

Practice Homework : Analyze the Superstore (Part 2)

This homework deals with the following topics:

- Time-series visualizations
- Spatial relationships/maps

General Idea of the Assignment

In this assignment, you will analyze data from the **Superstore** dataset. The objective is to gain insights and draw conclusions from the data. You'll use methods from our lectures for loading, visualizing and analyzing one of Tableau's sample datasets.

In this assignment, you will create visualizations based on the following prompts:

1. Compare the performance of two product categories:
 - a. Drag "Category" to the Columns shelf.
 - b. Drag "Sales" to the Rows shelf.
 - c. To compare two product categories, add "Category" to your "Filters". When you do this, a pop-up will appear allowing you to select which categories you want to show. Uncheck "Technology" to compare two categories instead of all three.
2. Create a map visualization to show a metric geographically:
 - a. Use "Longitude (generated)" as the dimension on the Columns shelf and "Latitude (generated)" on the Rows shelf.
 - b. Drag "Profit" to the Color shelf.
 - c. Add "State" to the Detail shelf.
 - d. Tableau will create a visualization with color coding or size variation based on the metric. To add a legend, right-click on the color or size legend and choose "Show Legend."

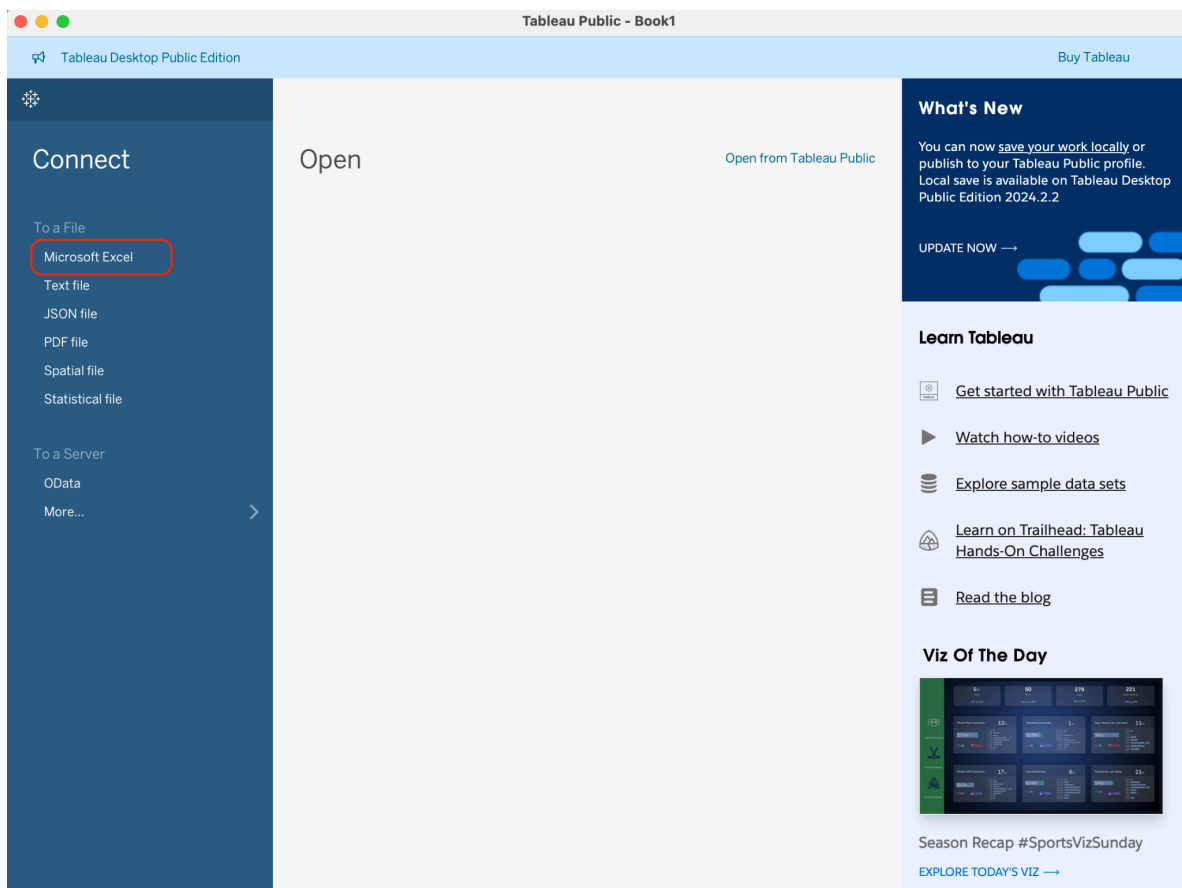
About the Data

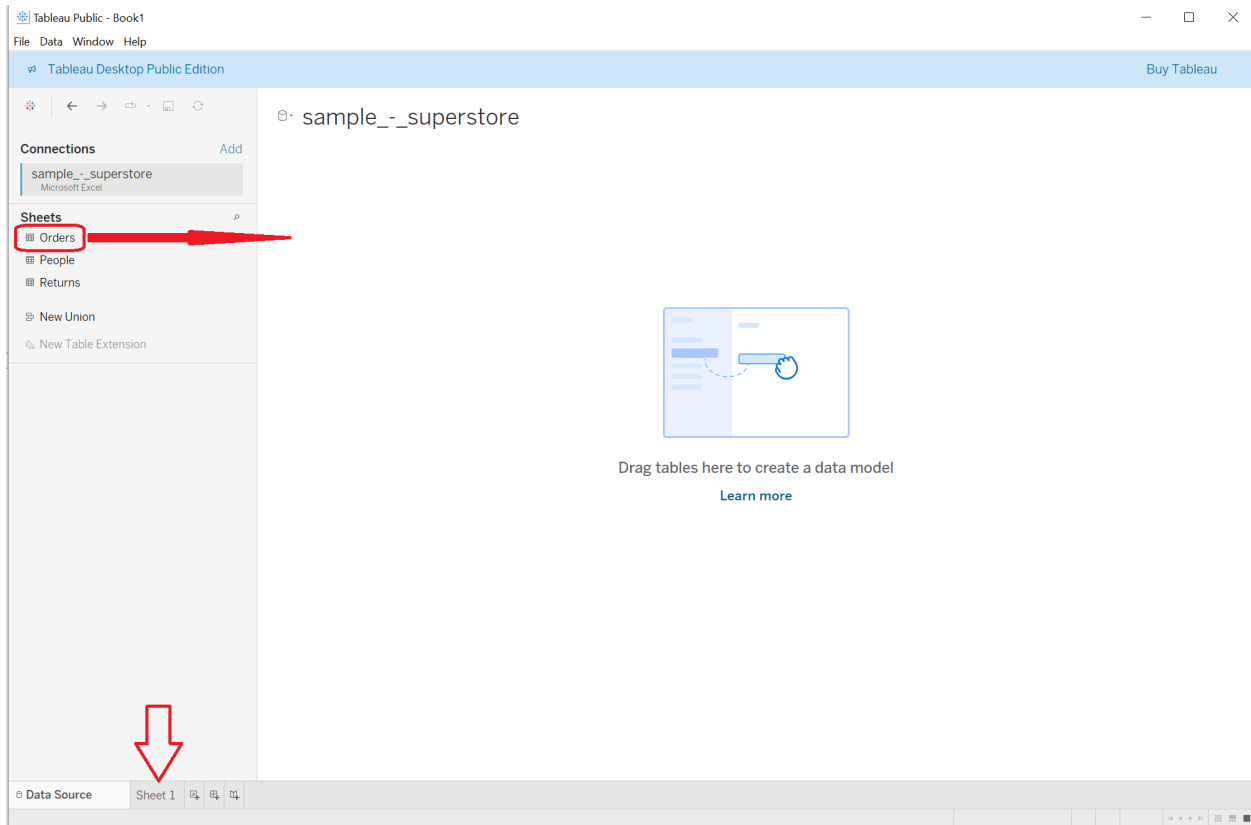
Tableau provides a sample dataset called "Superstore", a comprehensive sample dataset for analysis and visualization. It simulates sales and performance data for a fictional retail company, providing a wide range of variables including customer details, product categories, regions, order dates, and sales metrics. The dataset enables analysts to explore sales trends,

evaluate top-performing products, assess customer segments based on demographics or behavior, and uncover geographical patterns. With its realistic structure, the Superstore dataset serves as a valuable resource for practicing analytical skills and driving business strategies in the retail domain.

How to load the Data

- Download “Superstore Sales” dataset from Coursera
- Launch Tableau on your computer
- Click **To a File > Microsoft Excel**
- Load “sample_-_superstore.xls” you just downloaded
- Drag “Orders” to the right side of the window
- Click “Sheet 1”
- Start working on your visualizations





Submission

Before submitting, thoroughly review your work for any errors, inconsistencies, or missing components. Please ensure a well-prepared and comprehensive submission for your Tableau homework.

Evaluation

1. Categories Comparison (30 points):
 - a. Selected the correct indicator for analysis and comparison (10 points)
 - b. Load the correct dimension into the workspace (10 points)
 - c. Compared the performance of two categories in a chosen indicator using a side-by-side bar chart or a stacked bar chart (10 points)
2. Map Visualization (70 points):
 - a. Choose the correct type of chart (10pt)

- b. Created a map visualization displaying a spatial relationship among regions based on a specific indicator (10 points)
- c. Used effective color coding or size variation to represent different levels of the indicator (25 points)
- d. Demonstrated the ability to create compelling spatial visualizations (25 points)