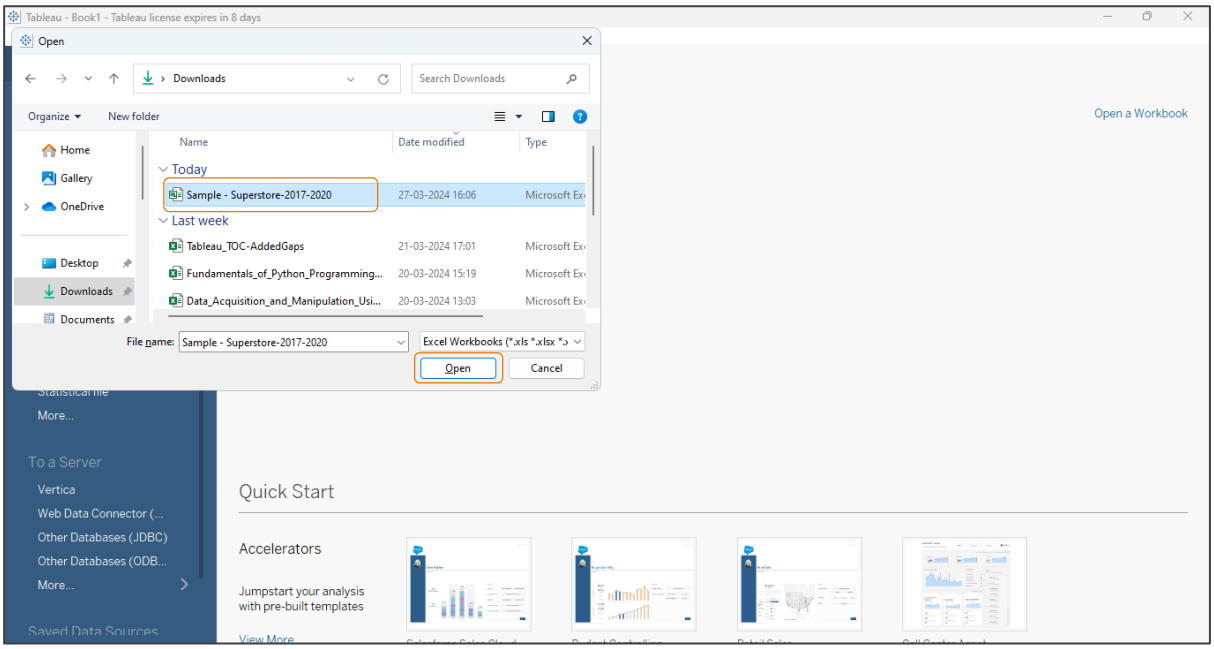
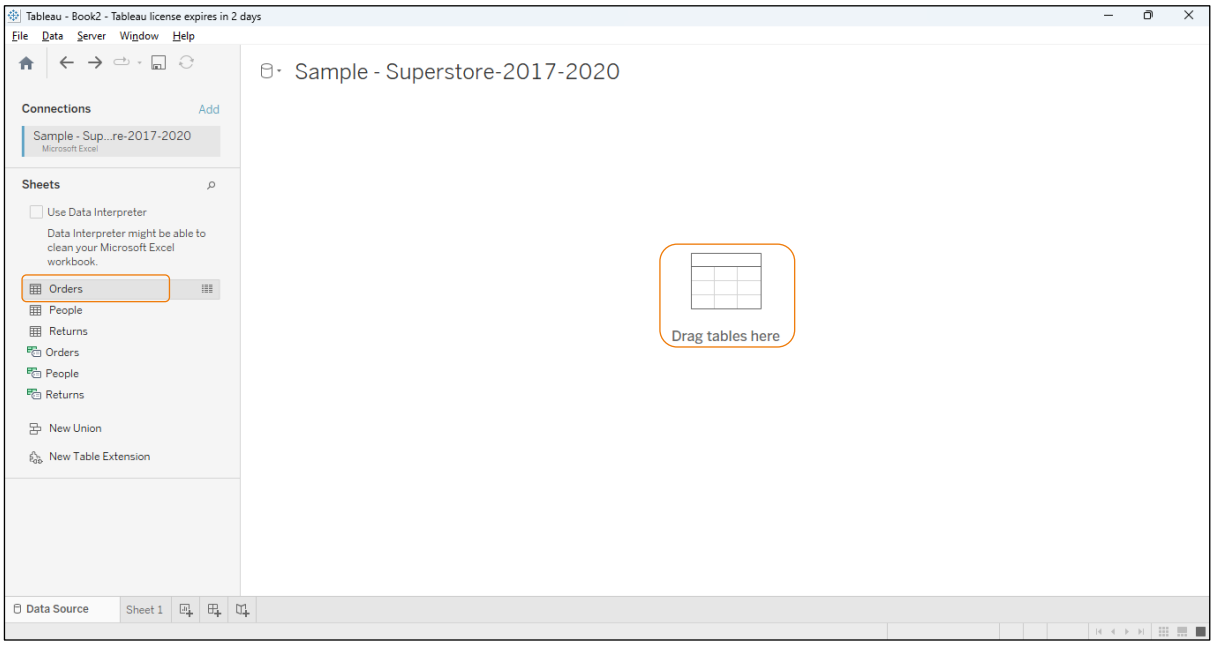
Answer Key

1. Data Connection

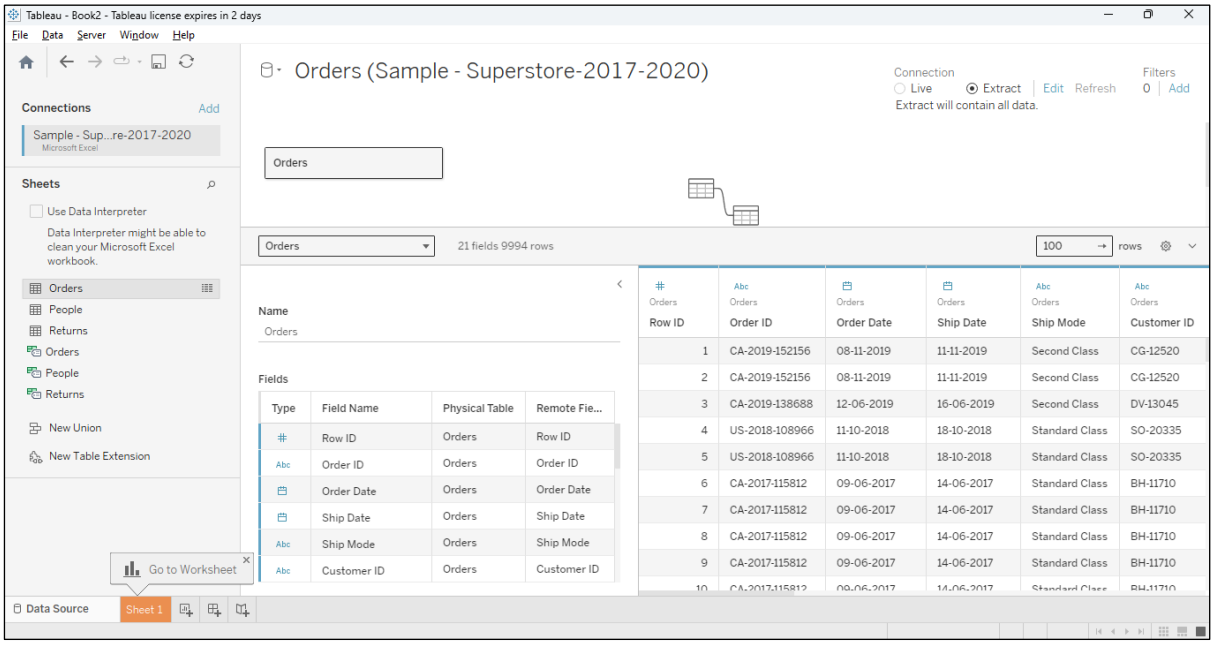
- Import the **Sample - Superstore-2017-2020** dataset into the Tableau Desktop



- Drag **Orders** from **Sheets** to **Drag tables here**

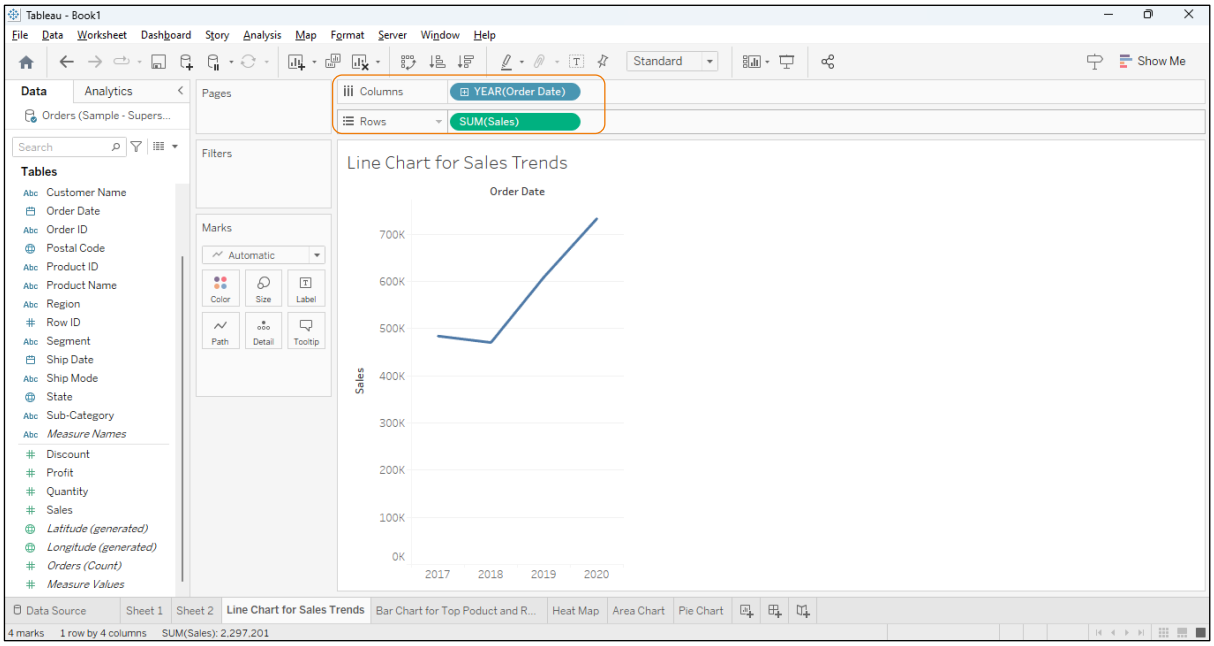


The final page will look like below:

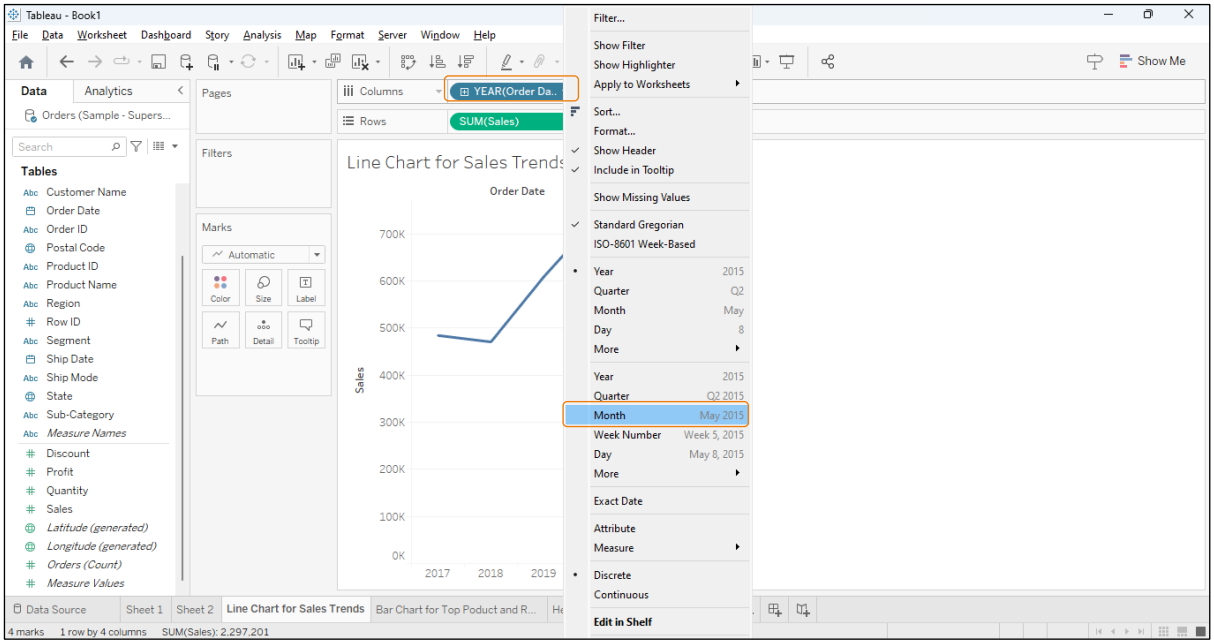


2. Create a Line chart for understanding sales trends

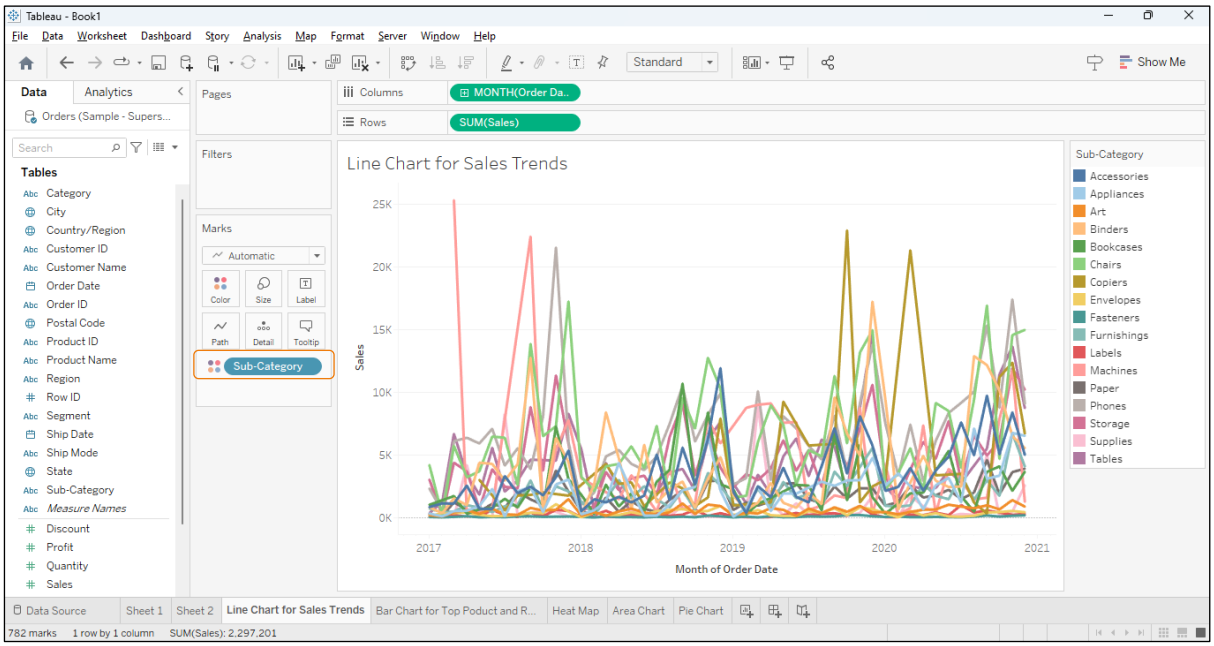
- Place **Order Date** into **Columns** and **Sales** into **Rows**



- Right-click on **Order Date** to change it to **Month**



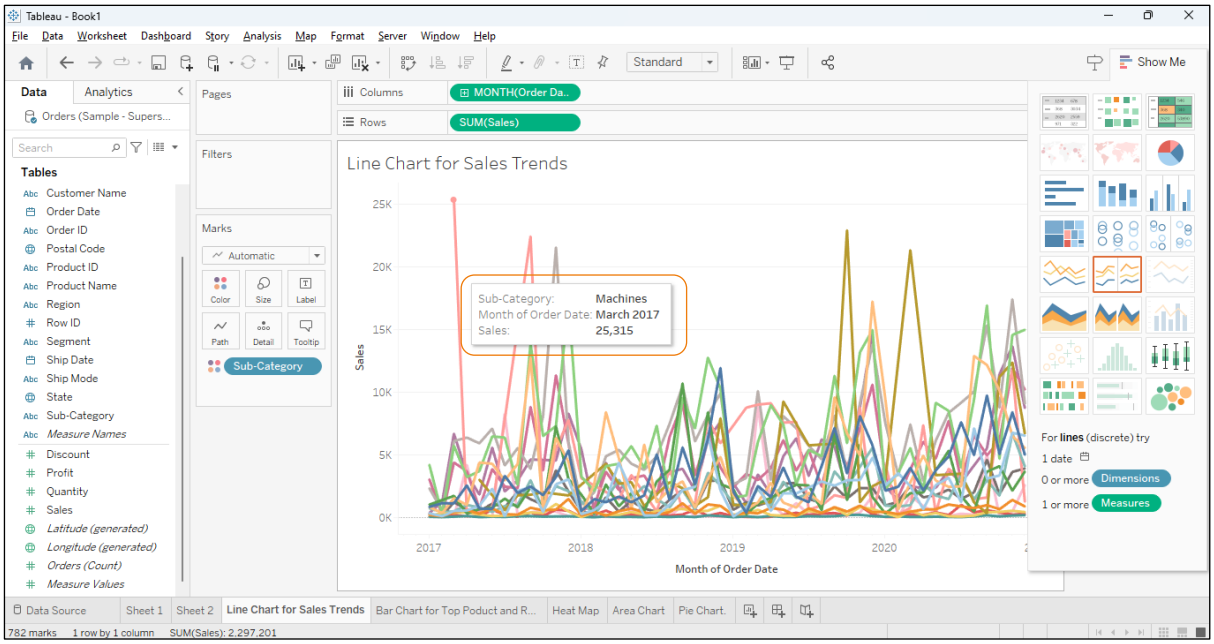
- Drag and drop **Sub-Category** into the **Color** section in the **Marks** card



- Analyze this chart to find the maximum sold product name, month, and quantity during the overall duration

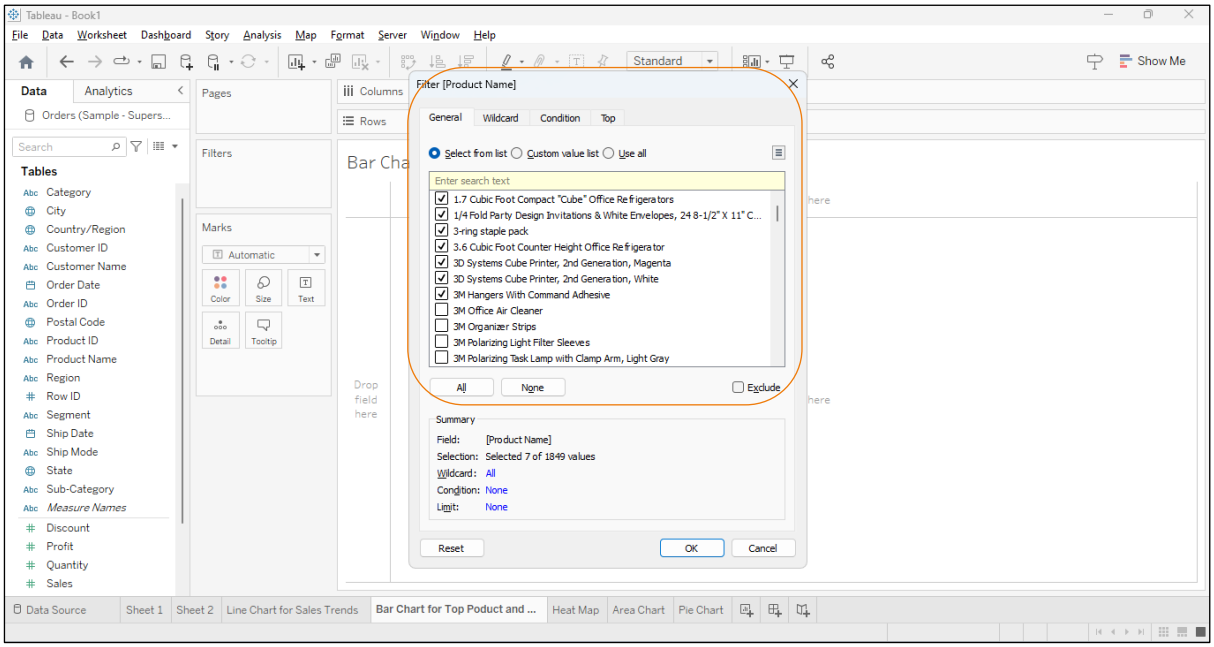
Output:

The maximum sold product is Machines in March, 2017 and total sales is 25,315.

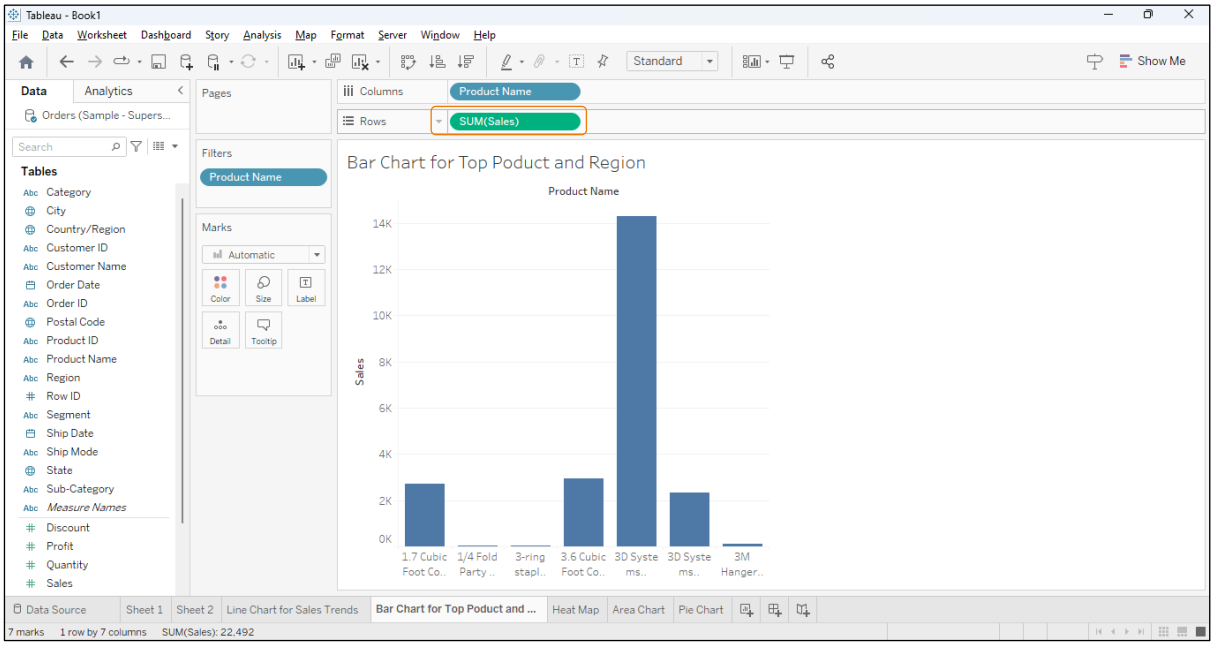


3. Create a Bar chart for identifying top-performing products and regions

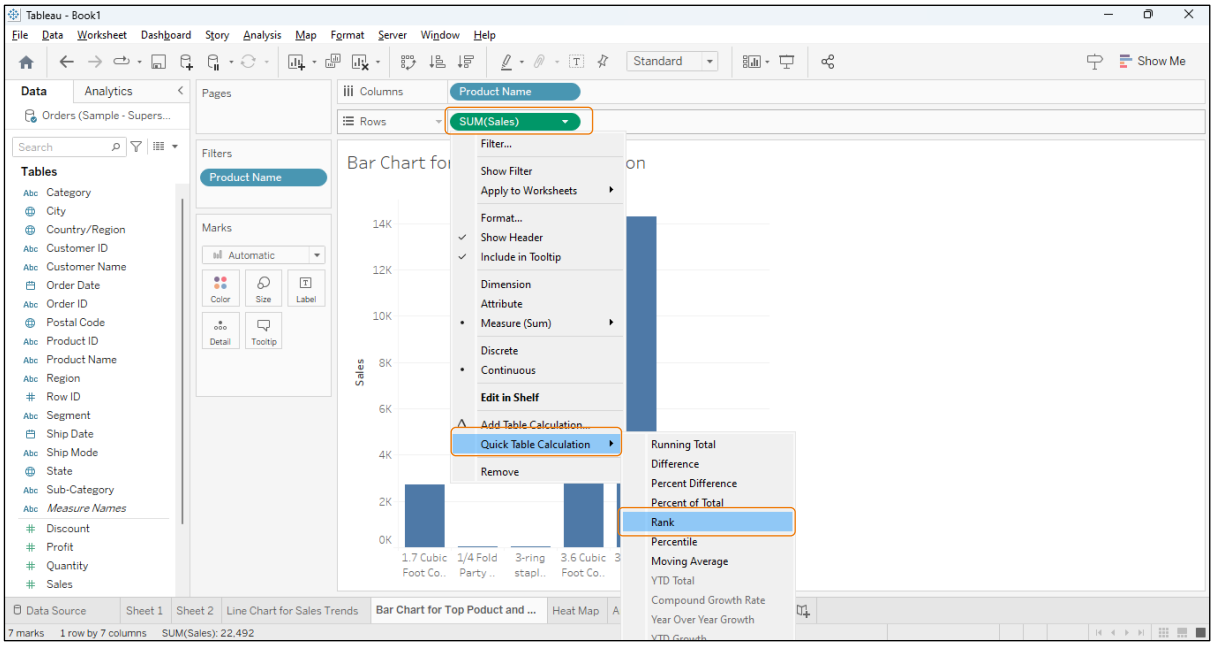
- Place **Product Name** into **Columns** and **Filter** them by selecting the initial seven products



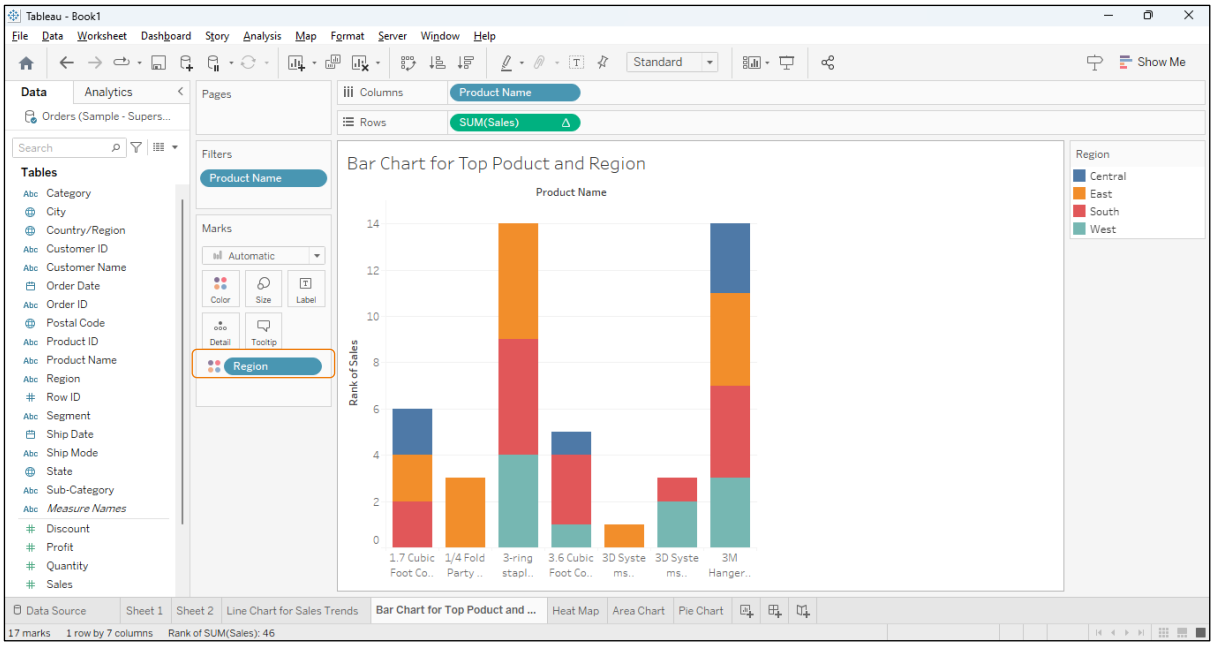
- Place **Sales** into **Rows**



- Right-click on **Sales** to select **Quick Table Calculation** and set it to the **Rank** option



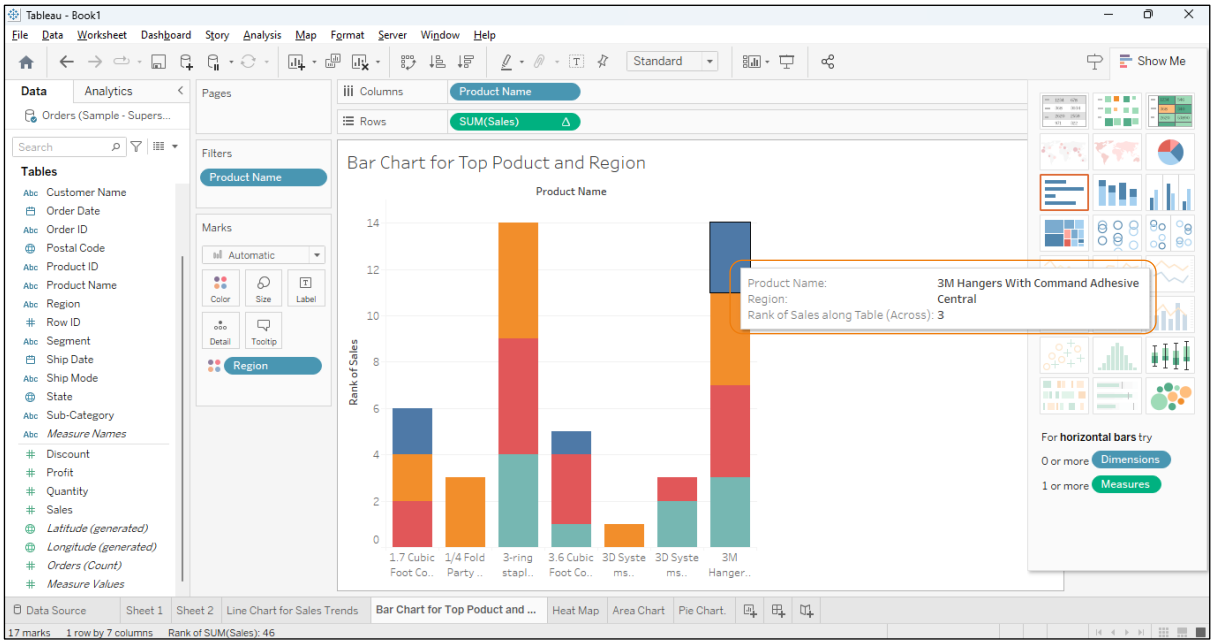
- Drag the **Region** field into the **Color** section in the **Marks** card to display sales performance by region within the chart



- Analyze the chart to find the lowest-ranked region by sales across the overall **Product Name**

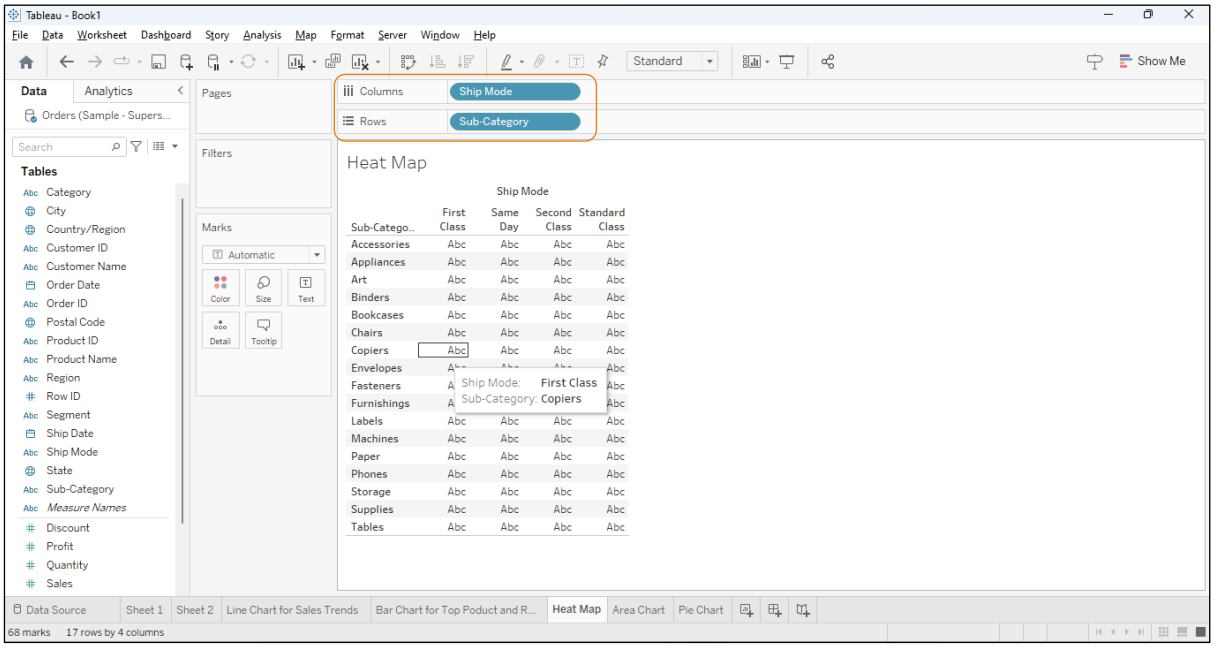
Output:

The lowest ranked region by sales across the overall Product Name is Central.

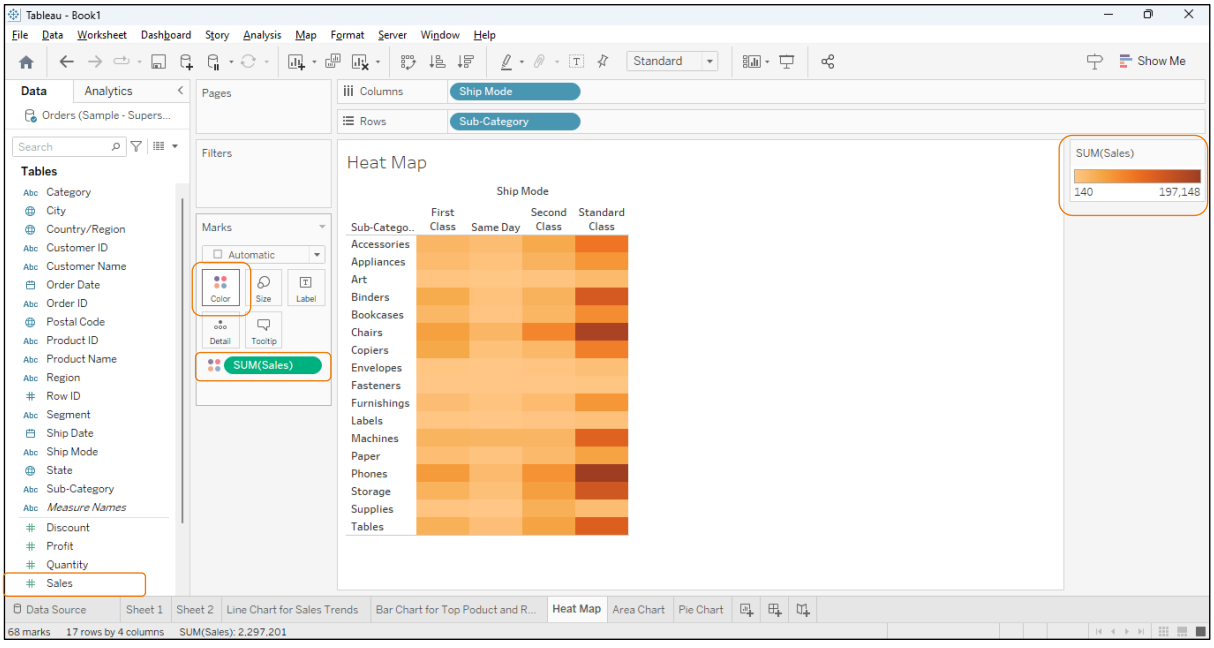


4. Create a Heat map for analyzing sales performance by shipping mode and region

- Place **Ship Mode** into **Columns** and **Sub-category** into **Rows**



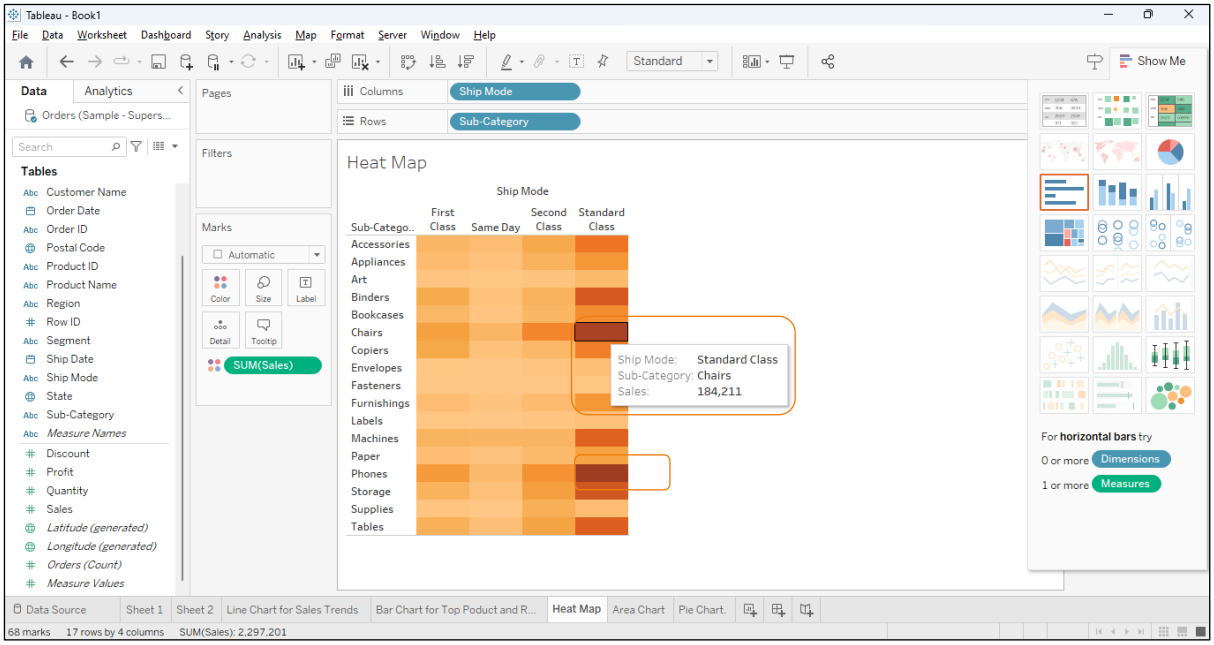
- Place **Sales** into the **Color** section in the **Marks** card to represent sales performance intensity



- Click on the box (top right corner) named **SUM(Sales)** shown in above screenshot to change color of Heat Map according to your choice like Orange-Red selected above

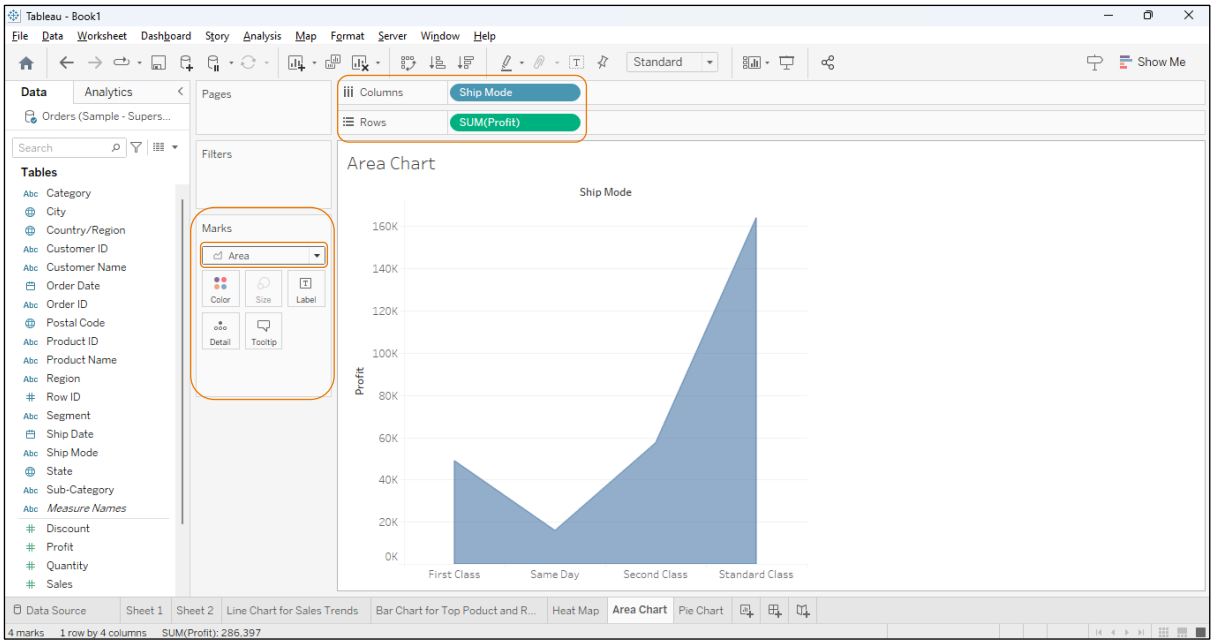
- Analyze the Heat map to find the top two categories by maximum sales performance throughout all the classes

Output:
The top two categories by maximum Sales Performance are Chairs and Phones with number of Sales 184,211 and 197,148 respectively in Standard Class.

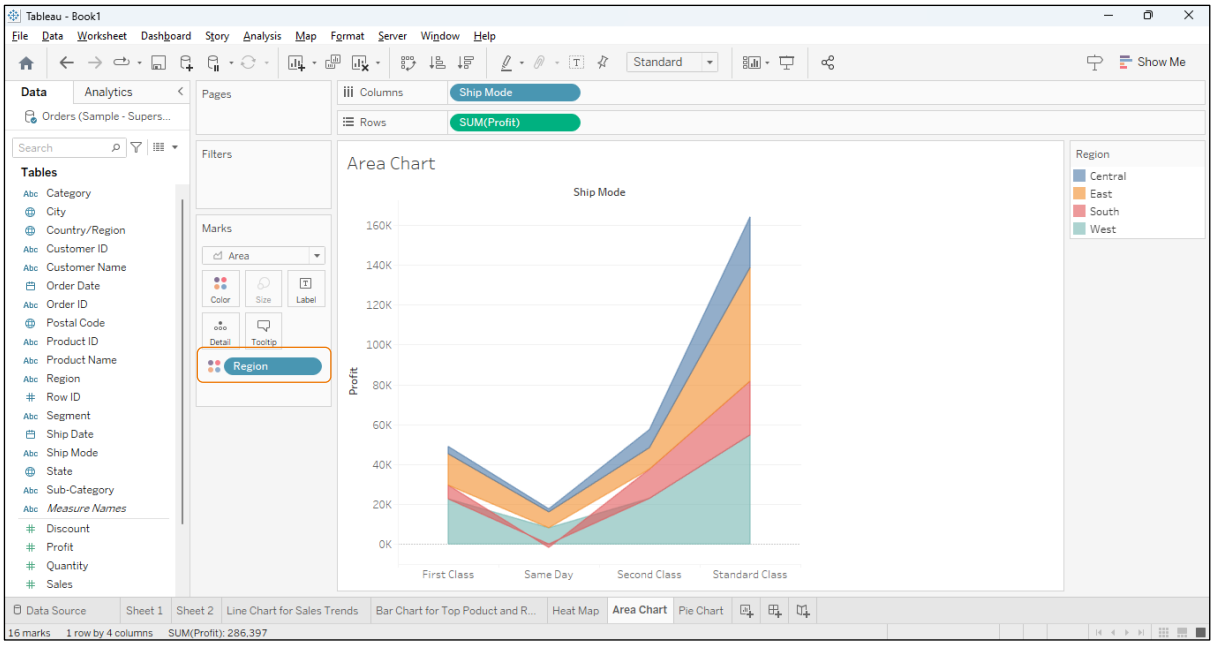


5. Create an Area chart for optimizing profit performance

- Place **Ship Mode** into **Columns** and **Profit** into **Rows** and click on **Marks** card to change it to the **Area** option



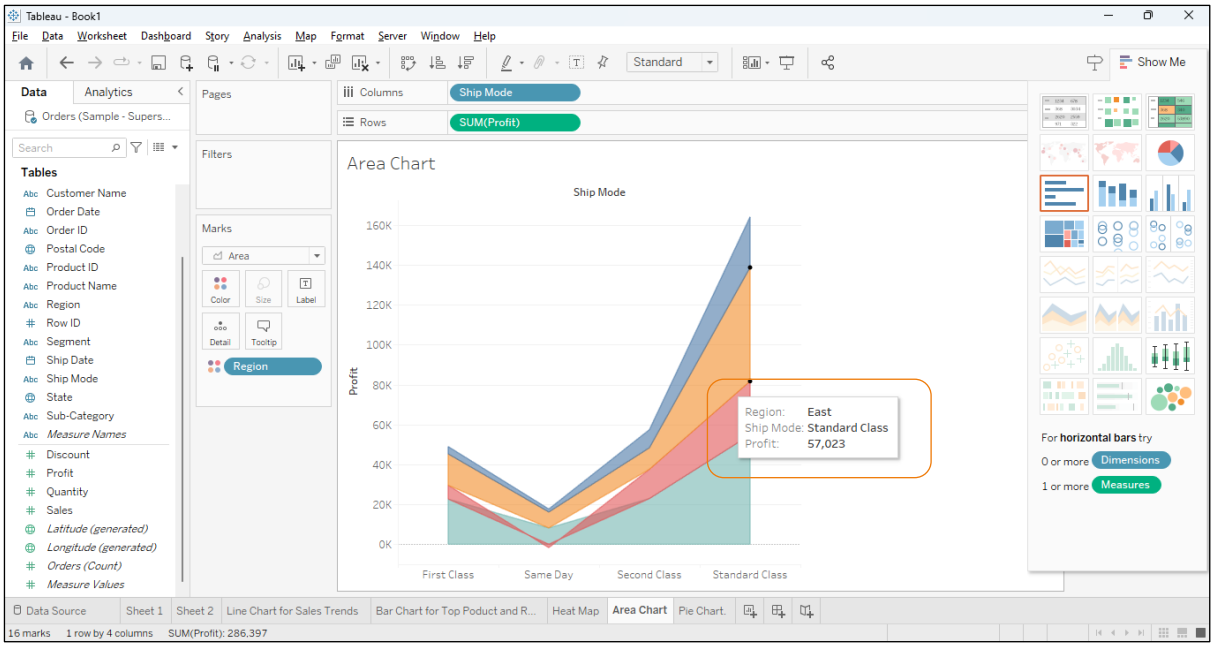
- Drag the **Region** field into the **Color** section in the **Marks** card



- Analyze the chart to find the region with the maximum profit in **Standard Class**

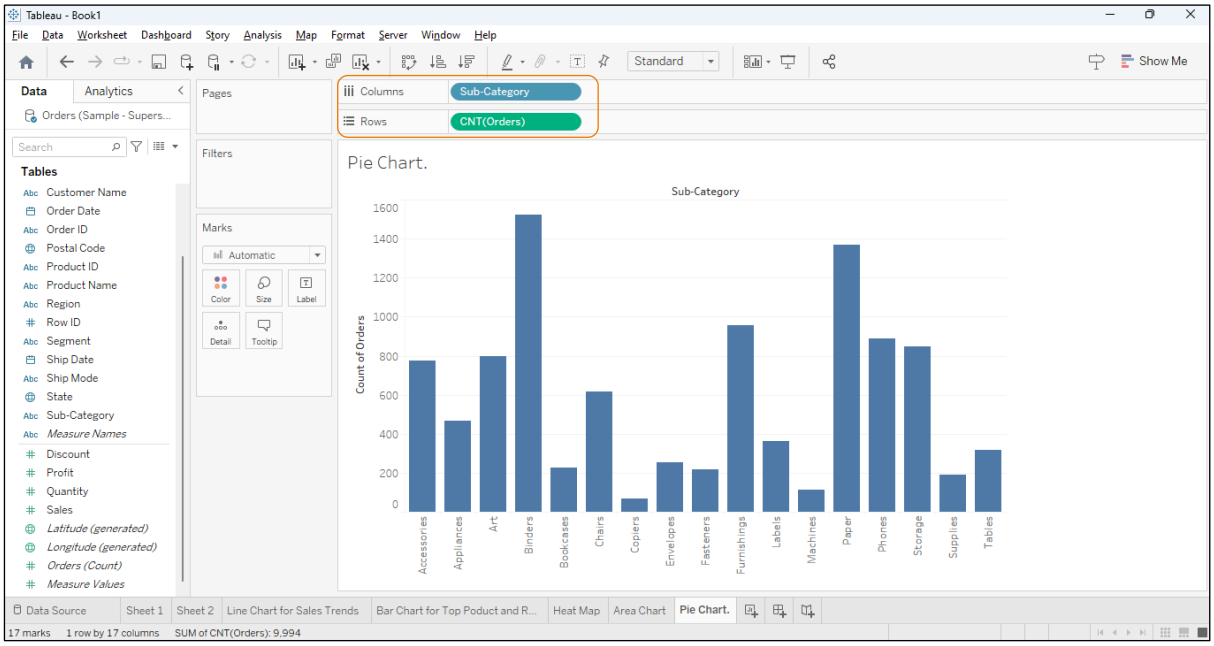
Output:

Maximum profit-region in Standard Class is East with profit amount 57,023.

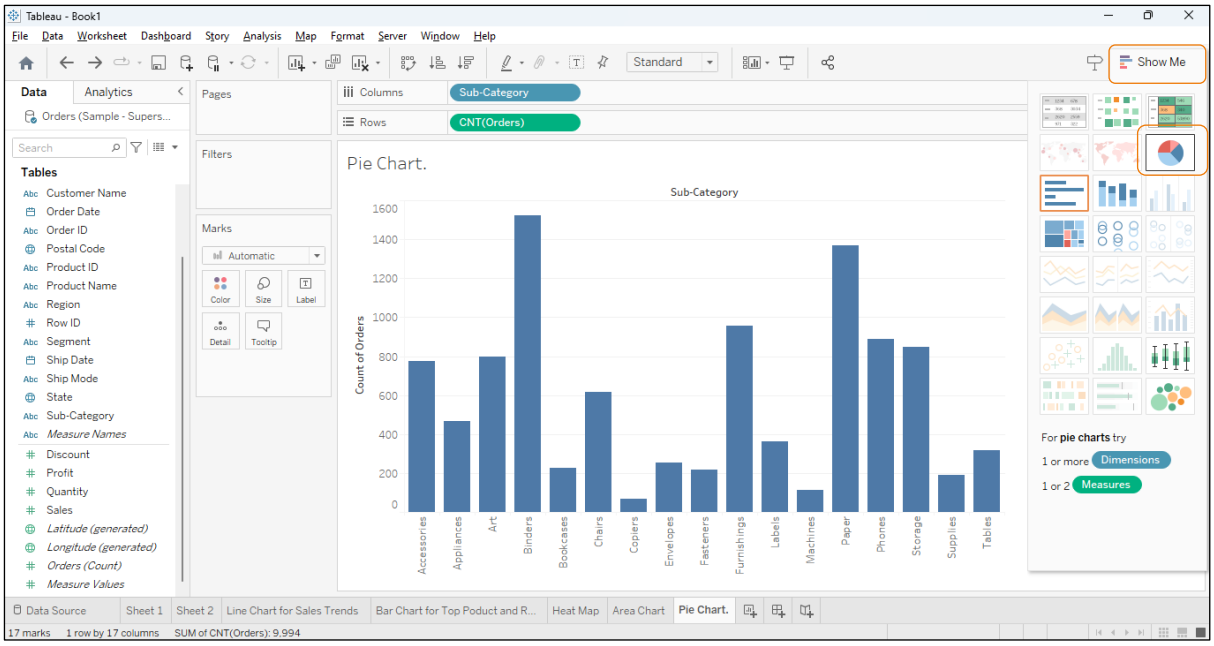


6. Create a Pie chart for sales distribution by product categories

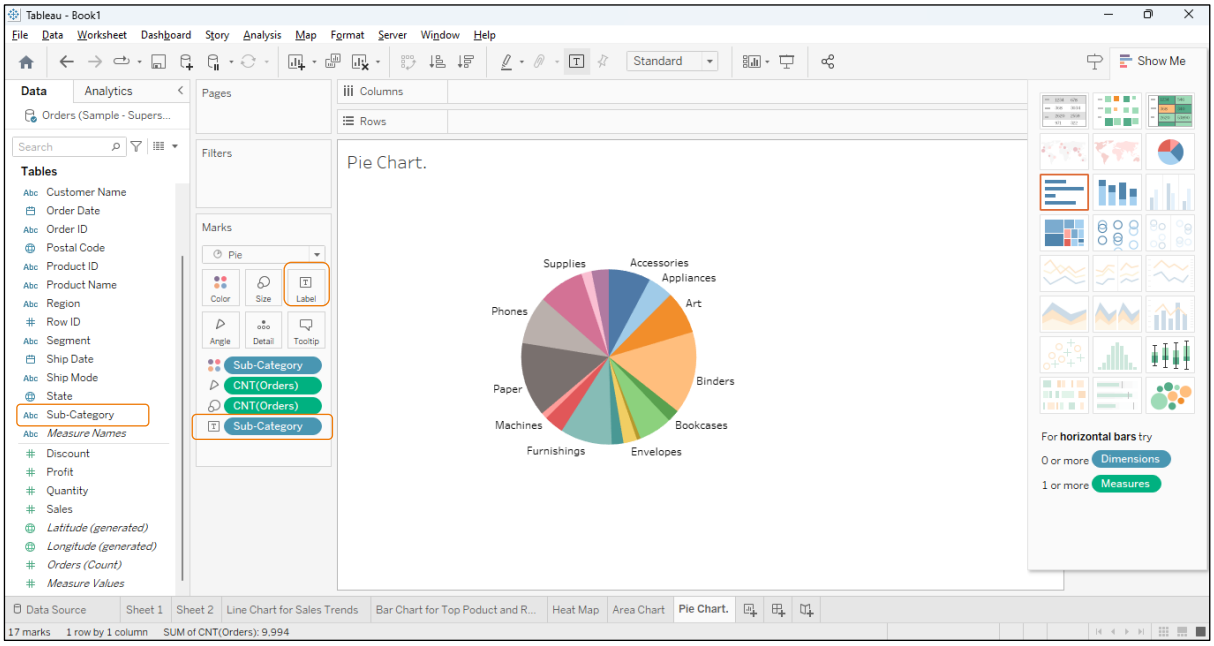
- Place **Sub-Category** into **Columns** and **Orders(Count)** into **Rows**



- Click on the **Show Me** panel and select the **Pie chart** option



- Drag and drop **Sub-Category** into the **Label** section in the **Marks** card

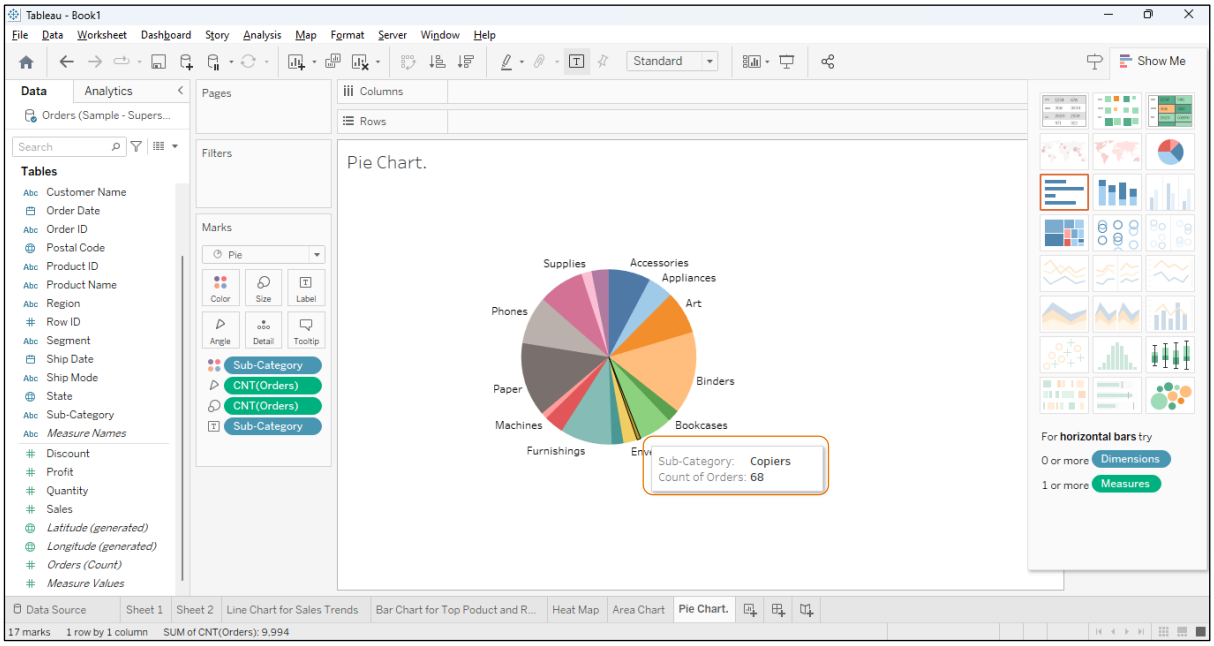


- Analyze and find the sub-categories with the minimum and the maximum **Count of Orders**

Output:

The Sub-Category with minimum Count of Orders is Copiers and maximum Count of Orders is Binders.

Minimum Count of Orders: 68
Sub-Category: Copiers



Maximum Count of Orders: 1523
Sub-Category: Binders