

Department of Data Science - Data and Visual Analytics Lab

Lab11. Interactive Dash Board Creation in Tableau

Objectives

In this lab, you will create an interactive dash board using Tableau Desktop. In particular, you will learn and acquire the following skills.

- Creating charts
- Adding calculation to your workbook
- Mapping data in Tableau
- Interactive Dashboard Creation and Visualization

Tableau Projects

You can select any one of the project ideas shown below and create an interactive dash board in Tableau.

Project 1: Sales Performance Analysis

Build a dashboard to present monthly sales performance by product segment and product category for the purposes of identifying the areas that have met or exceeded their sales targets.

Domain: E-commerce

Project 2: Customer Analysis

Build a dashboard that presents customer statistics, ranking them by profit ratio and sales. Also, include statistics regarding profit performance by region.

Domain: Retail

Project 3: Product Analysis

Build a dashboard that presents sales by product category over time, with the ability to drill down to the product and regional level to check if the products are correctly priced.

Domain: Retail

Project 4: Sales Dashboard

Build a dashboard that presents metrics about products (e.g. sales, profits, profit ratio) and the trends of statistics over a given period of time, filtering down to a number of geographic regions. Domain:

In []: