

Lab 00 Week 02 Worksheet

The D³M process applied to the Supermarket Sales data

Step 1: Define an Objective **Prompt:** What operational or business question are you trying to answer?

- Example: “Which product line has the lowest average customer rating, and how can we address it?”

Write your own objective here:

- _____
- _____

Step 2: Establish a Hypothesis **Prompt:** What do you expect the data will reveal? Why?

- Example: “I hypothesize that Electronic Accessories has the lowest customer ratings because customers may face issues with functionality or durability.”

Write your hypothesis here:

- _____
- _____

Step 3: Analyze and Visualize **Task:** Create visualizations in Tableau to answer the questions:

1. Which product line has the lowest average customer rating?
2. Does this differ by store branch?
3. How have customer ratings changed over time?

Step 4: Interpret Results **Prompt:** Summarize your key findings:

- What do the results tell you about your hypothesis? Were there any surprises?
- What actionable recommendations can you make based on your analysis?

Write your interpretation here:

- _____
- _____

Step 5: Communicate Insights **Task:** Use Tableau to create a **dashboard** combining your key visualizations.

Prompt: Imagine presenting this to the store manager. Summarize your insights in 1–2 sentences:

- _____
- _____

Questions or Reflections

Use this space to jot down any questions or reflections you have about the lab session.
