

## **OVERVIEW**

This project presents a business-style analysis built using Tableau, with the objective of transforming raw data into clear, decision-ready insights. The work demonstrates practical skills in data preparation, visualization design, and analytical storytelling.

## **PROBLEM STATEMENT**

Organizations rely on timely and accurate insights to guide strategic and operational decisions. Raw datasets often contain inconsistencies, missing values, and unstructured fields that limit usability. This project addresses how cleaned and well-modeled data can support performance monitoring and comparison through interactive dashboards.

## **DATASET**

The project uses a structured dataset prepared in two stages:

- Raw dataset reviewed for completeness and consistency.
- Cleaned dataset standardized for analytical use

Key variables include

- performance indicators
- categorical groupings
- time-based fields suitable for trend analysis.

## **DATA PREPARATION**

Data preparation focused on quality and usability:

- Inspection of raw data
- Handling missing and inconsistent values
- Standardizing formats and naming conventions
- Creating derived fields for analysis

The cleaned dataset was optimized for use in Tableau.

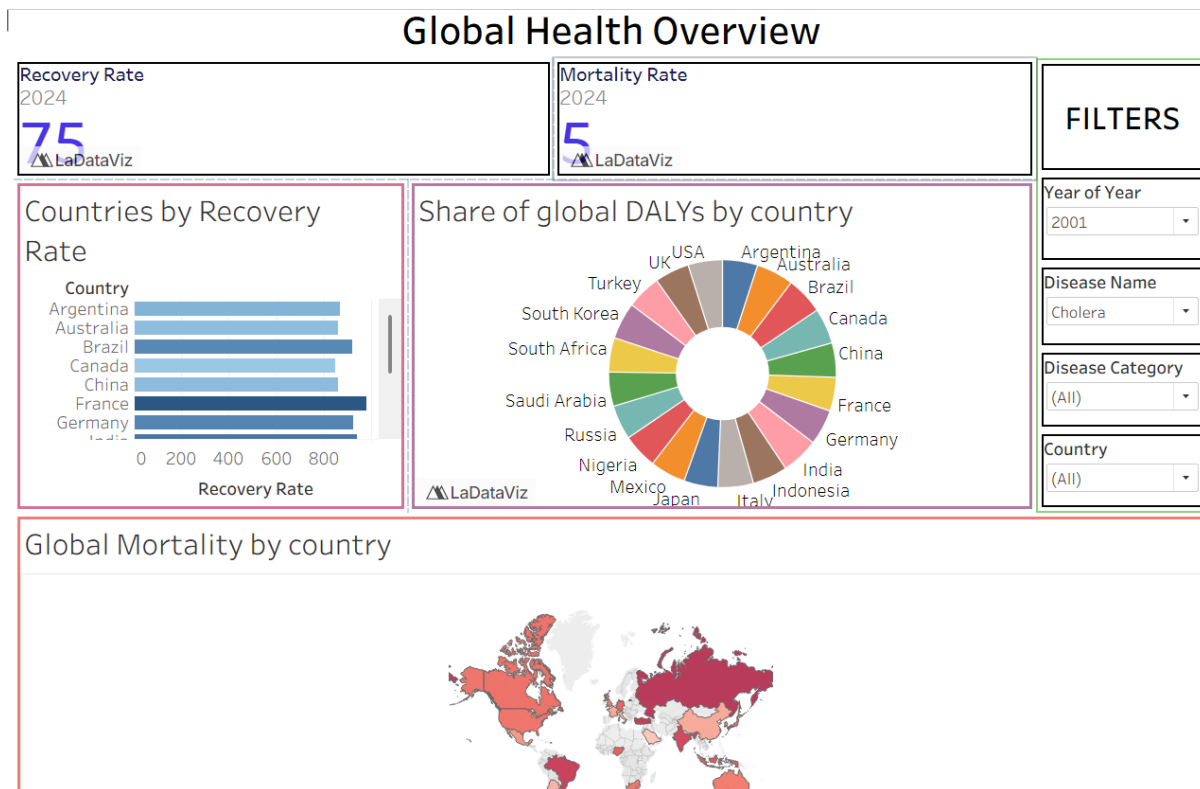
## ANALYTICAL MODEL

A star-style analytical structure was applied to support efficient slicing and filtering within Tableau. Fact-level measures were separated from descriptive dimensions such as category, time, and segment.

## DASHBOARD DESIGN

The Tableau dashboard was designed to support rapid interpretation:

- KPI overview section
- Trend analysis across time
- Category and segment comparisons
- Interactive filters for exploration



*Fig1: Global Health Overview Dashboard*

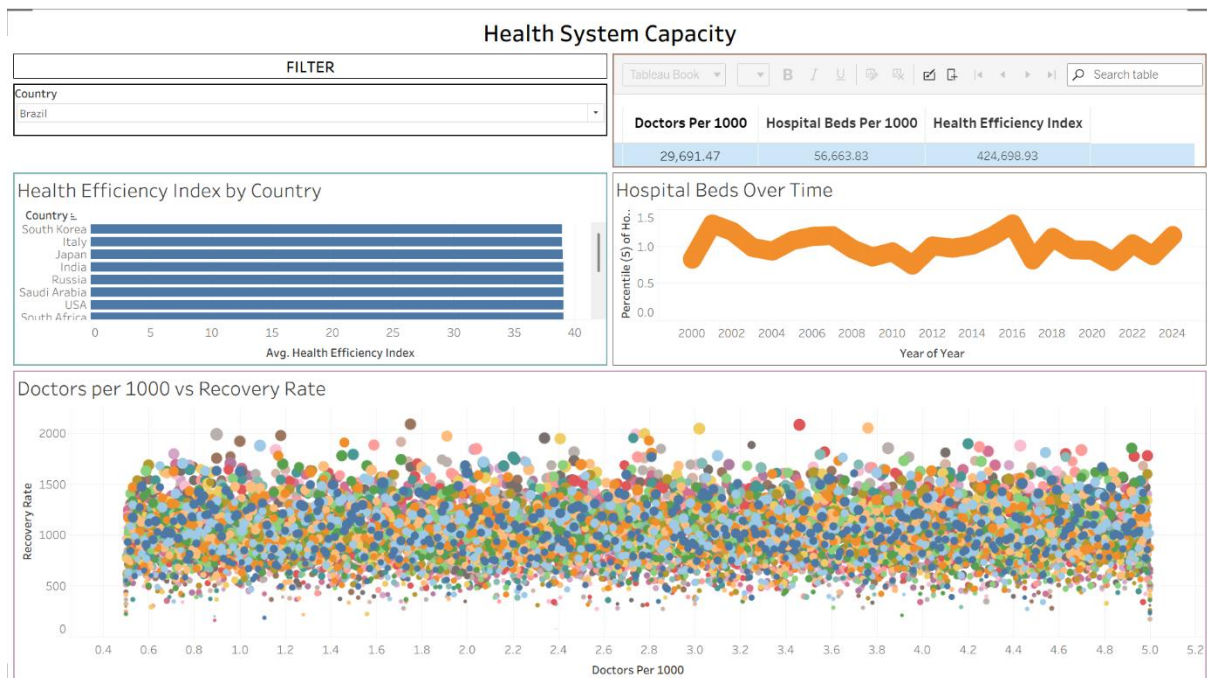


Fig2: Health System Capacity Dashboard

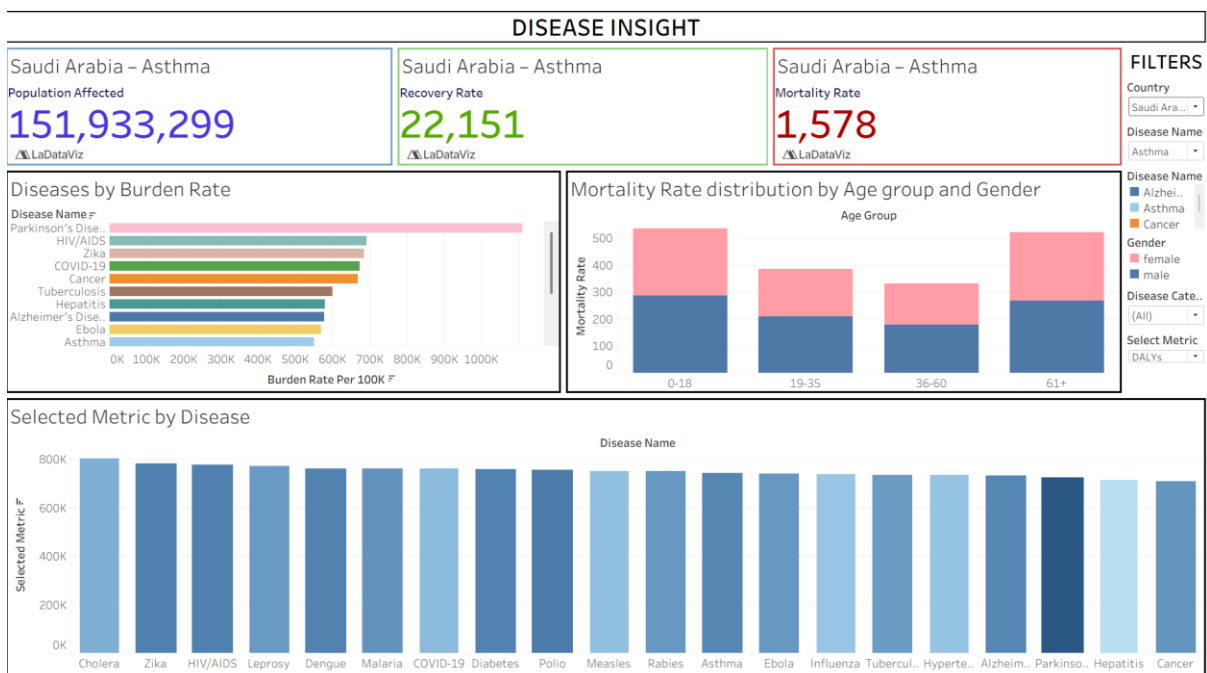
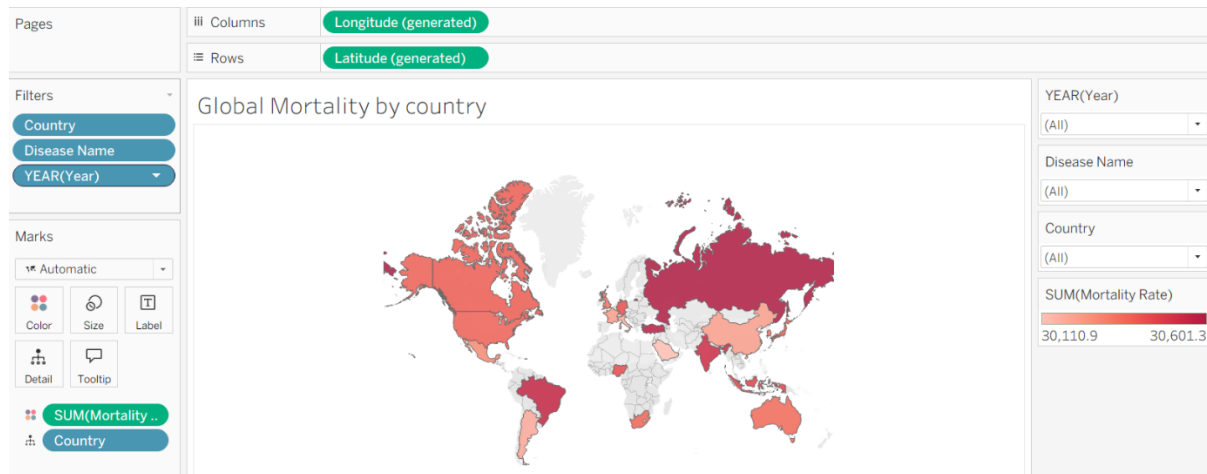


Fig3: Disease Insight Dashboard



*Fig4: Map Visualization of Mortality by Country*

Dashboard screenshots are included to demonstrate layout and interaction.

## KEY INSIGHTS

The analysis revealed:

- Clear performance differences across categories
- Observable trends over time highlighting growth and decline patterns
- Segments contributing disproportionately to overall results

These insights support data-driven decision-making rather than static reporting.

## TOOLS USED

- Tableau
- CSV and spreadsheet preprocessing

Outcome The final dashboard communicates complex data in a concise and interactive format, enabling stakeholders to identify patterns, compare performance, and explore drivers behind results.

Author: Tajiri

LinkedIn: [www.linkedin.com/in/tajiri-bwika](https://www.linkedin.com/in/tajiri-bwika)