

Tableau Lab 3 Answer Sheet

DUE: Monday, Sep. 30, 2024, 10:00 AM

What you need (download from Canvas):

- MI_Store.xlsx
- 2016_presidential_candidate_expenditures.csv

What to turn in: One PDF file

- The link to your public Tableau dashboard: (Please make it visible to the public)
- Answer sheet (PDF)

Notes:

Please use this answer sheet to answer the questions. You can include partial screenshots of displays/visualizations if the entire display is too big. We just want to know that you were able to generate the answer/transformation.

Part I: Data Models

Question 1: Create a data model based on the tables included on MI_Store file. This model will be used to create visualization that will help to respond the questions from 2 until 10. (3 pts)

Hint: check the video [Connecting to Data](#) to learn more about data models on Tableau

Question 2: What are the best-selling products? What are the worst? (0.5 pts)

Paste a screenshot with the answer you found on Tableau

Question 3: What are the products with less Contribution Margin? (0.5 pts)

Hint: Contribution Margin = Price - Cost)

Paste a screenshot with the answer you found on Tableau

Question 4: What are the products with the best and worst Sales Revenue? (0.5 pts)

Hint: Sales Revenue = Quantity Sold * Unit Price

Paste a screenshot with the answer you found on Tableau

Question 5: What are the products with the best Profit? (0.5 pts)

Hint: Profit = Quantity Sold * Contribution Margin

Paste a screenshot with the answer you found on Tableau

Question 6: Who was the most frequent customer? (0.5 pts)

Paste a screenshot with the answer you found on Tableau

Question 7: Who was the customer that gave us more Profit Margin? (0.5 pts)

Paste a screenshot with the answer you found on Tableau

Part 2: Tableau Interactions

Question 8: Combine views and apply at least two actions to create a fully interactive dashboard using some interesting visualizations that you define from data on 2016_presidential_candidate_expenditures.csv file.(4 pts)

Hint: check the video [Creating a dashboard](#) to learn more about interactive dashboards on Tableau.

Paste a screenshot with the visualization presenting some filter and selections.

Please upload the dashboard to Tableau Public and add the link to this document.