Tableau Exploration of Profits and Losses for Superstore Orders

This is data for a store that sells office supplies, technology and furniture. I chose to focus on the profits since that is arguably the most important aspect of a private sector company. I started with a very broad look at the profits and then went deeper. I then shifted focus to from profits to losses, since losses are completely unacceptable in a business and have to be fixed urgently. My conclusion was that furniture was unprofitable in only certain cities. The solution would be to simply raise prices of furniture in those cities.

The link to my feedback can be found under resources. The person giving the feedback suggested I have a different color for losses, because all my charts simply had dark blue lines. I added profits to the color section and separated profits and losses by color. I also added a filter to the dashboard for the map.

Feedback:

"Hi Mohammad,

Nice work! A few bits of feedback that I have for you:

Try to add a little bit of color! Until you get to the map it's nearly all the same default blue. You're dealing with profit and losses so that's an easy application there (red and black?), but any other opportunities might be good too.

The first few pages are a little barren. Can you think of any way to possibly condense that information and make it a little more eye catching?

Finally, can you think of anyways to make it more interactive? Potentially add some filters to a few of the pages; this could potentially make accessing the information easier too to mitigate the need for scrolling.

Hope this helps! If you have an opportunity, would you please take a look at mine?"

Resources:

https://discussions.udacity.com/t/feedback-trade-request/316404