

Introduction

In the current analysis I completed two visualizations of our choosing for data of our choosing. I wanted to display more about how to effectively present ones data in a simple and clear way for others to be able to understand and interact with it. I decided to use two large businesses data in order to show representations of their sales and units sold for one dataset, and the profits for another.

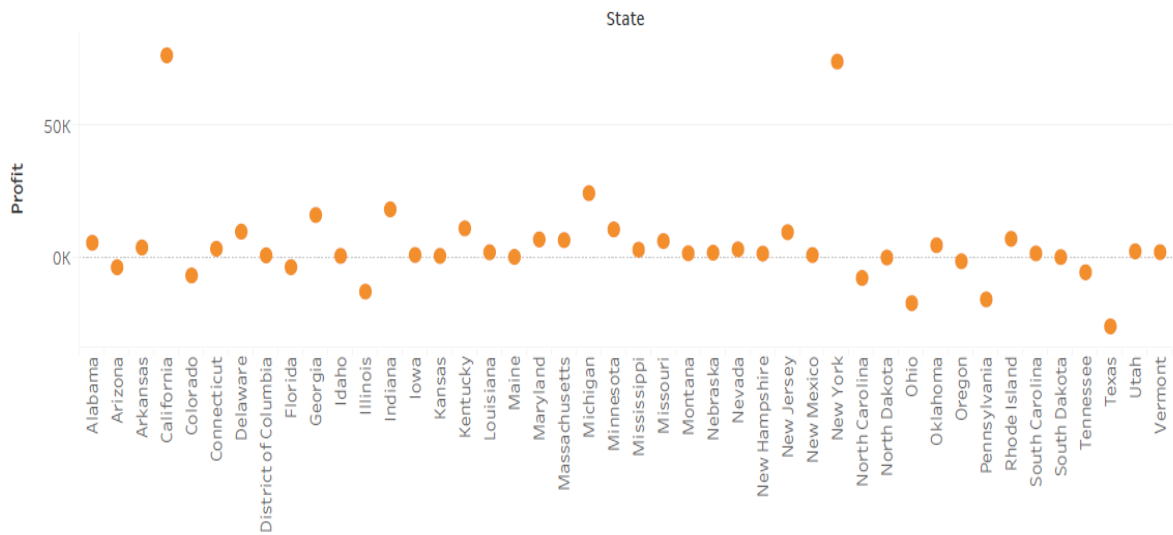
Methods/R Code

To do this, we had to upload data into Tableau the program after downloading it. Once the data was downloaded, we manipulated which variables to show and in what type of format. We were able to choose the colors and the types of graphics we used in order to better our presentations look. I decided to go with the basic and clear look of histograms due to reading about the 5 best practices of data visualization. In there we were told that keeping things simple, clear, knowing your audience and choosing the right visual for your audience while keeping them engaged was key (Rugaber, 2018). So That is exactly what I tried to do for this project.

Results/Outputs

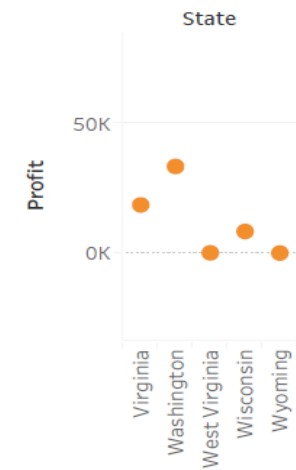
I first decided to run the profit numbers for one of the business data sets I had just out of curiosity. I made sure that I placed the profits in line with the states that the business sold their products in just to see what they were making in each state.

Productivity for superstore



Sum of Profit for each State.

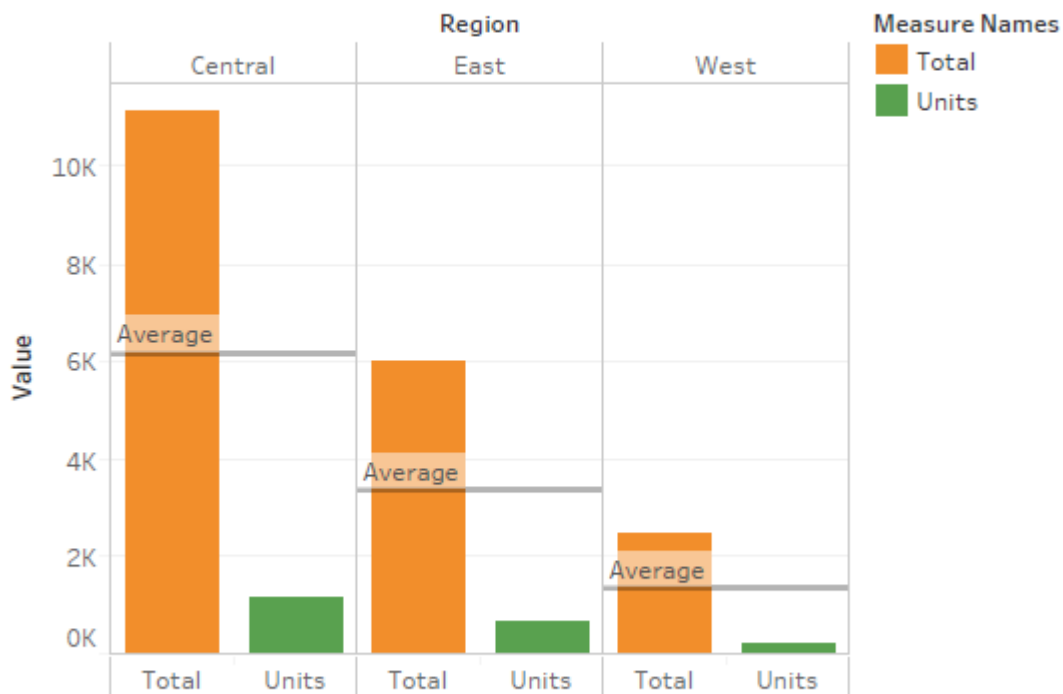
Productivity for superstore



Sum of Profit for each State.

I then wanted to take a look at the units sold and the total amounts of product sold by another company and see where the averages fell by the regions of the USA that the company sold in.

Sales by Region, Total Amount, and Amount of Units Sold



Total and Units for each Region. Color shows details about Total and Units.

Analysis of Results

In the first businesses dataset, I saw that the largest profits by far from this store were in the New York and California markets. The Michigan and Washington markets were after the leaders but they were nowhere near close to the top 2. This told me that this company may either focus on these markets due to mere population, or they have the most stores in those states also due to population. Either way It was obvious that the rest of the country did not match the amount of money these stores were making in New York and Washington.

In the second business dataset, I saw that there was a clear skew to the central region for units and total sales of the product. There were over 4,000 more sales made in the central region than even the closest

region after it, which was the east. This was interesting because the east had New York and other large cities. However, the central regions biggest state is Texas. This may point to where a lot of sales are being done. It would have to be broken down a bit further by state to truly find out which ones had the most influence on the sales of this company.

Conclusion

Through using Tableau we were able to see the usefulness and how it can be very beneficial in the presentation of information, visualizing data, and doing some analyses. I think that this will come in handy for future business relations, because we will need, at some point, to show how to get people more involved in our research and the data that we are working with. This program could allow us to really display what we need in a very efficient and easy to digest way for others.

Resources:

1. Rugaber, E. (2018). 5 Data Visualization Best Practices. GoodData.com. Available at: <https://www.gooddata.com/blog/5-data-visualization-best-practices-0>