

Project-2: TABLEAU

Create a dashboard for Product analysis:

Link for the dataset [https://github.com/Premalatha-success/Tableau_webinar/blob/main/CardioGoodFitness-1%20\(1\).csv](https://github.com/Premalatha-success/Tableau_webinar/blob/main/CardioGoodFitness-1%20(1).csv)

The **CardioGood Fitness** dataset contains the following columns:

1. **Product** - Type of fitness product purchased.
2. **Age** - Customer age.
3. **Gender** - Customer gender.
4. **Education** - Years of education.
5. **MaritalStatus** - Marital status of the customer.
6. **Usage** - Expected weekly usage (times per week).
7. **Fitness** - Self-rated fitness level (on a scale, likely 1-5).
8. **Income** - Annual income.
9. **Miles** - Expected average miles per week.

Tableau Dashboard Questions for CardioGood Fitness

1. **Customer Demographics:**
 - What is the distribution of age, gender, and marital status among customers?
 - How does education level vary among different demographics?
2. **Product Preferences:**
 - Which product is most popular?
 - What is the typical usage frequency for each product?
3. **Fitness and Usage Patterns:**
 - How does self-rated fitness vary with age and weekly usage?
 - What is the average mileage per week by fitness level and product type?
4. **Income Analysis:**
 - What is the income distribution of customers, and does it correlate with product choice?
 - How does income relate to weekly usage and fitness level?

5. Customer Segmentation and Insight:

- Are there identifiable trends in marital status and product preference?