

Tableau Public Capstone Project: Sales.csv

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Author Note

This is a project report for educational purposes on the Tableau Public Capstone Project as provided in the data set sales.csv by Ables Job. Any illicit and non-permitted use of the document is hereby prohibited.

Abstract

This Capstone Tableau Project revolves around the dataset sales.csv as provided by Able Jobs during the training period for the Data Analyst program during which students learned effective and efficient use of MS Excel, MS SQL Server, Tableau Public, and Python. This report, however, concentrates only on the visualization Tableau Public Capstone Project which can be found through [this link](#), in the form of a Story, which is user interactive so that users can see the useful data from the business's perspective.

Keywords: Tableau Public, Project, Sales, Visualization, Tableau Visualization, Data Analysis

Tableau Public Capstone Project: Sales.csv

This project is centred around the dataset provided by Able Jobs during the Data Analyst Training Program. The dataset was converted into three sheets each sheet with a specific purpose and then each of these sheets was used to make a user-interactive story. The headings of the sheets in stories are meant to be self-explanatory to help the user understand the detailed purpose of each visualization.

Sheet 1

The first sheet uses a horizontal bar graph method of visualization to plot the graph between the Sum of Sales (on the horizontal axis) and Product Name (on the vertical axis) and therefore depicts the total sales of every individual product. The option of a filter has also been provided so that the user can interact with the sheet individually in the story. The following

figures show the result for Sheet 1.

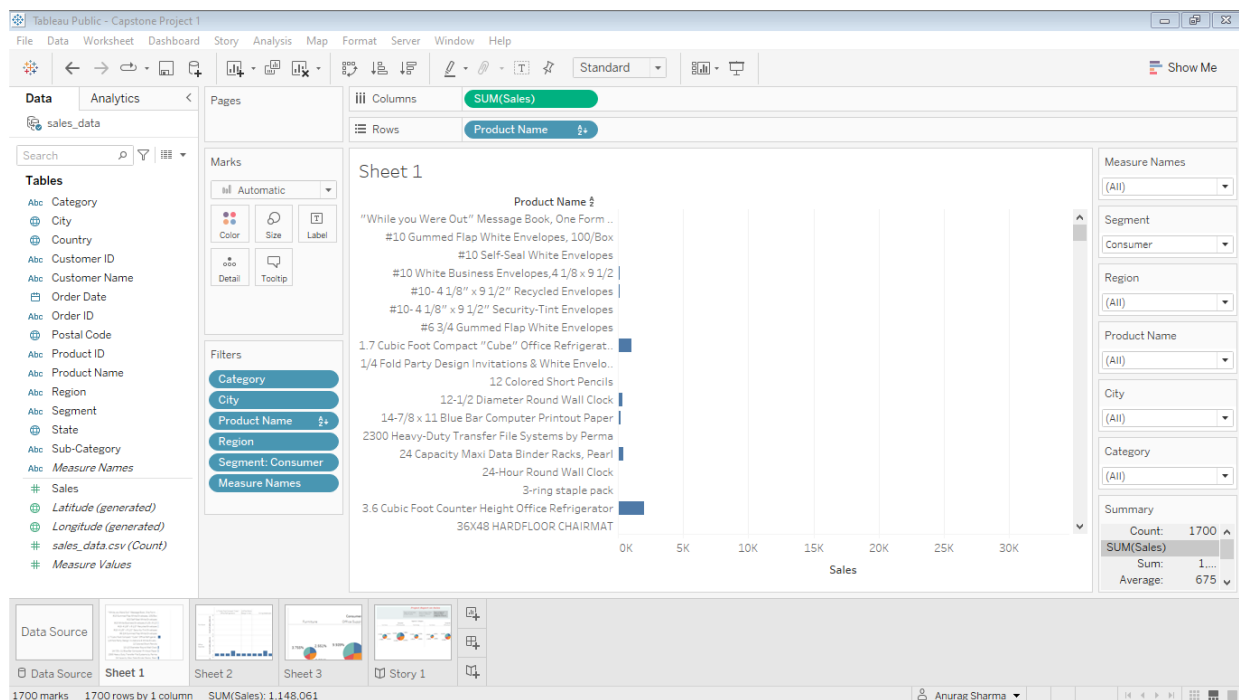


Figure 1: Sheet 1 During Editing

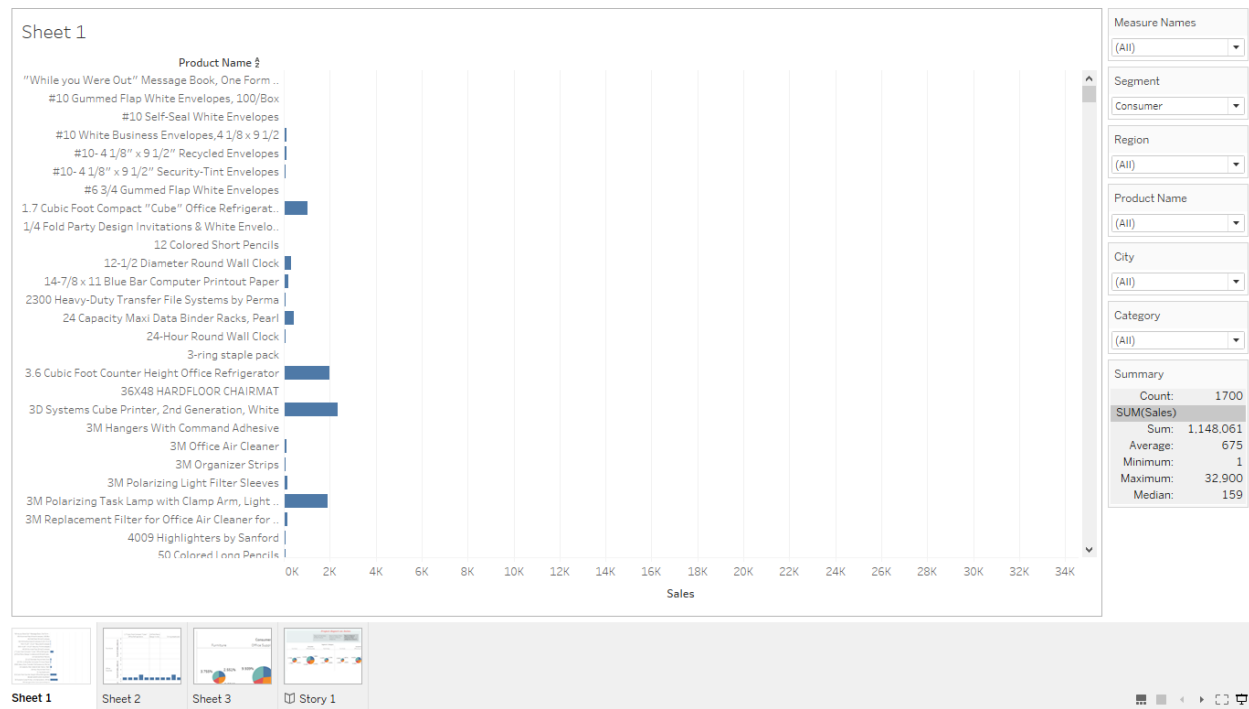


Figure 2: Sheet1 During Slideshow

Sheet 2

Much like Sheet 1, Sheet 2 uses a bar graph with Product Name, City, and Category as dimensions and Count of Sales as measures. The purpose of feeding Category as a row was simply to be able to draw comparisons among different categories while enabling the user to draw comparisons among different products of the same categories as well. This can be helpful for a business to analyze which category needs more boost and compare the success rates of various products. Filters are also provided to enhance the experience of the user. The figures below show the results in Sheet 2 and Story.

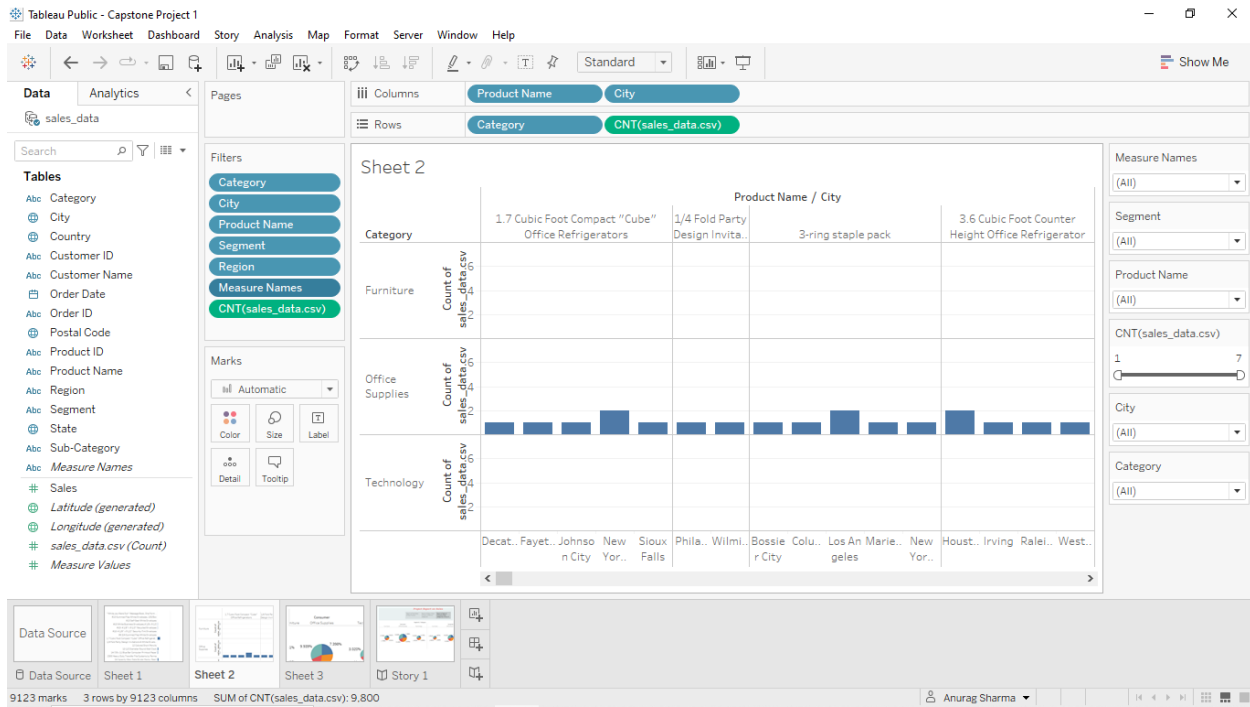


Figure 3: Sheet 2 During Editing

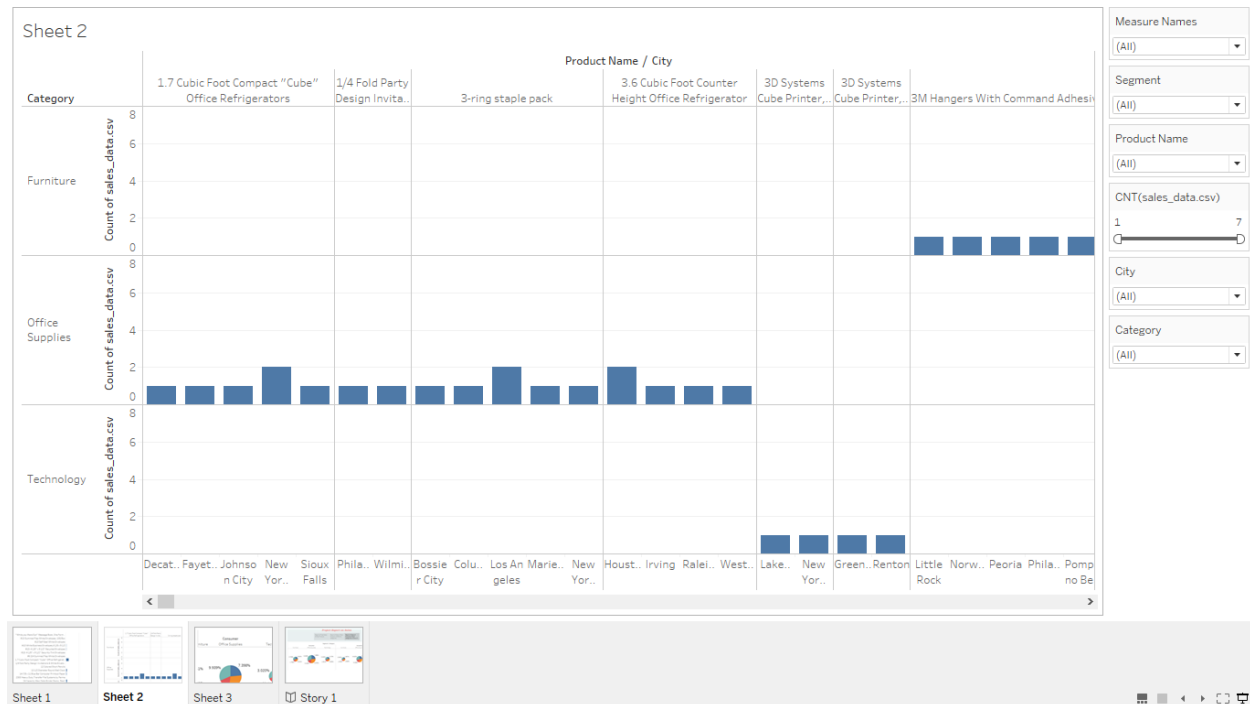


Figure 4: Sheet 2 During Slideshow

Sheet 3

Sheet 3 on the other hand uses a pie graph to give details of each category in different segments relative to different regions in amounts of percentage of total sales. Again, the option of filters has been provided to enhance the user experience. The figures below show the results in Sheet 3 and Story.

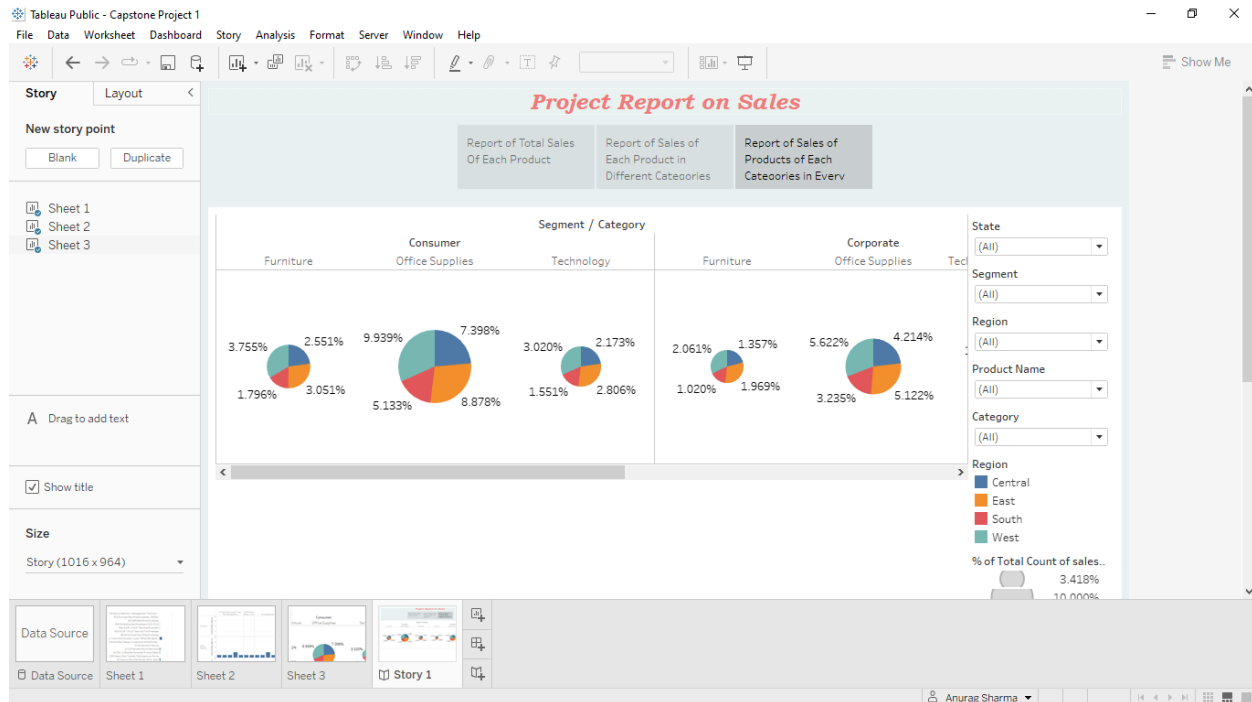


Figure 5: Sheet 3 During Editing

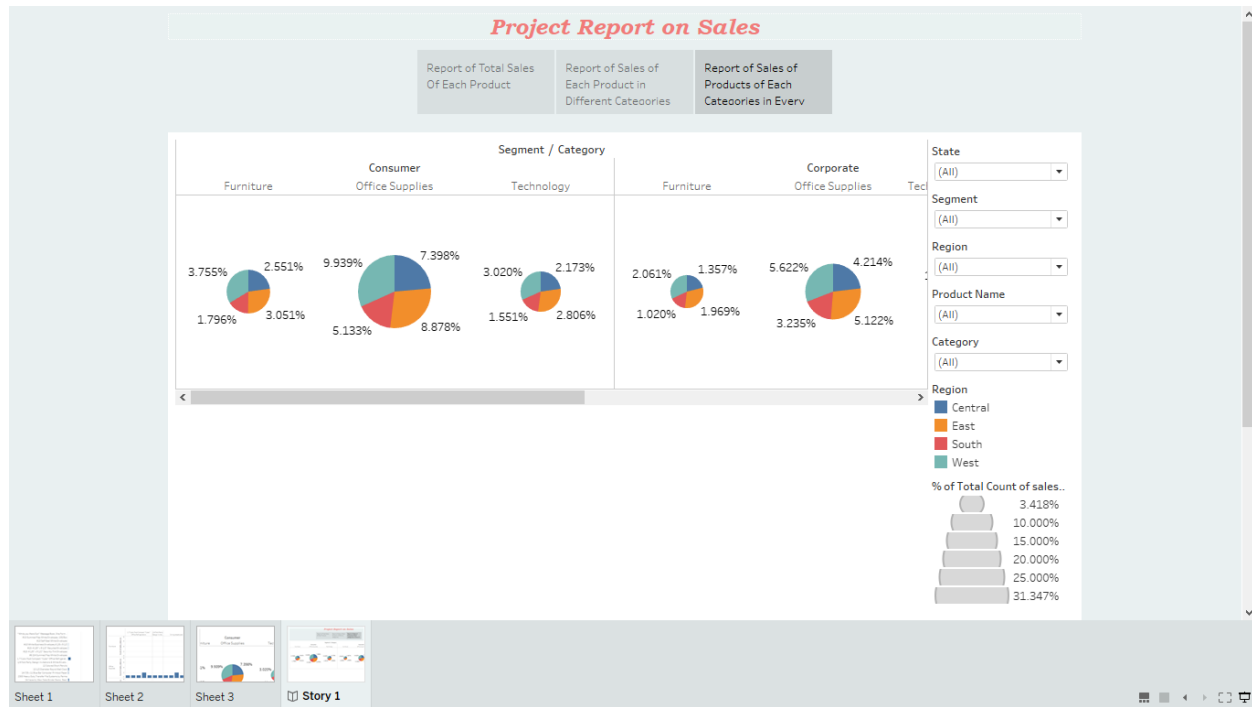


Figure 6: Sheet 3 During Slideshow

Story

A Story was completed by adding three of the sheets in the story so that users could access and comprehend data through a single source. The following figures provide the results as will be viewed by users during the presentation or slideshow of a story.

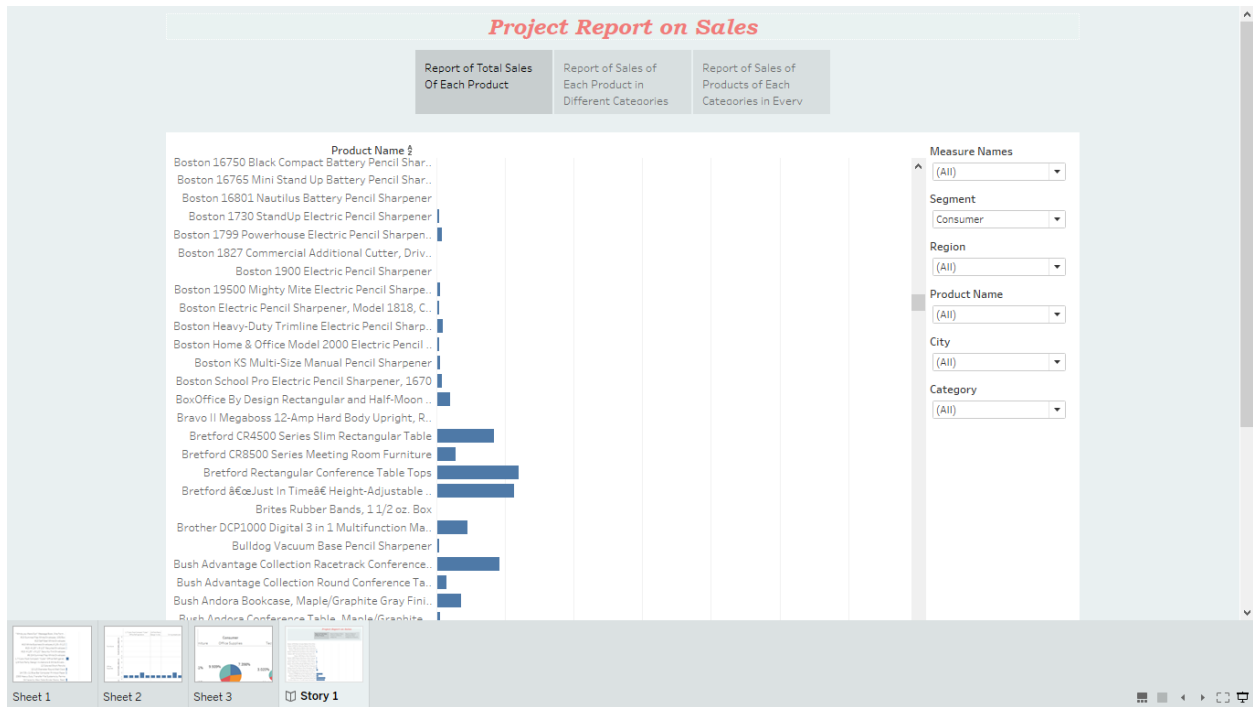


Figure 7: End Result As Viewed By Users

References

[sales_data.csv - Google Drive](#)

[Capstone Project 1 | Tableau Public](#)

Footnotes

¹I would like to thank my mentors at Able Jobs for their invaluable guidance that has enabled me to utilize my skills to the best extent and develop the ability to continue honing my skills with time. I am utterly grateful to the mentors for providing me with consistent feedback that has helped me enhance my interpersonal and professional skills.