CASE STUDY 007
[Tableau]
Coffee Chain

Difficulty Level: 3 of 3

Disclaimer: Dataset was designed for educational purposes. Any reference to real facts or real events is purely coincidental.

You are a Data Analyst working for StartBugs. The company is trying to assess marketing strategy effectiveness and sales distribution across products. You have been supplied with 3 data sets in different format, and CEO asked to show the following:

1. Sales trend across 2 product categories, tea and coffee. Build an Area Chart.

2. Total sales distribution across product categories. Build a Pie Chart.

3. Sales distribution across product categories. Show states map which will indicate % of tea category sales across total sales.

4. Sales distribution across product categories. Show map by states which will indicate % of coffee category sales across total sales.

5. In which states marketing campaigns are most effective and in which marketing team needs to revise their tools? Show this on the map.

6. Is there any correlation between Sales and Marketing Expenses? Any changes within the years? Build scatterplot.

Be sure to read the Hints page to get the code to access the data

Good luck! The business depends on you.

Difficulty note: this is a difficult assignment. Do not be surprised that there will be lots of nuances we have not covered off in the courses. But just like in the Real Life – there will be things training has not prepared you for and you will need to do research to find how to solve the problems at hand. If you get stuck, check the clues file.