Exercise #3 – Do some analysis with Tableau

Now that you’ve had a brief introduction to Tableau, here’s a few exercises to try. For each question, just create a new Worksheet within your Tableau workbook. Your goal for each question is to try to create a visualization(s) that an analyst could look at rather quickly and answer the question. Also, submit a word document to answer the questions below.

1. Create a new Tableau workbook and connect to the Coffee Chain sample Access database (in Moodle). Save your Tableau workbook as **CoffeeAnalysis-<your name>.twbx**. (i.e. a packaged workbook, that I can see your data file when I open it)
2. Which product type is the leading seller in each of the market segments? Name your sheet something useful like LeadingSeller.
3. Are there certain products that seem to be on an upward or downward trend in terms of sales? Do these trends vary by location?
4. Are there seasonal cycles in sales for the various products and product types?
5. What is the relationship between marketing dollars spent and sales? Does it vary by product type? What about by region or by some other dimension?
6. Explore on your own and create some sort of interesting visualization of some discovery you make about the Coffee Chain scenario.
7. Experiment with the Dashboard feature and create a dashboard that lets you look at a number of metrics all in one place. You might want to take a look at the article I posted from Juice Analytics on designing effective dashboards.

To be submitted:

1) Your Tableau packaged workbook, with all the requested analysis (i.e. the .twbx file)

2) A Word document report, answering and discussing the questions above