

Lesson 02: Simple Insights Stunning Impact Tableau's Basic Charts

Overview

In this exercise, you will delve into basic charting techniques using Tableau. The goal is to simulate real-world scenarios to enhance practical skills in data analysis. You will tackle specific questions and challenges to become proficient in enhancing data visualization and analysis processes.

Instructions

- Work through all tasks individually or within your group
- Divide your time evenly among the tasks to ensure a comprehensive understanding
- Utilize the provided sales_data_sample datasets to enhance your problem-solving abilities

Task

Imagine you work as a data analyst for a retail company that sells a variety of products online and in physical stores across the country. Your company uses Tableau for business intelligence and data visualization. The Chief Sales Officer (CSO) has tasked you with analyzing last quarter's sales performance to inform in the upcoming strategic meeting.

Task 1: Create a Stacked Bar chart in Tableau

- Open tableau and connect to your sales data sample and create a new worksheet
- Drag the **Sales Amount** measure to the rows, set it to aggregate by SUM, and drag **Sales Channel** dimension to the columns
- Drag the **Date** dimension to the Color mark on the Marks card

Task 2: Create a Bar chart in Tableau

- In Tableau, connect to your dataset and open a new worksheet
- Drag the **Product Category** dimension to the columns shelf
- Drag the **Sales Amount** measure to the rows shelf

Discussion Questions (Optional)

If time permits, discuss the following questions:

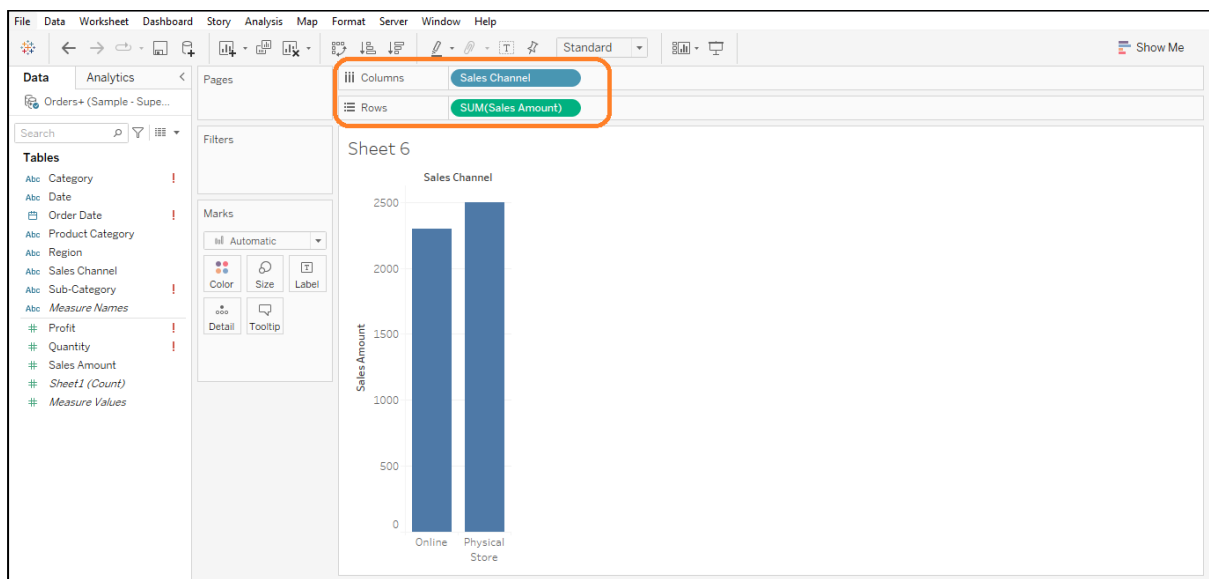
- Given that the stacked bar chart visually breaks down sales by channel and date, how do different sales channels contribute to overall sales performance throughout the quarter?
- What insights can be drawn from the bar chart that displays sales by product category regarding consumer preferences and market trends based on last quarter's sales data?

Answer Key

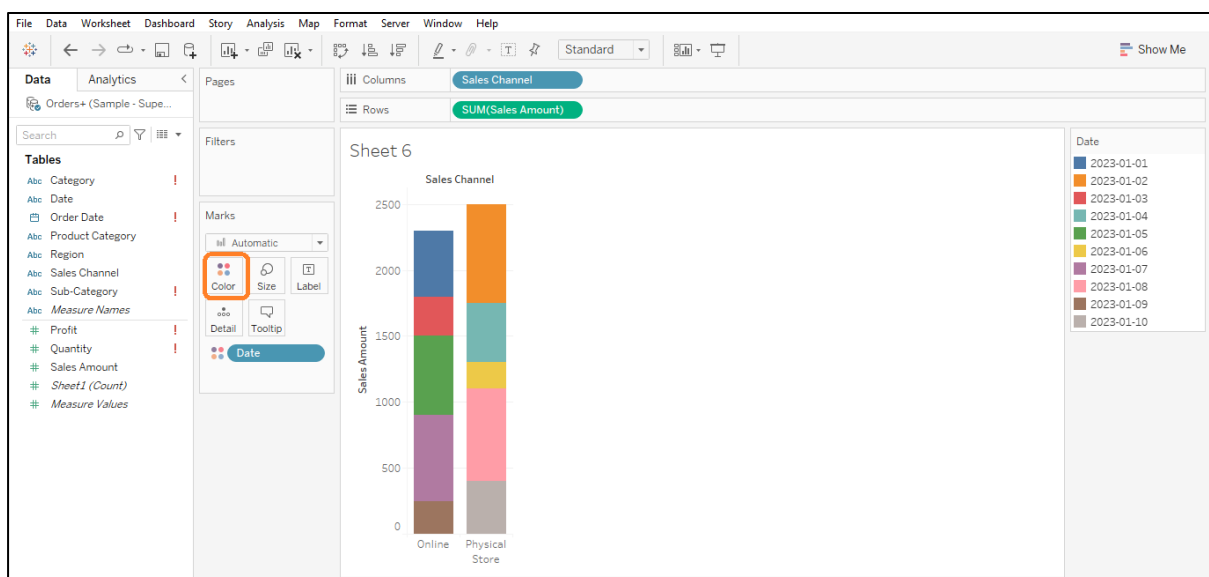
Task 1

Note: Open tableau and connect to your sales data sample and create a new worksheet

- Drag the **Sales Amount** measure to the rows and **Sales Channel** dimension to the columns



- Drag the **Date** dimension to the Color mark on the Marks card

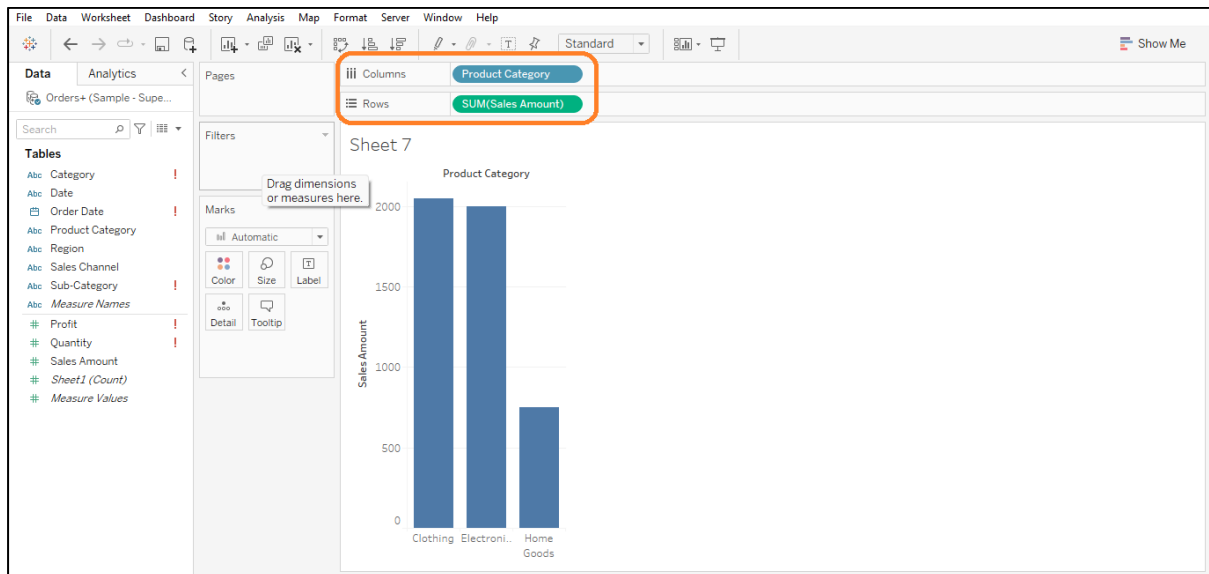


Stacked bar chart is successfully created.

Task 2

Note: Connect to your dataset and open a new worksheet

Drag the **Product Category** dimension to the columns and **Sales Amount** measure to the rows



Bar chart is successfully created.