Tableau Desktop 10 - Project

Problem Statement

Try yourself!

Business Scenario

Mike Goodman, the head of Product Management for a retail products company, is also responsible for product pricing. Mike needs to determine if his products are appropriately priced to maximize both sales and profit ratio. Mike wants to build a dashboard that will present sales by product category over time, with the ability to drill down to the product and regional level. Mike also wants to be able to click on a specific product name to do a Google search for that product and to look at competitors' pricing levels.

Overview

- Use the Saved Sample – Superstore dataset.
- Create a heat map chart that displays sales by product category, year, and month.
- Create a scatter plot that presents sales by product category, sub-category, and segment.
- Add the two views to a Dashboard.
- Create a filter for Region that impacts both views in the Dashboard.
- Add a URL action that performs a Google search when the user selects a product name within the scatterplot.

The result should resemble the image below: