

Coursera Final Assignment: Essential Design Principles for Tableau

Tableau Public: [Coursera Final Assignment - Essential Design Principles for Tableau](https://public.tableau.com/profile/minh.hieu.pham#!/vizhome/w4-project/Sub-CategoryProfitRatios-Dashboard)

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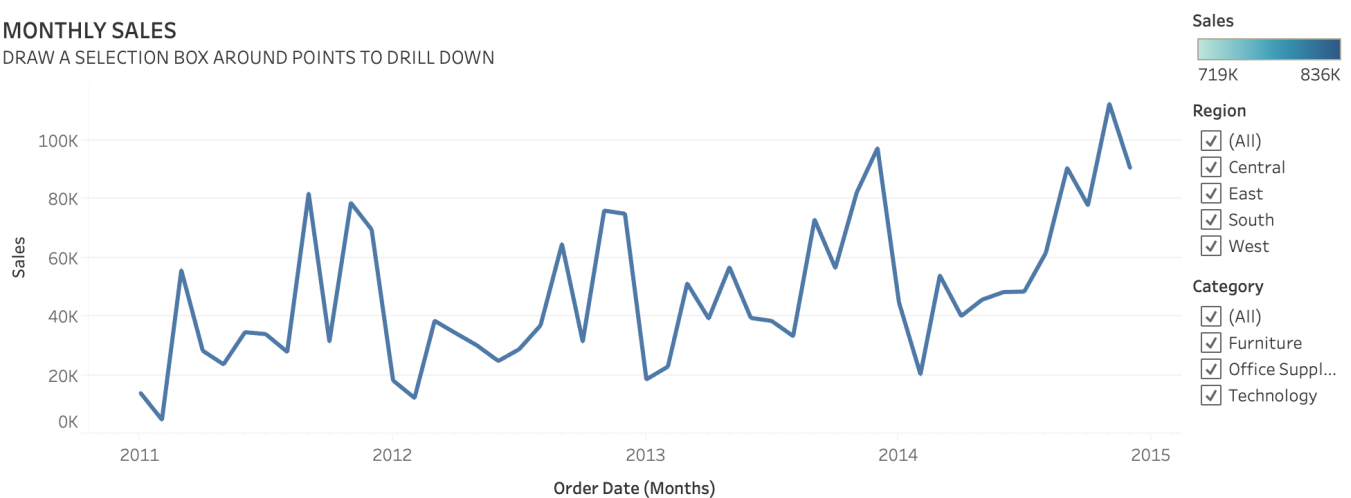
In order to complete the assignment, I incorporate nested sorting principles and also highlight the three worst performing elements on a bar chart.

Firstly, let's drill down on sales

DRILL DOWN ON SALES

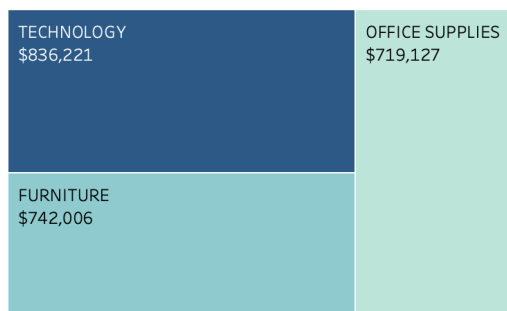
MONTHLY SALES

DRAW A SELECTION BOX AROUND POINTS TO DRILL DOWN

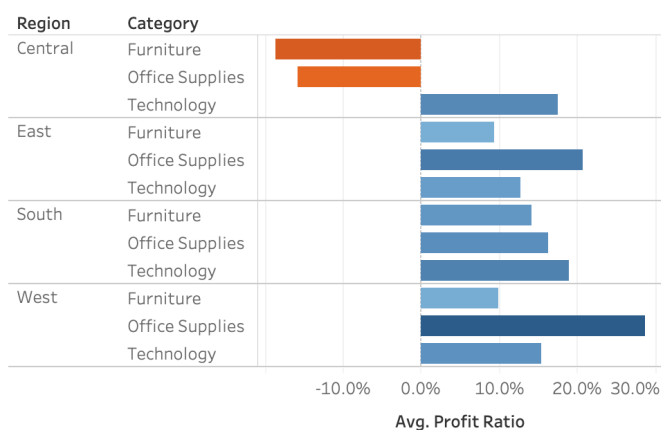


CONTRIBUTING CATEGORIES

CLICK ON A BOX TO DRILL DOWN TO SUBCATEGORY AND PRODUCT

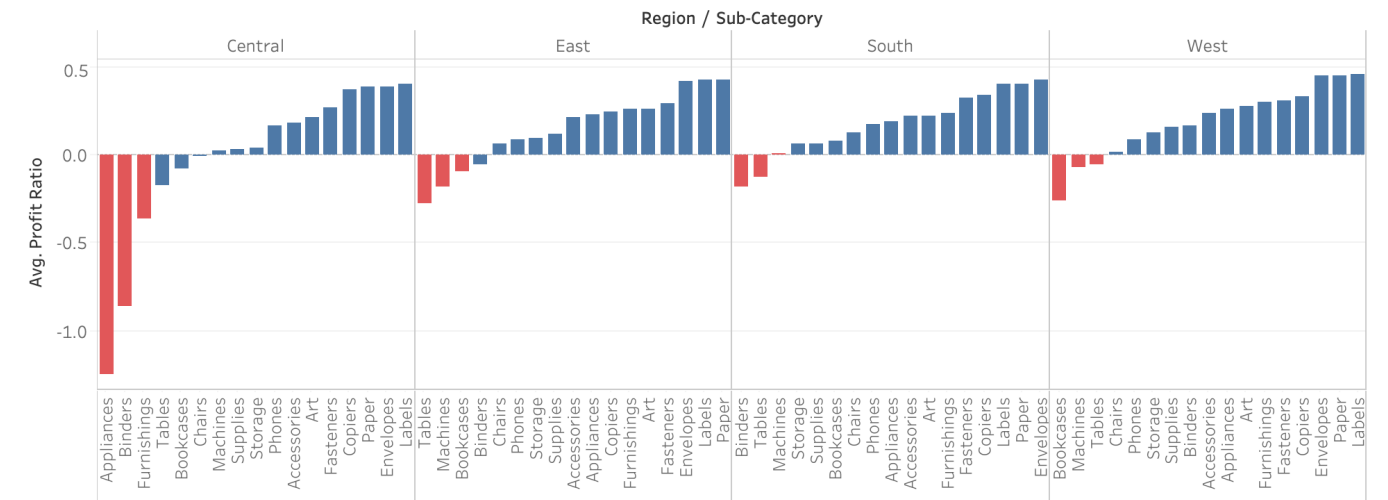


AVERAGE PROFIT RATIO



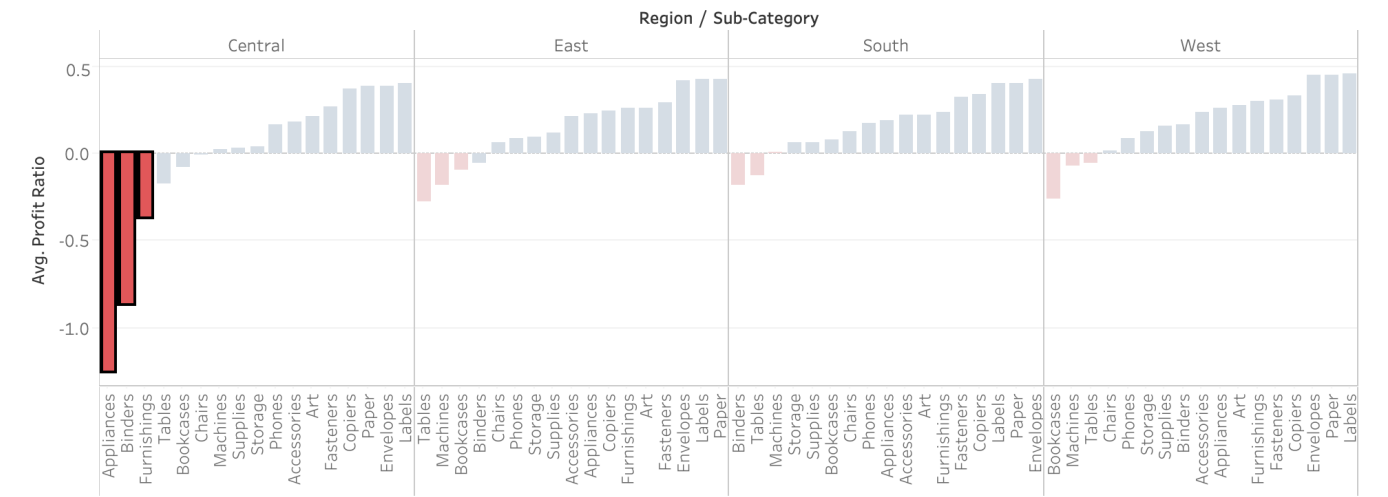
- Monthly sales: draw a selection box around points to drill down
- Contributing categories: click on a box to drill down to subcategory and product
- Average profit ratio

Deep dive on average profit ratio by sub-categories

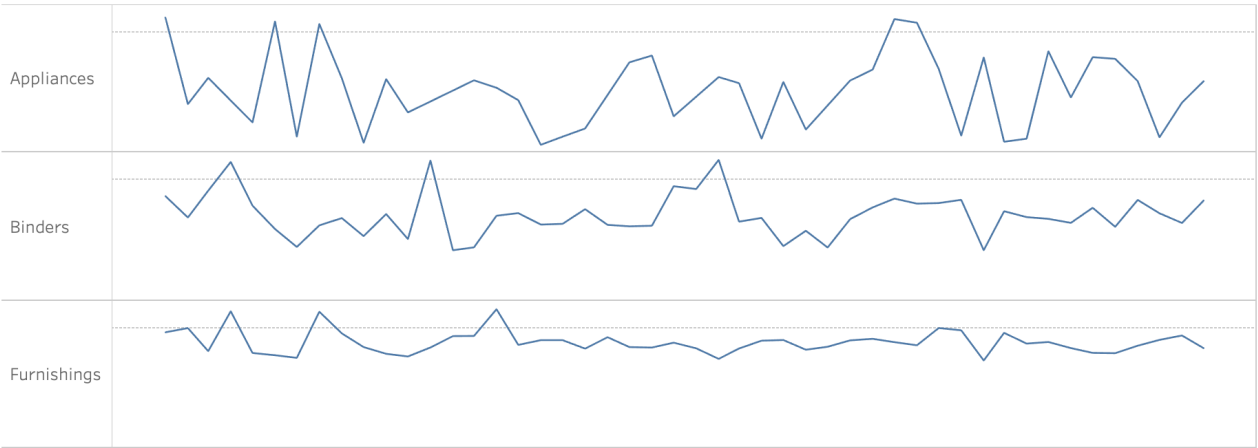


By selecting one or multiple sub-categories, the profit ratio time serie chart is also updated to anticipate next moves in sales based on trends.

Sub-Category Profit Ratios



Sub-Category Profit Ratios by Time



Some commentaries regarding the pre-attentive attributes and the Gestalt principles:

- Color is used to highlight the worst sale in each region;
- The similarity is reflected due to the red color of worst sales;
- There is no difficulty in finding out the worst sales due to highlighting, it's the negligible amount of clutter;

- This is dynamic visualization, I choose to use the first chart as a filter to mention the specific sub-categories sales trends by time;
- The extra calculation and sorting and memorizing the numbers are a burden. Visuals remain in mind for a long time;