TASK 3 - DATA INSIGHTS AND PRESENTATION

For this task, I uploaded the KPMG updated, quality checked excel file to Tableau public and started with few worksheets.

First, I joined all the tables Transactions, Customer Address, Customer Demographic and customer Demographic address with the Customer ID field in all the tables.

I have created the following charts :

Stacked bar chart – I created this to show the most popular sales brand for each of the 3 states in Australia – Queensland, New South Wales and Victoria

Packed bubbles chart – I created this to show the age group – old, young in each of the 3 states. This shows that the old group with DOB below 1980 is more in the Customers.

Packed bubbles chart – I created this to show the total distinct count of customers in each of the 3 states. It’s clearly seen that the New South Wales has the highest count of customers.

Area chart – I created this to show the distinct count of customers who buy products based on the product class-type in each of the state. This clearly shows the customers in all the states clearly prefers only the medium class products than the low and high class products.

Dynamic Dashboard

Finally, I created a dynamic dashboard with all these charts and with State as the filter. I have published this dashboard in Tableau - <https://public.tableau.com/views/SPROCKETCENTRAL_INSIGHTS/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link>

I have also took a screenshot of the same and it’s found in Dashboard1.pdf