

Final Project

Instructions:

The final project is a replica of the Tableau Analytics and Visualization challenge conducted in 2017.

I believe this will provide you with a wonderful challenge to work on an end-to-end visualization product using a large dataset.

Attached is the dataset that students need to use for the implementation.

The dataset is an excel workbook containing 3 worksheets. Where, each worksheet is a dataset. Since, all the datasets are related we recommend students to combiner and use all the datasets.

Refer to the glossary worksheet for the data set details.

Also, I have taken some time to get you and an additional **msa dataset** that would help you identify the locations based on the US national msa location encoding.

Objective:

Students need to perform exploratory data analysis.

Analyze sales and revenue trends over the years across various demographics like categories, locations etc...

Build visualization that would uncover any significant trends in data and Identify factors that could influence the sales and increase revenue numbers.

Based on the visualizations and analysis provide top 3 recommendations that would enable business growth over the upcoming years and why.

Submission requirements:

All students need submit one tableau packaged workbook which contain one storyboard with all the visualization worksheets and dashboards formatted and labelled appropriately.

The recommendations need to be on the final slide of the storyboard.

Students need to keep in view that the storyboard is a final presentation.