



Project Brief

All Project Scopes are in this
document



Park City Peaks Hotel

Park City Peaks Hotel provides hotel accommodation to tourists and business travellers.

At the moment, the hotel manager can get an excel spreadsheet that he downloads from the Hotel Booking system.

He has given us the spreadsheet and would like to see the following:

- Bookings and Cancellations the hotel gets in a monthly basis
- Repeated Guests Statistics
- The food option guests generally chooses
- Do they get singular travellers or family bookings on average?



Park City Peaks Hotel

Data:

You can check the lecture resources or project brief in the course. You can also download it here:

Dataset:

hotel_bookings.xlsx

https://finch-groundhog-9245.squarespace.com/s/hotel_bookings.xlsx

Icon:

Park City Peaks Hotel.jpg

<https://finch-groundhog-9245.squarespace.com/s/Park-City-Peaks-Hotel.jpeg>



Greatfit

Greatfit is an online e-commerce store that sells ladies clothing. They make a lot of sales through various platforms. Customers generally leave reviews and Greatfit hasn't been doing any analytics and investigation in the reviews.

The Customer Service manager has asked you to develop a dashboard to give her an idea of how the reviews are. She wants the following

1. Do they get a lot of negative/positive reviews?
2. Analysis on the reviews by division
3. Do people recommend their products?
4. Do reviews mention anything about returning items?

She will also like the option to investigate bad reviews. The excel sheet is provided.



Greatfit

Data

You can check the lecture resources or project brief in the course. You can also download it here:

Dataset:

Greatfit Clothing E-Commerce Reviews.xlsx

<https://finch-groundhog-9245.squarespace.com/s/Greatfit-Clothing-E-Commerce-Reviews.xlsx>

Icon:

GREATFIT LOGO.png

<https://finch-groundhog-9245.squarespace.com/s/GREATFIT-LOGO.png>



MegaMart

Megamart is a store which sells various goods to consumers all over the world. The company works only through Sales Agents who are responsible for selling products to their customers. The sales agents are responsible for the sales of products in specific product categories.

For example, Eli Kavanagh is responsible for selling products belonging in the following categories: Laptops, Kid's Clothing, Kitchen Tools.

The Sales Manager would like to have a complete sales dashboard based on the sales agents. He wants to select a sales agent and a specific sales month. From there, he wants to see the following

- 1.Sales for the agent every month
- 2.A scatterplot showing quantity by sales for each product category
- 3.Top 10 SKUs by Sales of the selected month
- 4.Top 5 product categories by sales of the selected month

In addition to this, he wants to input a sales target and see how the sales agent is tracking. The data is supplied below



Data

You can check the lecture resources or project brief in the course. You can also download it here:

Dataset:

1. transaction_data.csv

https://finch-groundhog-9245.squarespace.com/s/transaction_data.csv

2. salesperson.csv

<https://finch-groundhog-9245.squarespace.com/s/salesperson.csv>

3. product.csv

<https://finch-groundhog-9245.squarespace.com/s/product.csv>

Icon:

MEGAMARTLOGO.png

<https://finch-groundhog-9245.squarespace.com/s/MEGAMARTLOGO.png>



Facebook Stocks

A Facebook investor needs some help.

He would like to see a dashboard that updates daily to keep track of FB stocks.

His main priority is to see the following:

1. Most recent open price
2. Most recent close price
3. % change between open and close price
4. Daily close prices

He doesn't have any data but is saying the data is publicly available.



Facebook Stocks

Data

You can check the lecture resources or project brief in the course. You can also download it here:

Dataset:

We will create our own dataset on Google Sheets. Make sure you have a google account

Icon

facebooklogo.png

<https://finch-groundhog-9245.squarespace.com/s/facebooklogo.png>



OLIST Logistics

Olist is an online e-commerce store which sells and delivers items all over Brazil. The Logistics Manager, doesn't receive any reporting and works off a few spreadsheets.

He is responsible for optimizing the purchase and delivery process. He explains below what this consists:

When a customer orders from us, they make a purchase online. We then deliver all the orders. It is important for us to deliver orders within the estimated delivery date we have given to the customer otherwise the customers complain if their order is late. I want to have a line of sight of orders that have not been delivered yet.



OLIST Logistics

Using this information, he would like the following on a monthly basis:

- Total Orders per Month
- Number of orders delivered after the estimated delivery date given to the customer
- Orders outstanding delivery



OLIST Logistics

Data

You can check the lecture resources or project brief in the course. You can also download it here:

Dataset:

1. olist_orders_logistics.xlsx

https://finch-groundhog-9245.squarespace.com/s/olist_orders_logistics.xlsx

2. olist_customers_dataset.csv

https://finch-groundhog-9245.squarespace.com/s/olist_customer_data.xlsx

Icon:

OLIST-LOGO.jpeg

<https://finch-groundhog-9245.squarespace.com/s/OLIST-LOGO.jpeg>



ADVENTURE WORKS

Adventure works is a retail store which sells bicycles and other fitness/exercise items. You are required to do a quick presentation on their shipping and sales data.

- 1.What are the top cities they ship to and the sales per city
- 2.Who are the top customers they sell to.
- 3.Who are their top sales agents

You can connect to their database on Azure. The manager has given you the following credentials

- Server: sqlservercentralpublic.database.windows.net
- Database: AdventureWorks
- User: sqlfamily
- Password: sqlf@m1ly

If this is the first time connecting to Azure on Tableau, make sure you download the driver

<https://www.tableau.com/support/drivers> (Choose Azure Synapse Analytics). **If you cannot connect to Azure, I have provided the csv extracts of the data.**

Icon: adventureworkslogo.png

<https://finch-groundhog-9245.squarespace.com/s/adventureworkslogo.png>