a key. This allows you to create a unified dataset that can be analyzed and visualized

Goal: Learn how to perform data joining in Tableau to combine multiple data sources and analyze the merged data.
You can find more information about data joining at the link below.

https://help.tableau.com/current/pro/desktop/en-us/joining_tables.htm

1. Load the Data: Sample Superstore
2. Drag the first table to the canvas.
3. Select Open from the menu or double-click the first table to open the join canvas (physical layer).
4. Double-click or drag another table to the join canvas.
5. Click the join icon to configure the join. You can also add one or more join clauses.

Pick a dataset of your choice such that you can perform data joining. After joining the relevant tables with the appropriate join type and join clause, create at least three insightful visualizations using the joined data. Justify how data joining helped you to create meaningful visualizations. You can also refer to the link below to select the dataset.

https://public.tableau.com/s/resources?qt-overview_resources=1#qt-overview_resources

Answer the following with suitable visualization(only one)

1. Which product sub-categories have the highest return rates, and how does this affect profit?
2. How do discounts correlate with return rates across different categories?
3. Which regional managers are achieving the highest profit margins?
4. Which product categories are underperforming relative to sales targets?
5. Which customer segments contribute the most to returned orders?
6. Which states have the highest return rates, and how does that impact profit?
7. Which manager's region has the lowest profit margins, and what factors contribute to it?