

Udacity Data Visualization Nanodegree

Project 2: Design a Data Dashboard

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

Audience

Management team looking to improve business performance with use of analytics.
Some less data-savvy team members

Motivation

The Sales Rocket Management team needs to answer some analytical questions with data acquired from within the business, and would like an amalgamated view of the data and answers.

Data

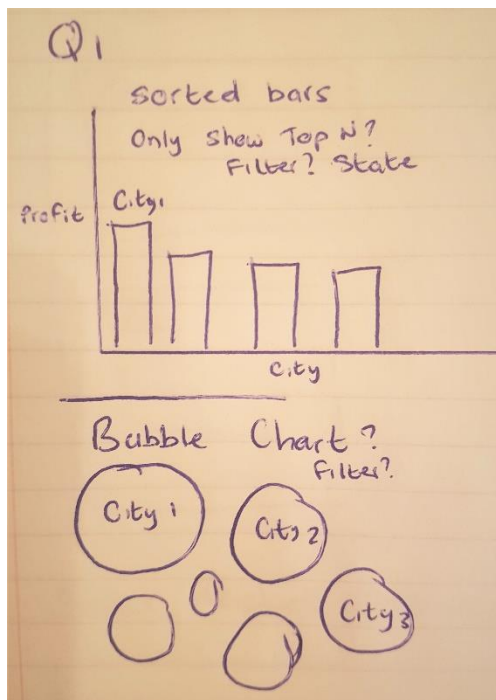
SuperStore Dataset(csv)

Summary

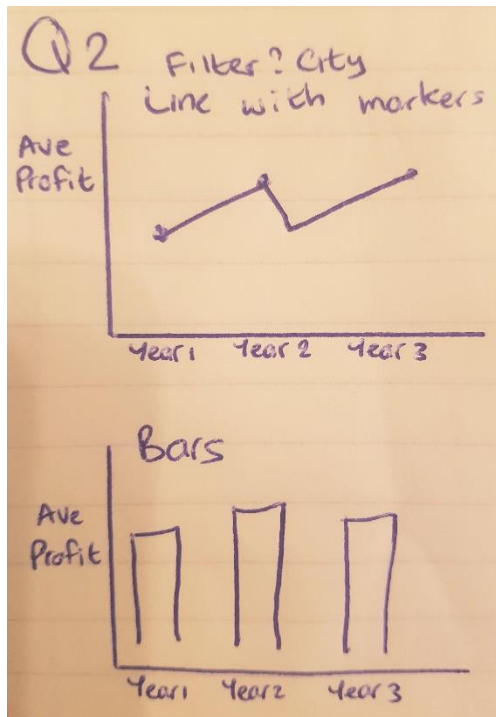
Provide proof of concept Dashboard that satisfies requirements of management by providing an easily accessible, neat and intuitive way to display their data.

Part 1 – Sketches

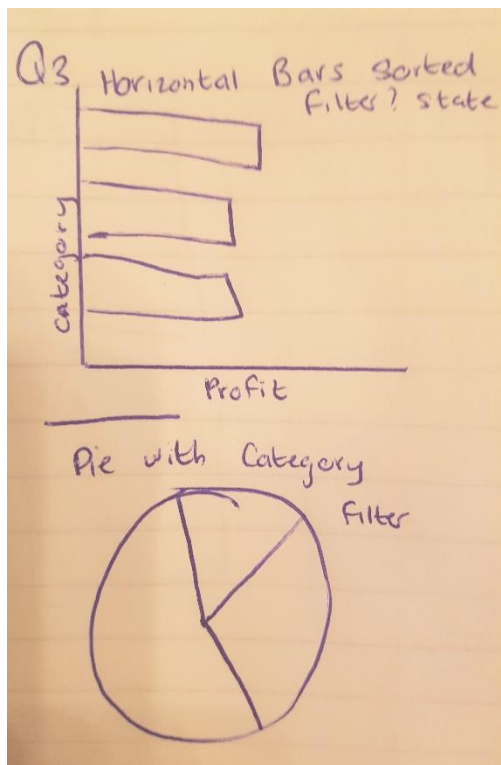
Q1. What is the most profitable City in the State of Tennessee?



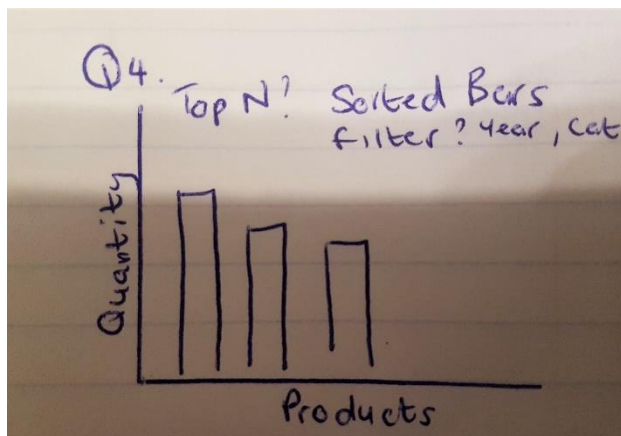
Q2. What's the average annual profit for that city across all years in that city?



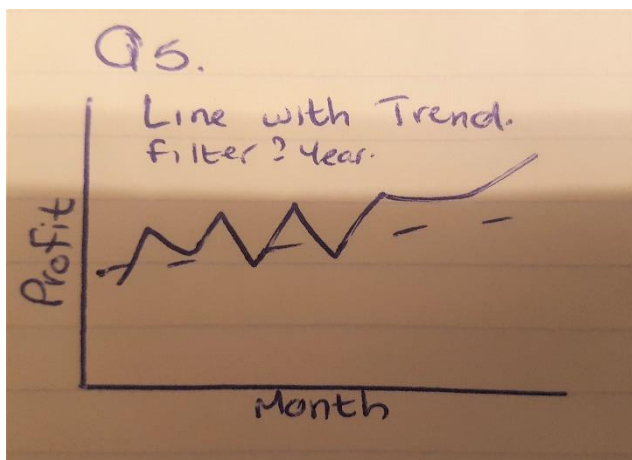
Q3. What's the most profitable product category in Iowa?



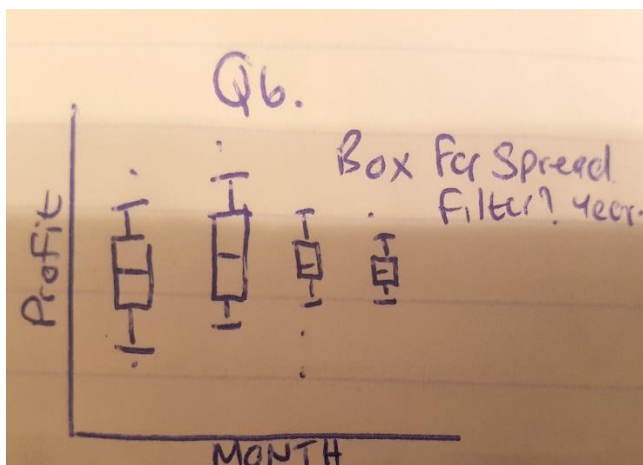
Q4. What is the most popular product in that category in 2016?



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

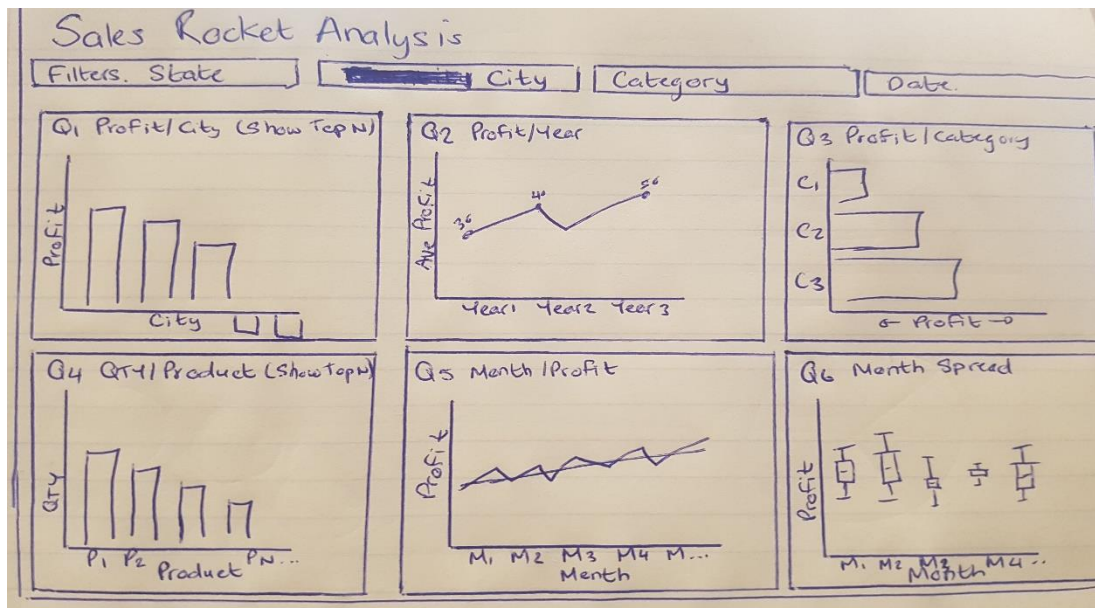


Q6. How widely did monthly profits vary in 2018?

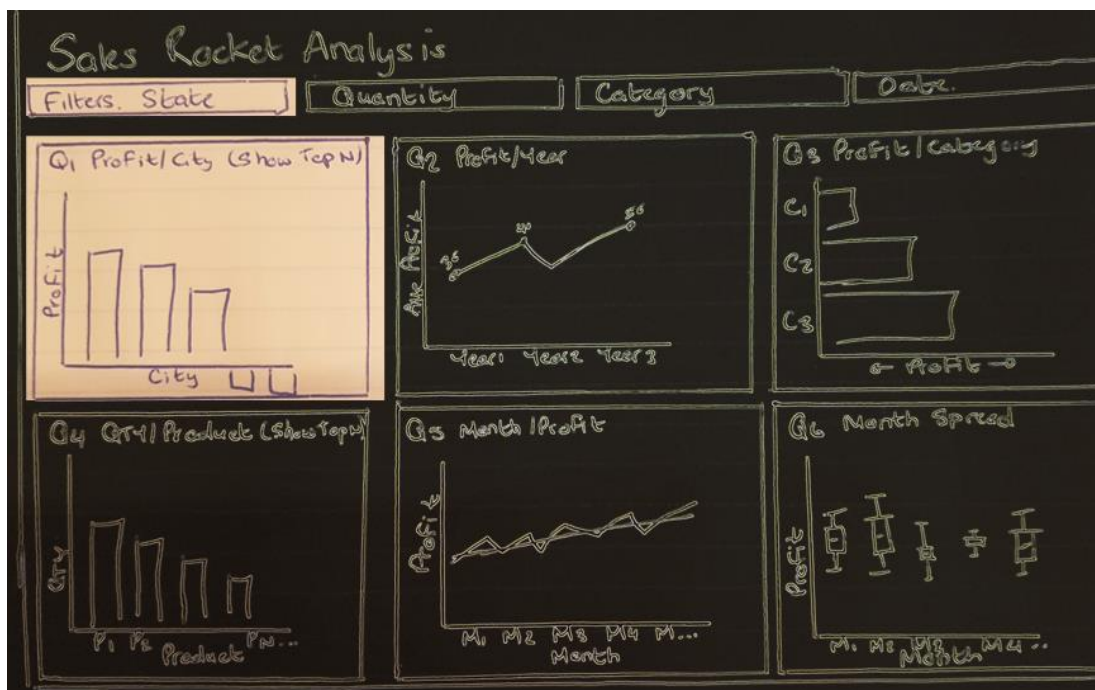


Part 2 – Wireframes

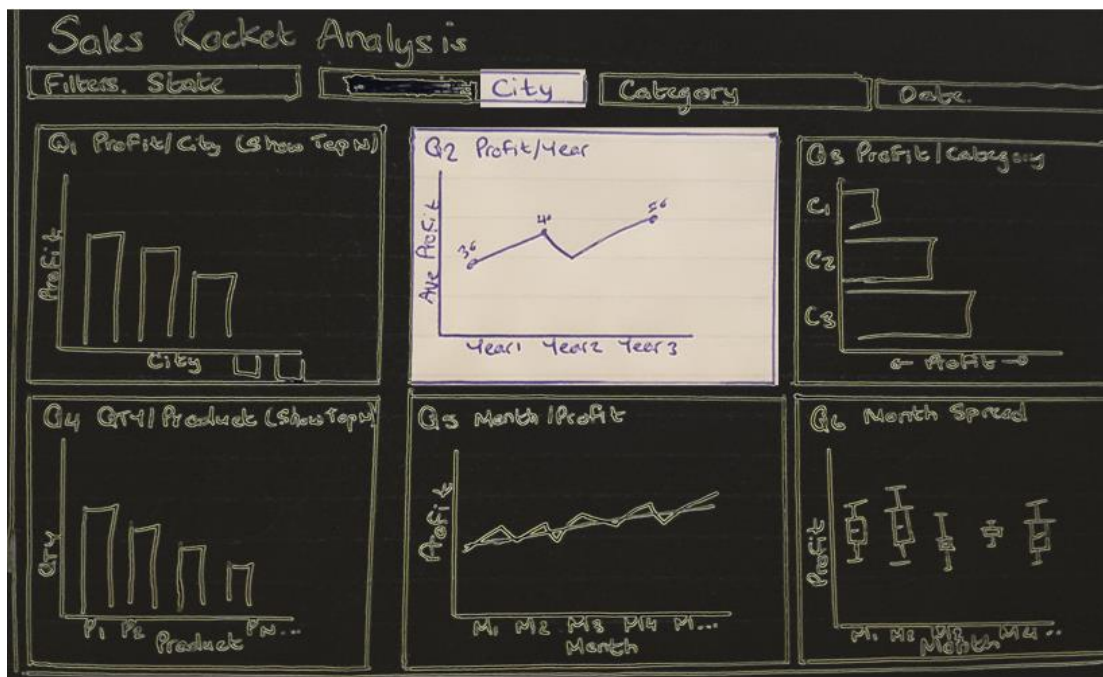
Full Wireframe Picture



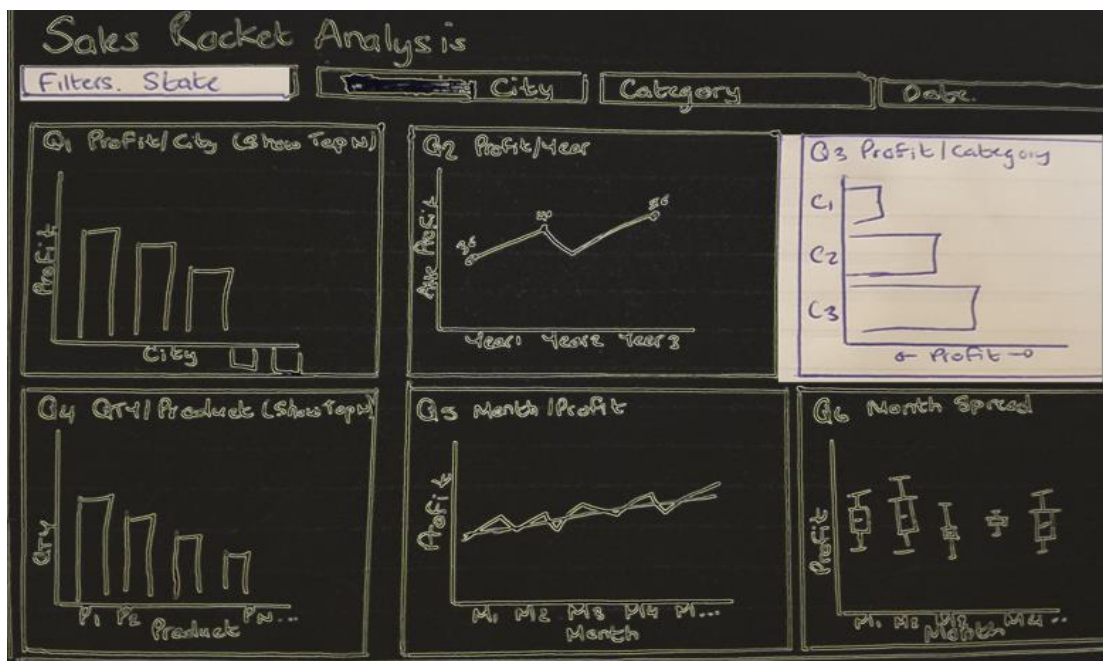
Q1. What is the most profitable City in the State of Tennessee?



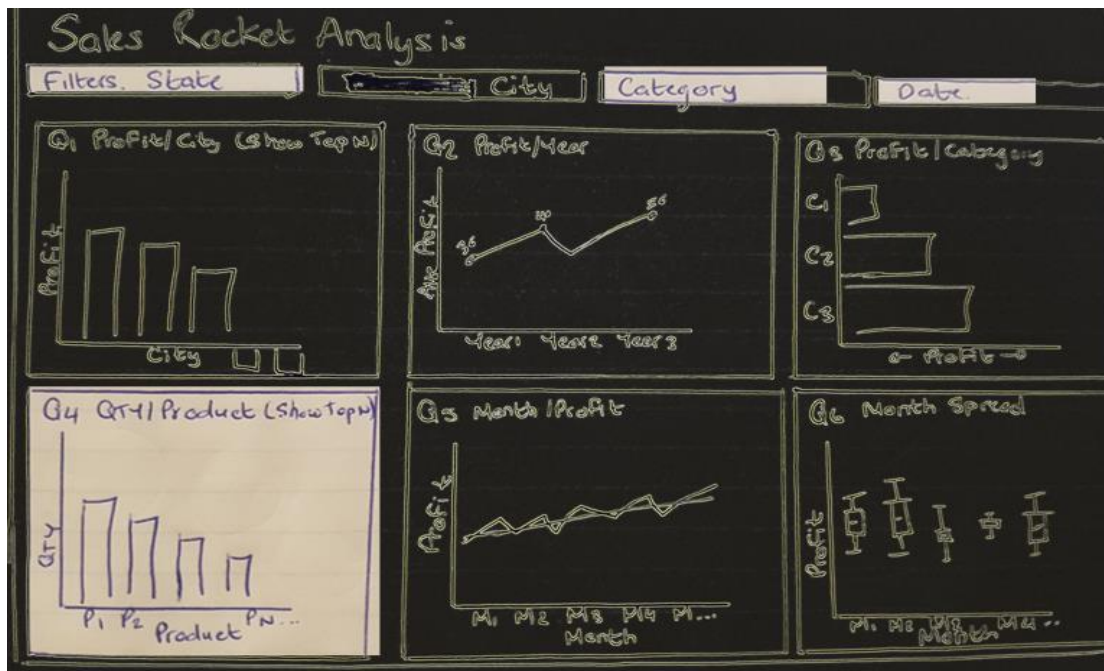
Q2. What's the average annual profit for that city across all years in that city?



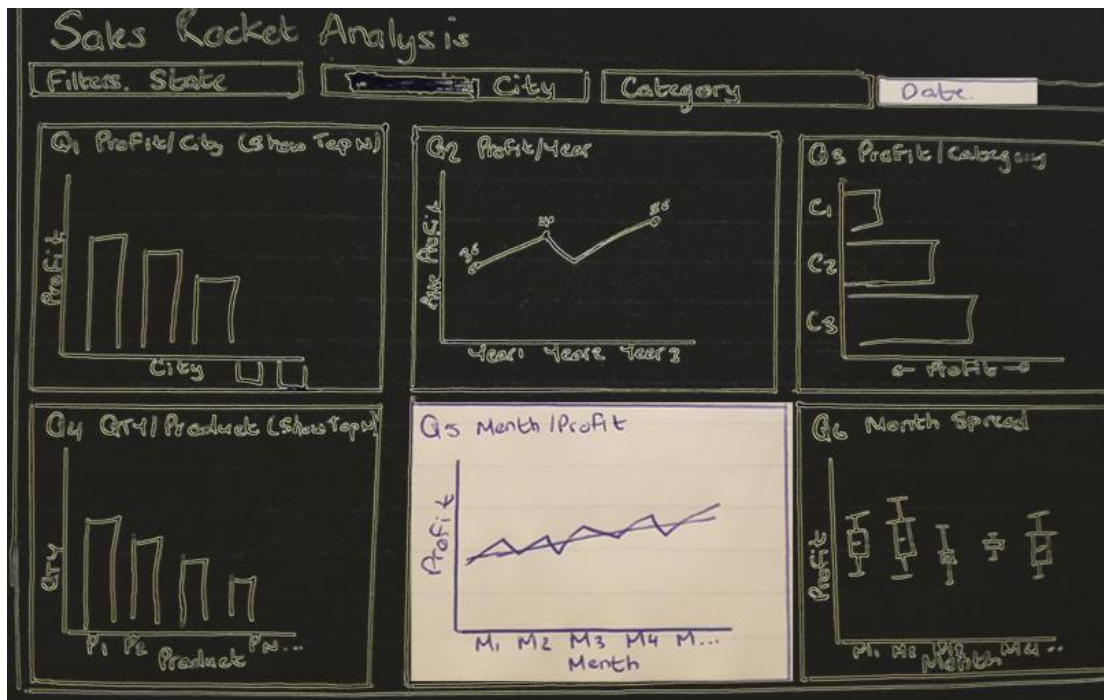
Q3. What's the most profitable product category in Iowa?



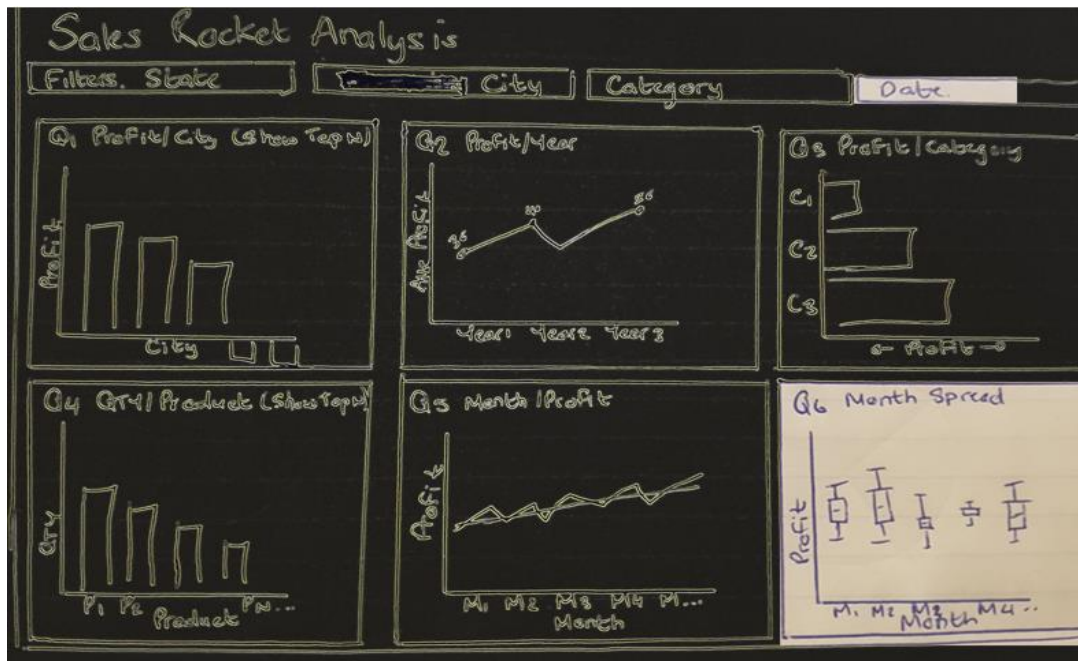
Q4. What is the most popular product in that category in 2016? (States: All)



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



Q6. How widely did monthly profits vary in 2018?



Link to working Proof of Concept Dashboard:

https://public.tableau.com/app/profile/sayed.saidoo/viz/StoreAnalysis_P2/SalesRocketAnalysis?publish=yes

Using the Tableau filters highlighted in the Wireframe all questions can be answered.

References

Image, *Chart Chooser Diagram*, URL:

<https://apandre.files.wordpress.com/2011/02/chartchooserincolor.jpg>

Website, *Juice Analytics*, URL: <https://www.juiceanalytics.com/chartchooser>

