Design a Data Dashboard Midterm Project

Practicing Tableau, sketches & wireframes

Data Visualization Nanodegree Program

UDACITY

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Design a Data Dashboard Midterm Project
Introduction

Introduction

A startup called Sales_Rocket wants to analyze the data they've been collecting on their sales across the nation. Management has a few questions they'd like easy access to. Currently, they answer these questions through spreadsheets scattered about and a variety of different tools. Unfortunately, none of the spreadsheets and tools neatly combine all their answers into one.

They would like a dashboard designer to go through each question and try to come up with a way to display their data in a way that is neat and intuitive, even for the less data-savvy among them.

Project Overview

In this project, I will apply what I have learned about designing with your audience in mind to build a useful dashboard prototype. To complete the project, I will need to create a prototype that allows users to intuitively answer the series of questions below. I can use any modern dashboarding tool I would like. I am free to use Tableau. For this project, I will be using the Superstore dataset.

Questions

Using the Superstore data file, I'll need to create dashboards to answer each of the following questions.

1. My dashboard should display the data such that the audience can arrive at the answer.

2. What is the most profitable City in the State of Tennessee?

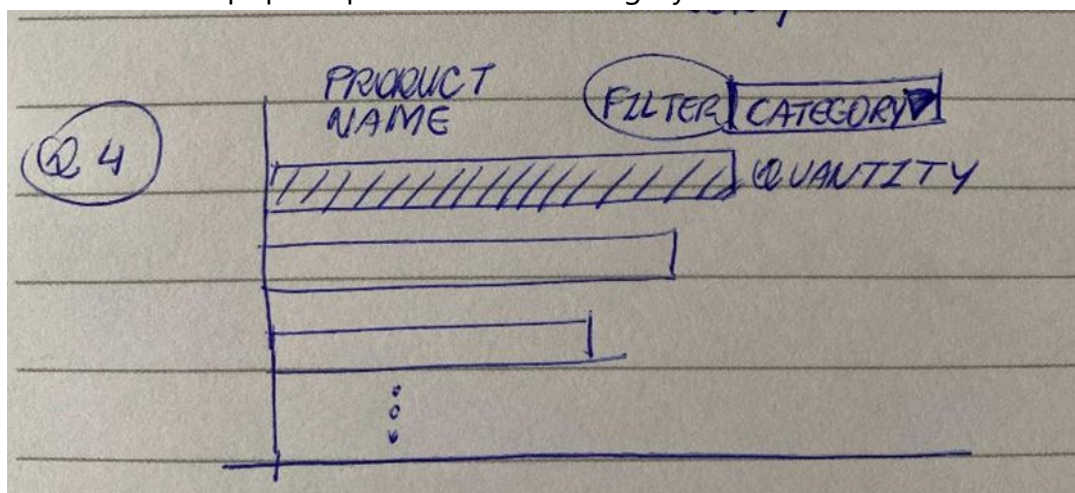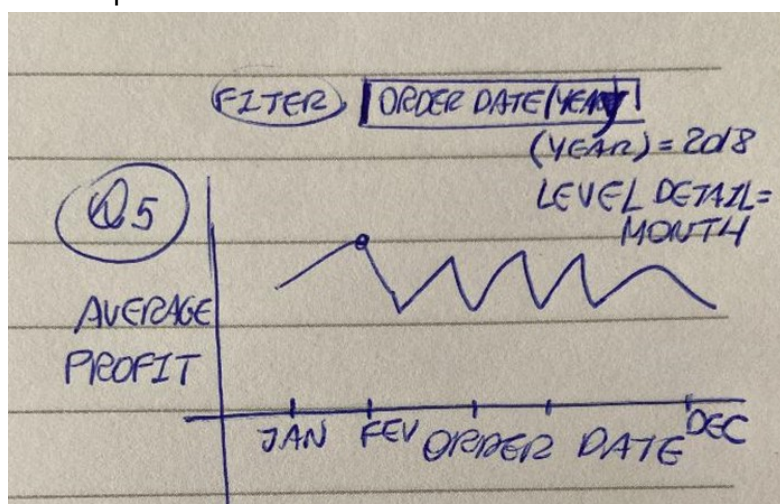3. What's the average annual profit for that city across all years in that city?

4. What's the most profitable product category on average in Iowa across all years?"

5. What is the most popular product in that category across all states in 2016?

6. What was the most profitable month in 2018 overall?

7. How widely did monthly profits vary in 2018?

Project Instructions

Below are steps I will follow to complete each component of this project.

Step 1. Download and Set up

- Download the Sample Superstore data file
- Open the CSV file within Tableau and explore the data

Step 2. Explore and Create a Sketch

- Read through every question to first understand what data you will need.
- Create a **sketch** of the charts that I think will appropriately answer the user's question.
- Take photos of my sketches and add them to the `Data Dashboards_Project 1_Template for Project Submission` file

Step 3. Create Wireframes

- Create multiple **wireframes** until I have your charts neatly organized
- Take photos of my wireframes and add them to the `Data Dashboards_Project 1_Template for Project` file

Step 4. Create Proof of Concept Dashboard

- My charts should be able to answer multiple questions
  - *Hint:* Use filters and toggles to allow the user to explore the data in multiple ways
- Be sure to respect the constraint of "getting it right in black and white"
- Develop my proof of concept dashboard in tool of choice
- Remove unnecessary charts where appropriate

Step 5. Get my Submission Files ready

- Upload your Tableau file and your `Data Dashboards_Project 1_Template for Project Submission` file on the Project Submission page.

Design a Data Dashboard Midterm Project
Development

Sketches

Paste in the image(s) of your charts to reflect your sketches for the questions.

Q1. What is the most profitable City in the State of Tennessee?
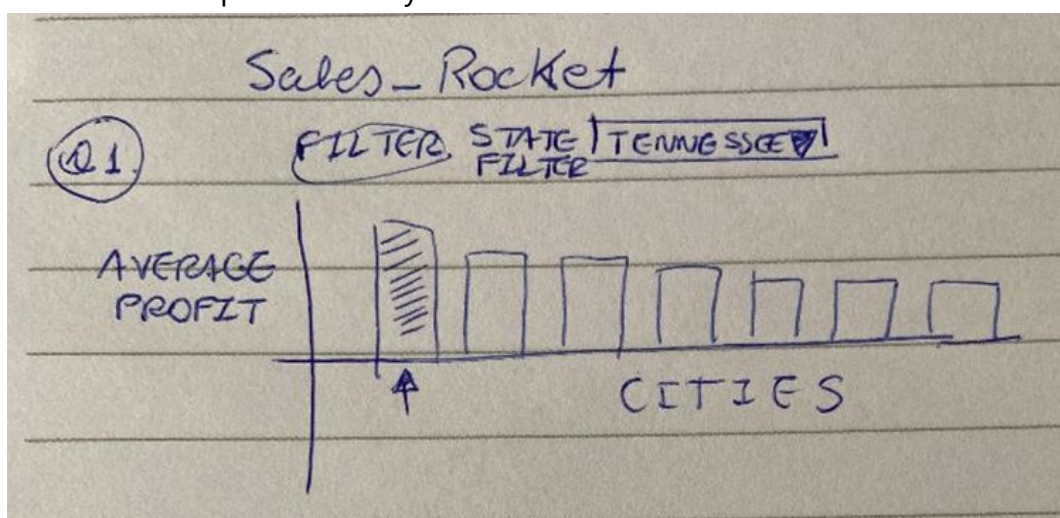
Q2. What's the average annual profit for that city across all years in that city?
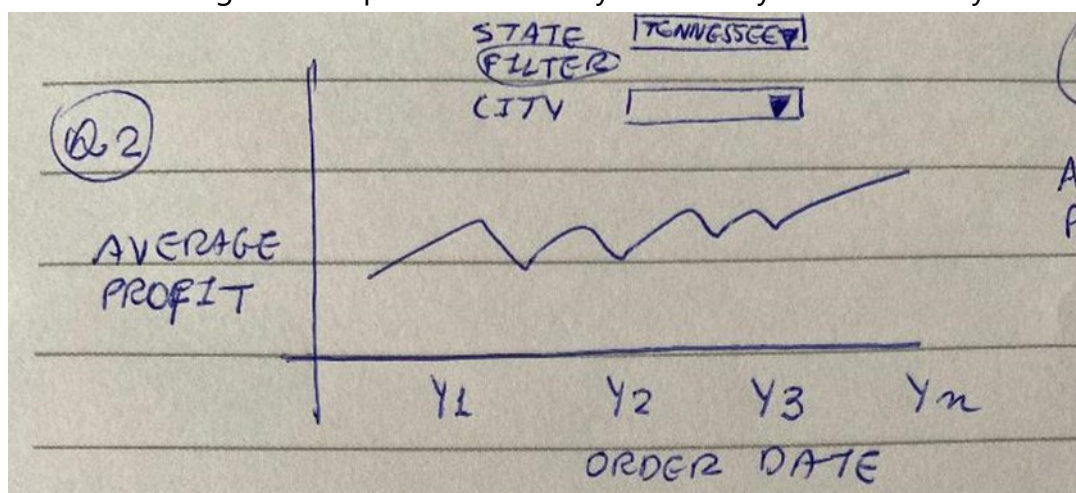
Q3. What's the most profitable product category in Iowa?
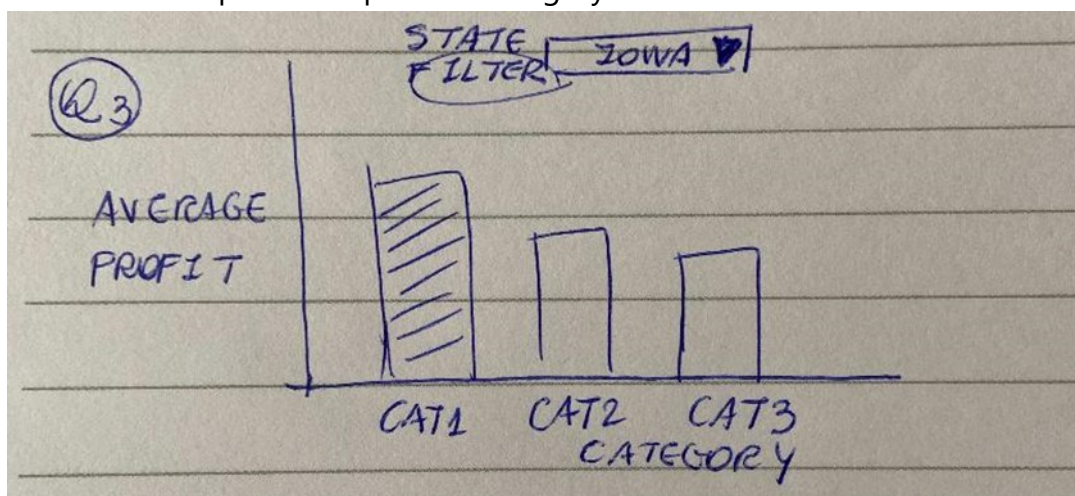
Q4. What is the most popular product in that category in 2016?

Q5. What was the most profitable month in 2018 overall?

Q6. How widely did monthly profits vary in 2018?
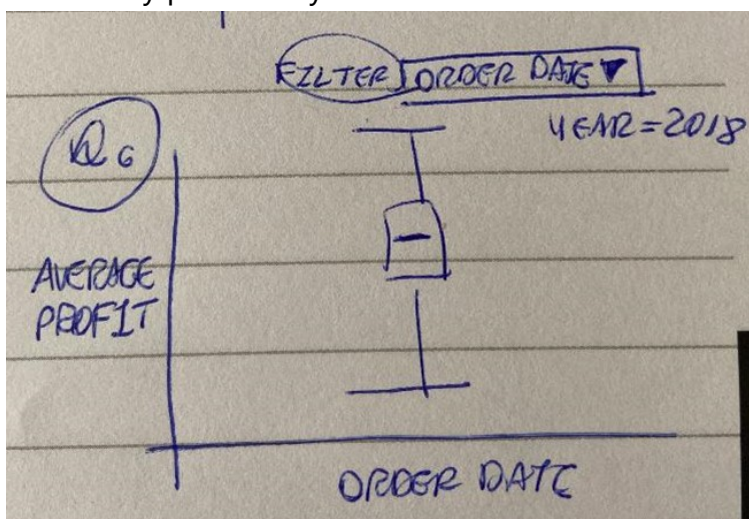
Wireframes

Paste in the image(s) of your wireframes for the questions.
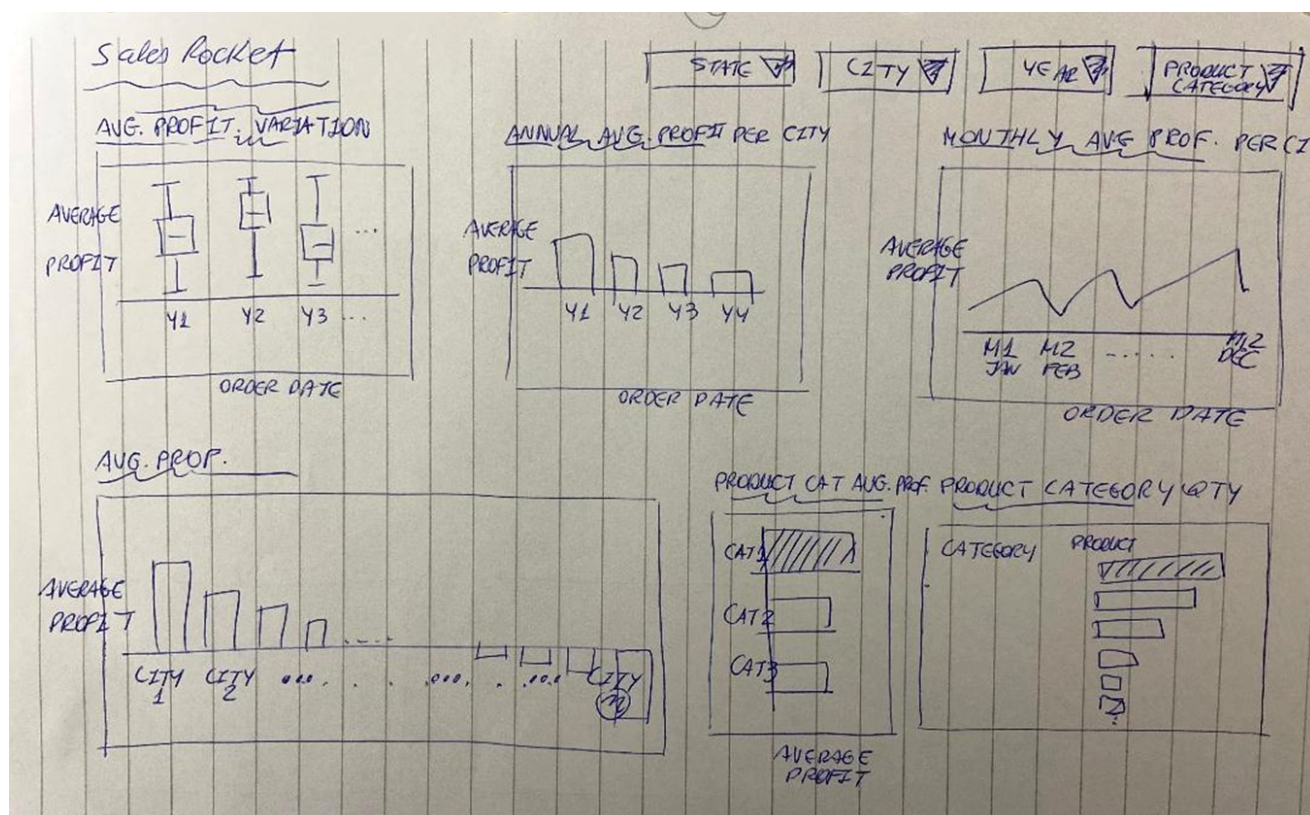
Q1. What is the most profitable City in the State of Tennessee?
I chose using bar chart.
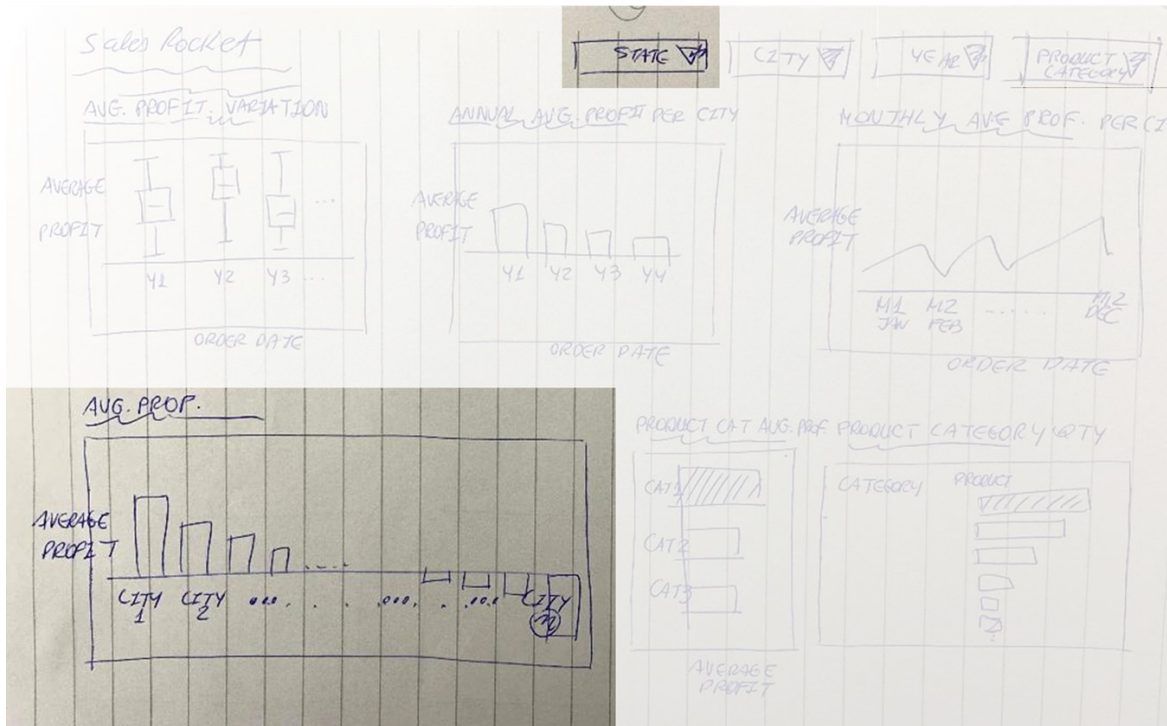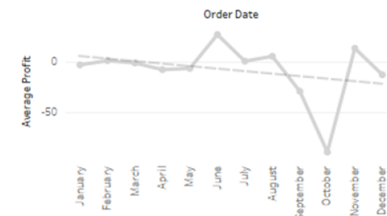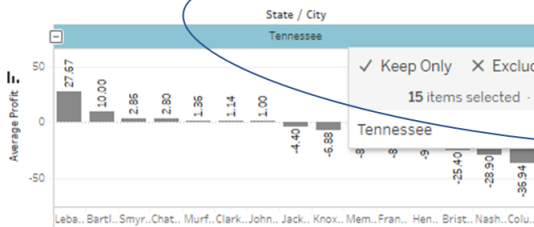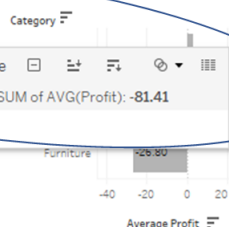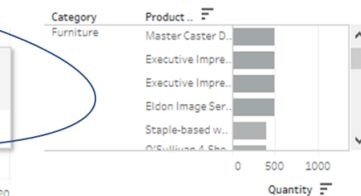
Q2. What's the average annual profit for that city across all years in that city?

I chose using bar chart.
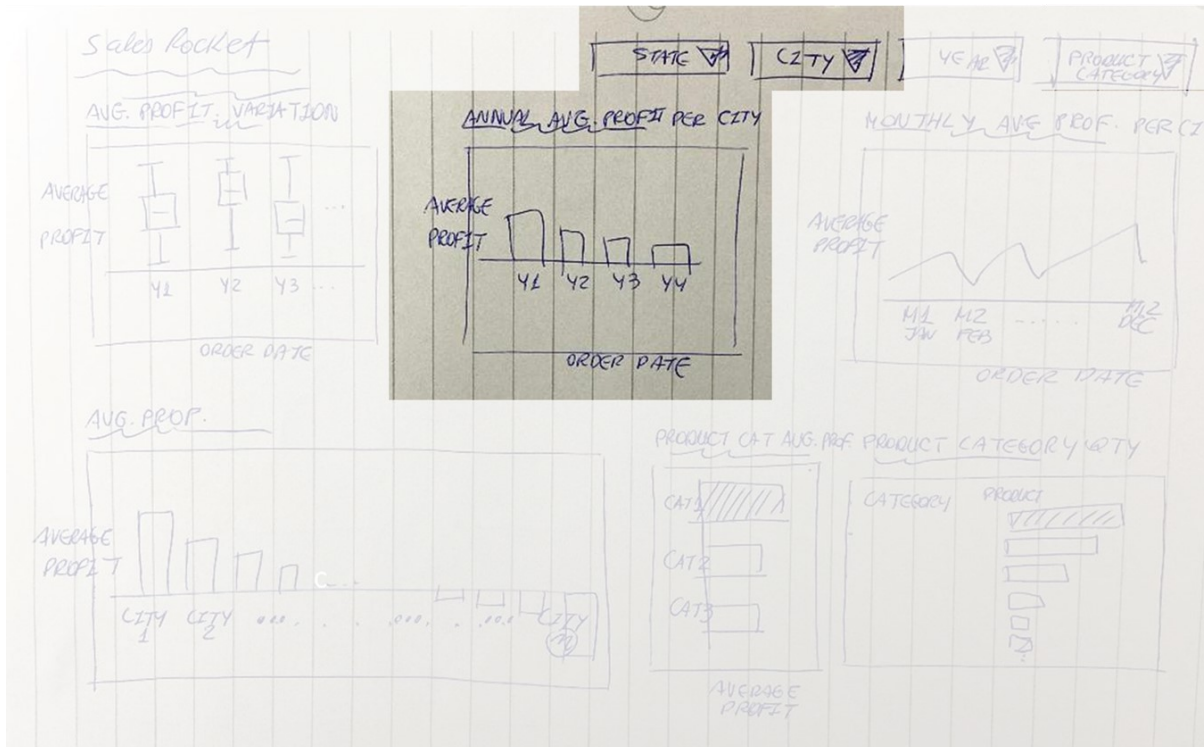
Q3. What's the most profitable product category in Iowa?

I chose using bar chart.
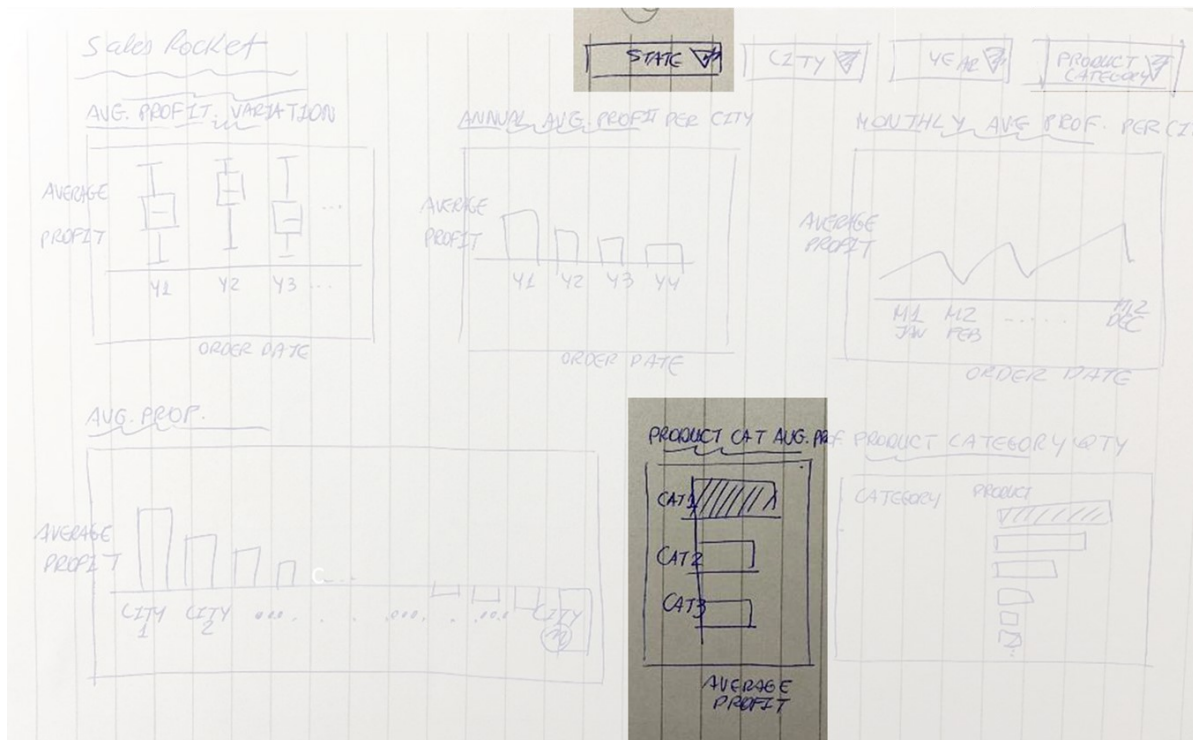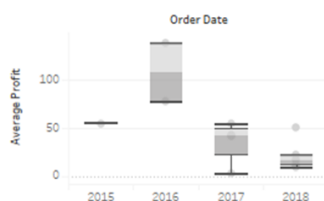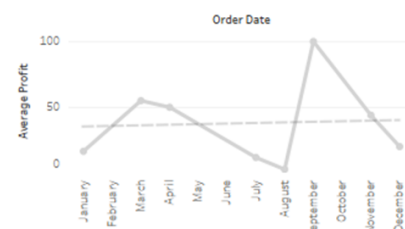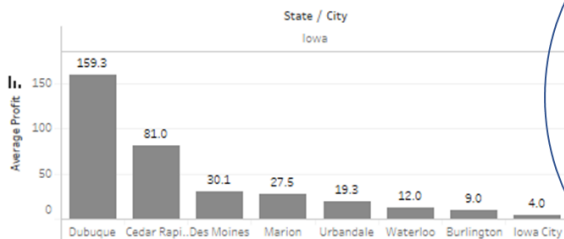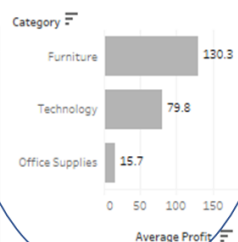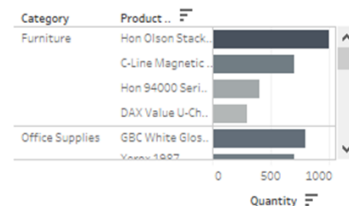
Q4. What is the most popular product in that category in 2016?

I chose using bar chart.
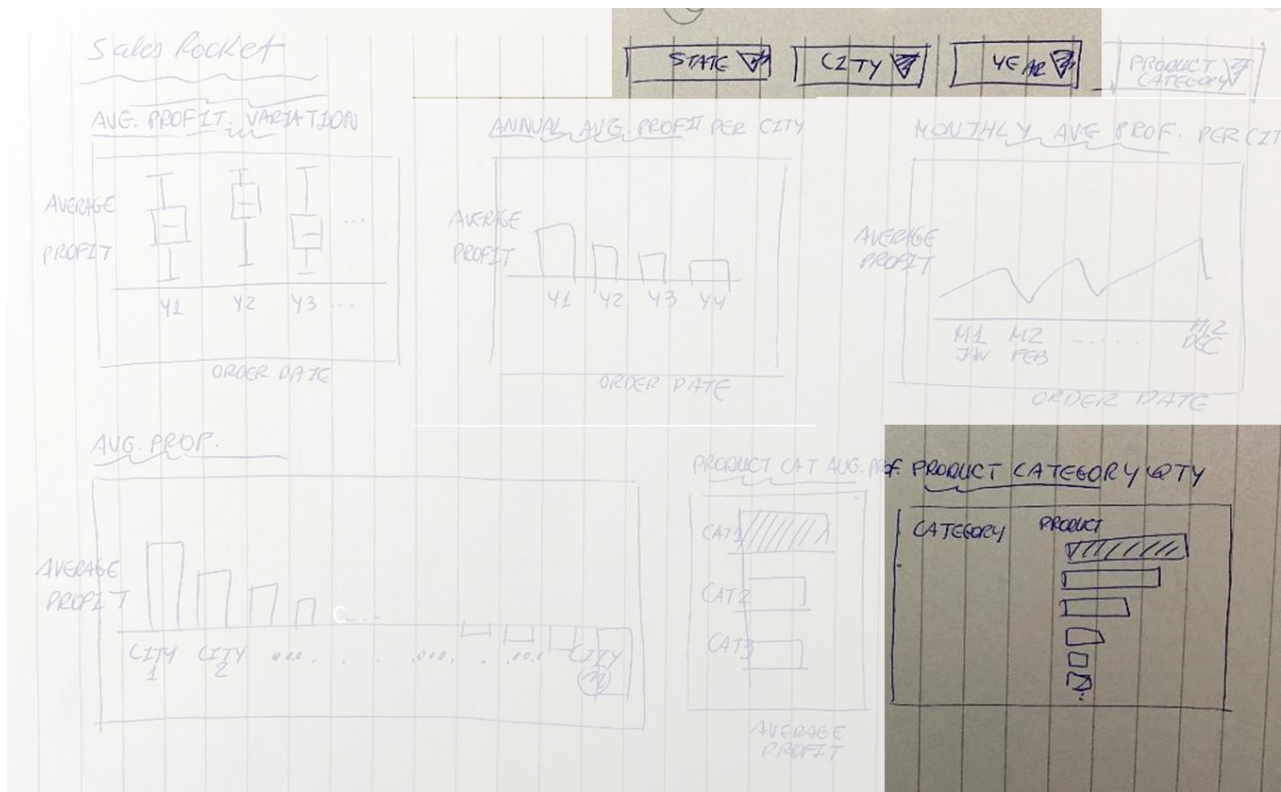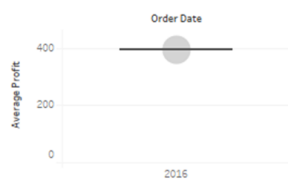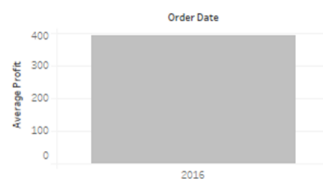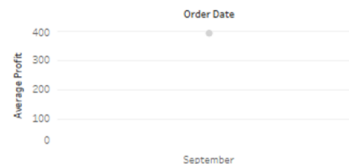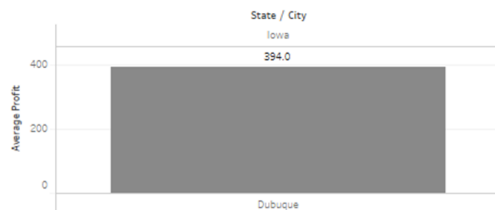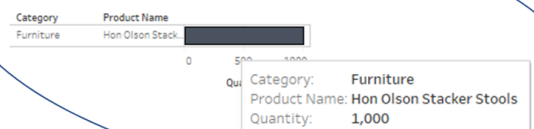
Q5. What was the most profitable month in 2018 overall?

I chose using line chart.
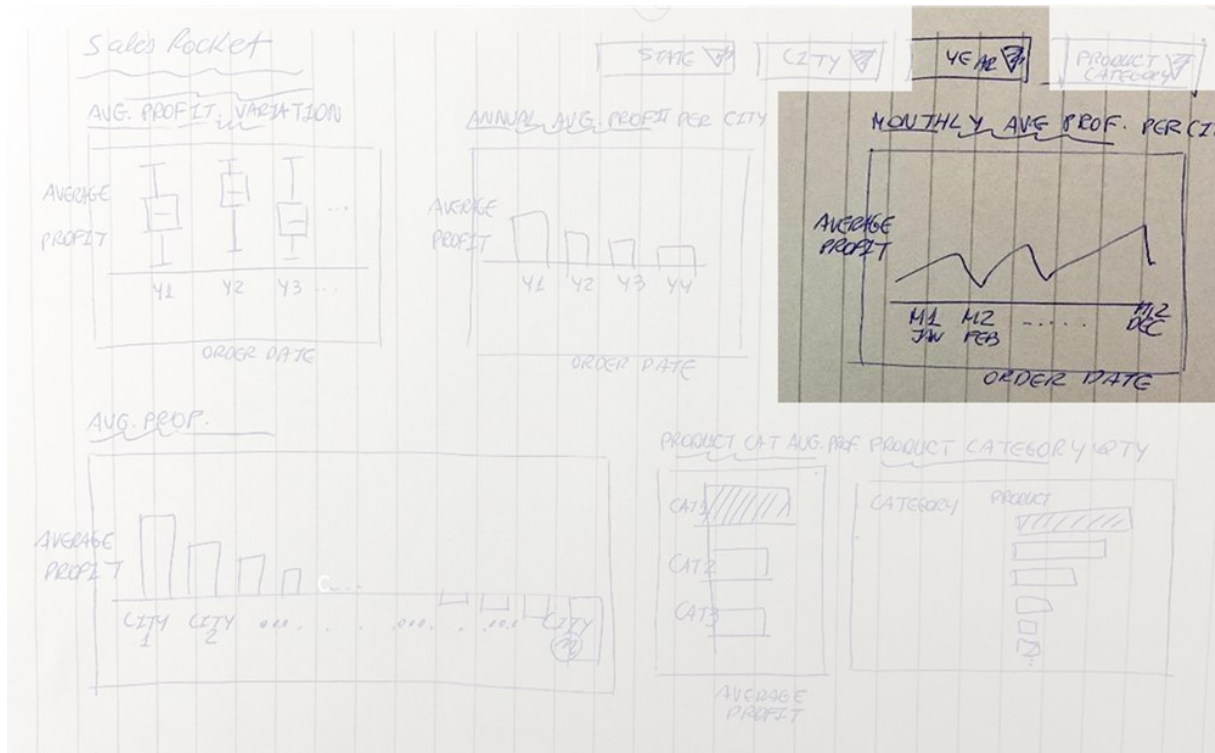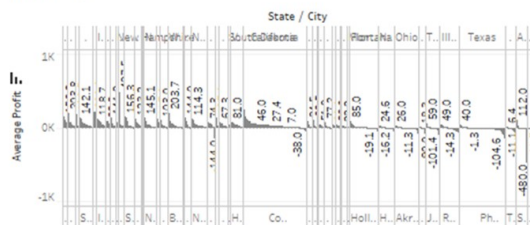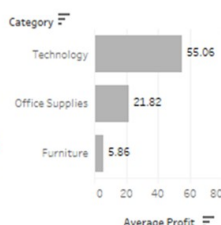
Q6. How widely did monthly profits vary in 2018?
I chose using error bar.
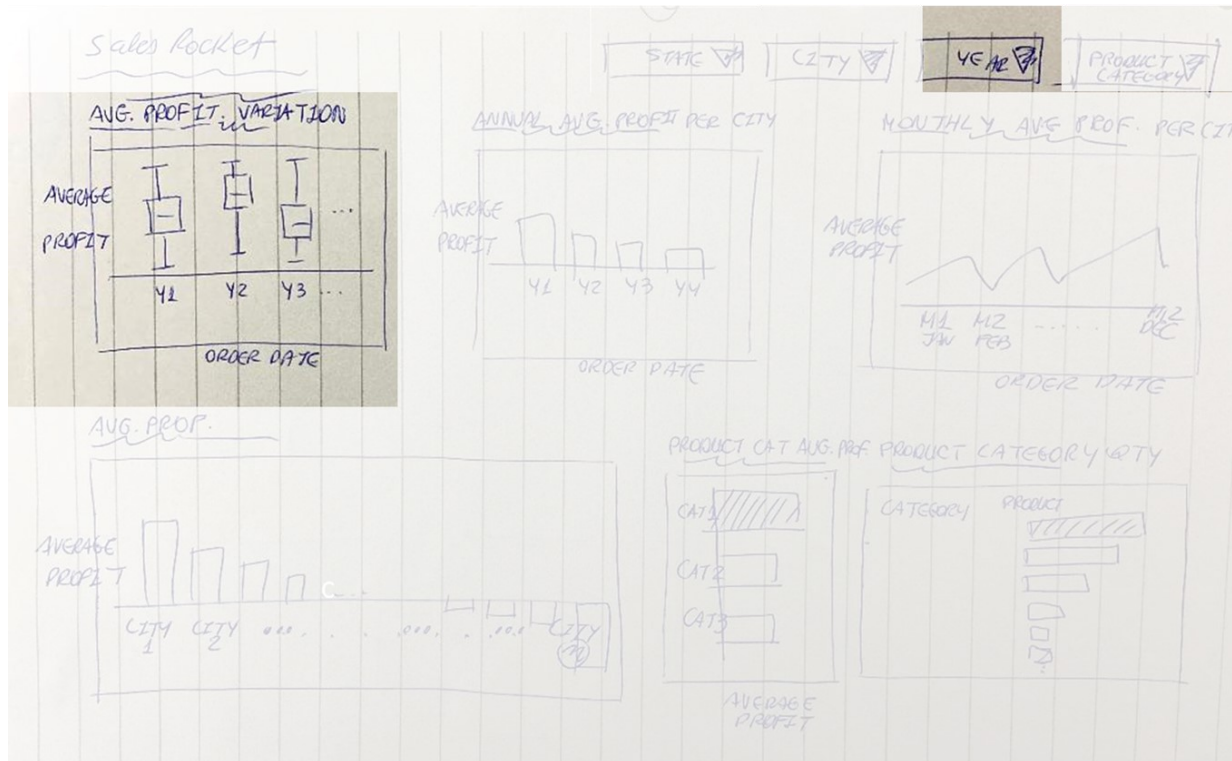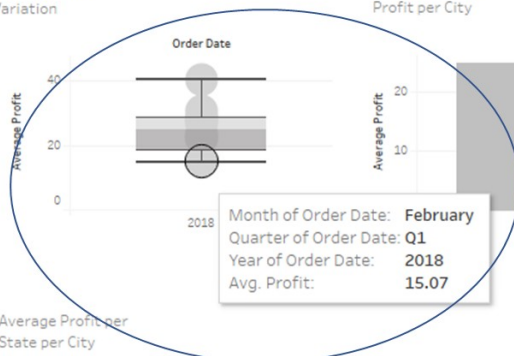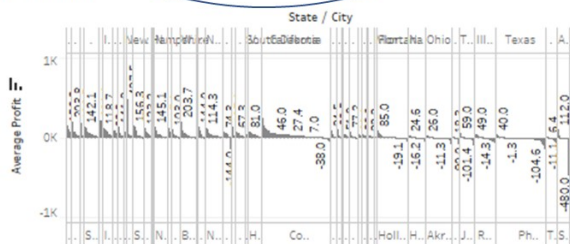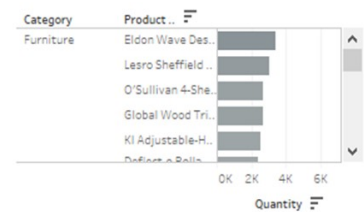
Proof of concept

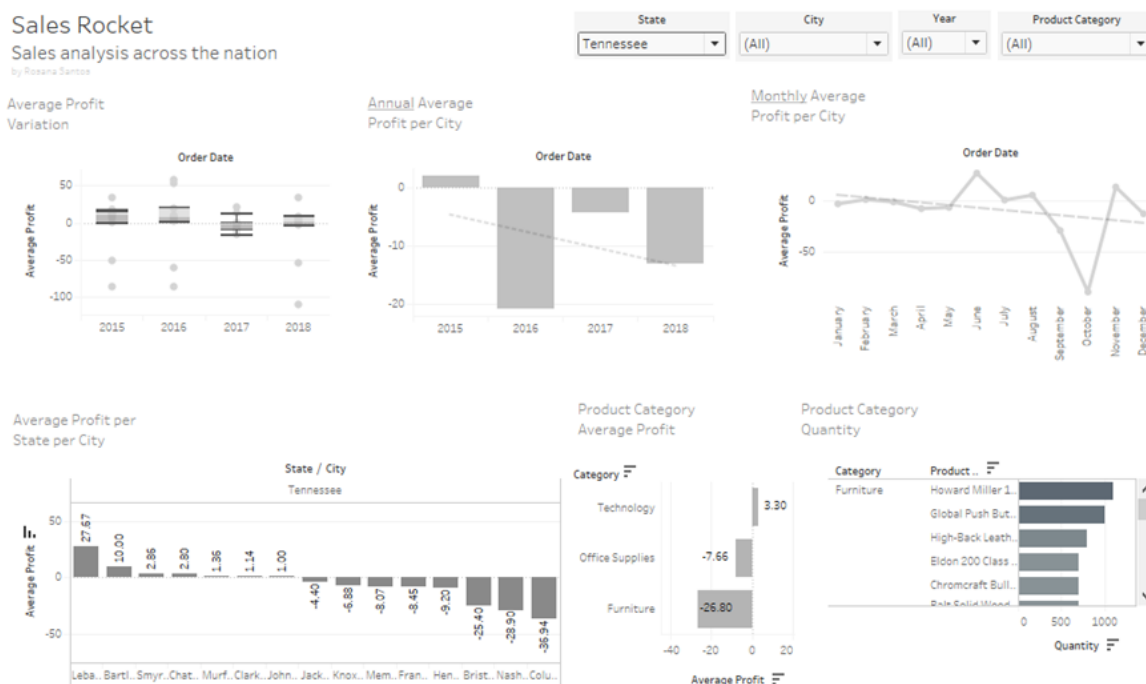Following the link of the prototype dashboard I developed.

https://public.tableau.com/profile/rosana7921#!/vizhome/SalesRocketProofofConcept/Sales_RocketProofofConcept?publish=yes

Data
has a better idea. I