

Module 3: Basic Visual Analytics

Case Study I- Problem Statement

edureka!

edureka!

© Brain4ce Education Solutions Pvt. Ltd.

Problem Statement:

You have been hired by Stretton Hathaway, an Investment Group, as a Tableau Developer. The Management of the company wants to invest in various companies based on the insights provided by you. Following are a few points the company wants to know before investing. Create the visualizations accordingly: -

1. The Director wants to know how many companies were founded after 2010. Create a group on the companies founded after 2010 so that it is easy for the director to see the exact value rather than calculating all the values.
2. The Management also wants to know the average number of employees in the IT sector. Following are the industries that are considered as IT companies by the management: -
 - Computer Hardware
 - IT Services
 - Software
 - Telecommunications
3. Create a Target Quadrant for the management based on Company Name, 2018 Expense, 2018 Revenue. The values of 2018 Expense and 2018 Revenue should be fixed at 10,000,000 and 18,000,000. The quadrant should also be able to Highlight the top 5 Companies based on the 2018 growth percentage as this gives insight to the management in selecting the companies to invest in.

Refer to the dataset: Stretton Hathaway 1.1.xlsx