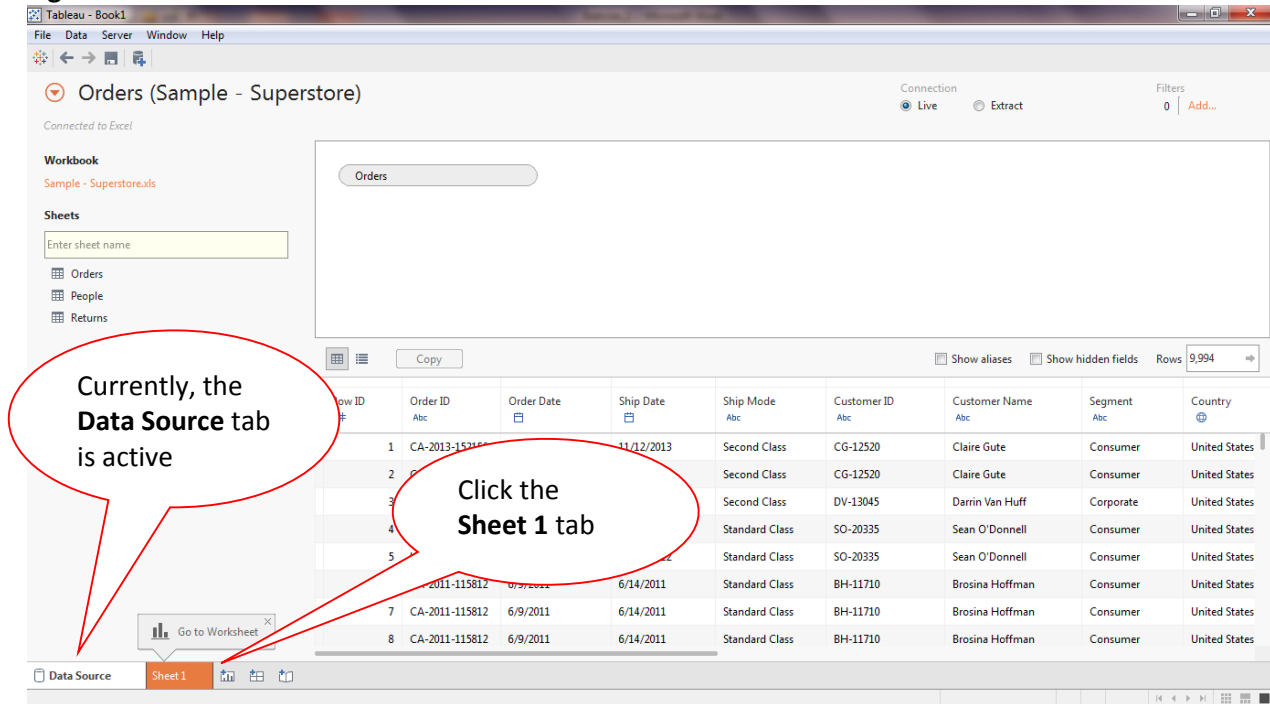


**Objective:** This exercise will demonstrate how a simple visualization can be developed

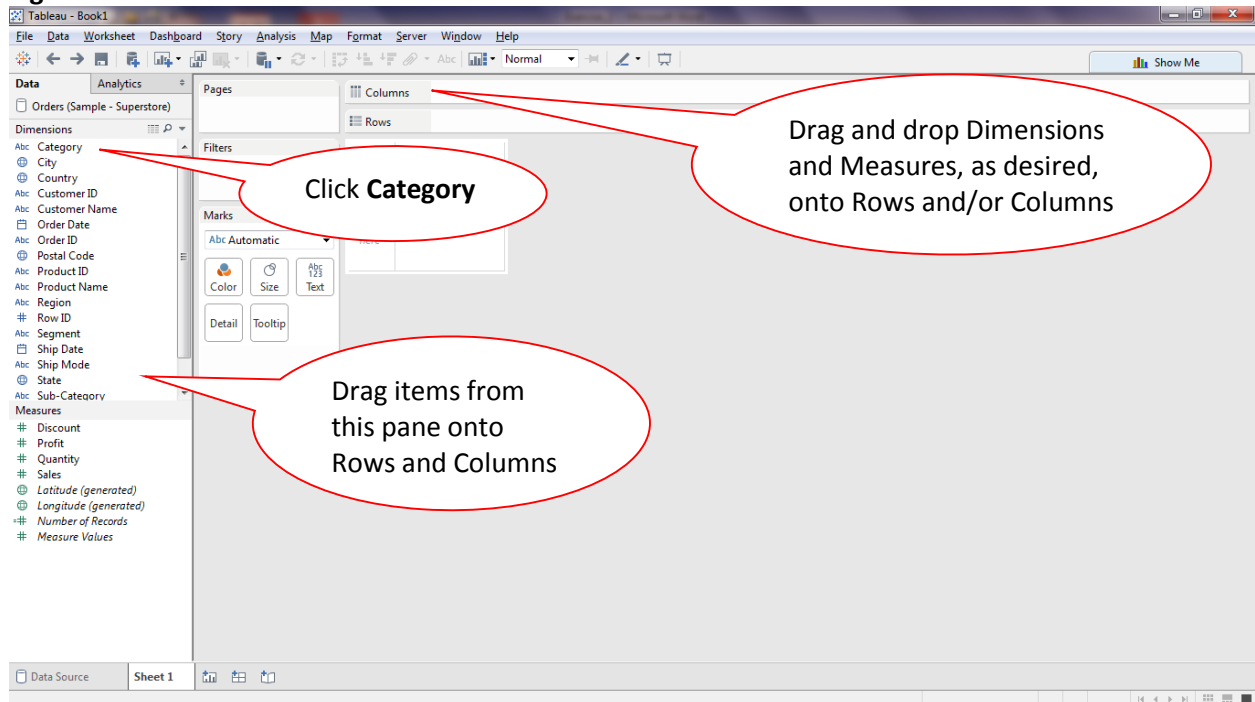
- Launch Tableau
- Connect to the **Sample - Superstore** Excel file, using the procedure demonstrated in Exercise 1, which will lead to the display on Figure 1

**Figure 1**



- Click the **Sheet 1** tab as shown on Figure 1, which will lead to Figure 2, where reports and visualizations can be developed

**Figure 2**



The left hand side of Figure 2 shows two groups:

- Dimensions
- Measures

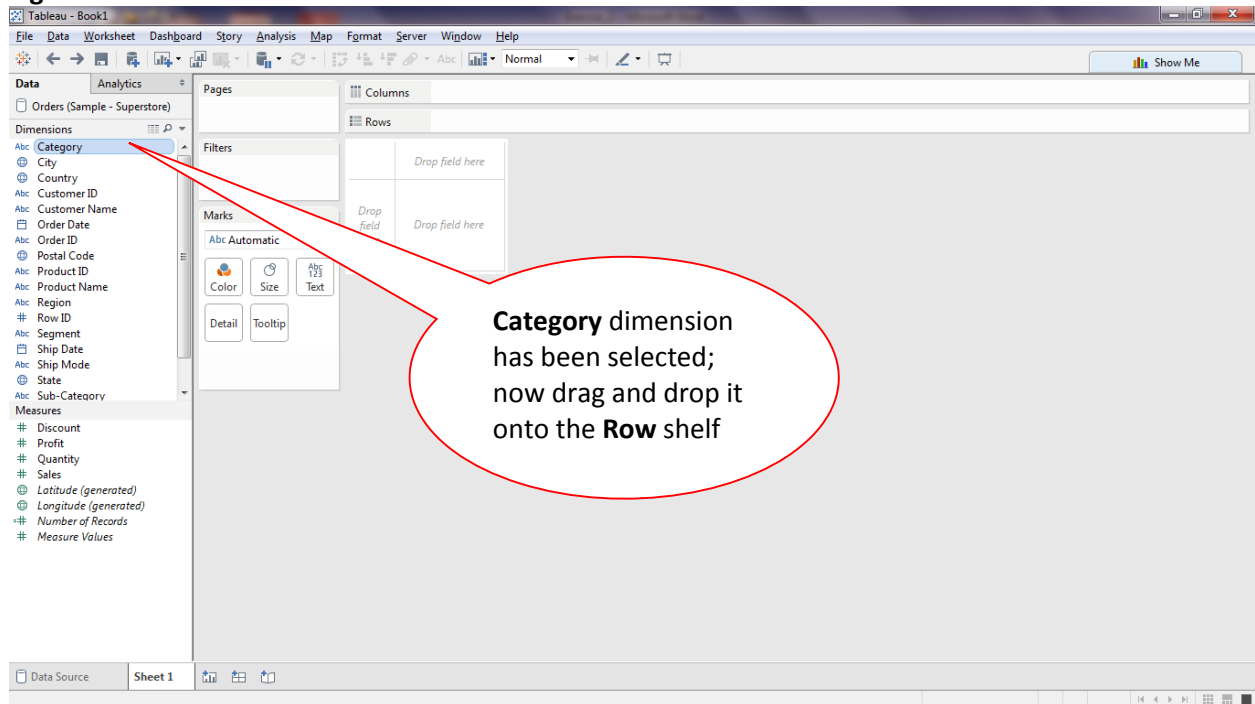
Dimensions are fields such as product, region, and customer. They are used to slice and dice the data to provide different perspectives. Dimensions are color coded blue in the data pane and in the view.

Measures are metrics, i.e., the numbers, used for analysis. They are color coded green.

In the following steps, we will drag and drop the desired dimensions and measures onto the Columns and Rows.

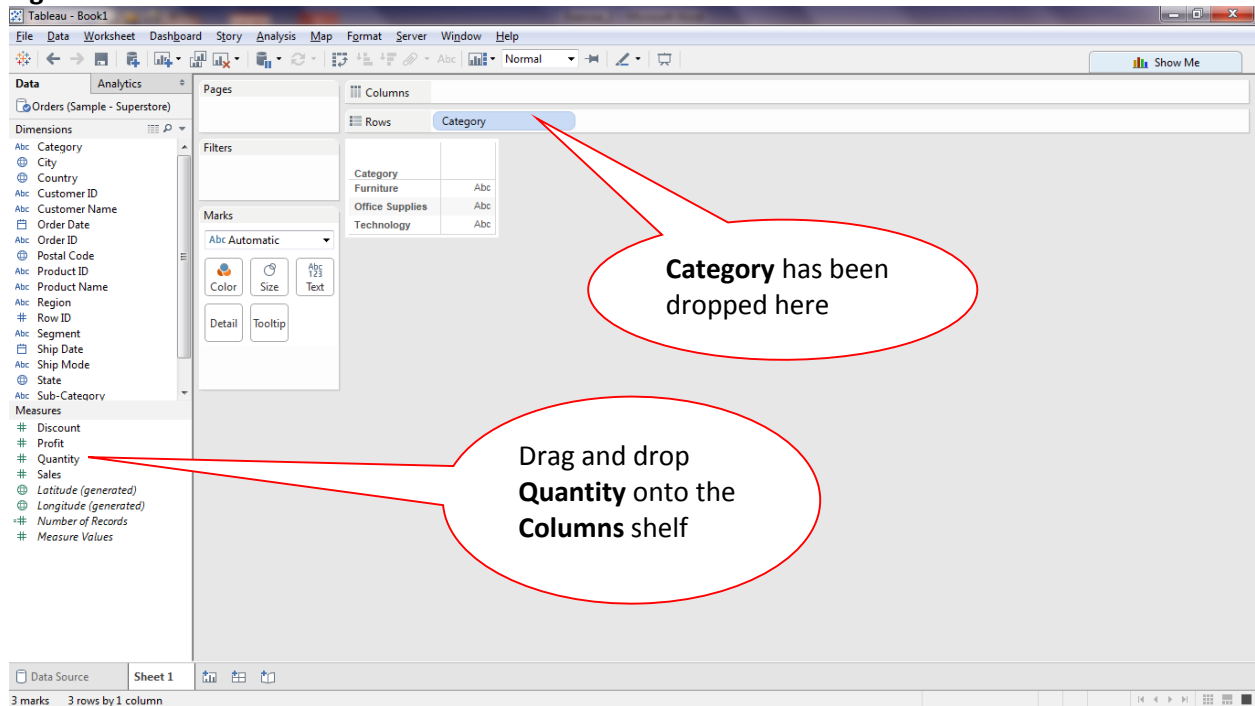
- Click **Category** as shown on Figure 2, which will lead to the display on Figure 3

**Figure 3**



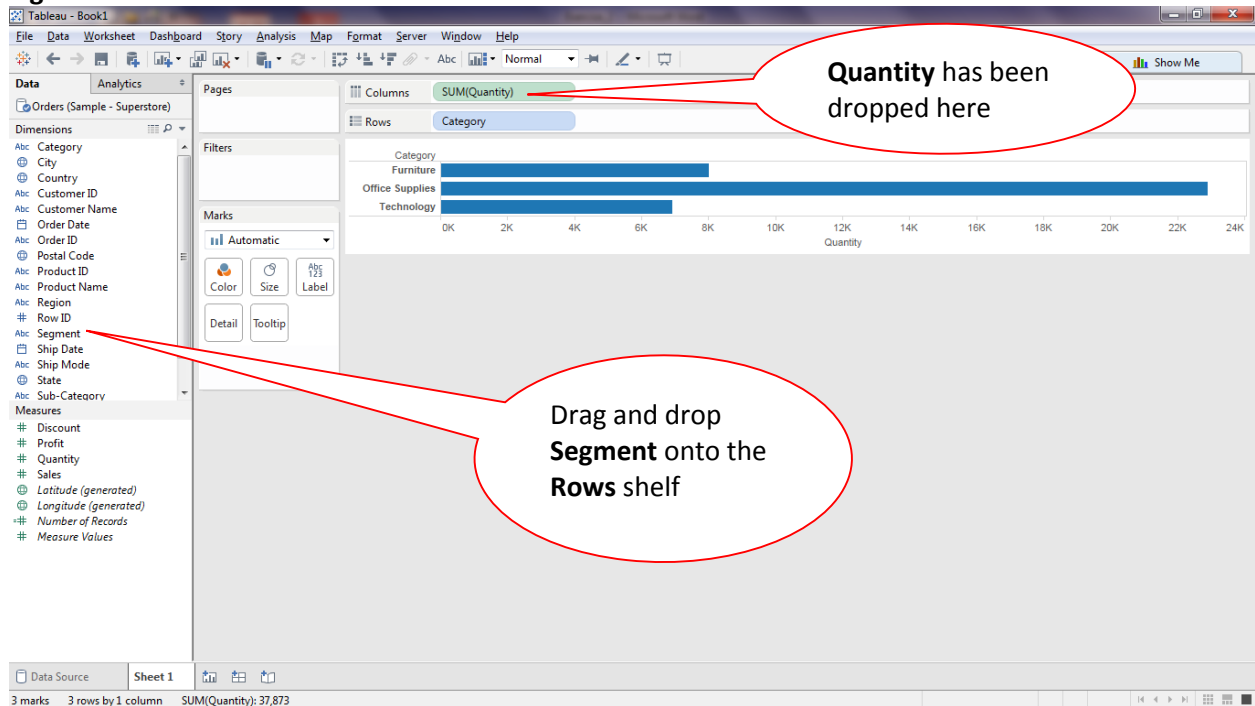
- Drag and drop **Category** onto the **Row** shelf as shown on Figure 3, which will lead to the display on Figure 4

**Figure 4**



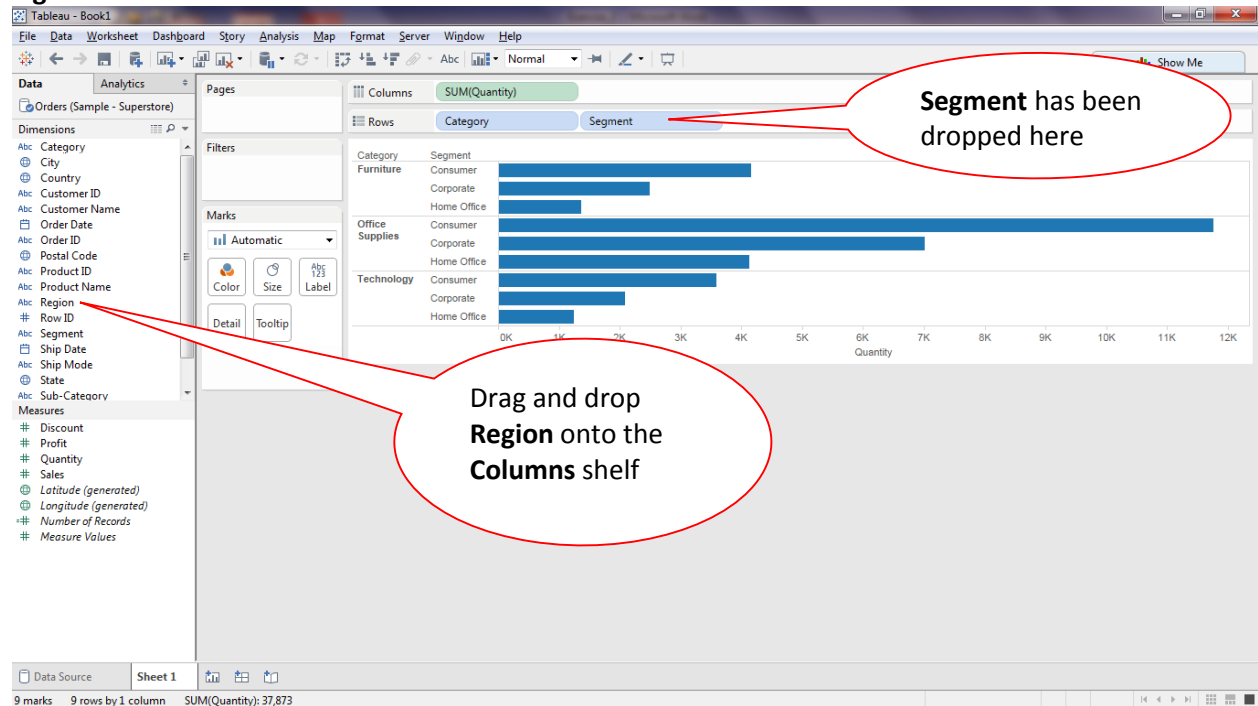
- Drag and drop **Quantity** onto the **Columns** shelf as shown on Figure 4, which will lead to the display on Figure 5

**Figure 5**



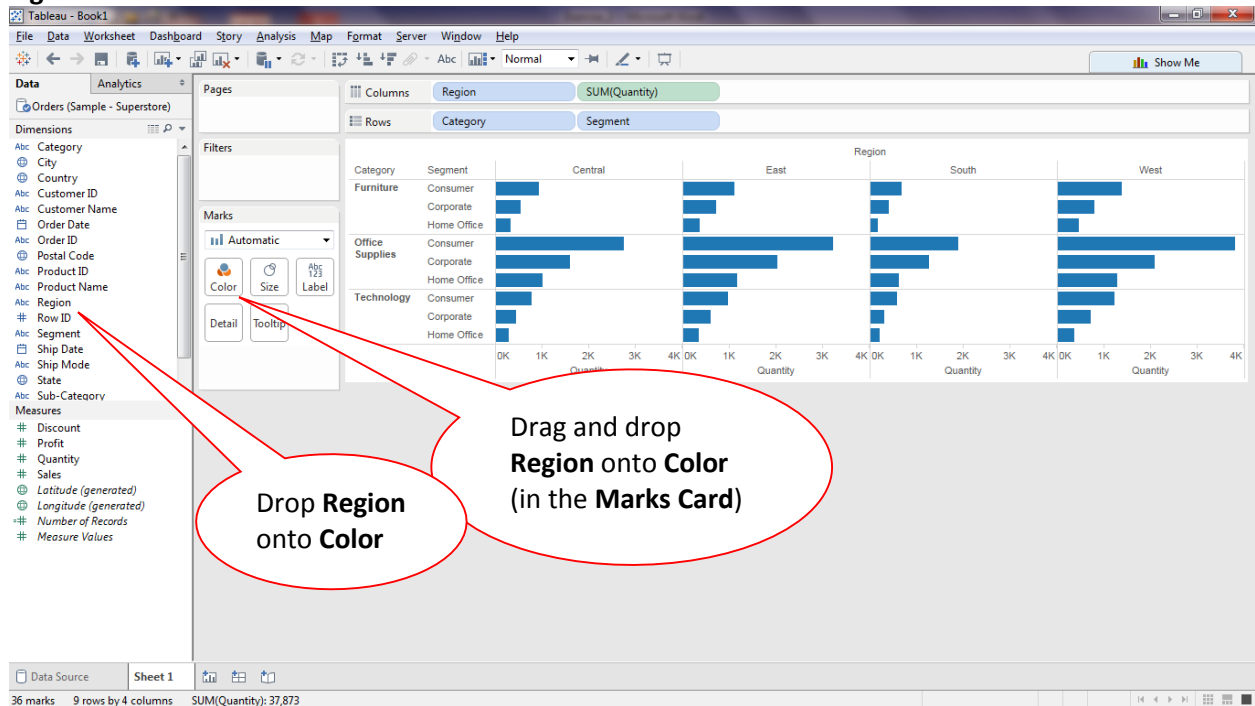
- Drag and drop **Segment** onto the **Rows** shelf as shown on Figure 5, which will lead to the display on Figure 6

**Figure 6**



- Drag and drop **Region** onto the **Columns** shelf as shown on Figure 6, which will lead to the display on Figure 7

**Figure 7**



To enhance the display by providing color:

- Drag and drop **Region** from the Dimensions pane onto the **Color** shelf (on the **Marks Card**), as shown on Figure 7, which will lead to the display on Figure 8

**Figure 8**

