

DATA SCIENCE PROJECT- TABLEAU

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Opening Dataset in Tableau:

The screenshot shows the Tableau Data Source dialog. At the top, it says "Tableau - Book4 - Tableau license expires in 14 days". The menu bar includes File, Data, Worksheet, Dashboard, Story, Analysis, Map, Format, Server, Window, Help. The toolbar has various icons for file operations like Open, Save, Print, etc. The main area is titled "Sheet 1" and contains three large empty rectangular boxes labeled "Drop field here". To the left is a "Tables" pane with a "Filters" section and a "Marks" section containing options for Color, Size, Text, Detail, and Tooltip. On the right is a "Show Me" pane displaying a grid of visualization icons. Below the main area is a toolbar with buttons for Data Source, Sheet 1, and other layout options. The bottom status bar shows "Data Source" and "Sheet 1".

The screenshot shows the Tableau Connect dialog. The title bar says "Tableau - Book6 - Tableau license expires in 14 days". The menu bar includes File, Data, Worksheet, Data, Analytics, Connect to Data. The main area is titled "Connect" and "Search for Data". It lists "Installed Connectors (74)" and "Additional Connectors (12)". The "Additional Connectors" section includes entries like Oracle, Oracle Eloqua, Oracle Essbase, Pivotal Greenplum Database, PostgreSQL, Firebird 3, Google Ads, Google Analytics, Google BigQuery, Google Cloud SQL, Additional Connectors (12), Action ODBC by Action, Customer 360 Audiences by Salesforce, and Dremio by Dremio. A "Sort by Name (a-z)" dropdown is visible. In the center, there is an "Open" file dialog. The file path is "This PC > Documents > Data Science Project >". The file list shows ".ipynb_checkpoints", "SalesAnalysis", "Fezzari Sales", and "Sales". The "Fezzari Sales" file is selected and highlighted with a blue border. A tooltip for "Fezzari Sales" shows "Type: XLS Worksheet", "Size: 6.76 MB", and "Date modified: 04-05-2021 19:33". Below the file list, there are "File name:" and "Excel Workbooks (*.xls *.xlsx *.xl*)" dropdowns, and "Open" and "Cancel" buttons.

Tableau - Book3 - Tableau license expires in 14 days

File Data Server Window Help

Connections Add

Fezzari Sales Microsoft Excel

Sheets

Use Data Interpreter
Data Interpreter might be able to clean your Microsoft Excel workbook.

Fezzari Sales

New Union

Sort fields Data source order

Show aliases Show hidden fields 1,000 rows

Date	Time	Year	Customer Age	Customer Gen...	Country	State	Product Categ...	Sub Category	Quantity	Unit Cost	Revenue	Payment
02-19-16	30-12-1899 13:0...	2016	29	F	United States	Washington	Accessories	Tires and Tubes	1	80.00	109	Credit Ci
2-20-16	30-12-1899 10:2...	2016	29	F	United States	Washington	Clothing	Gloves	2	24.50	57	Credit Ci
2-27-16	30-12-1899 13:2...	2016	29	F	United States	Washington	Accessories	Tires and Tubes	3	3.67	15	Cash
12/03/2016	30-12-1899 20:3...	2016	29	F	United States	Washington	Accessories	Tires and Tubes	2	87.50	233	Cash
12/03/2016	30-12-1899 10:3...	2016	29	F	United States	Washington	Accessories	Tires and Tubes	3	35.00	125	Cash
08/04/2016	30-12-1899 18:3...	2016	29	F	United States	Washington	Accessories	Tires and Tubes	1	66.00	78	Credit Ci
4-17-16	30-12-1899 14:3...	2016	29	F	United States	Washington	Accessories	Tires and Tubes	2	52.00	120	Cash
4-17-16	30-12-1899 11:3...	2016	29	F	United States	Washington	Accessories	Tires and Tubes	1	60.00	68	Cash
6-22-16	30-12-1899 17:1...	2016	29	F	United States	Washington	Accessories	Tires and Tubes	2	8.00	20	Cash
6-22-16	30-12-1899 13:2...	2016	29	F	United States	Washington	Accessories	Tires and Tubes	2	2.50	6	Cash

Go to Worksheet

Data Source Sheet 1

Cleaning NULL Values:

Tableau - Book3 - Tableau license expires in 14 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Data Analytics Pages Columns Rows

Fezzari Sales (Fezzari Sal...)

Search

Tables

- Country, State
 - Country
 - State
- Customer Gender
- Date
- Payment
- Product Category
- Sub Category
- Time
- Year
- Measure Names
- Customer Age
- Quantity
- Rating
- Revenue
- Unit Cost
- Fezzari Sales (Count)
- Latitude (generated)
- Longitude (generated)
- Measure Values

Add to Sheet

- Create
- Duplicate
- Rename
- Hide
- Aliases...
- Calculated Field...
- Transform
- Group...
- Set...
- Parameter...
- Convert to Measure
- Change Data Type
- Geographic Role
- Default Properties
- Group by
- Folders
- Hierarchy
- Replace References...
- Describe...

Sheet 1

Drop field here

Drop field here

Show Me

For symbol maps try

- 1 geo Dimension
- 0 or more Dimensions
- 0 to 2 Measures

May use spatial measure in place of geo dimension

Data Source Sheet 1

Tableau - Book3 - Tableau license expires in 14 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Show Me

Data Analytics

Pages

Columns

Rows

Create Set

Name: Country Set

General Condition Top

Select from list Custom value list Use all

Enter search text

Null France Germany United Kingdom United States

All None Exclude

Summary

Field: [Country]
Selection: Selected 4 of 5 values
Wildcard: All
Condition: None
Limit: None

Reset OK Cancel

Drop field here

Field here

For symbol maps try

1 geo ⚙ Dimension
0 or more Dimensions
0 to 2 Measures

May use spatial measure in place of geo dimension

Subcategory and its unit cost:

Tableau - Book2 - Tableau license expires in 13 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Show Me

Data Analytics

Sheet1 (Sales)

Pages

Columns

Rows

Pie

Marks

Pie

Color Size Label

Detail Tooltip Angle

Sub Category SUM(Sales Cos.) SUM(Sales Cos.) Sub Category SUM(Unit Cost)

Category Hierarchy Product Category Sub Category

Country, State

Country State Customer Age Customer Gender Customer Gender (group) Date Month Payment Product Category & Sub... Sub Category (group) Sub Category (group) 1 Time Year Measure Names

F1 Hour Quantity Rating Revenue Sales Cost Unit Cost Latitude (generated) Longitude (generated) Sheet1 (Count)

Sub Category

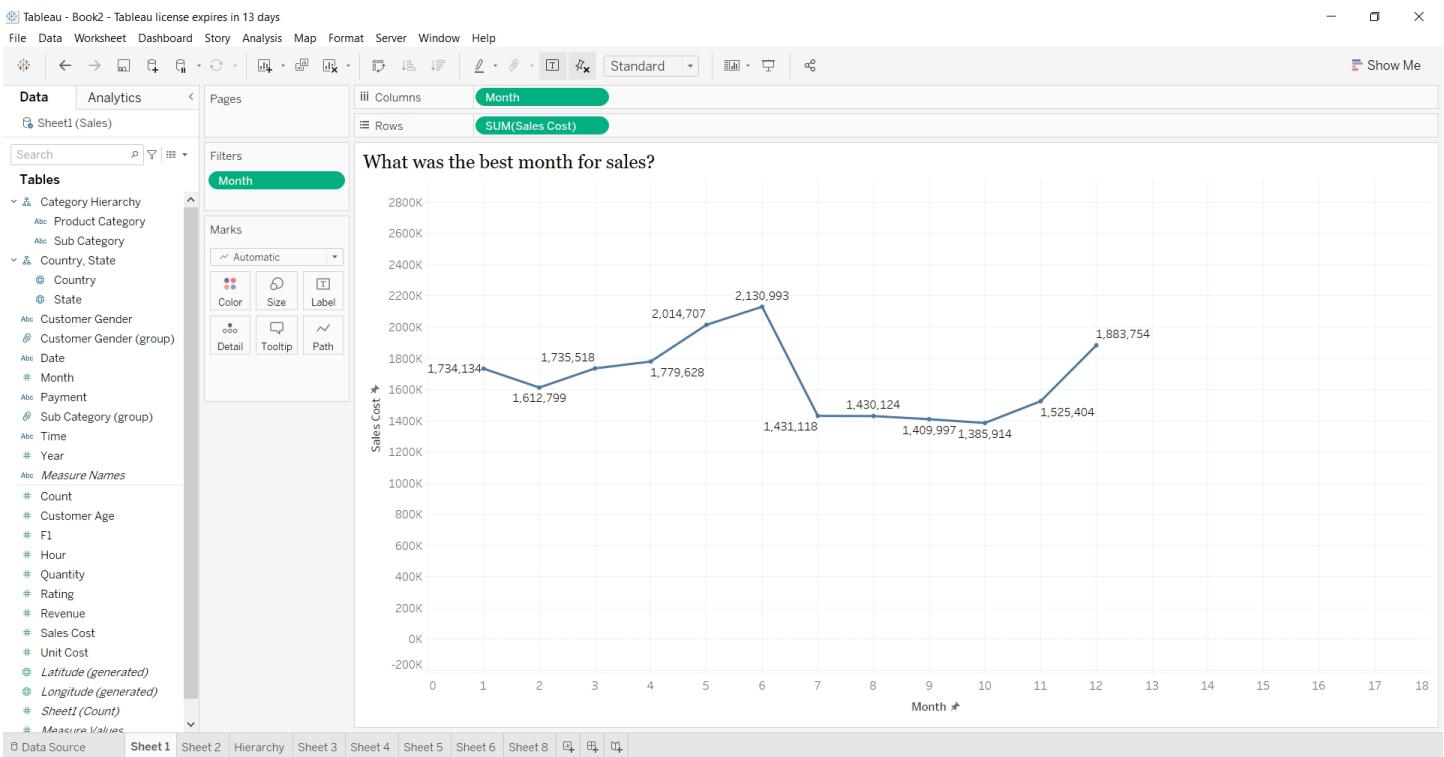
- Bike Racks
- Bike Stands
- Bottles and Cages
- Caps
- Cleaners
- Fenders
- Gloves
- Hydration Packs
- Jerseys
- Mountain Bikes
- Road Bikes
- Shorts
- Socks
- Tires and Tubes
- Touring Bikes
- Vests

SUM(Sales Cost)

20,074,089

Sub Category	Value
Mountain Bikes	3,052,923
Road Bikes	2,304,960
Tires and Tubes	1,429,839
Socks	29,807
Shorts	372,703
Vests	187,308
Bottles and Cages	354,853
Hydration Packs	203,308
Jerseys	924,035
Helmets	1,340,442
Touring Bikes	1,399,443

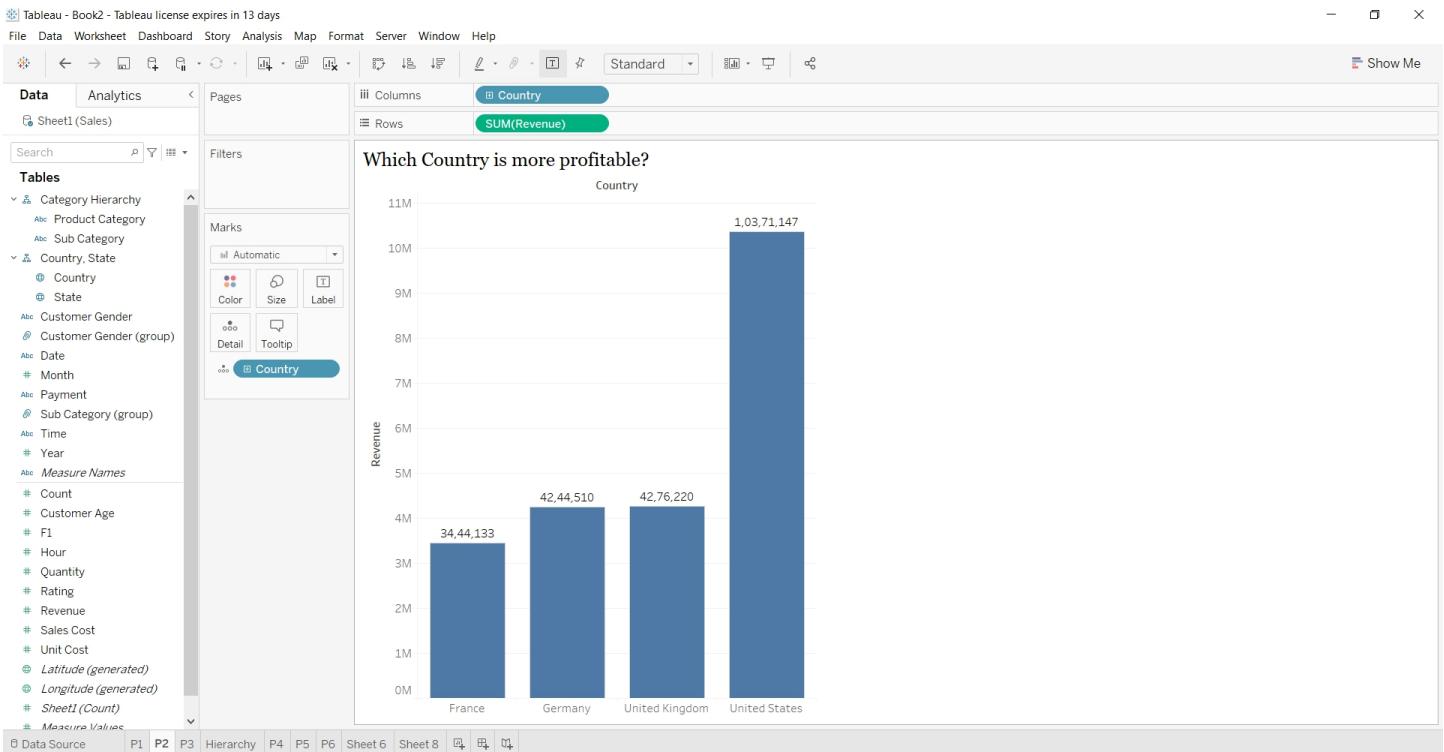
1) What was the best month for sales?



Result:

Here you can see that Month 6 has high Sales. So June is the best month for sales with \$2130992.54

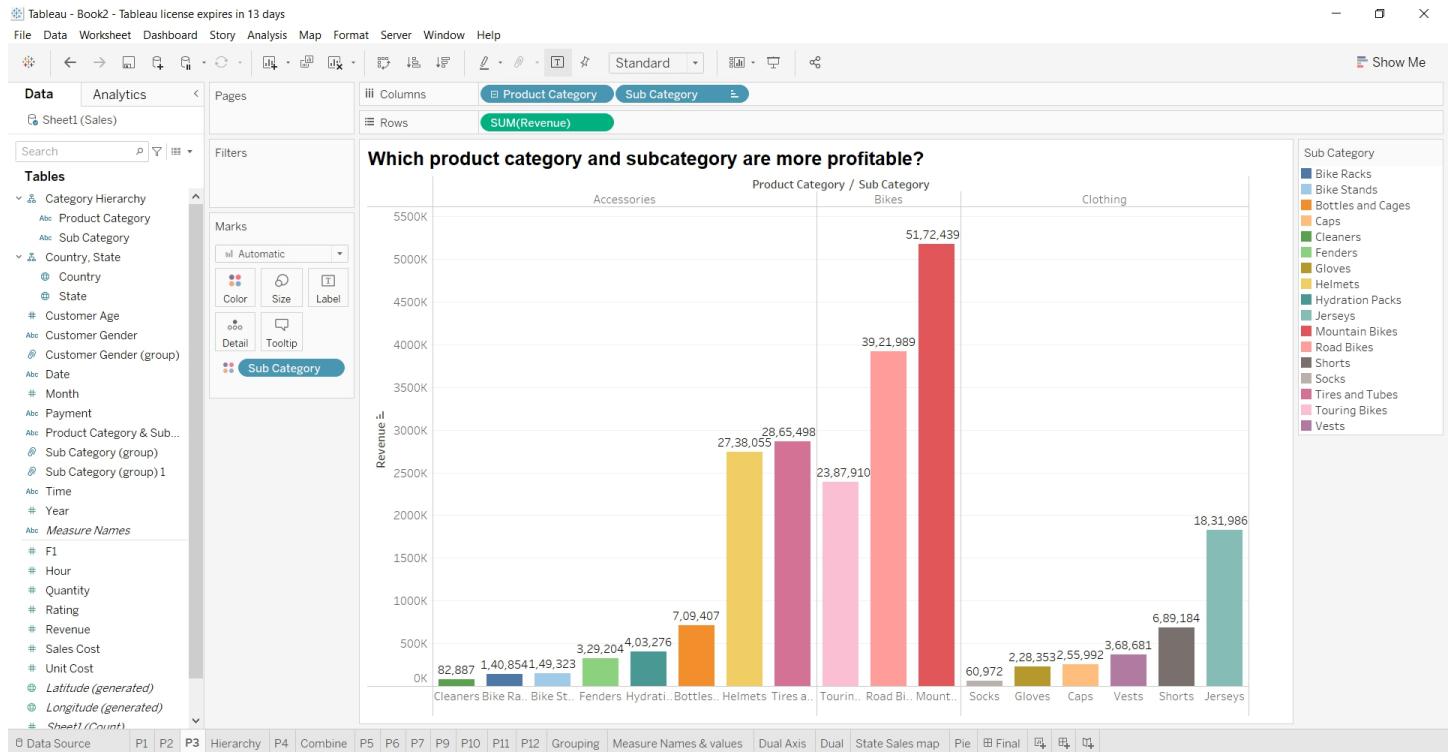
2) Which Country is more profitable?



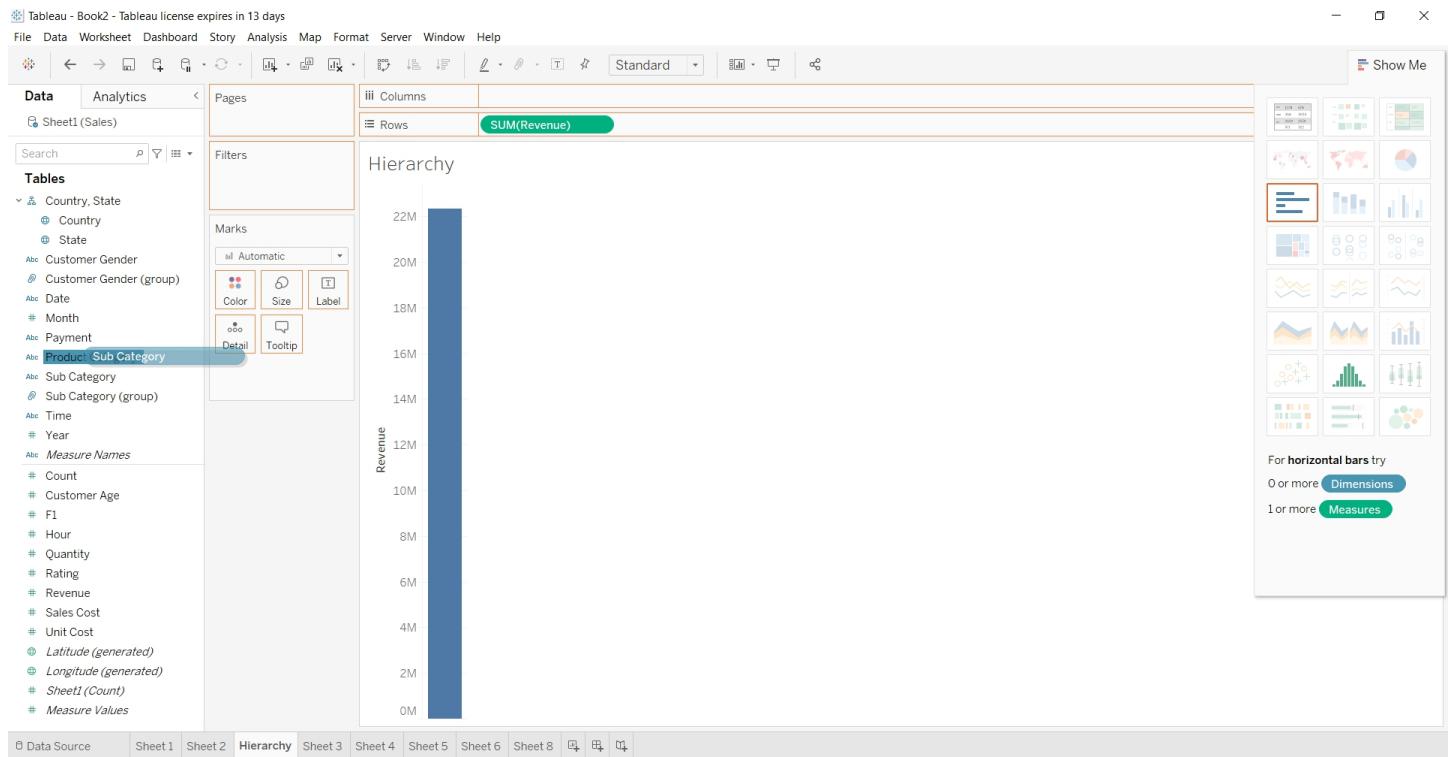
Result:

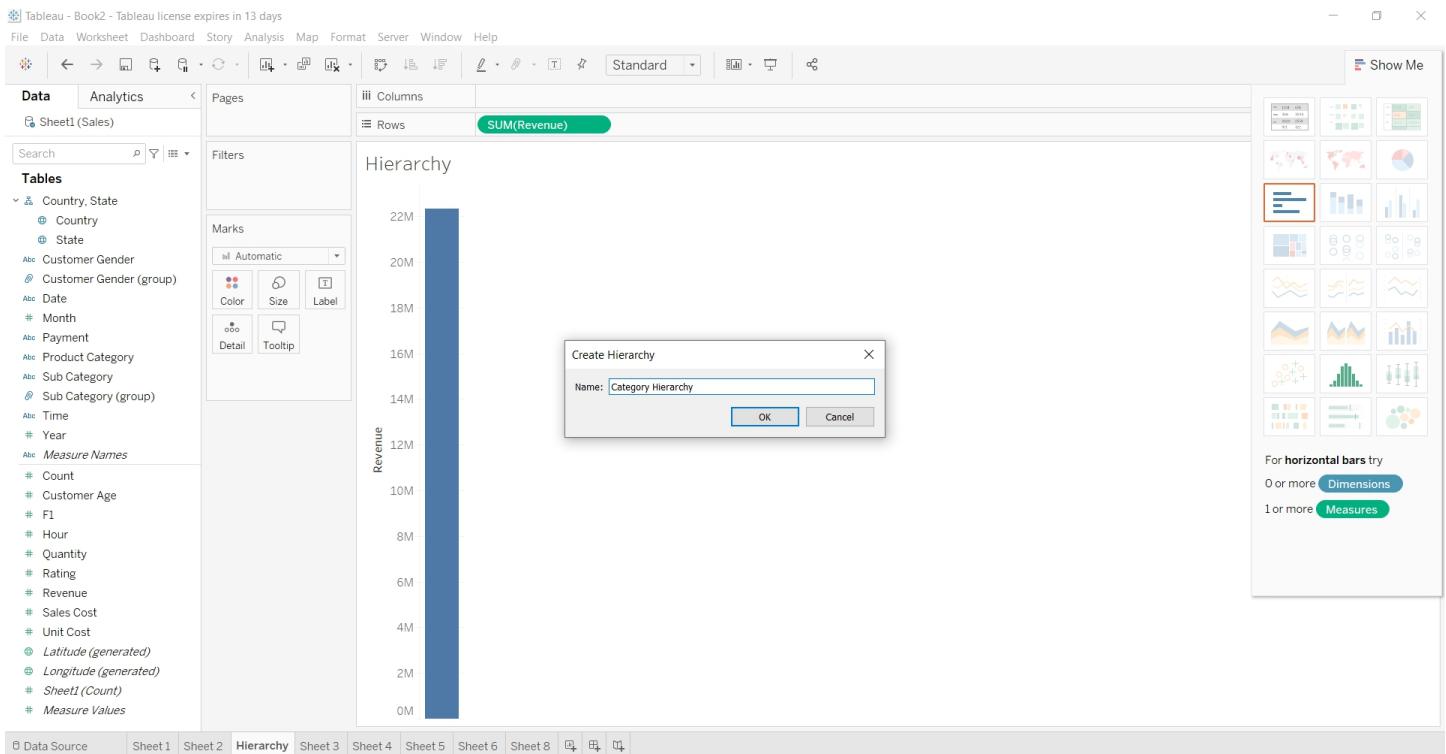
Here you can see that United States has sold most products with \$1037147.0 revenue

3) Which product category and subcategory are more profitable?

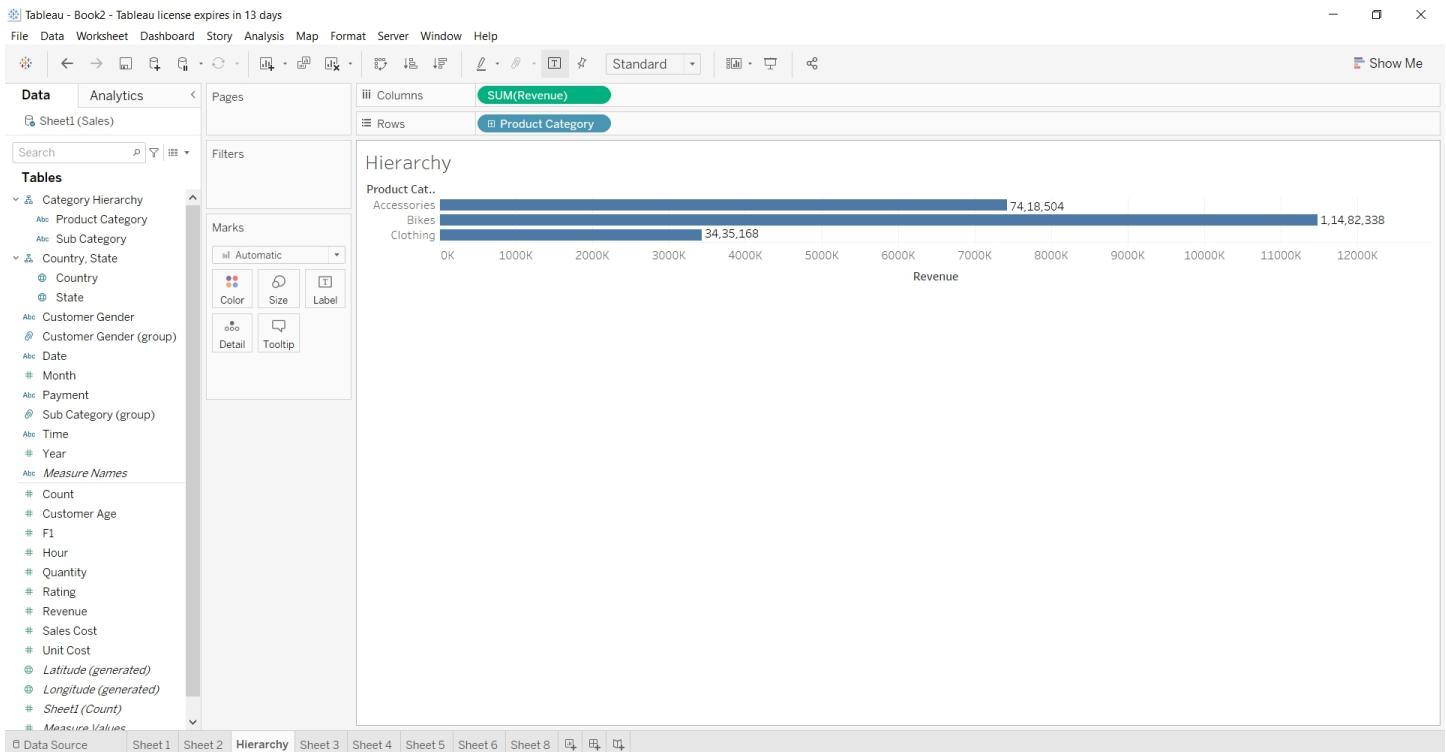


Create Hierarchy:

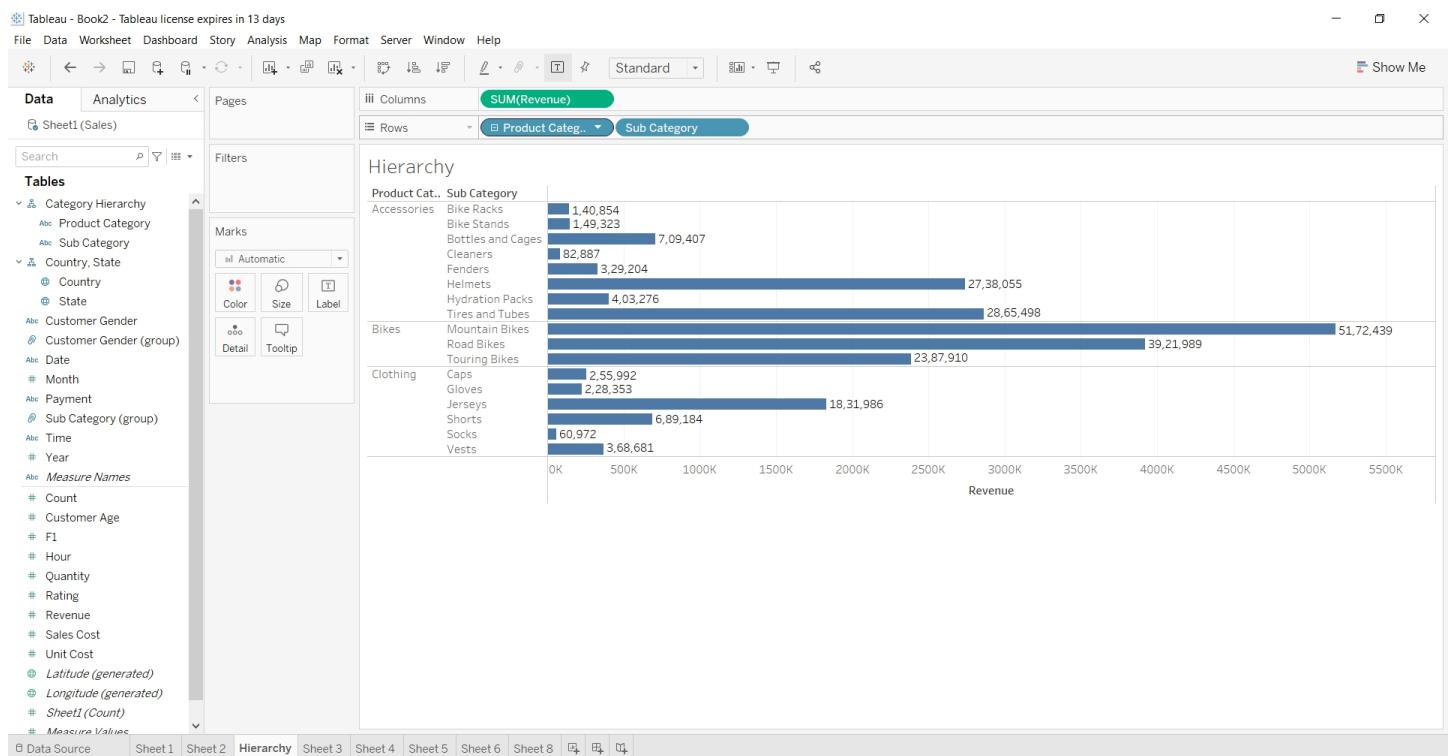




Before



After



Result:

Here you can see

- i) In Clothing, jerseys are more profitable
- ii) In Bikes, Mountain Bikes are more profitable
- iii) In Accessories Tires and Tubes are more profitable
- 4) What are the top 10 products by Sales?

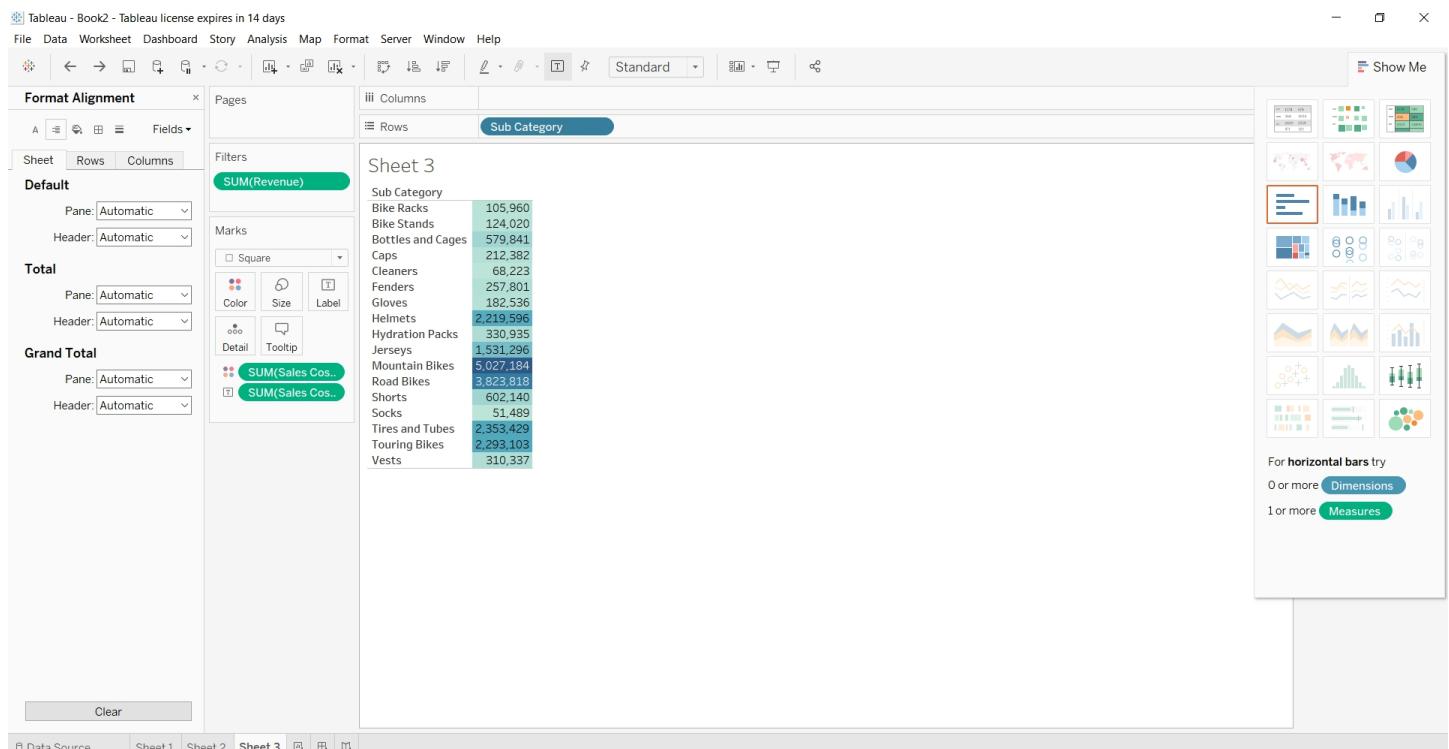


Tableau - Book2 - Tableau license expires in 14 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Format Alignment x

Pages iii Columns

Filters Rows Sub Category

4)What are the top 10 product by Sales?

Marks SUM(Revenue)

Sub Category

- Bike Racks
- Bike Stands
- Bottles and Cages
- Caps
- Cleaners
- Fenders
- Gloves
- Helmets
- Hydration Packs
- Jerseys
- Mountain Bikes
- Road Bikes
- Shorts
- Socks
- Tires and Tubes
- Touring Bikes
- Vests

Sort... Format... Show Header Include in Tooltip Edit Aliases... Dimension Attribute Measure Edit in Shelf Remove

For horizontal bars try
0 or more Dimensions
1 or more Measures

Clear

Data Source Sheet 1 Sheet 2 Sheet 3

Tableau - Book2 - Tableau license expires in 14 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Format Alignment x

Pages iii Columns

Filters Rows Sub Category

4)What are the top 10 product by Sales?

Marks SUM(Revenue)

Sub Category

Sub Category	SUM(Revenue)
Mountain Bikes	5,027,184
Road Bikes	3,823,818
Tires and Tubes	2,353,429
Touring Bikes	2,293,103
Helmets	2,219,596
Jerseys	1,531,296
Shorts	602,140
Bottles and Cages	579,841
Hydration Packs	330,935
Vests	310,337
Fenders	257,801
Caps	212,382
Gloves	182,536
Bike Stands	124,020
Bike Racks	105,960
Cleaners	68,223
Socks	51,489

Sort [Sub Category] x

Sort By Field

Sort Order Ascending Descending

Field Name Sales Cost

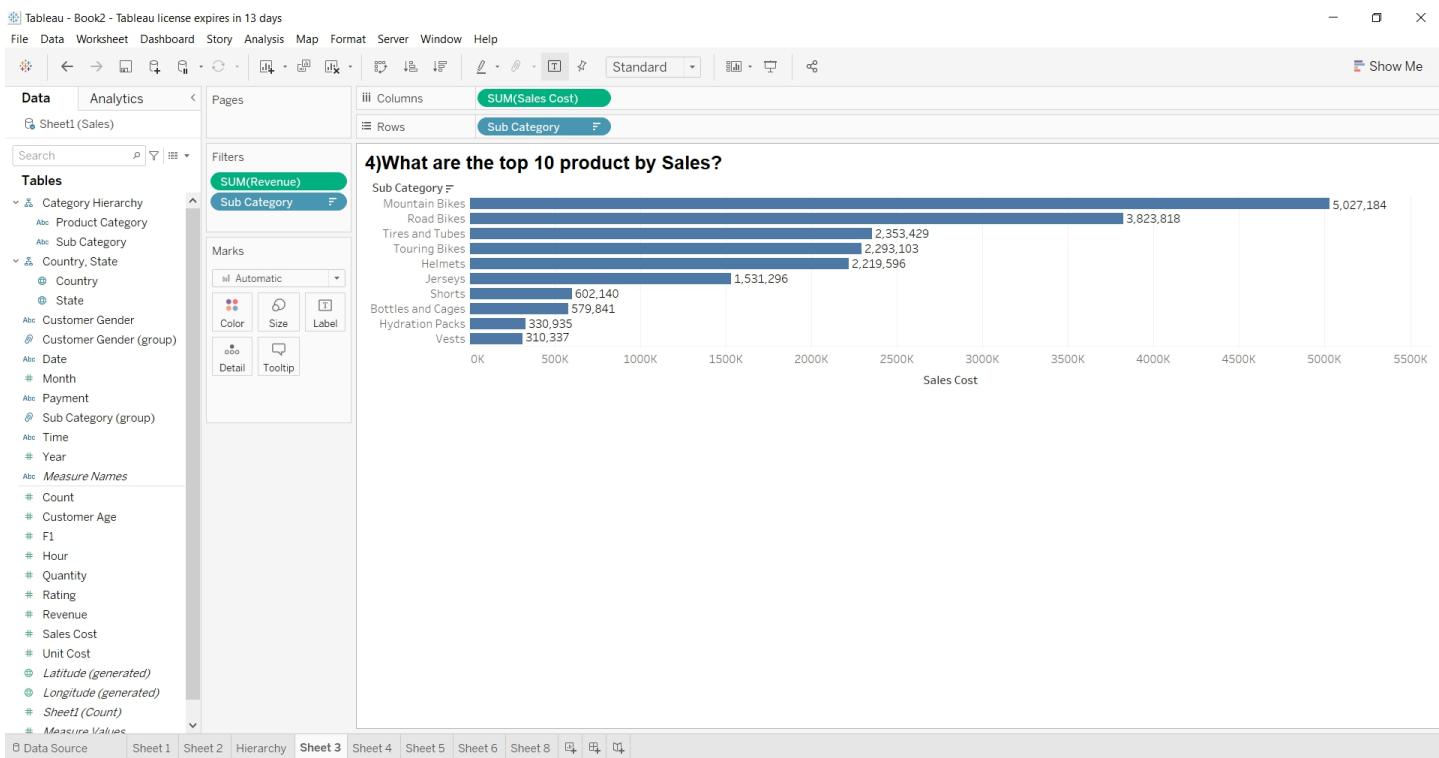
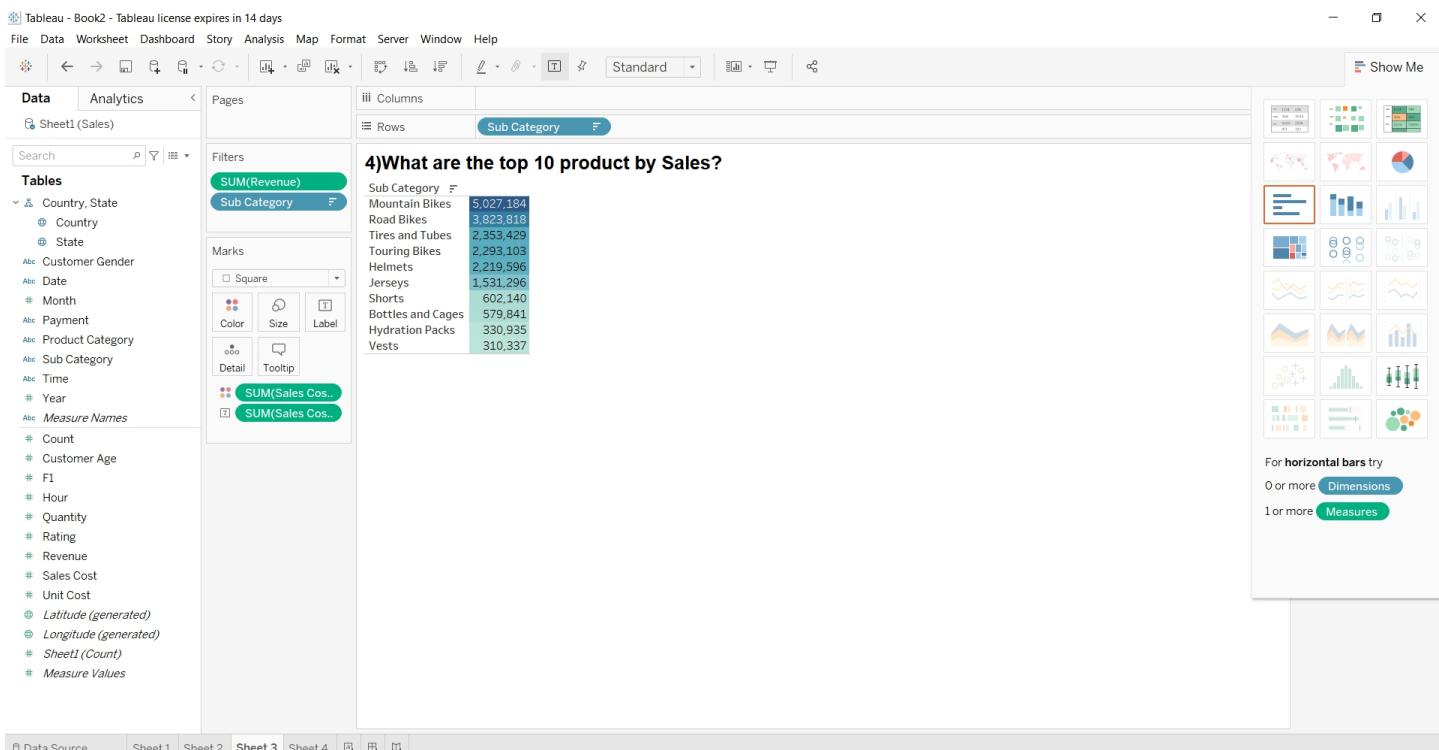
Aggregation Sum

Clear

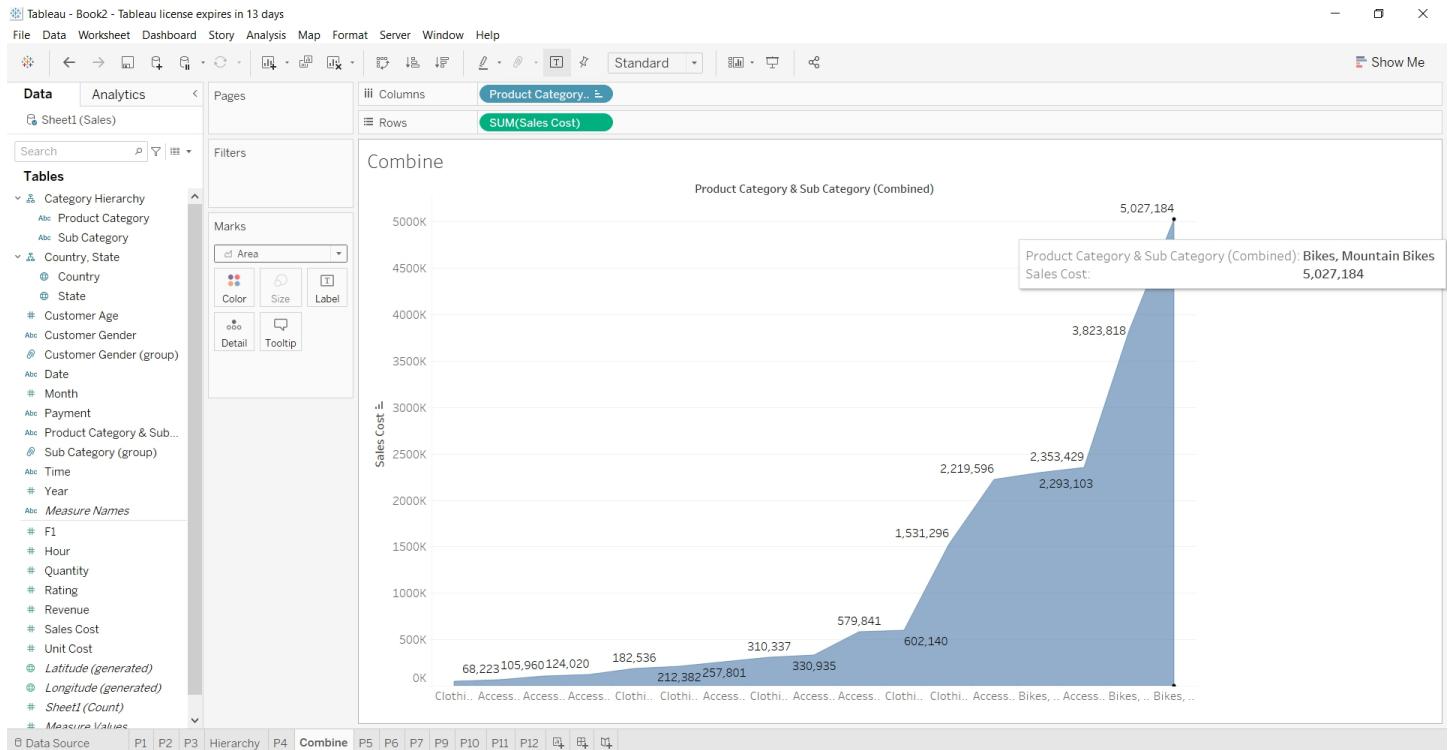
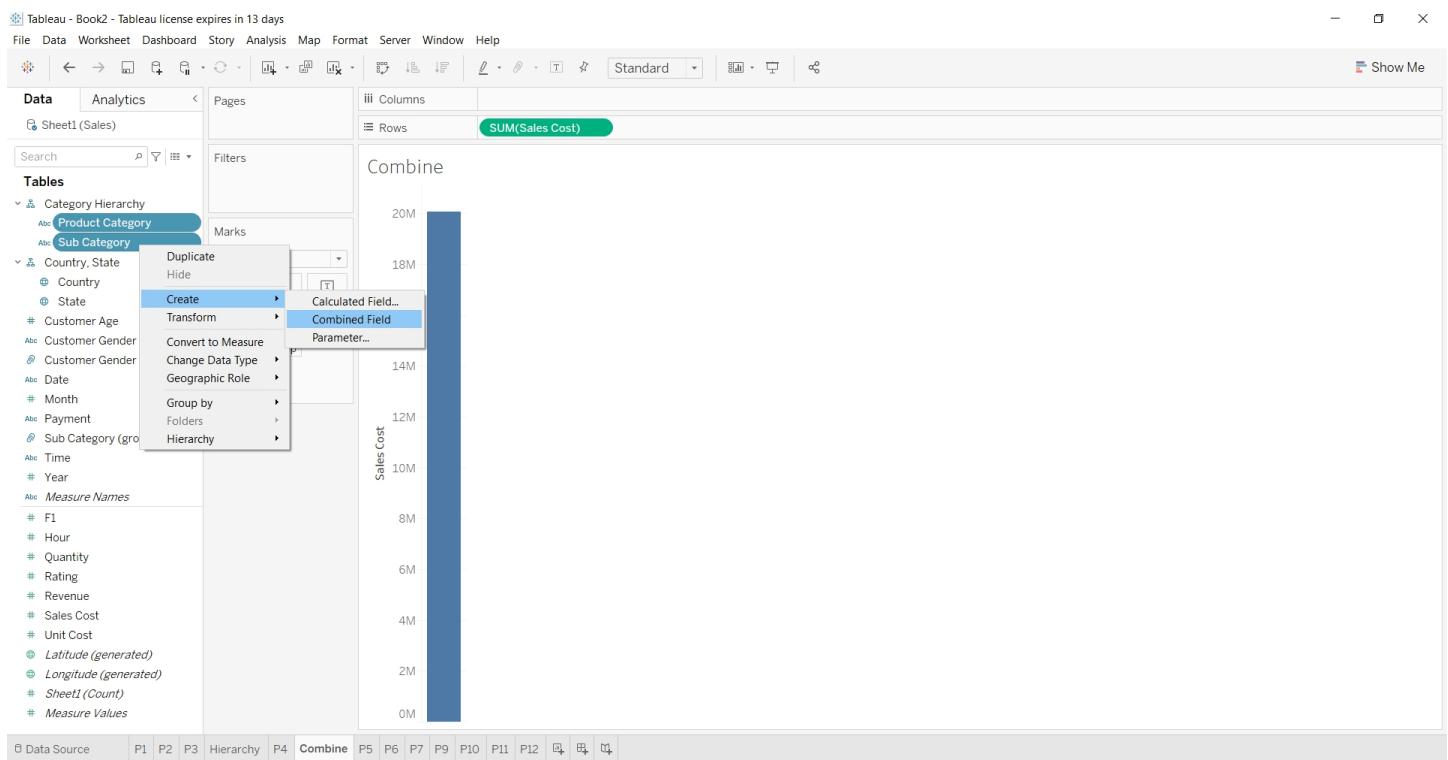
For horizontal bars try
0 or more Dimensions
1 or more Measures

Clear

Data Source Sheet 1 Sheet 2 Sheet 3



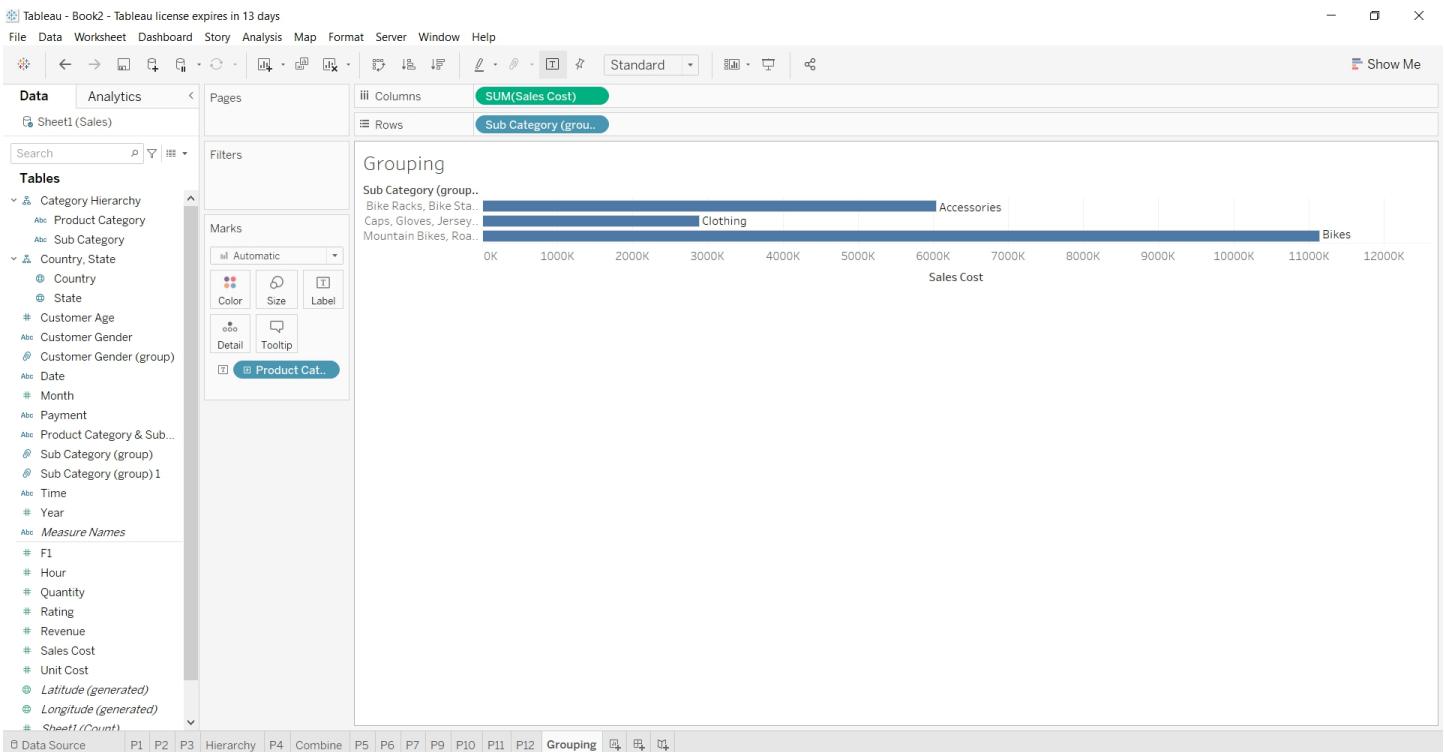
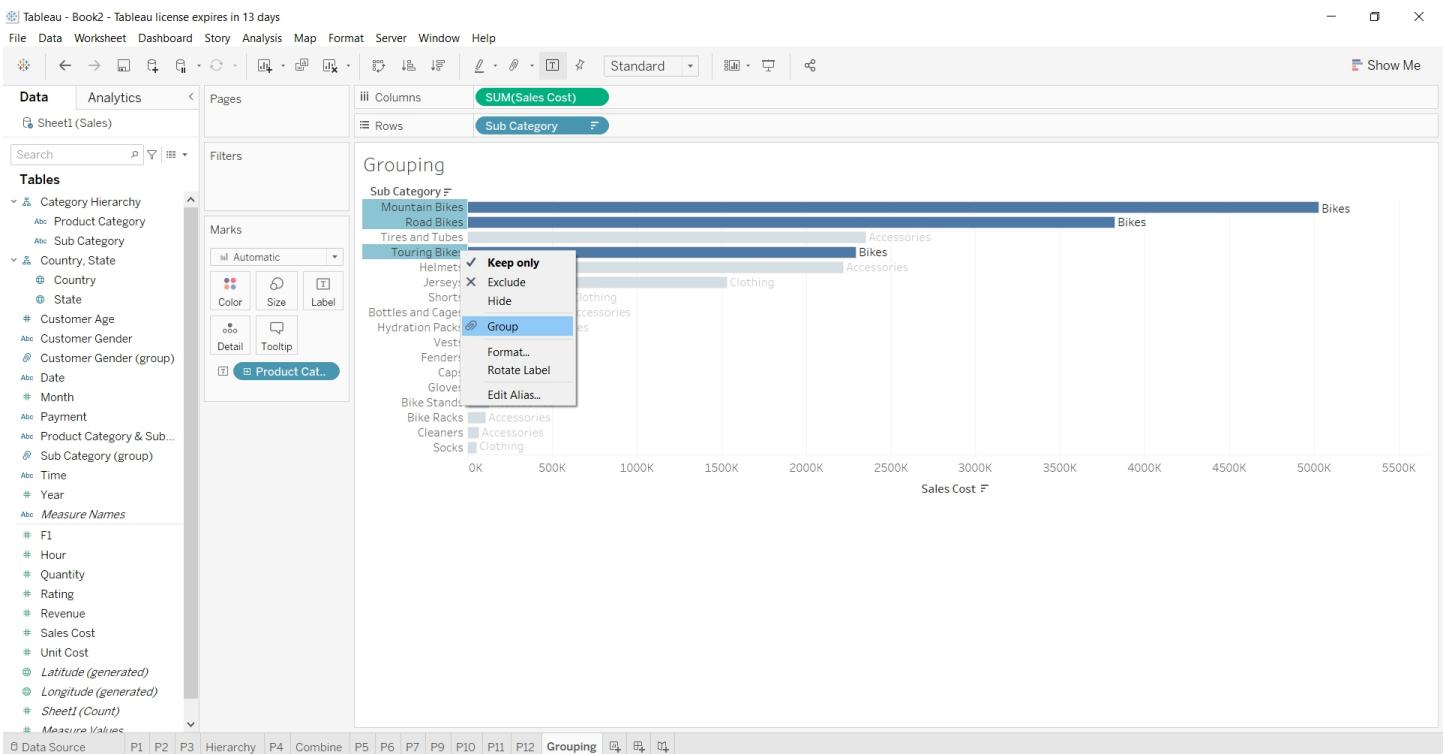
Combine



Result:

Here you can see top 10 products by sales. And Mountain Bikes holds first in sales with \$5027184 sales cost

Grouping Same Categories together



Result:
Here you can see that bikes has been sold more.

5) Which is the most sold product?

Tableau - Book2 - Tableau license expires in 14 days

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Standard Show Me

Data Analytics

Sheet1 (Sales)

Search

Tables

- Country, State
- Country
- State
- Customer Gender
- Date
- Month
- Payment
- Product Category
- Sub Category
- Time
- Year
- Measure Names
- Count
- Customer Age
- F1
- Hour
- Quantity
- Rating
- Revenue
- Sales Cost
- Unit Cost
- Latitude (generated)
- Longitude (generated)
- Sheet1 (Count)
- Measure Values

Pages Columns Rows Sub Category

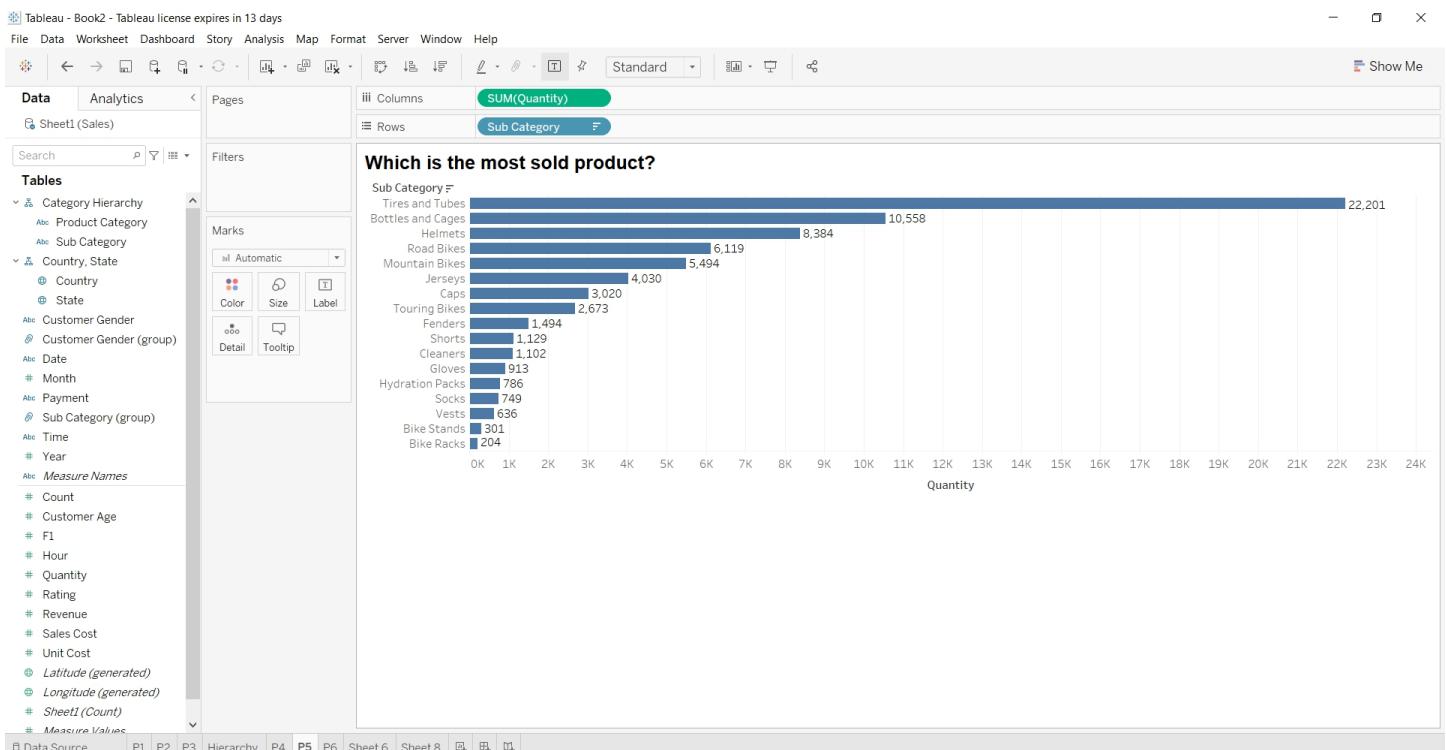
5) Which is the most sold product?

Sub Category

Sub Category	SUM(Quantity)
Tires and Tubes	22,201
Bottles and Cages	10,558
Helmets	8,384
Road Bikes	6,119
Mountain Bikes	5,494
Jerseys	4,030
Caps	3,020
Touring Bikes	2,673
Fenders	1,494
Shorts	1,129
Cleaners	1,102
Gloves	913
Hydration Packs	786
Socks	749
Vests	636
Bike Stands	301
Bike Racks	204

For horizontal bars try
0 or more Dimensions
1 or more Measures

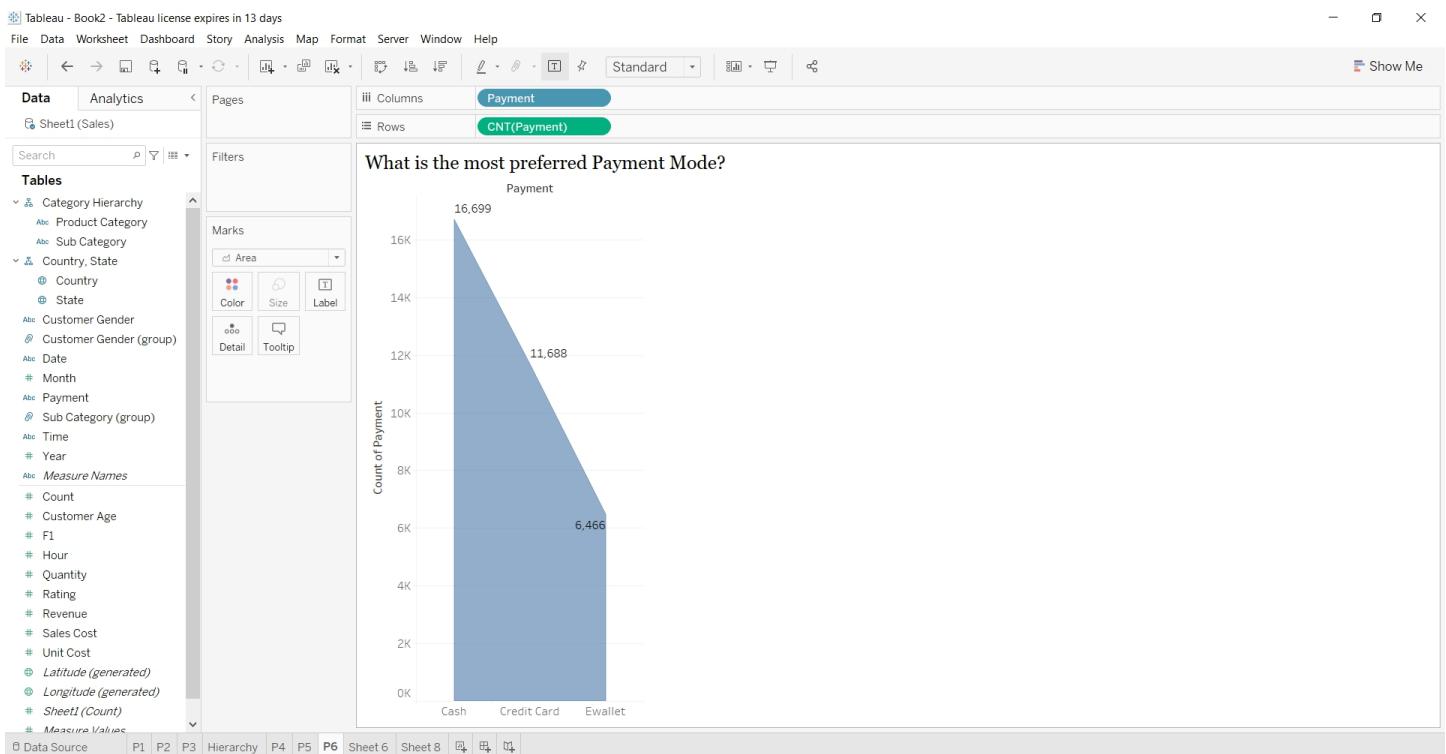
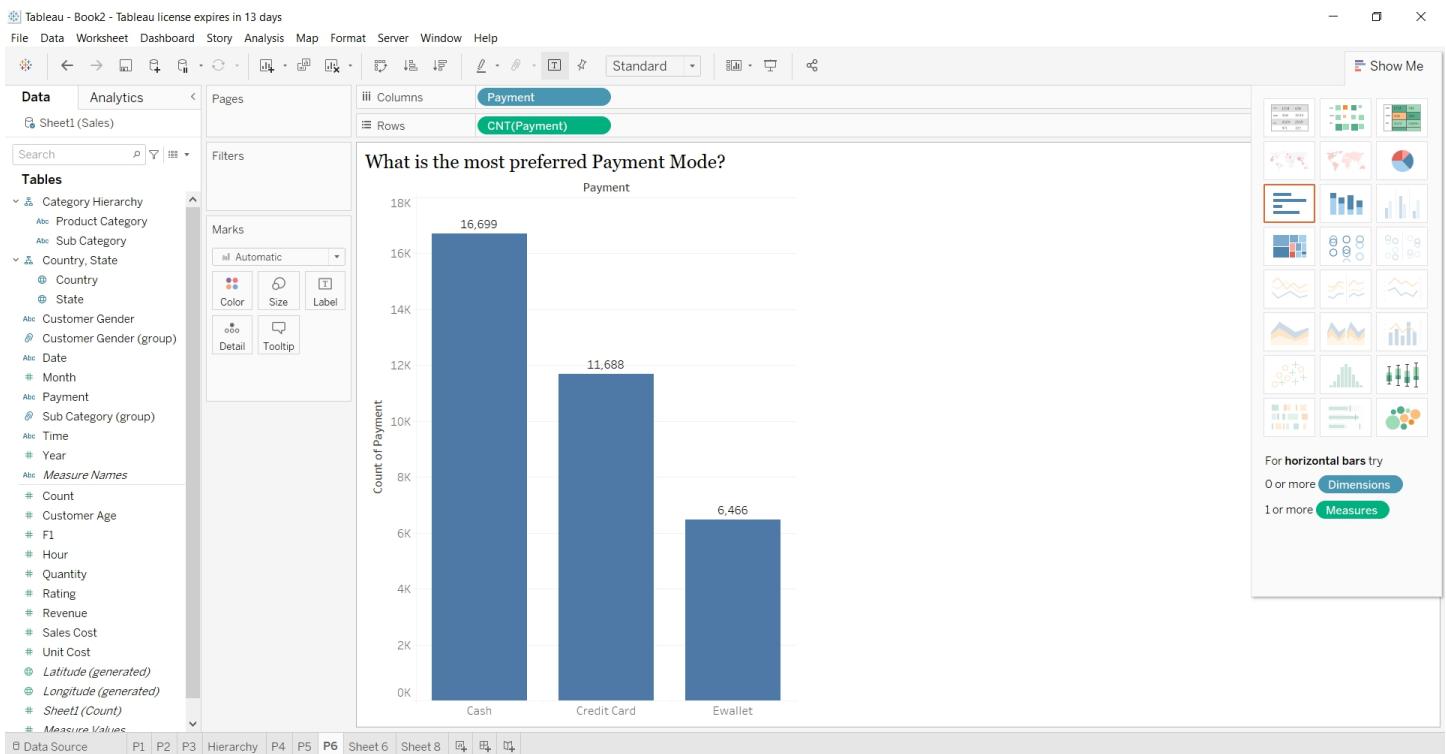
Data Source Sheet 1 Sheet 2 Sheet 3 Sheet 4



Result:

Here you can see Tires and Tubes have sold more with 22201 sales quantity.

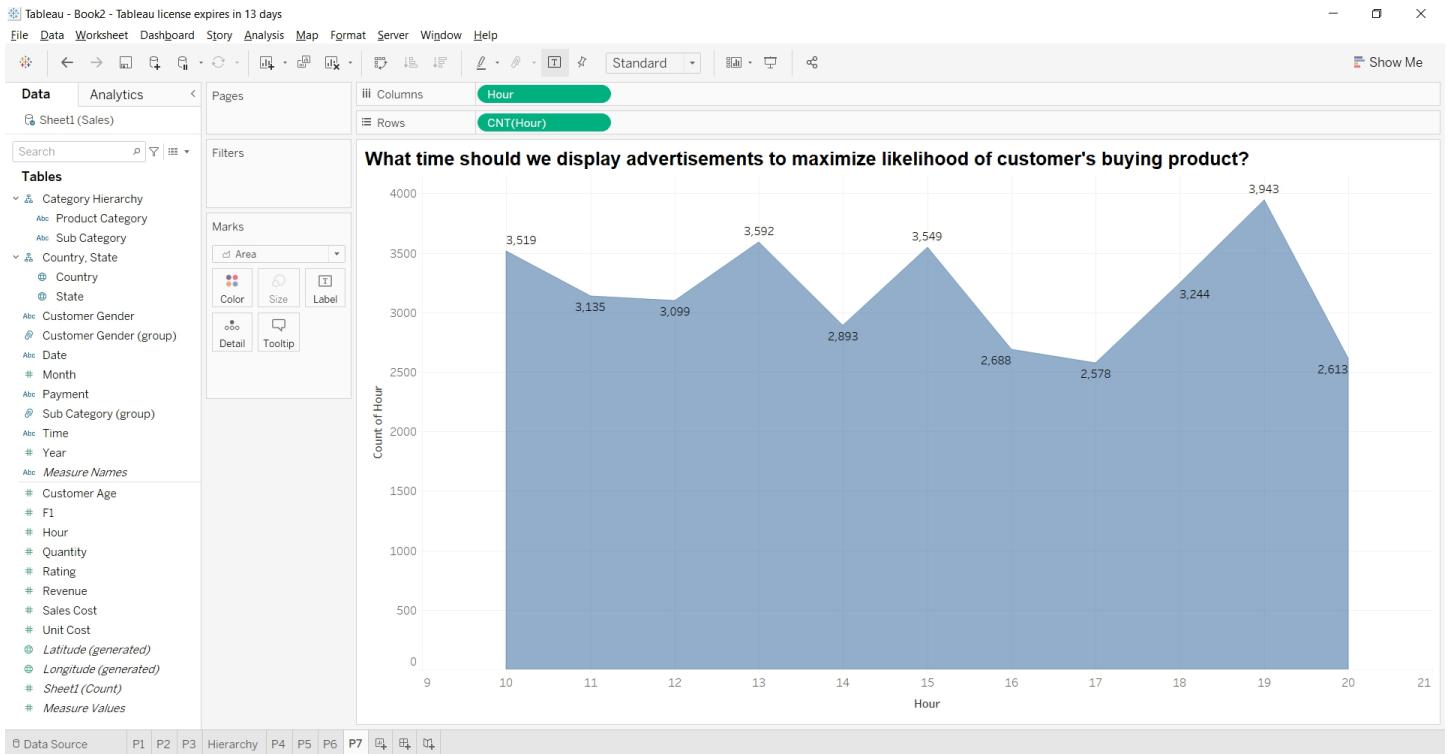
6) What is the most preferred Payment Mode?



Result

The most preferred payment mode is in-fact cash and not credit cards and Ewallet as this dataset was of year 2015,2016.

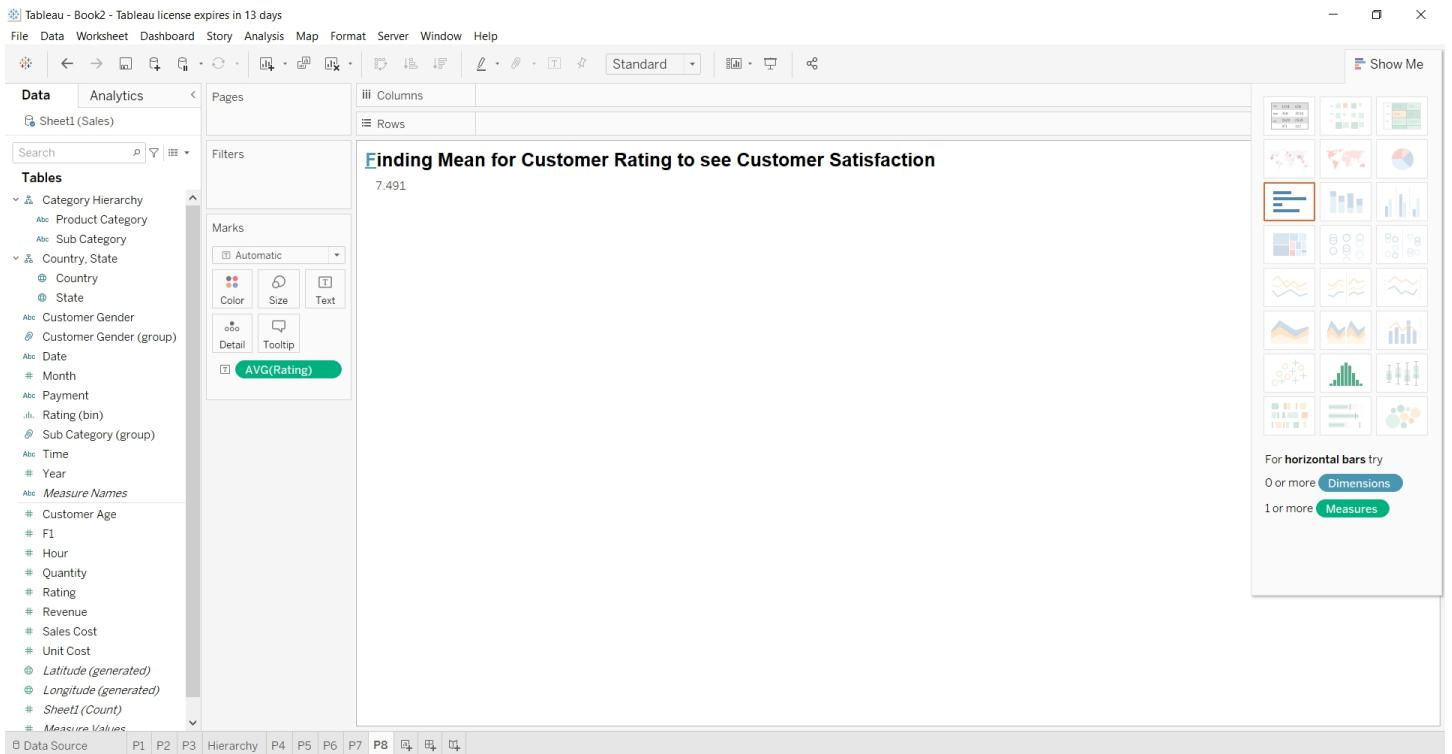
7) What time should we display advertisements to maximize likelihood of customer's buying product?



Result

Most of the customers are buying products at 7pm so we can display advertisement at that time and maximize likelihood of buying products

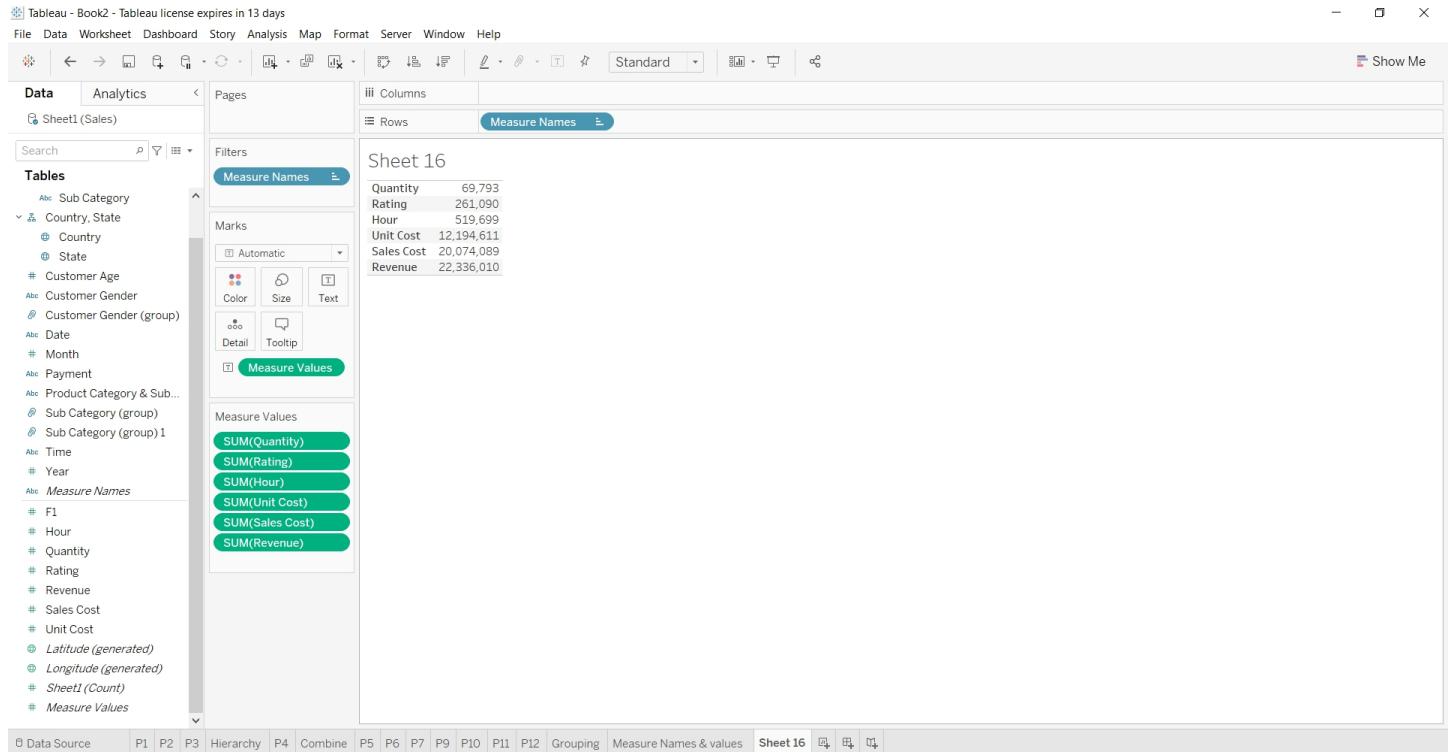
8) Finding Mean for Customer Rating to see Customer Satisfaction



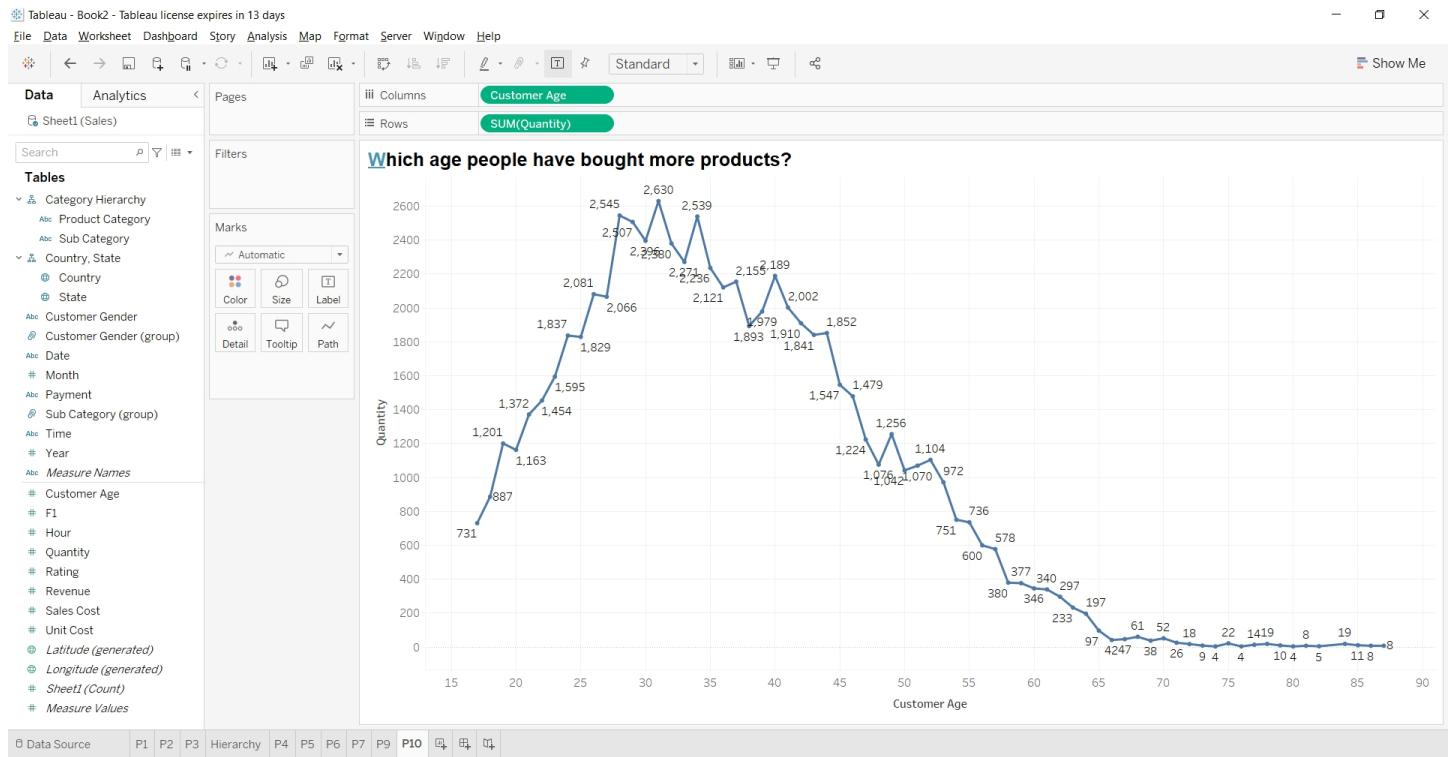
Result

The red line here indicates that 7.491 is the mean value of customer rating

Measure Names and Values



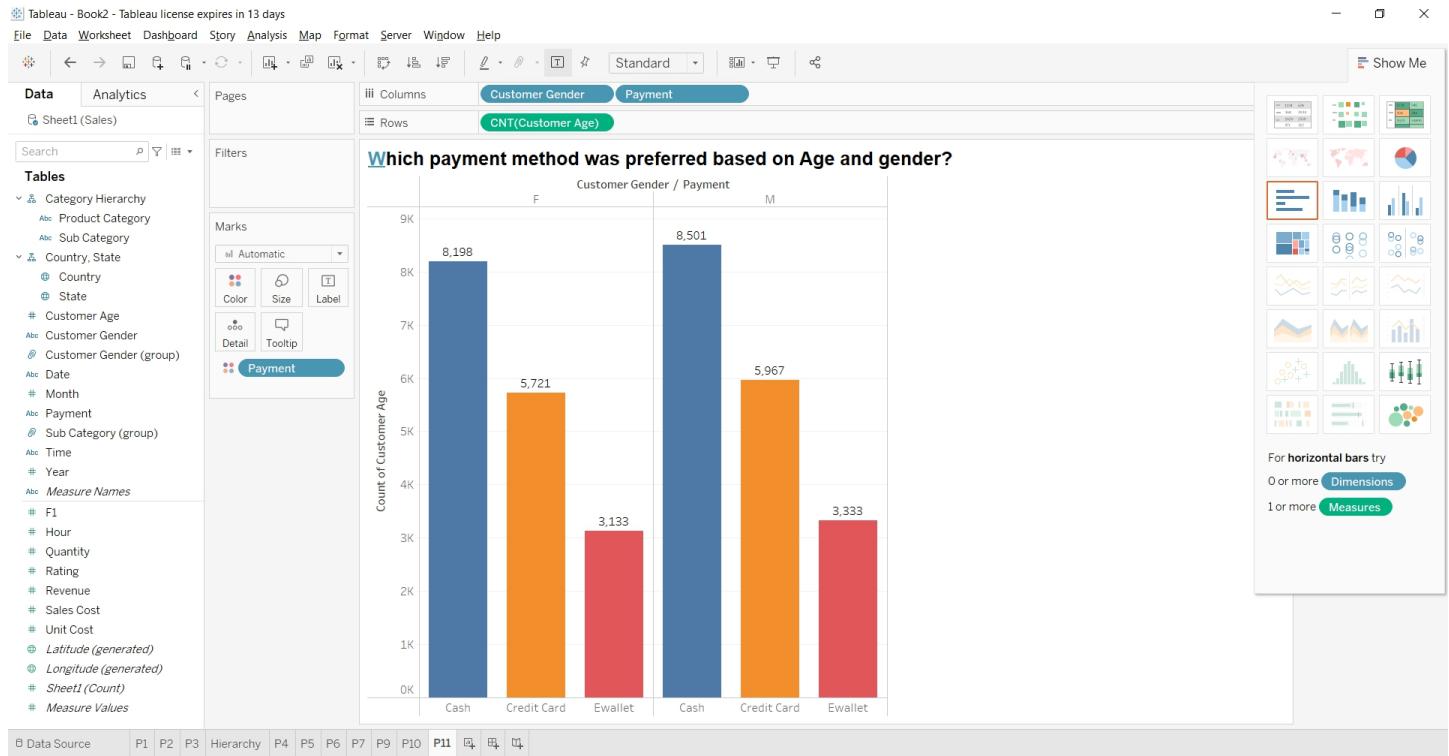
9) Which age people have bought more products?



Result

You can see that people of Age 31 have bought more products of 2630

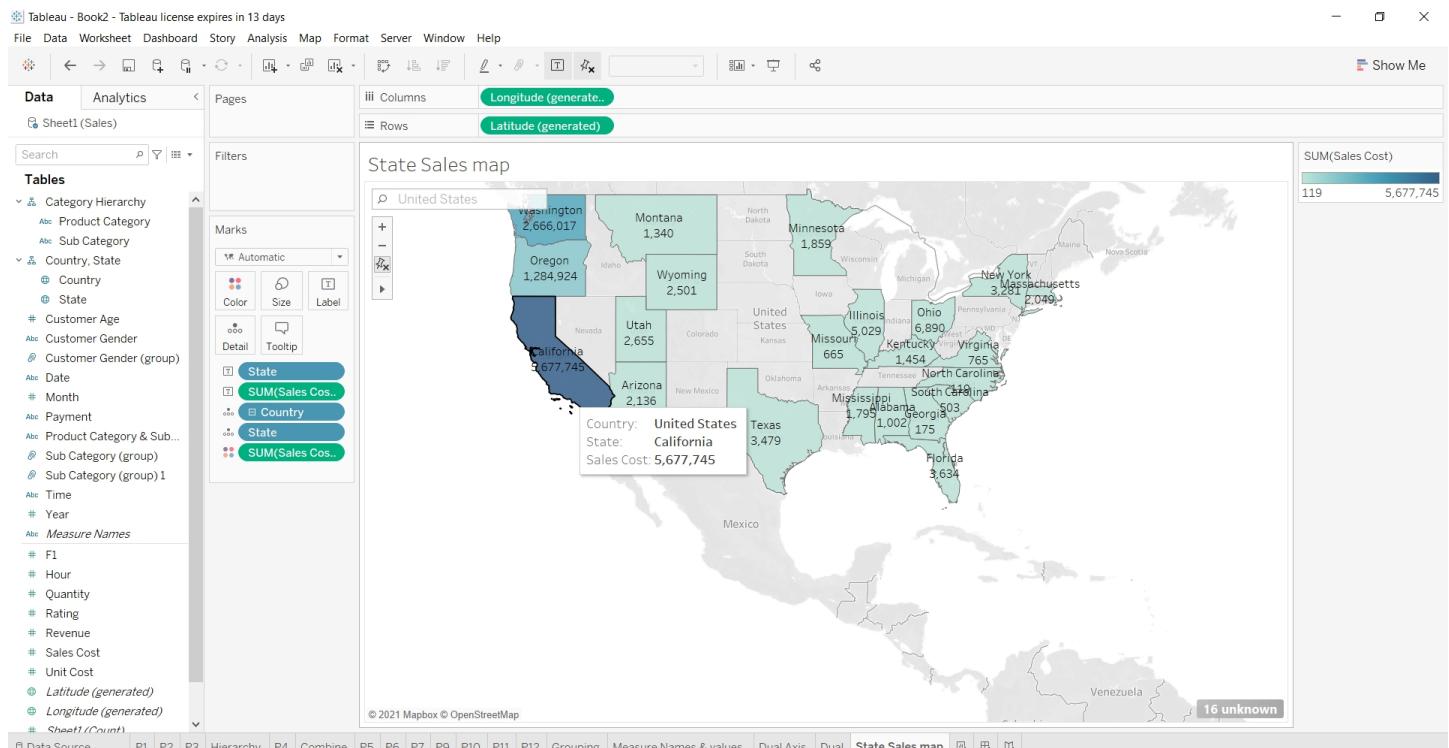
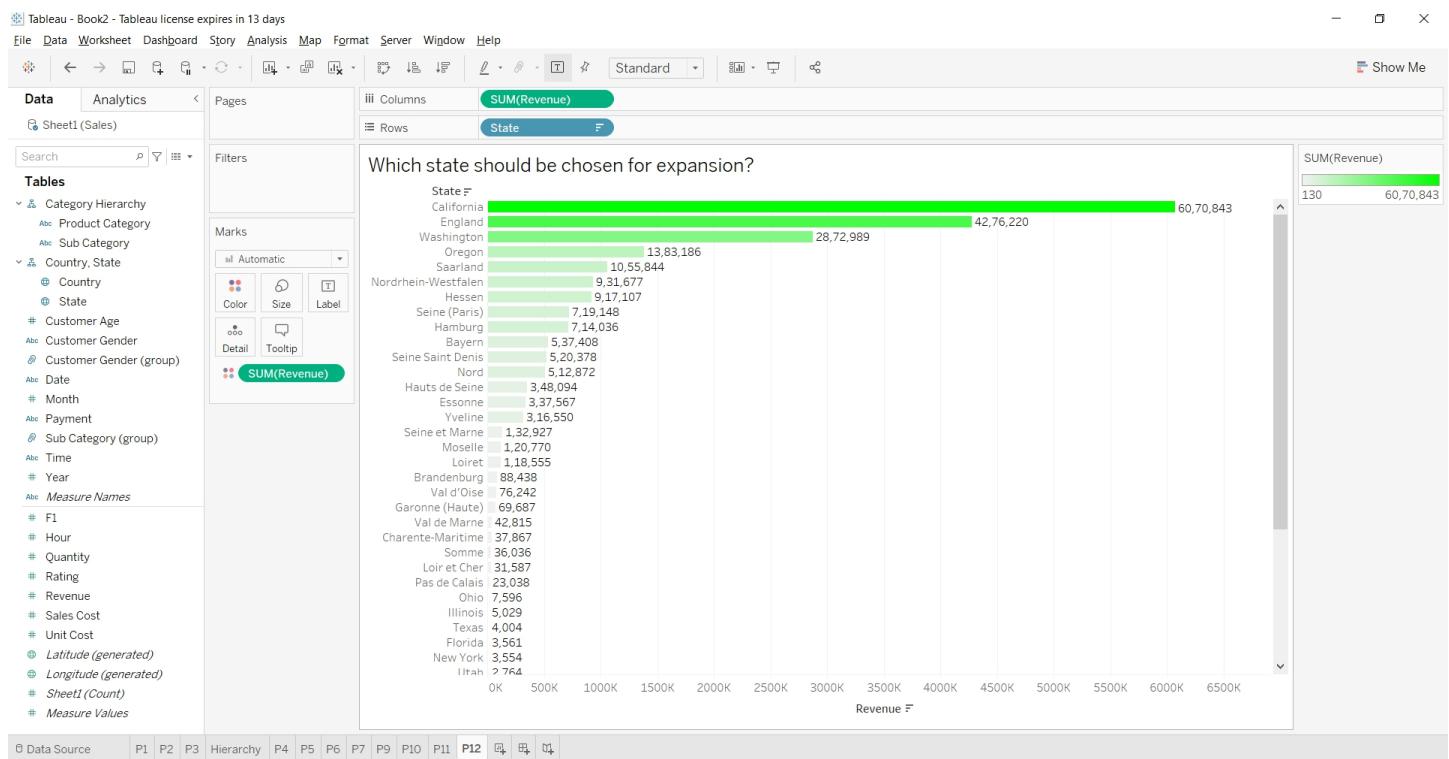
10) Which payment method was preferred based on Age and gender?



Result

Both Female and Male are interested to pay in Cash

11) Which state should be chosen for expansion?



Result

California is the most profitable state which comes under united states. So we can focus on California to expand

THANK YOU