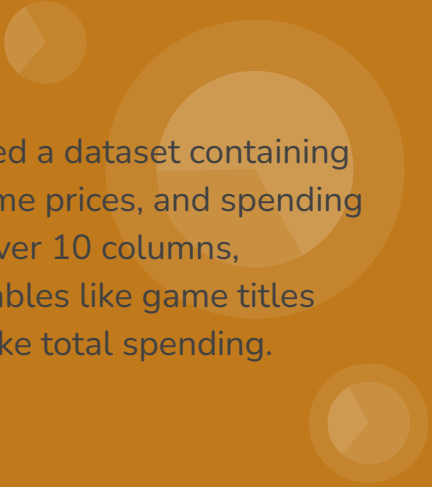


Exploring User Spending With Tableau


Hello everyone, my name is Carson Jarosz and today I'll be presenting the second phase of my capstone project, where I used Tableau to analyze and visualize user spending behavior on gaming platforms.



In this phase, I focused on leveraging Tableau to gain insights from my dataset. The goal was to uncover spending trends, identify top spenders, and explore patterns that could help predict future behavior.

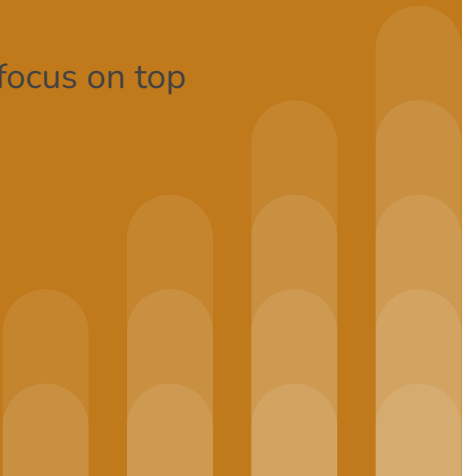


For this visualization, I used a dataset containing user purchase history, game prices, and spending habits. The dataset had over 10 columns, including categorical variables like game titles and numerical variables like total spending.

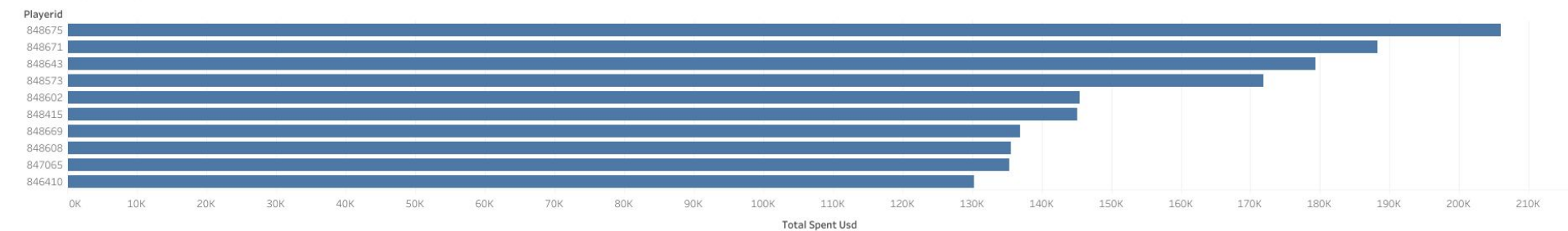


Before diving into visualizations, I performed EDA in Tableau to understand data distributions and trends. Some key observations:

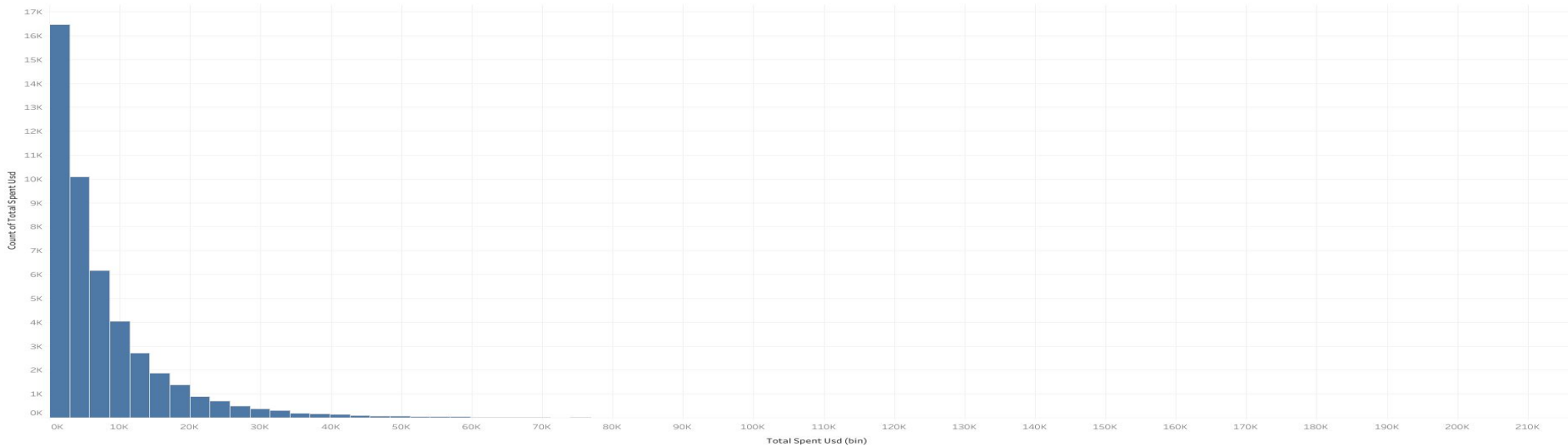
A small percentage of users contribute to a large portion of total revenue.
Spending varies significantly across different users.
Some users consistently spend more than others, which led to my focus on top spenders.



Top 10 Players by spending



Spending Distrabution





Now, let's take a look at my Tableau dashboard.

The dashboard provides an interactive way to explore spending data.
Users can filter by different criteria to analyze trends more effectively.
[Here, I will navigate through the dashboard and explain how it works.]

<https://public.tableau.com/app/profile/carson.jarosz/viz/CapstonBarChart/Sheet2>

<https://public.tableau.com/app/profile/carson.jarosz/viz/CapstonBarChart/Sheet1>



Working with Tableau presented a few challenges:

- **Data Cleaning:** Ensuring consistency in categorical and numerical fields.
- **Aggregation Issues:** Handling large datasets while maintaining meaningful visualizations.
- **Filtering Limitations:** Creating effective filters to analyze top spenders.

Overcoming these challenges helped me improve my data visualization skills.



Throughout this project, I learned:

- How to transform raw data into **meaningful visualizations**.
- The importance of **interactive dashboards** for storytelling.
- How to use **filters, parameters, and calculated fields** to improve data analysis.
- That data visualization plays a crucial role in understanding user behavior.



In conclusion, Tableau allowed me to uncover valuable insights about user spending patterns.

- In the future, I would like to integrate more **predictive analytics** into my dashboard.
- I also plan to refine the visualizations for even better insights.

Thank You!