**Lesson 9 Demo 04**

**Clustering**

**Business Scenario:**

A well-known travel company wants to expand its customer base. The company's branding manager needs to devise an effective scheme to appeal to potential customers. He needs to analyze the life expectancy and population of each country to help the company identify the countries where the right kind of clientele is present.

* Which cluster will you choose and why?

**Overview:**

* Use the saved world indicators data source
* Create a filled map view
* Create a calculated field to show the money that the people of a country spend annually on international travel
* Add a cluster to the view
* Select describe clusters to view the information

The result should resemble the image given below:

Graphical user interface, map

Description automatically generated

**Detailed Instructions:**

1. Open **Tableau 10.x** (You can go to Start Menu -> All Programs -> Tableau 10.x)

A screenshot of a computer

Description automatically generated

1. Connect to the **World Indicators** sample data source

A screenshot of a computer

Description automatically generated

1. From dimensions, double-click on **Country**

Graphical user interface, application

Description automatically generated

1. Using the **Marks** card, change the mark type to **Map**

Graphical user interface, application

Description automatically generated

The result will be displayed as:

Graphical user interface, application

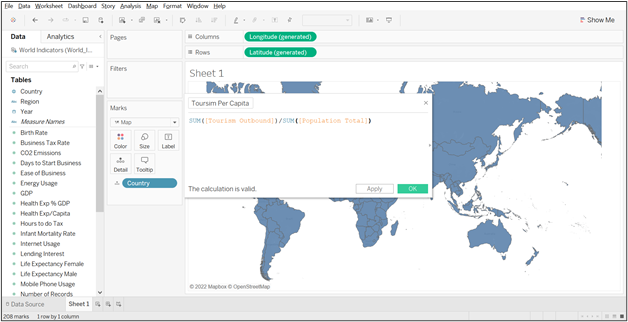
Description automatically generated

1. Go to the **Analysis** menu and select **Create Calculated Field**

Graphical user interface, application

Description automatically generated

1. Name this calculation as **Tourism Per Capita**



1. In the formula window, enter formula as:

**SUM([Tourism Outbound])/SUM([Population Total])**

Graphical user interface, application

Description automatically generated

1. From measures, drag **Population Urban, Population 65+,** and **Tourism Per Capita** to **Detail**

Graphical user interface, application

Description automatically generated

1. Select the average aggregation for the first two measures

Graphical user interface, application

Description automatically generated

1. To cluster the data points, navigate to the **Analytics Pane**

Graphical user interface, application

Description automatically generated

1. Drag **Cluster** from the **Analytics** pane and drop it into the view. Tableau displays the cluster dialog box and adds the measures in the view to the list of variables

Graphical user interface, application

Description automatically generated

1. Close the **Clusters** dialog box by clicking the **X** in the upper-right corner

Graphical user interface, map

Description automatically generated

1. Click the **Clusters** field on the **Marks** card and choose **Describe Clusters**

Graphical user interface, map

Description automatically generated



1. Close the **Describe Clusters** dialog box

Graphical user interface, text, application

Description automatically generated

Rename this sheet as **Clustering.**

Graphical user interface, map

Description automatically generated

## Answers:

1. Which cluster will you choose and why?

Answer: **Cluster 2**. It has the highest values in all aspects.