

Import "Assignment Two - Global Superstore" dataset into Tableau; create visuals to answer below questions and write down your answers in this word file named "OMIS324-AssignmentTwo_YourName". One Tableau worksheet for one question.

1. What is the most profitable category in June 2013? (3 points)

Answer: Technology

hint: use category, profit, and order date to create a line chart; add a filter (year);

- Change the Order date (in Columns) from Year to Month
- Your visual should be able to be filtered (single value dropdown) by year (order date)
- Select 2013 in the filter
- Name the worksheet as "Q1-Profit by Month"

2. In which regions, Table is a non-profitable product (sub-category)? (3 points)

Answer: Oceania, North Asia, East, Southeast Asia, Central, and South

hint: use profit, region, and sub-category to create a horizontal bar chart

- Your visual should be able to be filtered (single value dropdown) by sub-category
- Select "Table" sub-category in the filter and only demonstrate the data for table sub-category in the worksheet
- Sort the bars based on Profit in decreasing order
- Name the worksheet as "Q2-Profit by Sub-category by Region"

3. What is the most profitable segment in Office Supplies category? (3 points)

Answer: Consumer

hint: use profit, category, and segment to create a clustered column chart (side-by-side chart)

- Group columns by Category; Legend represents Segment
- Demonstrate profit number in the chart
- Change the number format for profit into Currency without decimal places
- Name the worksheet as "Q3-Profit by Category by Segment"

4. What is the most profitable state in 2013? (3 points)

Answer: California

hint: use profit and state to create a filled map; add a filter (year)

- Demonstrate state name and profit number on the map
- Filter the visual by Country; Select "United States" only in the filter
- Your visual should be able to be filtered (single value dropdown) by year (order date)
- Name the worksheet as "Q4-Profit by State"

5. Create one dashboard to demonstrate above 4 worksheets. In the visual of Q3, select Consumer segment in Furniture category, look at the visual of Q4. Which state is the least profitable? (2 points)

Answer: Illinois

- a. Change the dashboard size into Automatic
- b. Link these four visuals (hint: Dashboard tab → Actions → Add Action → Click “Select” → OK

Extra credit (2 points):

Option 1: Use any existing visuals created to create a story point; Specify which type of story it is.

Option 2: if you think the existing visuals cannot be used in storytelling, please create any two visuals based on your interests and use them to create a story point; Specify which type of story it is.

Answer: I used a contrast story type to show the differences in technology sales and profits in the United States and the United Kingdom

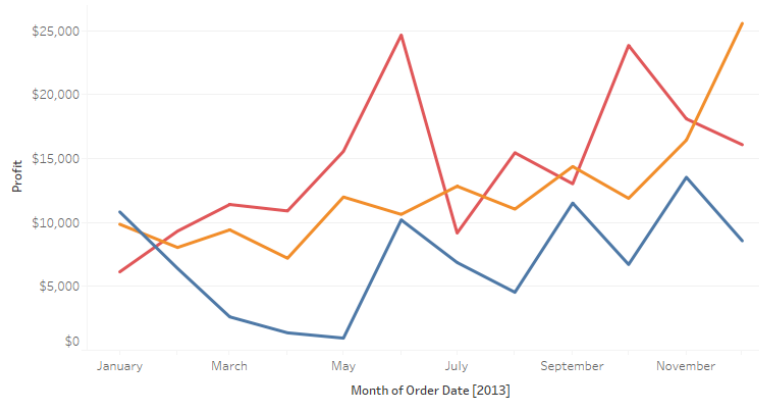
6. Upload your visuals to Tableau Public; Paste your URLs in your word file; Answer the questions from Q1 to Q4 in the word file; Submit the file to blackboard.

URL link:

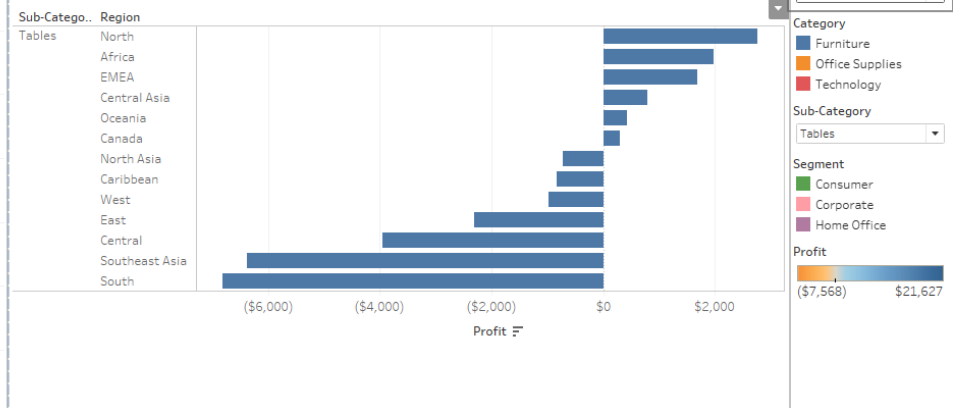
<https://public.tableau.com/profile/dakota.gannon#!/vizhome/Inclassassignment2/Story1?publish=yes>

Just for your reference. It is fine if you use different colors in the graphs.

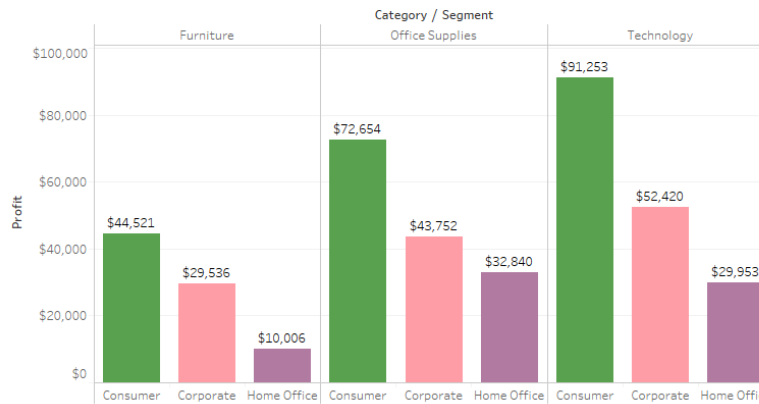
Q1-Profit by Month



Q2-Profit by Sub-category by Region



Q3-Profit by Category by Segment



Q4-Profit by Region

