Lesson 7 – Exercise 7.1: Scatter plots and Motion charts

Business Scenario

A plant manager wants to accomplish a time-based breakdown of each product's performance in terms of sales and profit. Create a visualization that will benefit him get performance comprehensions across time to come up with a list of low-performing products in terms of sales and profit across different regions.

- In the West region, which state has only one product?
  (**Hint**- Filter on the State dimension having one Product)

- Which product had the highest Profit and Sales in East Region in the year 2016?
  (**Hint**- Change the level of Order Date in the Pages shelf to YEAR (Order Date). View the scatter plot for 2016.)

Overview

- Create a scatter plot with Sales, Profit, Region, and Product Name.

- Add Category to the Color shelf.

- Use the Pages shelf to create a motion chart with Order Date at Monthly level.

The result should resemble the image below:

Detailed Instructions

1. Open **Tableau 10.x** (You can go to Start Menu -> All Programs -> Tableau 10.x).
2. Connect to the saved **Sample - Superstore** data source.
3. Open a new sheet.
4. With **Profit** and **Sales** selected, go to Show Me and select **Scatter plots.**
5. Add **Region** to Rows shelf.
6. Add **Category** to the Color shelf.
7. Add **Product Name** to Detail shelf.
6. Right-click **Order Date** to drag it to the Pages shelf and select **Month (Order Date)** continuous.
7. Hit the **Play** button to set the view in motion.
8. Rename the worksheet as **Product Analysis.**

Keep the workbook open to perform next exercise.

Answers

Based on the view, these are the answers to the questions in the problem statement:

- In the West region, which state has only one product?
  Answer – **Wyoming**

- Which product had the highest Profit and Sales in East Region in the year 2016?
  Answer – **Canon imageCLASS 2200 Advanced Copier**