**Tableau Lab #1 – Basic Q&A on a Dataset aka “Data Exploration”**

Using Tableau, load the sample dataset labelled **Sample – Coffee Chain (Access)** and answer the following questions. Create a new view (worksheet) for each question. Create a screenshot of each view you create, paste each screenshot in this document below the question you are answering.

When you have completed this lab, submit this document to the relevant drop box in D2L.

1. Which product type (Coffee/ Espresso/ Herbal Tea/ Tea) yields the **highest total profit** in each market size (major/small)? (4 points)

**Hint:** One way: drag and drop *Product Type* and *Market Size* from dimensions to Columns and drag and drop *Profit* from the fact table (measures) to rows. **Go to Analysis > Show Mark Labels.**

|  |  |  |
| --- | --- | --- |
| Market Size | Product Type | Profit |
| Major | Coffee | 54,130 |
| Small | Herbal Tea | 34,229 |

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2. Which product type (Coffee/ Espresso/ Herbal Tea/ Tea) yields the **highest individual sales value** (not the highest total) in each market (east/west/south/central)? (4 points)

**Hint:** *Product Type* in columns and *Market* and *Sales* in rows. Find the maximum Sales value in each region. To clear rows and columns, drag and drop the fields to their original place.

|  |  |  |
| --- | --- | --- |
| Market | Product Type | Sales |
| East | Coffee | 69,080 |
| West | Espresso | 59,701 |
| South | Herbal tea | 67,888 |
| Central | Tea | 68,376 |

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3. Which State (California, Florida, Texas, Connecticut, etc.) gives the **highest total profit** for each product (Amaretto, Columbian, Cafe Latte, etc.) and product type (Coffee/ Espresso/ Herbal Tea/ Tea)? (6 points)

**Hint**: *Product* and *Product Type* in columns and *State* and *Profit* in rows is *one way*, there are others, and one in particular is well suited for this.

|  |  |  |  |
| --- | --- | --- | --- |
| Product Type | Product | State | Profit |
| Coffee | Amaretto | Colorado | 3410 |
| Espresso | Caffe Latte | California | 4497 |
| Espresso | Caffe Mocha | Illinois | 6575 |
| Herbal Tea | Chamomile | Iowa | 6577 |
| Coffee | Columbian | Massachusetts | 12489 |
| Tea | Darjeeling | Nevada | 6580 |
| Espresso | Decaf Espresso | California | 6580 |
| Coffee | Decaf Irish Cream | Illinois | 3463 |
| Tea | Earl Grey | Iowa | 5624 |
| Tea | Green Tea | Oregon | 2726 |
| Herbal Tea | Lemon | New York | 6092 |
| Herbal Tea | Mint | Nevada | 3457 |
| Espresso | Regular Espresso | New York | 7589 |

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4. Which product type (Coffee/ Espresso/ Herbal Tea/ Tea) in each market (east/ west/south/central) has the **highest individual inventory**? (4 Points)

**Hint:** *Product Type* in columns and *Market* and *Inventory* in rows. Find out the maximum inventory.

|  |  |  |
| --- | --- | --- |
| Market | Product Type | Inventory |
| East | Herbal Tea | 208054 |
| West | Tea | 333436 |
| South | Herbal Tea | 154308 |
| Central | Coffee | 261420 |

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5. Type “Decaf” has **highest sales total** in which State? (2 points)

**Hint:** Type and state in columns and sales in rows. Find out the maximum sales for decaf.

|  |  |  |
| --- | --- | --- |
| Type | State | Sales |
| Decaf | California | 41067 |

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