SuperStore Returns Analysis – Project Decomposition Plan

Phase	Tasks	Deliverables
1 Data Preparation	- Import `Superstore.xls` into Tableau. - LEFT JOIN Returns table onto Orders table. - Create calculated field `Returned` (Yes = 1, null = 0). - Validate data (check for both Yes and null values in `Returned`).	Cleaned dataset in Tableau with `Returned` field ready for analysis.
2 Root Cause Analysis	- Build scatterplot: total sales vs total returns (by product subcategory). - Build bar chart: return rate by product category. - Build return rate by customer (filter: remove customers with only 1 order). - Build map: return rate by geography. - Build time-series chart: return rate by month/week. - Build at least two composite charts (mix of date, geography, product category, etc.).	Set of worksheets analyzing returns from multiple dimensions (category, customer, geography, time).
3 Dashboard Design & Build	- Create 3 low-fidelity dashboard mock-ups (pen & paper). - Take photos or scans of mock-ups. - Select preferred design. - Create dashboard template in Tableau (empty containers). - Add worksheets to the	Photos/scans of 3 mock-ups. Screenshot of empty template. Final Tableau dashboard.

	template. - Finalize dashboard: add titles, markers, filters, images.	
4 Story & Presentation	- Draft story arc (captions-only Story Points). - Duplicate draft for submission. - Add content to Story Points (worksheets, dashboards). - Build final Tableau Story with interactive dashboards. - Prepare 3–5 min screen recording or PDF presentation.	Draft Story (captions-only). Final Tableau Story. 3–5 min presentation video or PDF.
5 Project Packaging & Submission	- Publish dashboard to Tableau Public. - Create README.md file with Tableau Public link. - Gather all files: README, workbook, mock-ups, template screenshot, presentation. - Zip project folder (<9 MB).	ZIP archive containing README, workbook, mock-up images, presentation, and other files. Link to Tableau Public dashboard.

💡 Optional enhancements:
- Automate refresh of dashboard data (if applicable).
- Explore predictive models (e.g., forecast return rates).