TABLEAU PHARMACEUTICAL DATA ASSESSMENT QUESTIONS

Note: These assessment questions cater to interns at various skill levels, from beginners to experienced analysts. If you find any questions challenging, feel free to search for solutions or contact us at intern@psyliq.com for assistance. Good luck with the assessment!

1. Data Source and Schema Design: Given the provided dataset, create a Tableau data model with appropriate data sources, tables, and joins, considering the Distributor, Customer Name, City, and other relevant columns.

2. Data Relationships: Establish the necessary data relationships between the tables in your Tableau data model. For example, connect the "Sales" data to the "Customers" data.

3. Role-Playing Dimensions: In your Tableau data model, demonstrate how you'd handle role-playing dimensions for "Sales Rep" and "Manager."

4. Data Schema: Build a star schema based on the data, and explain how your schema design helps optimize report performance in Tableau.

5. Row-Level Security: Set up row-level security in your Tableau data model, restricting access for a specific sales team. Show which measures are affected.

6. Calculated Fields vs. Measures: Calculate the total sales for each product both as a calculated field and a measure in Tableau. Compare the results and explain the differences.

7. Time Intelligence: Using Tableau calculations, create a calculated field that calculates the year-to-date (YTD) sales for each month.

8. Filter Context vs. Row Context: Write a Tableau calculation that shows the total quantity sold by each sales rep. Explain how filter and row contexts apply.

9. Ranking: Create a Tableau calculated field that ranks products by sales. Display the top 5 products by rank in a visual.

10. Parent-Child Hierarchies: If there's a hierarchy in your data, such as categories and subcategories, create a Tableau calculated field to summarize sales at the subcategory level.

11. Drill-Through: Build a report in Tableau where users can drill through from a summary to detailed data. For example, starting from a map, drill through to a table of individual sales for a specific city.

12. Custom Visuals: Use a custom visual or extension in your Tableau report to visualize sales data in a unique way. Explain why you chose this custom visual.

13. Actions and Navigation Buttons: Create a Tableau report with actions and navigation buttons that allow users to move between different dashboards or states within the report.

14. Conditional Formatting: Apply conditional formatting to a measure in Tableau so that it changes color when sales exceed a certain target value.

15. Calculated Fields: Add a calculated field to your data model in Tableau that calculates the total cost of each product (Quantity x Price).

16. Data Transformations: Use Tableau's data prep capabilities to add a column that categorizes cities into regions based on a predefined mapping.

17. Time-Based Calculations: Create a calculated field in Tableau that calculates the year-over-year (YoY) growth in sales for each month.

18. Cumulative Total: Develop a calculated field in Tableau to show the cumulative total of sales over time and visualize it in a line chart.