**Steps**

1. Downloaded the dataset online
2. Clean the data
3. Standardized the dataset uniformly (formatting).
4. Saved the file in .xlsx file.
5. Import the file in the Tableau.
6. Create the KPI’s
7. Create the Graphs as required.
8. Crafted a dashboard using Figma ([Figma Tableau Dashboard](https://www.figma.com/design/xDY1mtsEjiVUfzpnrqGzus/Web-Marketing-Campaign-Dashboard-Tableau?node-id=0%3A1&t=y4xvd5P7H4dVBX2j-1))
9. Lastly, using the dashboard (from Figma), place the KPI’s and Graphs in the Dashboard PNG.
10. Export the Dashboard and publish it in the Tableau Public [Tableau Dashboard - Marketing Campaign](https://public.tableau.com/app/profile/prerana.chaini/viz/FianlWebMarketingDashboard/Dashboard2?publish=yes)