page2image568

Tableau

Lesson-End Project Problem Statement



**Product Analysis**

**Problem Statement:**

Mike Goodman, the head of Product Management for a retail product company, is also responsible for product pricing. Mike needs to determine if his products are appropriately priced to maximize both sales and profit ratios. To achieve that, he should build a scatter plot that will present sales by product category over time, with the ability to drill down to the product at the regional level.

**Objective:**

To build a dashboard that represents sales in order to determine if the pricing of products is appropriate to maximize sales and profit ratio.

**Tasks to be performed:**

1. Use the saved Sample Superstore dataset
2. Connect to the Saved Sample Superstore dataset
3. Create a Heat Map chart called Product Heat Map
4. Create a table with Category and year of Order Date
5. Drag month of Order Date
6. Drag Region
7. Use the Show Me feature to change the table into a heat map
8. Create a Scatter Plot chart called Product Scatter
9. Create a table with Category, Sub-Category, and Product Name
10. Drag Segment and Measure Names
11. Drag year of Order Date, month of Order Date, Region, and Measure Values
12. Drag Measure Values and Profit
13. Use the Show Me feature to change the table into a Scatter plot
14. Add a reference line that shows the median line