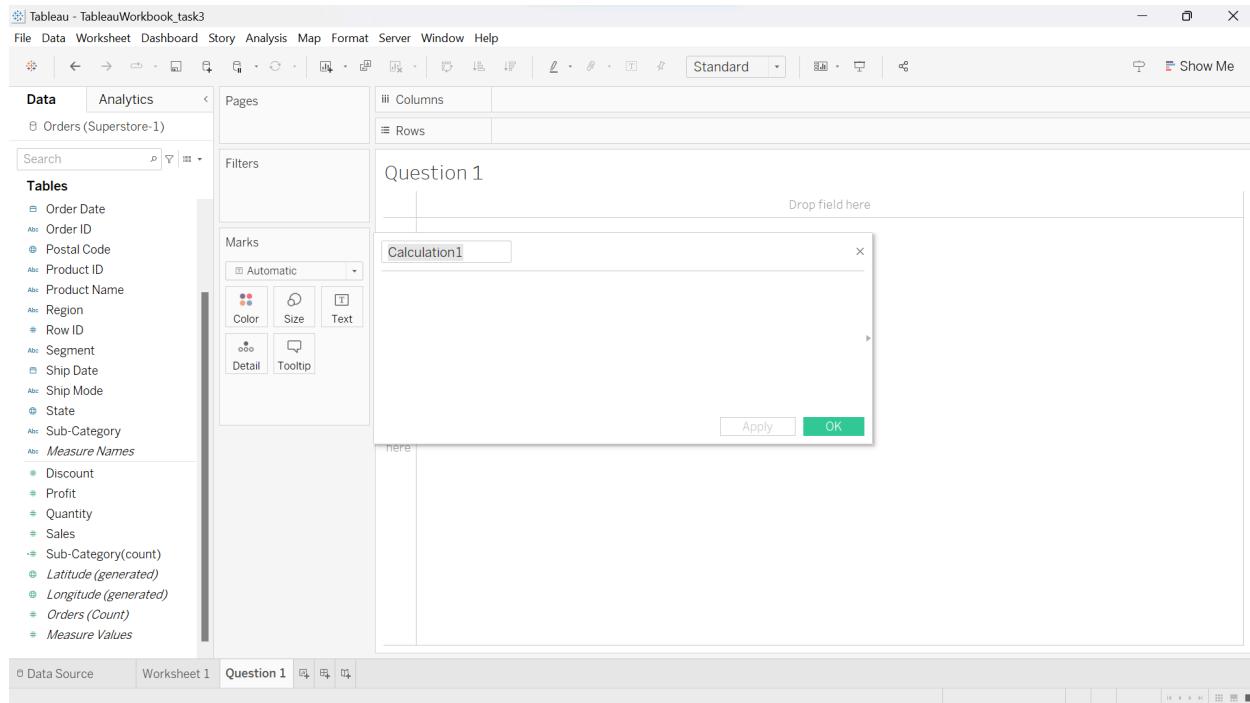


**CSCE 5320 Section(s) 003,600 (Spring 2024 1)**  
**Scientific Data Visualization**

**Question-1:**

1.



The screenshot shows the Tableau desktop application interface. The title bar reads "Tableau - TableauWorkbook\_task3". The menu bar includes File, Data, Worksheet, Dashboard, Story, Analysis, Map, Format, Server, Window, and Help. The ribbon bar has tabs for Data and Analytics, with "Orders (Superstore-1)" selected. The left sidebar displays the "Tables" and "Measure Names" sections, listing various dimensions and measures. The main workspace is titled "Question 1" and contains a "Calculation1" dialog box. The dialog box has a "Drop field here" placeholder and two buttons at the bottom: "Apply" and "OK". The status bar at the bottom shows "Data Source", "Worksheet 1", and "Question 1".

2.

Tableau - TableauWorkbook\_task3

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Data Analytics

Orders (Superstore-1)

Search

Tables

- Order Date
- Order ID
- Postal Code
- Product ID
- Product Name
- Region
- Row ID
- Segment
- Ship Date
- Ship Mode
- State
- Sub-Category
- Measure Names
- Discount
- Profit
- Quantity
- Sales
- Sub-Category(count)
- Latitude (generated)
- Longitude (generated)
- Orders (Count)
- Measure Values

Pages Columns Rows

Marks Automatic Color Size Text Detail Tooltip

Question 1

Drop field here

Profit Ratio

SUM([Profit])/SUM([Sales])

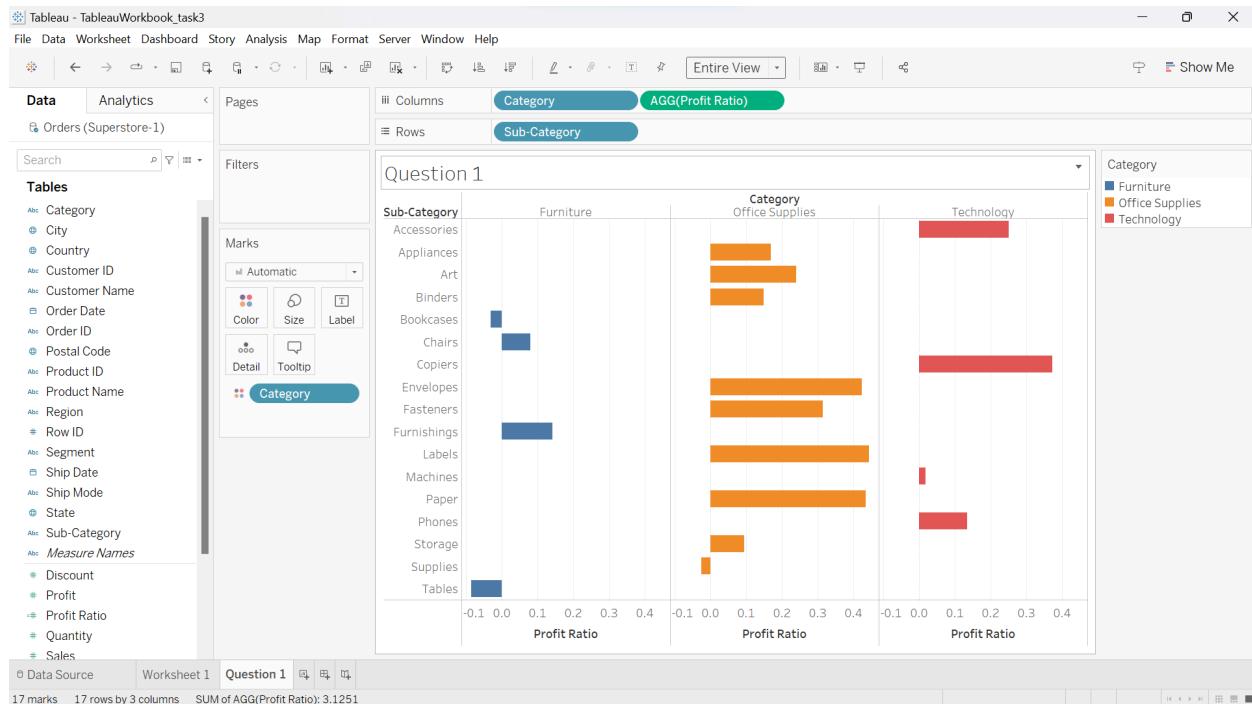
The calculation is valid.

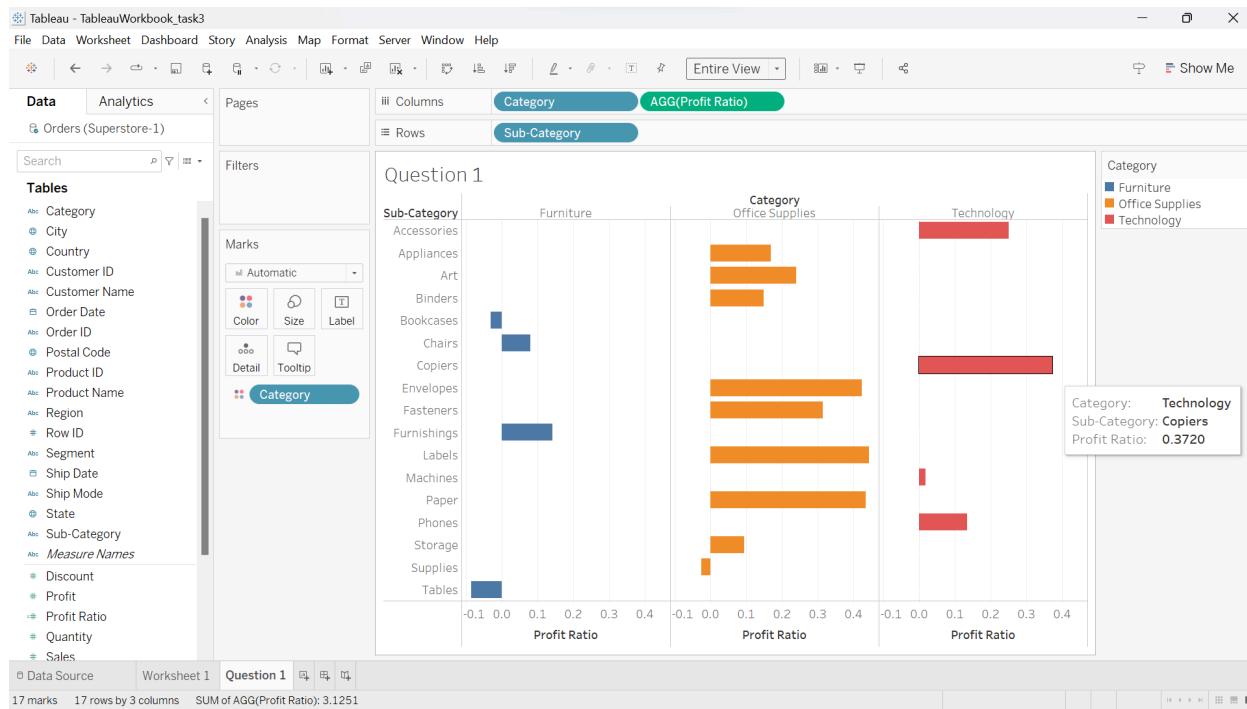
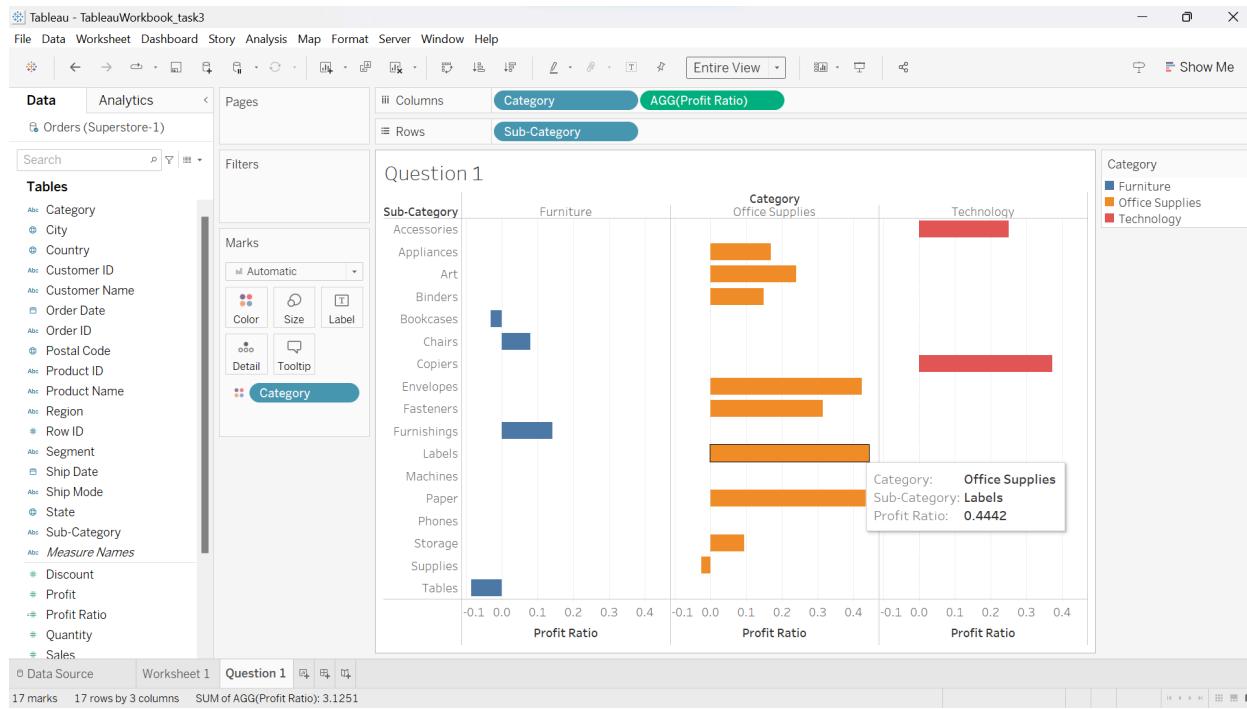
Apply OK G

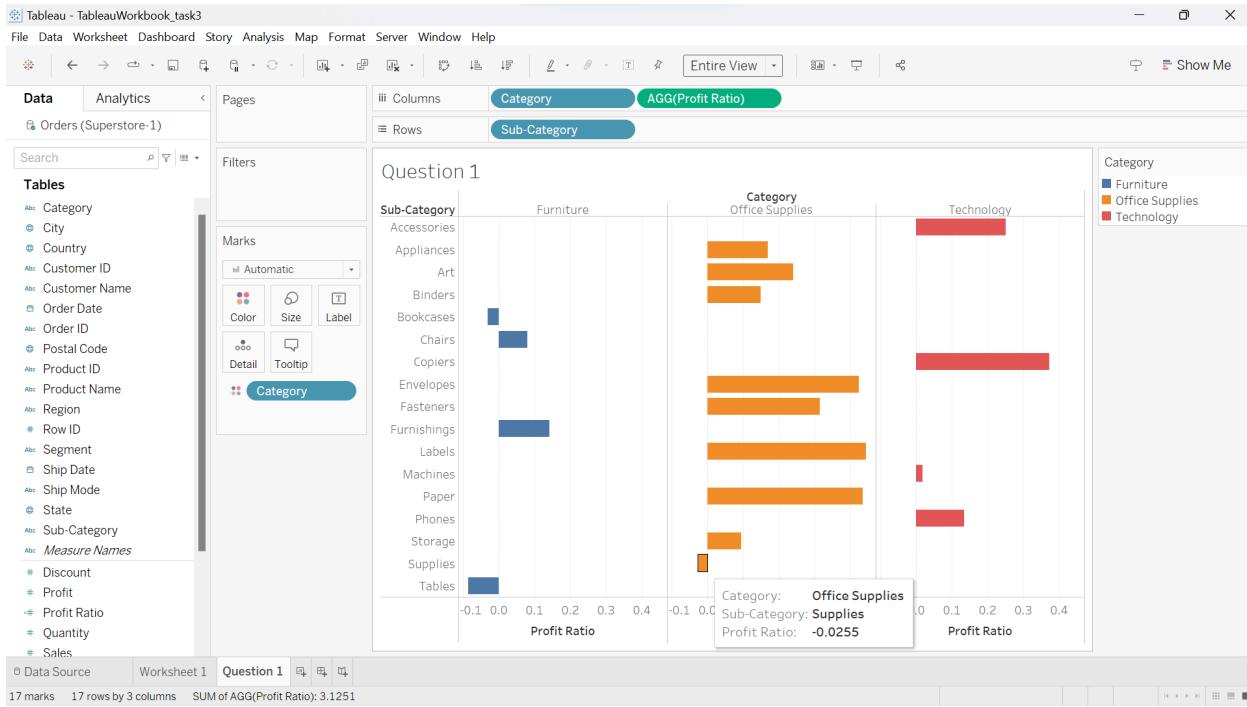
0 Data Source Worksheet 1 Question 1

This screenshot shows the Tableau interface with a calculated field named 'Profit Ratio' being created. The formula is  $\text{SUM}([\text{Profit}])/\text{SUM}([\text{Sales}])$ . A validation message indicates that the calculation is valid, with 'Apply' and 'OK' buttons available.

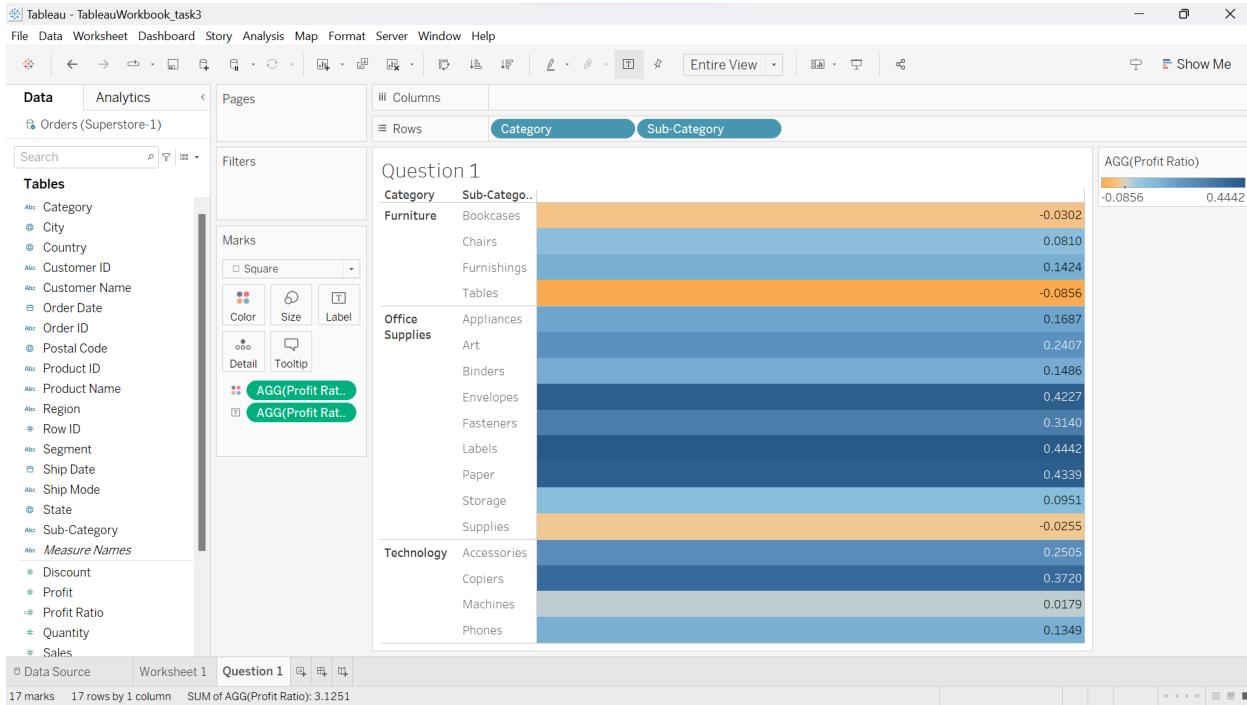
3.







## Highlight table

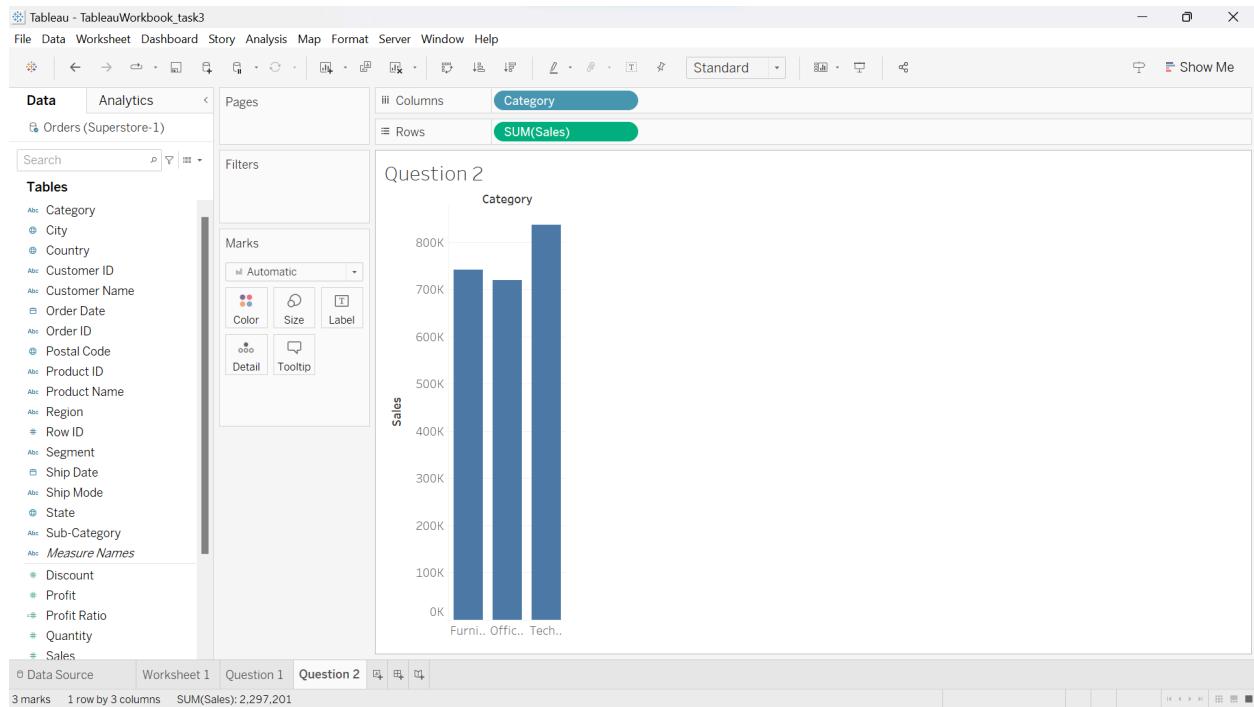


Analysis: I created a new calculated field editor that includes a function to determine the profit ratio of sales. By using this function, we can identify which items are profitable. From the visualization, we can see that the Office

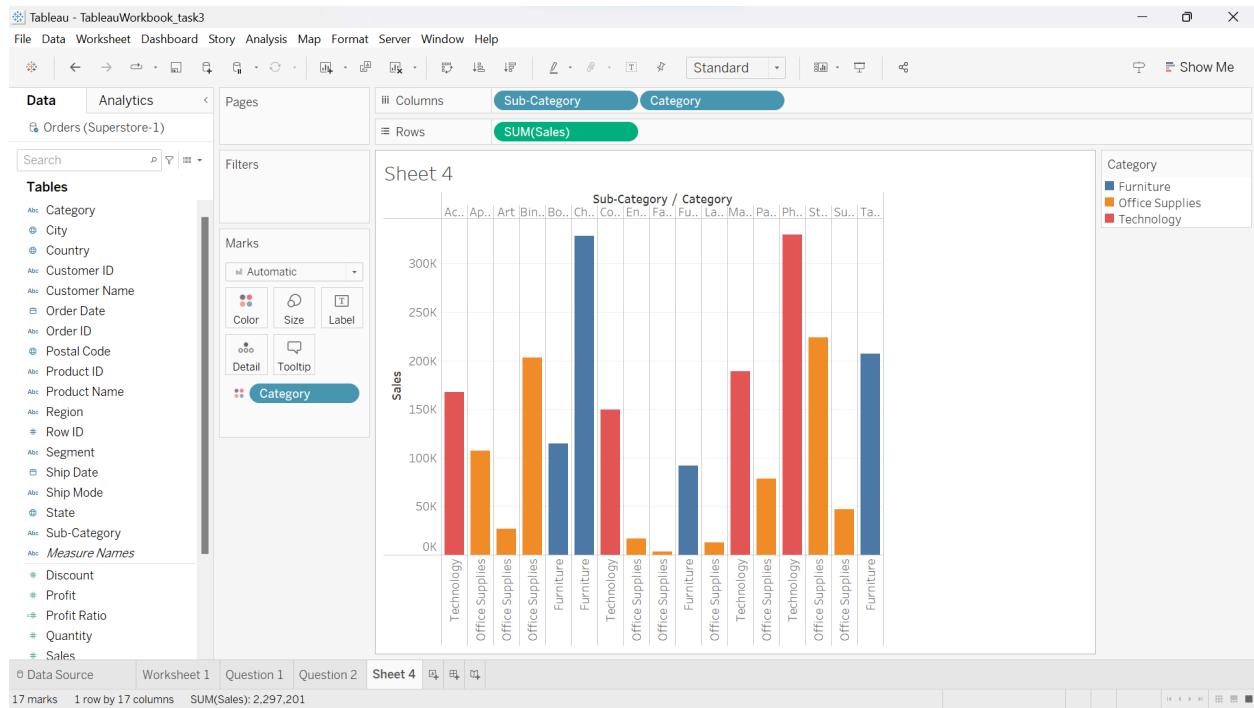
Supplies category has the highest profit ratio. Within the Office Supplies category, the Labels subcategory has the highest profit ratio, while the Supplies category has the lowest. The next highest profit ratio is found in the Technology category with copiers. To provide a better understanding of the data, I also utilized highlight tables.

## Question 2:

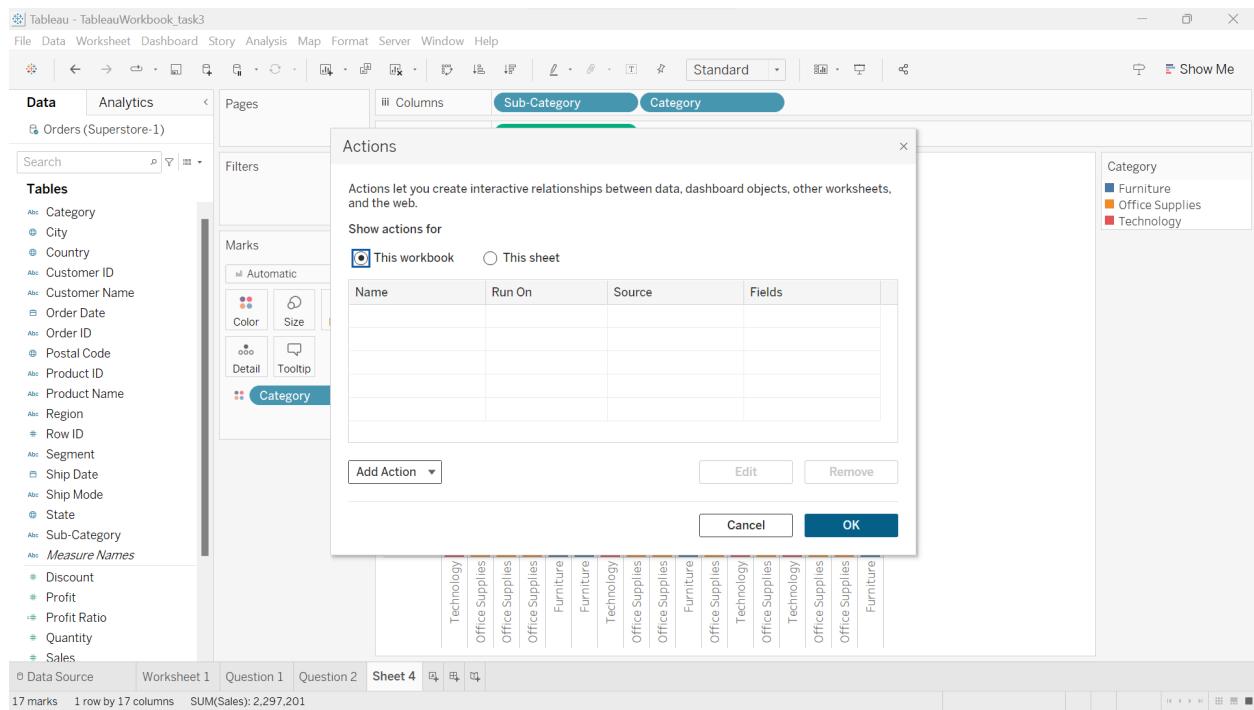
1.



2.



3.



**Tableau - TableauWorkbook\_task3**

**Add Filter Action**

**Name:** Filter1

**Source Sheets:** Orders (Superstore-1)

**Run action on:**  Question 2(Destination)  Hover  Select  Menu  Single-select only

**Target Sheets:** Question 2(Destination)

**Clearing the selection will:**  Keep filtered values  Show all values  Exclude all values

**Filter:**  All fields  Selected fields

Source Field	Target Data Source	Target Field
Click to add		

**Buttons:** Cancel OK

**Tableau - TableauWorkbook\_task3**

**Add Filter Action**

**Name:** Filter1

**Source Sheets:** Orders (Superstore-1)

**Run action on:**  Hover  Select  Menu  Single-select only

**Target Sheets:** Question 2(Destination)

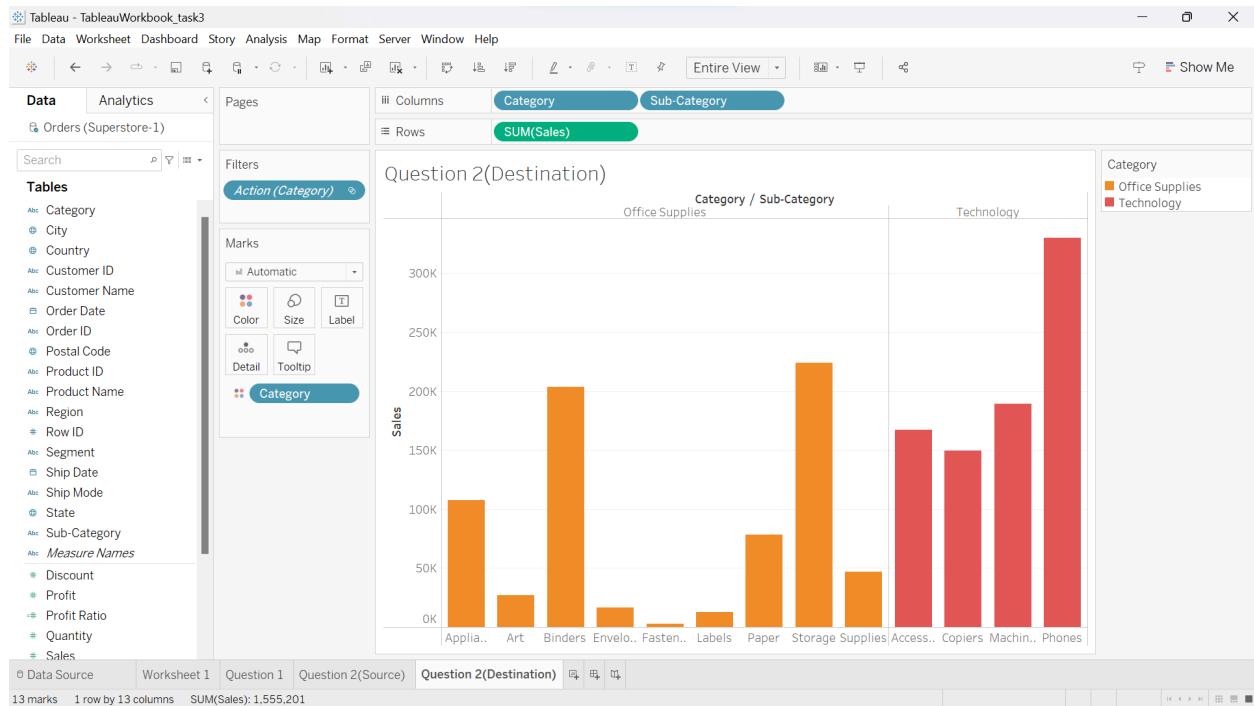
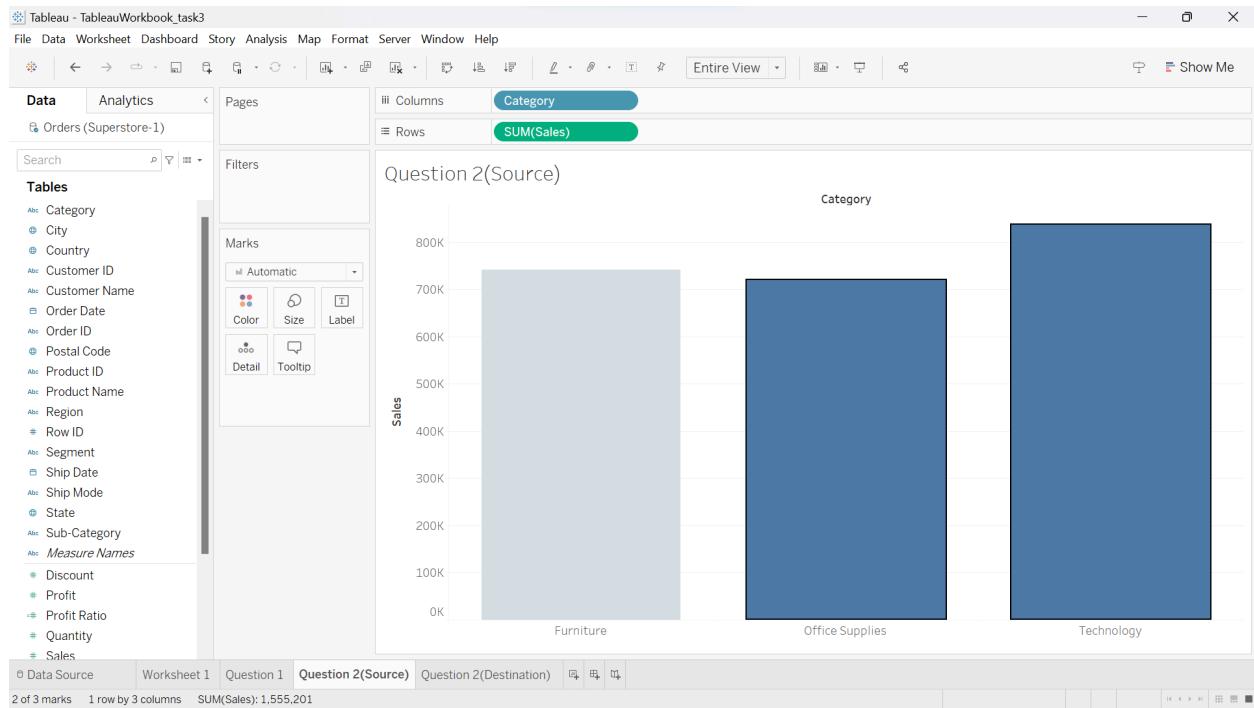
**Clearing the selection will:**  Keep filtered values  Show all values  Exclude all values

**Filter:**  All fields  Selected fields

Source Field	Target Data Source	Target Field
Click to add		

**Buttons:** Cancel OK

4.

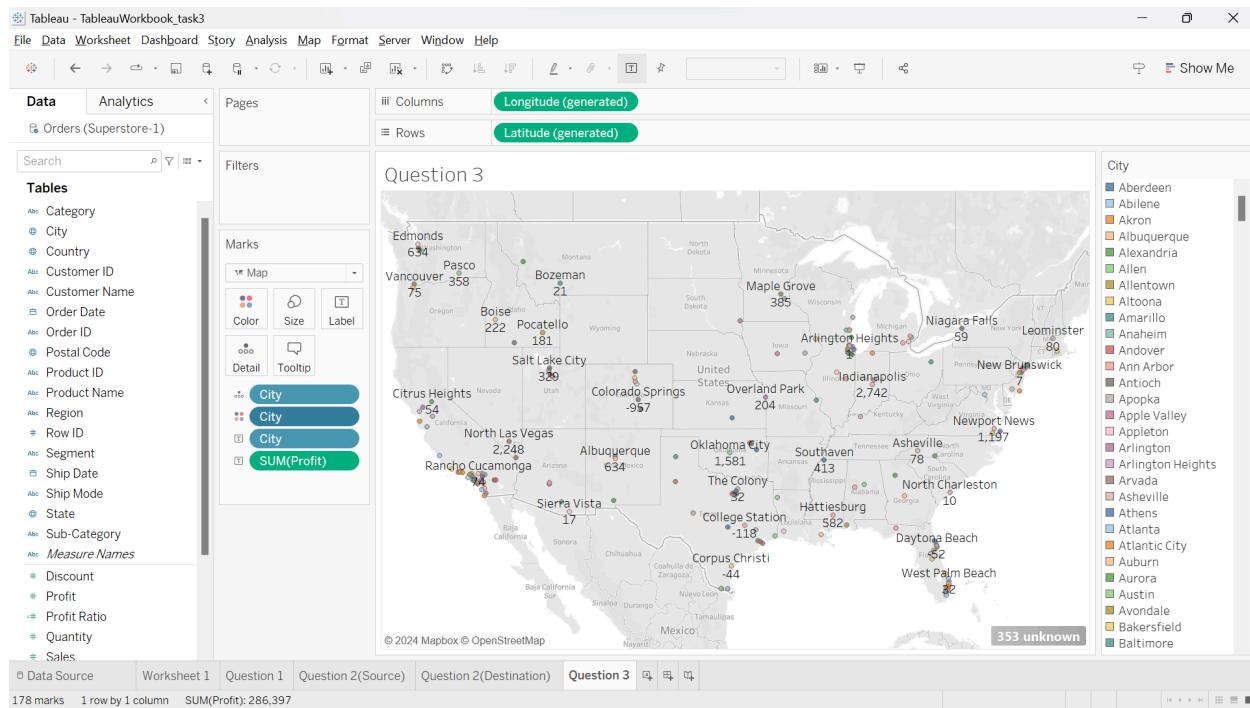


Explanation: I created two worksheets for this task. The source worksheet is used to identify the sales of each category, while the destination worksheet is

used to identify the sales of categories and subcategories. To connect both worksheets, I used the action feature that performs an action when a selection is made. Using the control key, I selected the Office Supplies and Technology categories in the source worksheet. As a result, only the subcategories of Office Supplies and Technology are visible in the destination worksheet.

## Question 3:

1.



2.

Tableau - TableauWorkbook\_task3

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Data Analytics

Orders (Superstore-1)

Search

Tables

- Category
- City
- Country
- Customer ID
- Customer Name
- Order Date
- Order ID
- Postal Code
- Product ID
- Product Name
- Region
- Row ID
- Segment
- Ship Date
- Ship Mode
- State
- Sub-Category
- Measure Names

  - Discount
  - Profit
  - Profit Ratio
  - Quantity
  - Sales

0 Data Source 178 marks 1 row by 1 column SUM(Profit): 286,397

Longitude (generated)

Actions

Actions let you create interactive relationships between data, dashboard objects, other worksheets, and the web.

Show actions for

This workbook This sheet

Name	Run On	Source	Fields
Filter...	Orders (Superstore-1)	All	
Highlight...			
Go to URL...			
Go to Sheet...			
Change Parameter...			
Change Set Values...			

Add Action ▾

Cancel OK

City

- Aberdeen
- Abilene
- Akron
- Albuquerque
- Alexandria
- Allen
- Allentown
- Altoona
- Amarillo
- Anaheim
- Andover
- Ann Arbor
- Antioch
- Appoka
- Apple Valley
- Appleton
- Arlington
- Arlington Heights
- Arvada
- Asheville
- Athens
- Atlanta
- Atlantic City
- Auburn
- Aurora
- Austin
- Avondale
- Bakersfield
- Baltimore

Tableau - TableauWorkbook\_task3

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Data Analytics

Orders (Superstore-1)

Search

Tables

- Category
- City
- Country
- Customer ID
- Customer Name
- Order Date
- Order ID
- Postal Code
- Product ID
- Product Name
- Region
- Row ID
- Segment
- Ship Date
- Ship Mode
- State
- Sub-Category
- Measure Names

  - Discount
  - Profit
  - Profit Ratio
  - Quantity
  - Sales

0 Data Source 178 marks 1 row by 1 column SUM(Profit): 286,397

Longitude (generated)

Add URL Action

Name: CityWiki

Action and tip: Run action on: Select

Source Sheets: Orders (Superstore-1)

Run action on: Hover, Select, Menu

Run action on: Question 1, Question 2(Destination), Question 2(Source), Question 3

URL Target: New Tab if No Web Page Object Exists

URL: <https://en.wikipedia.org/wiki/<City>>

URL: <https://en.wikipedia.org/wiki/Aberdeen>

Cancel OK

City

- Aberdeen
- Abilene
- Akron
- Albuquerque
- Alexandria
- Allen
- Allentown
- Altoona
- Amarillo
- Anaheim
- Andover
- Ann Arbor
- Antioch
- Appoka
- Apple Valley
- Appleton
- Arlington
- Arlington Heights
- Arvada
- Asheville
- Athens
- Atlanta
- Atlantic City
- Auburn
- Aurora
- Austin
- Avondale
- Bakersfield
- Baltimore

3.

Task - 3 Data visualisation task 3 - Google Indianapolis - Wikipedia

en.wikipedia.org/wiki/Indianapolis

WIKIPEDIA The Free Encyclopedia

Search Wikipedia Search Create account Log in ...

Wiki Loves FOLKLORE

Photograph your local culture, help Wikipedia and win!

## Indianapolis

139 languages

Contents hide

(Top)

Etymology

> History

> Geography

> Demographics

> Economy

> Culture

> Sports

> Government

> Public safety

> Education

G Get citation Transportation

Article Talk Read Edit View history Tools Coordinates: 39°46'07"N 86°09'29"W

This article is about the capital city of the U.S. state of Indiana. For other uses, see [Indianapolis \(disambiguation\)](#).  
Not to be confused with [Indianópolis](#), a municipality in [Minas Gerais, Brazil](#).

Indianapolis (*/ɪndiə nəpəlɪs/ IN-dee-ə-NAP-ə-lis*)<sup>[1][2]</sup> colloquially known as **Indy**, is the **capital** and most populous city of the U.S. state of **Indiana** and the **seat** of **Marion County**. Located in **Central Indiana**, the city lies along the **White River's West Fork** near its confluence with **Fall Creek**.

At the **2020 census**, the **balance** population was 887,642.<sup>[13]</sup> Indianapolis is the **16th-most** populous city in the U.S., the third-most populous city in the **Midwest** after **Chicago** and **Columbus, Ohio**, and the fourth-most populous state capital after **Phoenix, Arizona**, **Austin, Texas**, and **Columbus**. The **Indianapolis metropolitan area** is the 34th-most populous metropolitan statistical area in the U.S., home to 2.1 million residents.<sup>[14]</sup> With a population of more than 2.6 million, the combined statistical area ranks 27th.<sup>[15]</sup> Indianapolis proper covers 368 square miles (950 km<sup>2</sup>), making it the **18th-most extensive** city by land area in the country.

**Indianapolis**  
State capital and consolidated city-county



Task - 3 Data visualisation task 3 - Google Indianapolis - Wikipedia Wichita - Wikipedia

en.wikipedia.org/wiki/Wichita

WIKIPEDIA The Free Encyclopedia

Search Wikipedia Search Create account Log in ...

Wiki Loves FOLKLORE

Photograph your local culture, help Wikipedia and win!

## Wichita

26 languages

Contents hide

(Top)

People

Places in the United States

In the military

In entertainment

See also

G Get citation

Article Talk Read Edit View history Tools

From Wikipedia, the free encyclopedia

Wichita (*/wɪtʃɪtə\_, -ta / WITCH-i-taw, -tah*) may refer to:

People [edit]

- [Wichita people](#), a Native American tribe
- [Wichita language](#), the language of the tribe

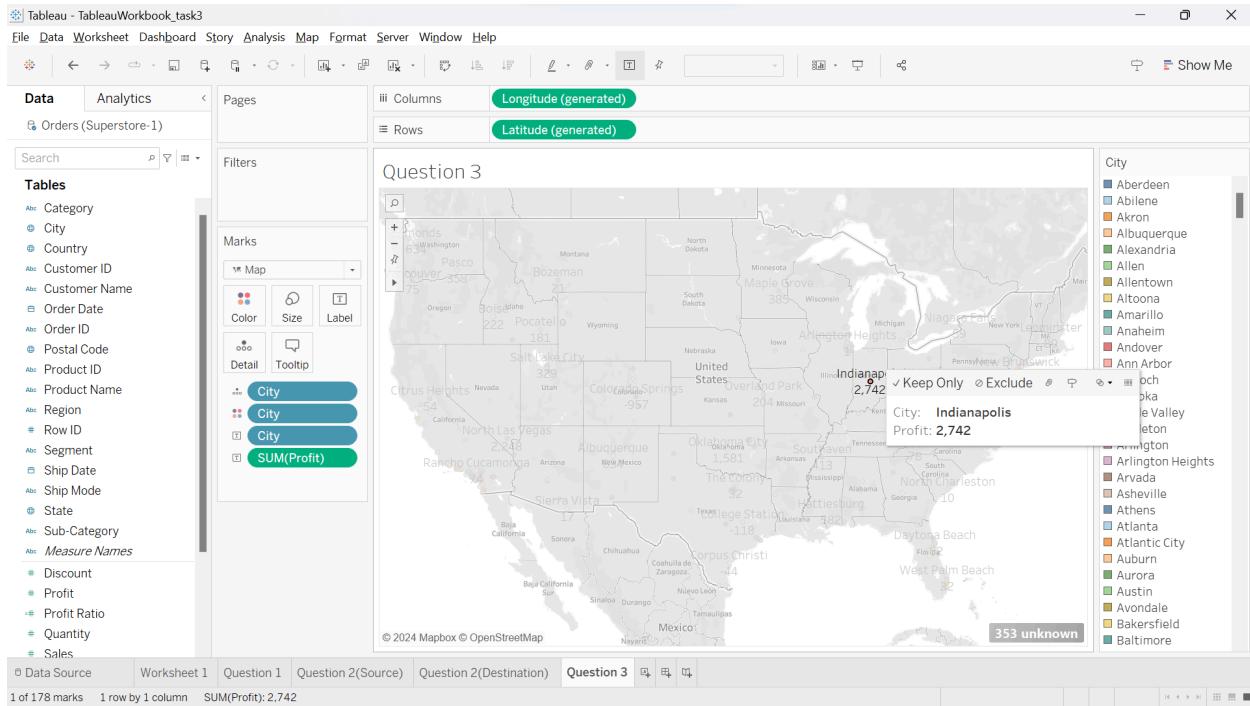
Places in the United States [edit]

- [Wichita, Kansas](#), a city
- [Wichita County, Kansas](#), a county in western Kansas (city of Wichita is located in Sedgwick County)
- [Wichita Falls, Texas](#), a city
- [Wichita County, Texas](#)
- [Wichita Mountains](#)

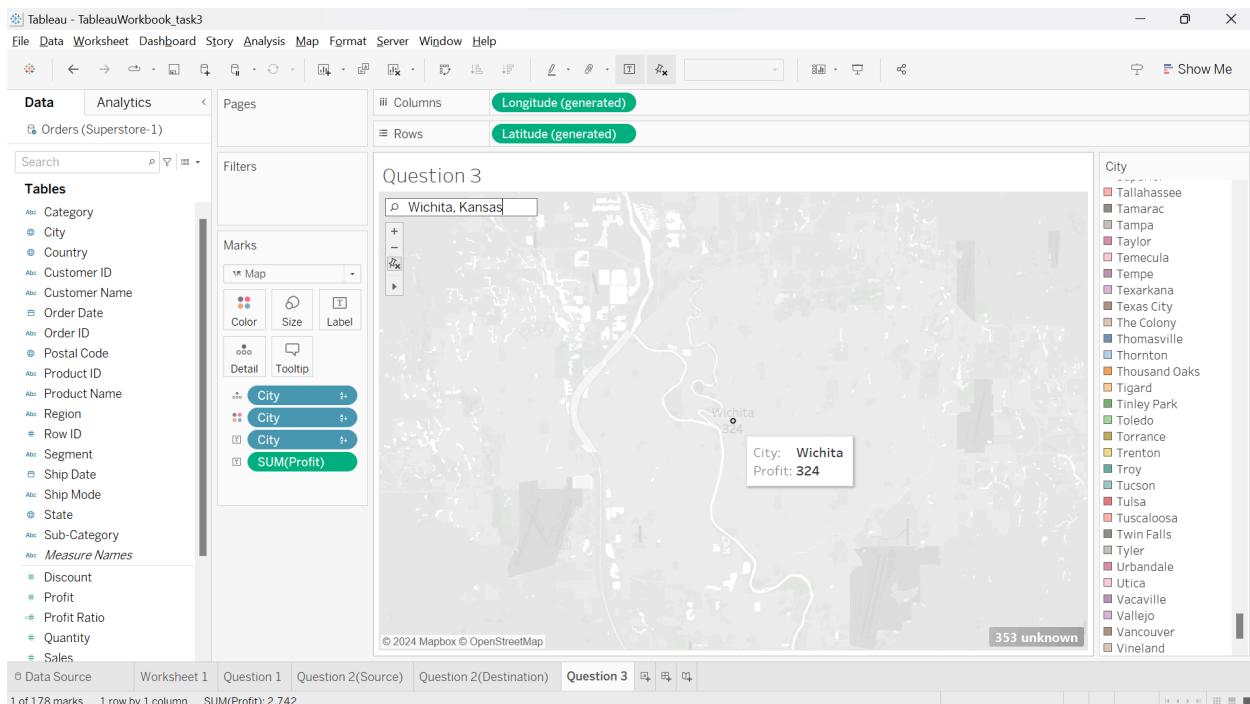
In the military [edit]

Look up [Wichita](#) in Wiktionary, the free dictionary.

## 4. Profit gained is 2742



Profit gained by Wichita is 324



Explanation: I created a map-based visualization to understand the profits made by each city in the United States. From this task, I learned how to add URL actions to a worksheet.

## Question 4:

1.

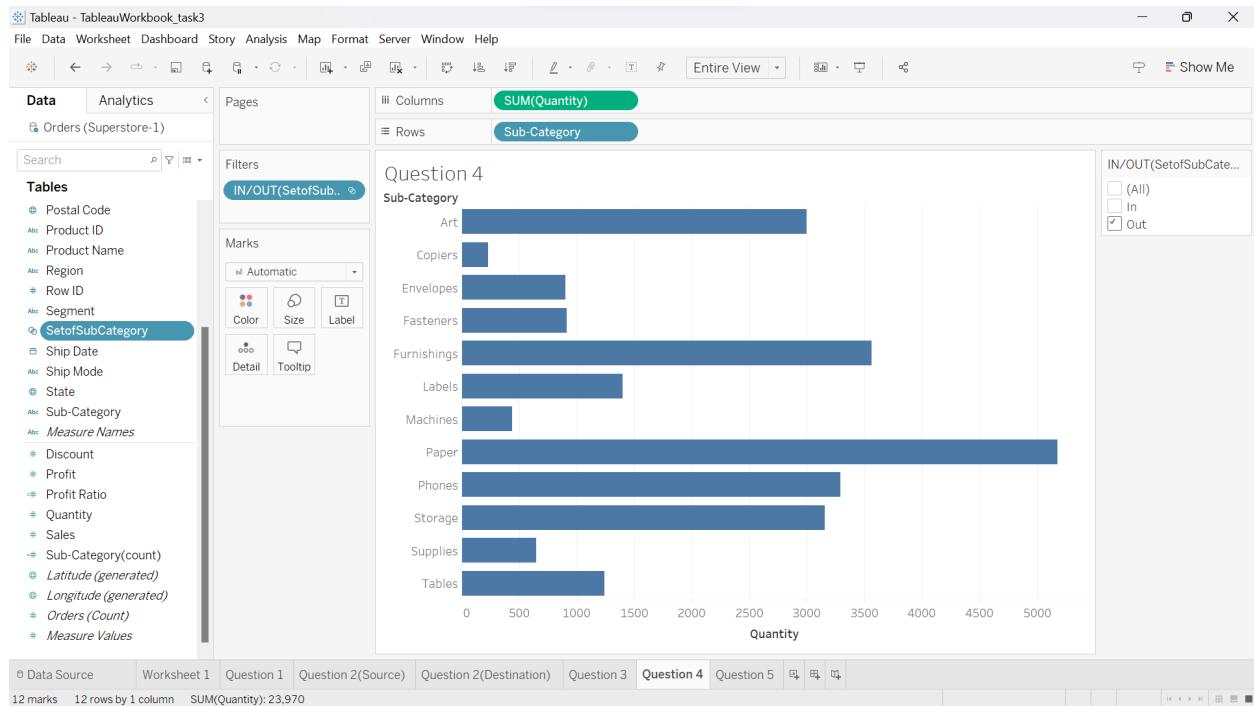
The screenshot shows the Tableau interface with the following details:

- File Menu:** File, Data, Worksheet, Dashboard, Story, Analysis, Map, Format, Server, Window, Help.
- Toolbars:** Standard, Zoom In, Zoom Out, Refresh, Undo, Redo, etc.
- Left Panel (Tables):** Shows various dimensions and measures from the Superstore dataset, including Category, City, Country, Customer ID, Customer Name, Order Date, Order ID, Postal Code, Product ID, Product Name, Region, Row ID, Segment, Ship Date, Ship Mode, State, Sub-Category, and Measure Names (Discount, Profit, Profit Ratio, Quantity, Sales).
- Context Menu (Open at Sub-Category):** The "Add to Sheet" context menu is open, with the "Create" submenu expanded. The "Set..." option under "Create" is highlighted with a blue selection bar.
- Worksheet Area:** A new worksheet titled "Question 4" is being created. It has two columns labeled "Columns" and "Rows". The "Drop field here" area is visible.
- Bottom Navigation:** Data Source, Worksheet 1, Question 1, Question 2(Source), Question 2(Destination), Question 3, Question 4, and other navigation icons.

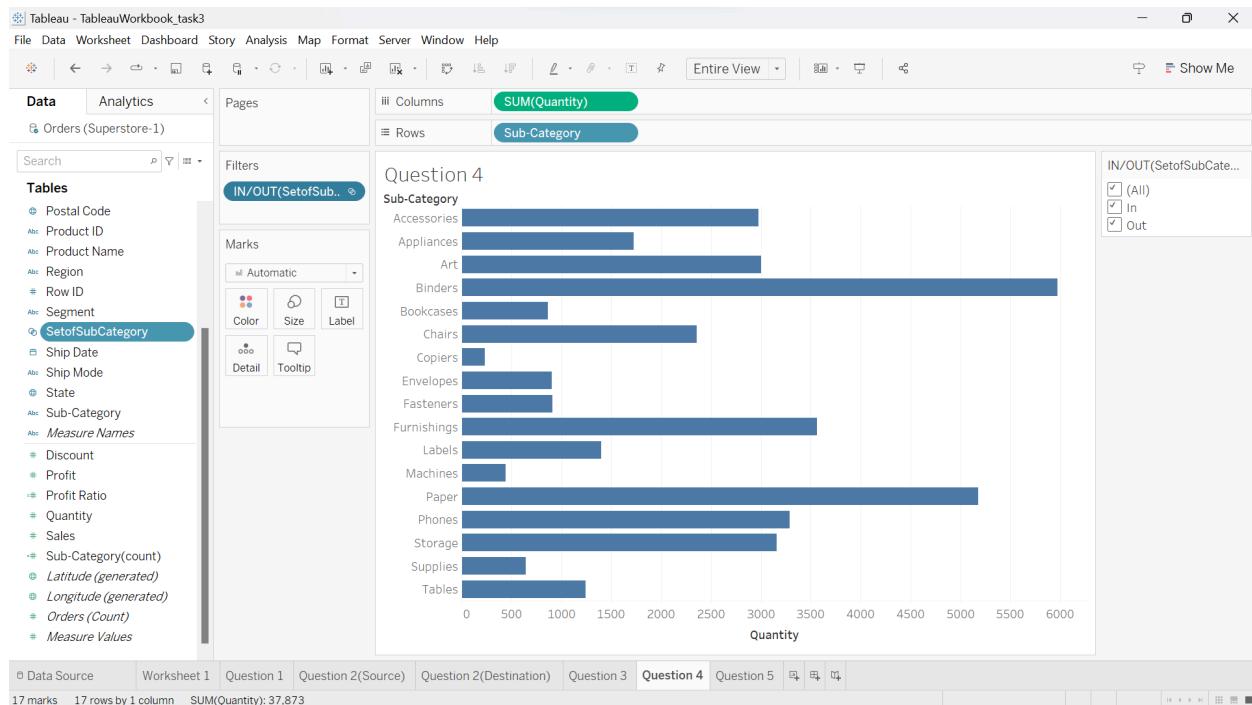
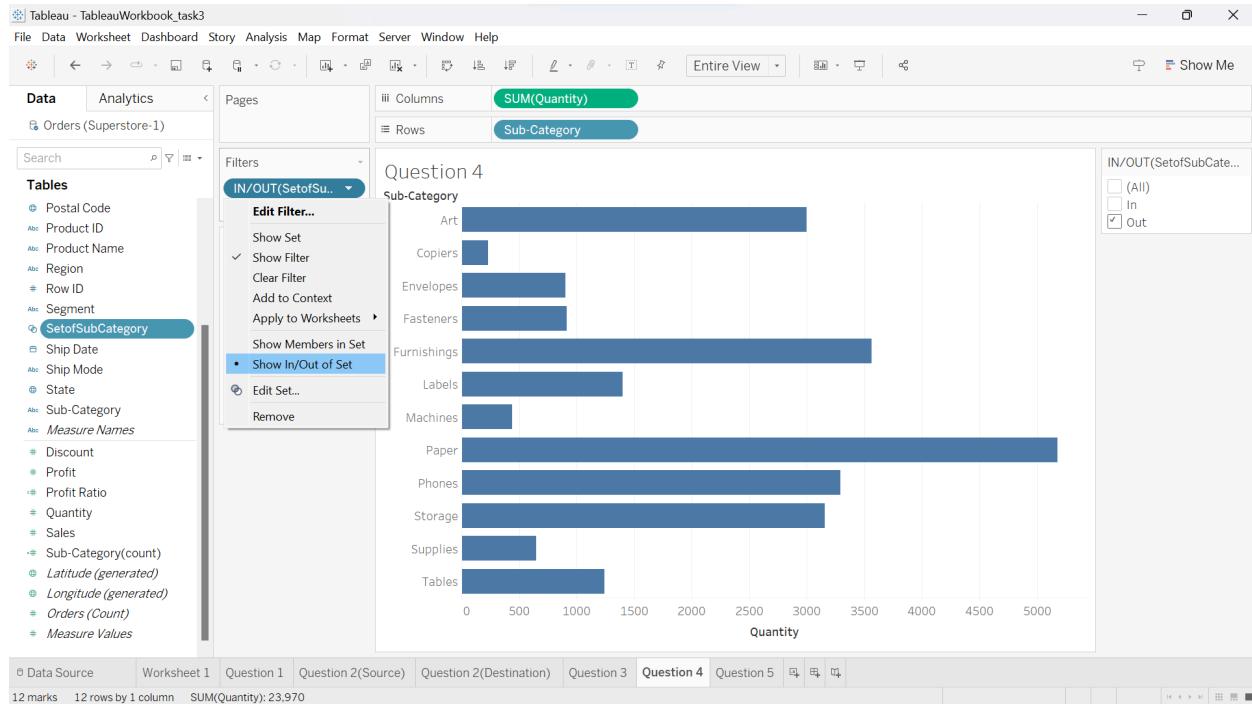
2.

The screenshot shows the Tableau interface with the 'Create Set' dialog box open. The dialog is titled 'Sub-Category Set' and has three tabs: General, Condition, and Top. The General tab is selected, showing the option 'Select from list' which is checked. A list of sub-categories is displayed, including Accessories, Appliances, Art, Binders, Bookcases, Chairs, Copiers, Envelopes, Fasteners, Furnishings, and Labels. Several items are selected, indicated by a checkmark. Below the list are buttons for 'All', 'None', and 'Exclude'. A summary section at the bottom shows the field is '[Sub-Category]', selection is 'Selected 5 of 17 values', wildcard is 'All', condition is 'None', and limit is 'None'. The 'OK' button is highlighted in blue.

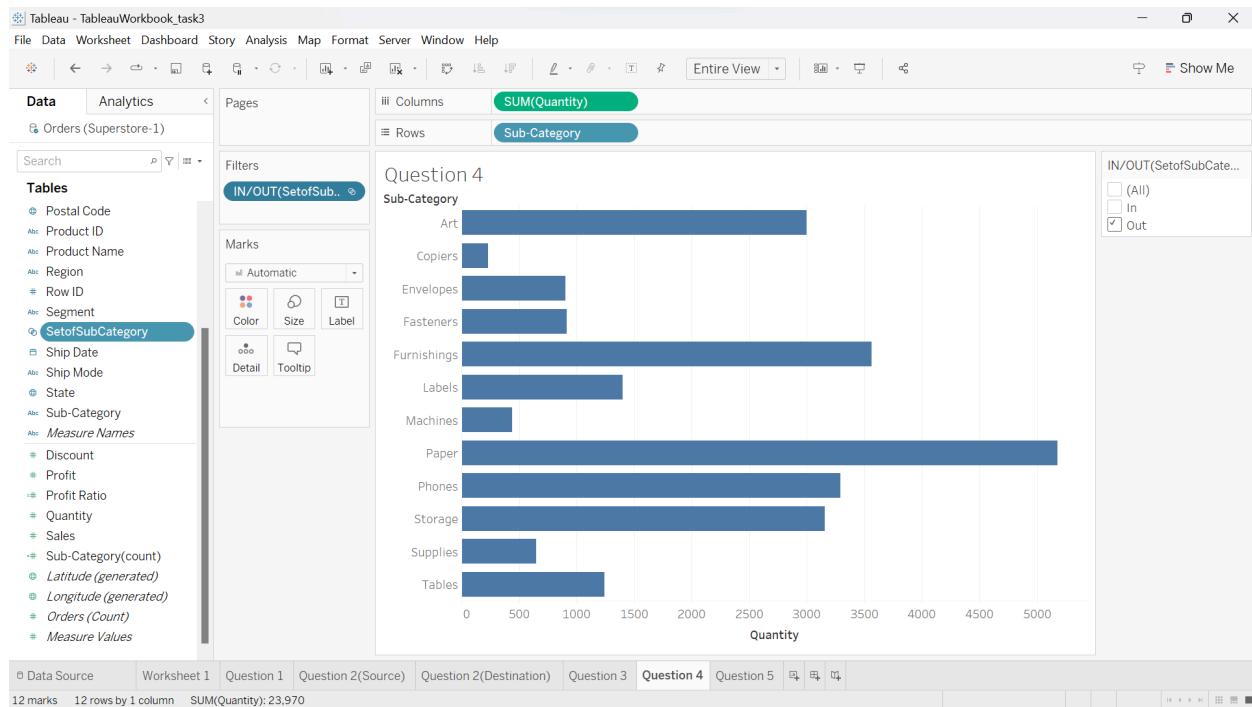
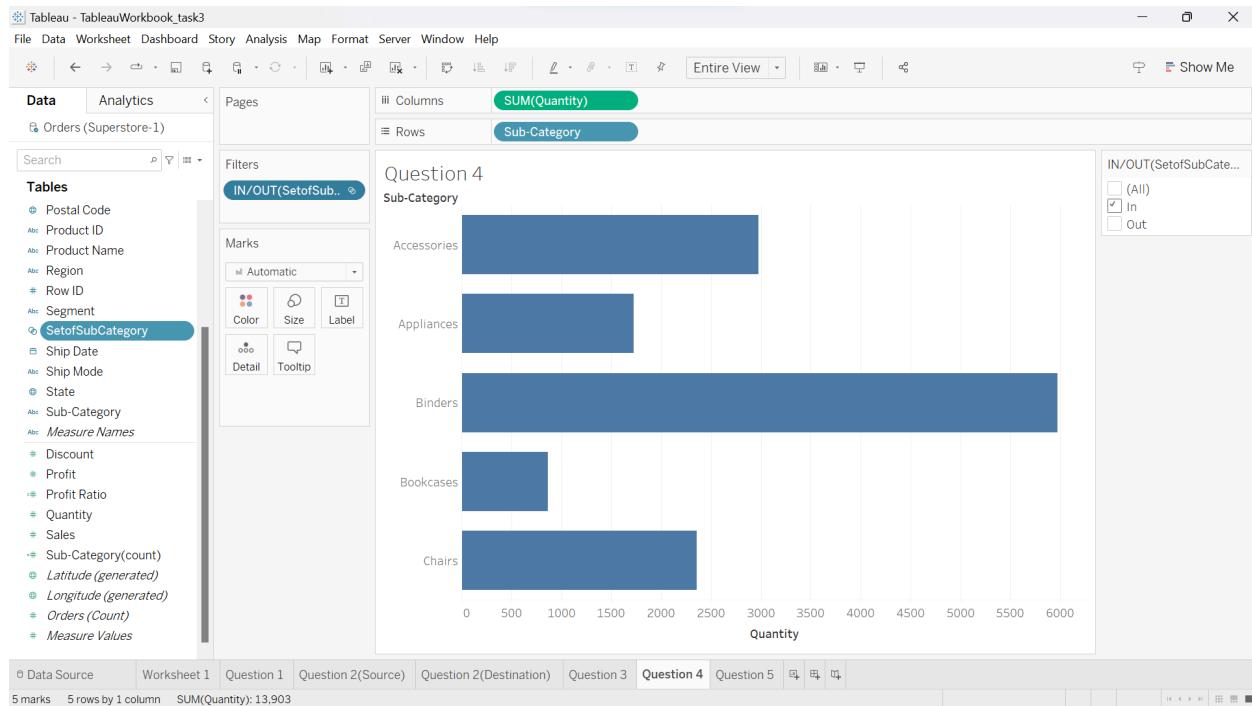
3.

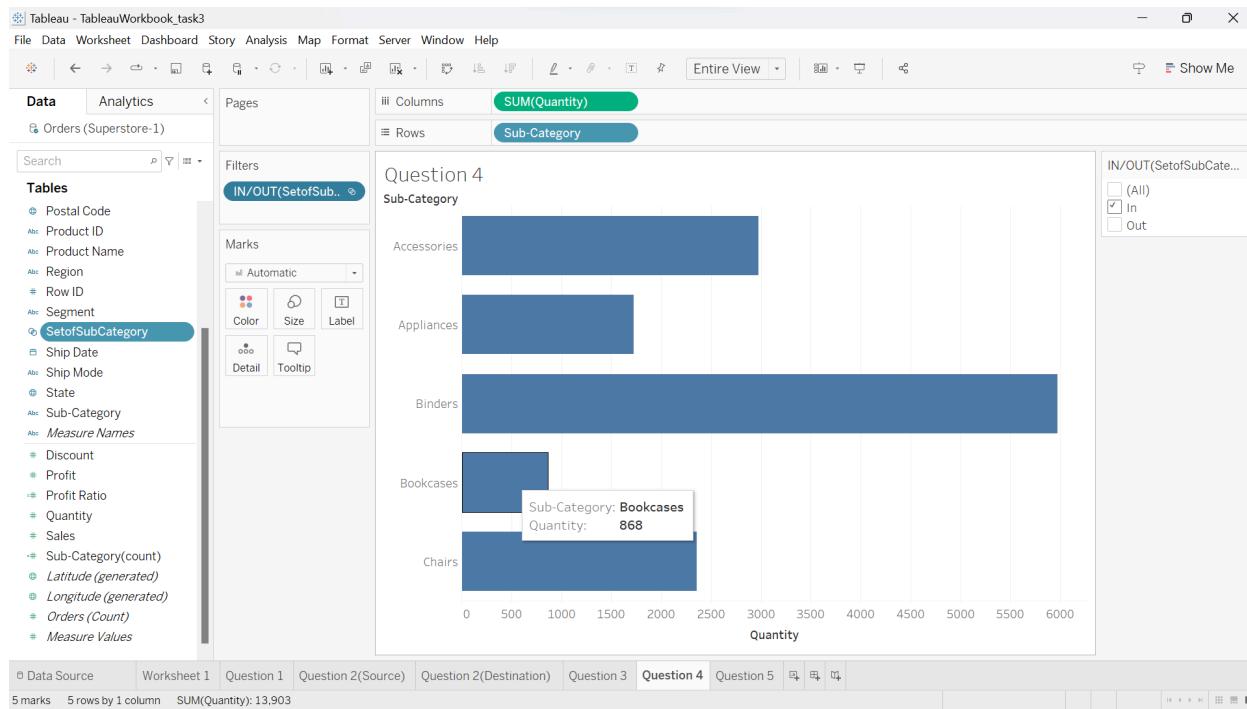
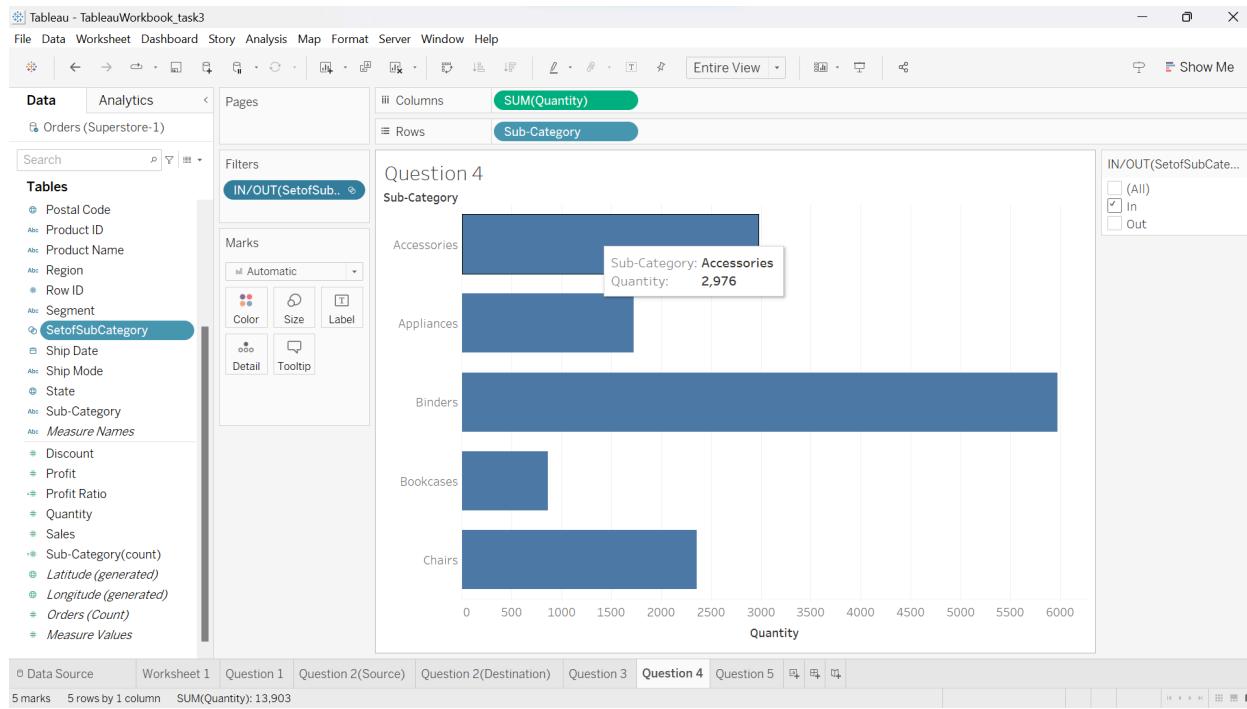


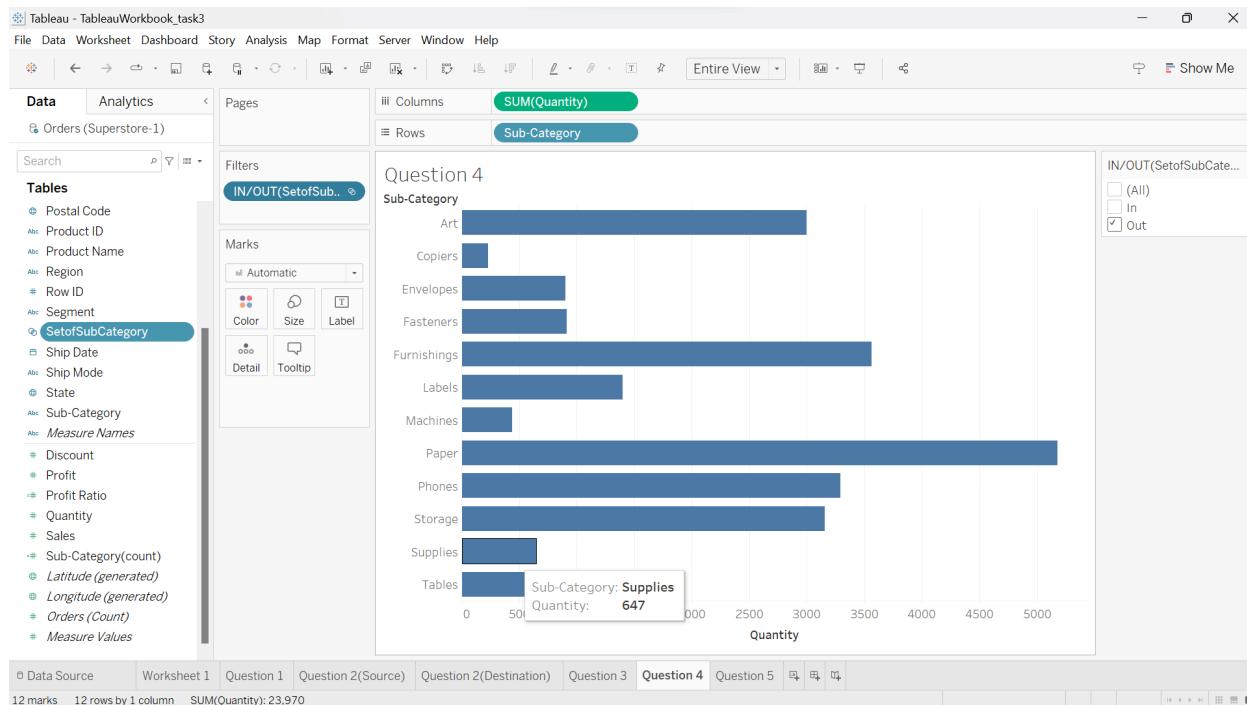
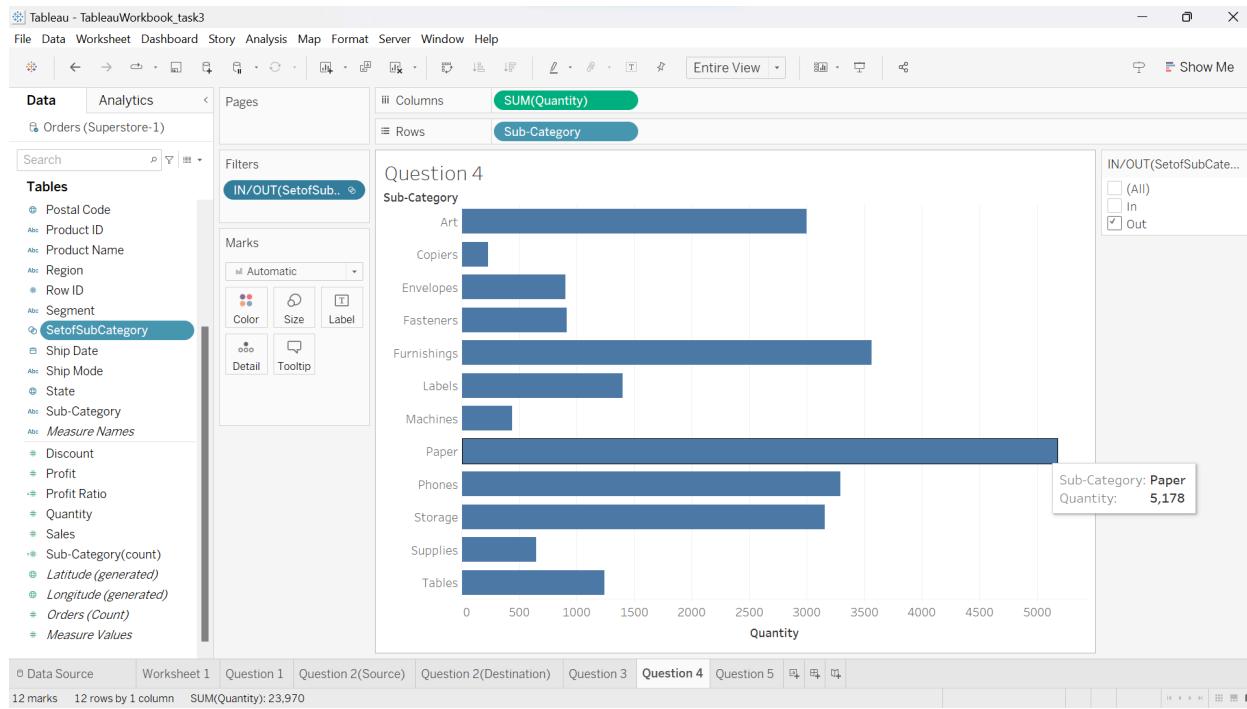
4.



5.





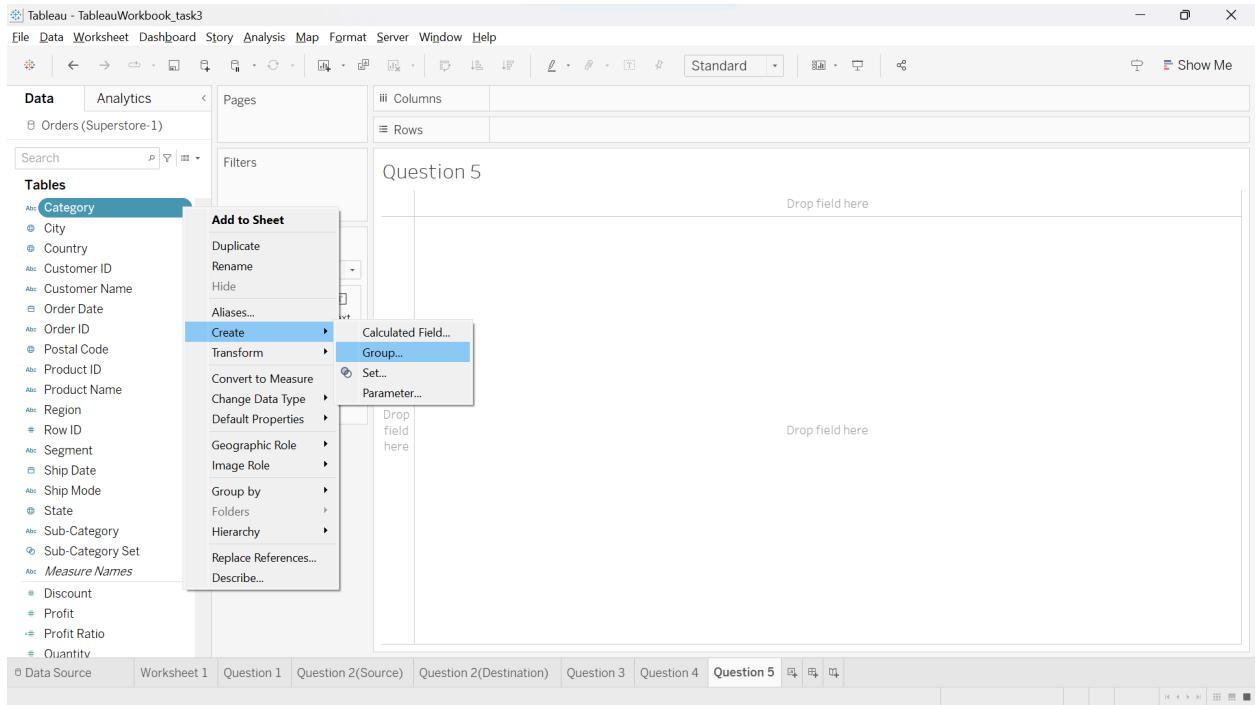


Explanation: I have created a set of subcategories with only a few categories. We can use the 'IN' option in filters to select the categories present in the set, and the 'OUT' option to select the categories not present in the set. Additionally, we can display all the items. The subcategories 'Accessories' and 'Bookcases' are included in the SetofSubCategory, with quantities of

2976 and 878 respectively. 'Bookcases' has the lowest quantity. 'Paper' and 'Supplies' are subcategories that are not included in the set, with quantities of 5178 and 647 respectively. 'Paper' has the highest quantity out of the set, and 'Supplies' has the lowest.

## Question 5:

1.



2.

Tableau - TableauWorkbook.task3

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Data Analytics

Orders (Superstore-1)

Search

Tables

- Category**
- City
- Country
- Customer ID
- Customer Name
- Order Date
- Order ID
- Postal Code
- Product ID
- Product Name
- Region
- Row ID
- Segment
- Ship Date
- Ship Mode
- State
- Sub-Category
- Sub-Category Set
- Measure Names
- Discount
- Profit
- Profit Ratio
- Quantity

Pages Columns Rows

Filters

Marks

Question 5

Create Group [Category]

Field Name: Category (group)

Groups:

Furniture  
Office Supplies  
Technology

Add to:

Drop field here

Group Rename Ungroup  Show Add Location

Include 'Other' Find >>

Reset OK Cancel Apply

Data Source Worksheet 1 Question 1 Question 2(Source) Question 2(Destination) Question 3 Question 4 Question 5

3.

Tableau - TableauWorkbook\_task3

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Data Analytics

Orders (Superstore-1)

Search

Tables

- Category (group)**
- Category
- Category (group)
- City
- Country
- Customer ID
- Customer Name
- Order Date
- Order ID
- Postal Code
- Product ID
- Product Name
- Region
- Row ID
- Segment
- Ship Date
- Ship Mode
- State
- Sub-Category
- Sub-Category Set
- Measure Names
- Discount
- Profit
- Profit Ratio
- Quantity

Pages Columns **Category (group)** Sub-Category Rows SUM(Profit)

Filters

Marks

Question 5

Category (group) / Sub-Category

Furniture

Category (group)	Sub-Category	Profit
Furniture	Bookcases	~27K
Furniture	Chairs	~28K
Furniture	Furnishings	~14K
Furniture	Tables	~-2K
Accessories	Accessories	~42K
Appliances	Appliances	~18K
Art	Art	~8K
Binders	Binders	~31K
Copiers	Copiers	~53K
Envelopes	Envelopes	~7K
Fasteners	Fasteners	~1K
Furnishings	Furnishings	~-1K
Labels	Labels	~5K
Machines	Machines	~4K
Paper	Paper	~34K
Phones	Phones	~47K
Storage	Storage	~22K
Supplies	Supplies	~-1K

Category (group): Office Supplies & Technology  
Sub-Category: Art  
Profit: 6,528

Category (group)

- (All)
- Furniture
- Office Supplies & Te...

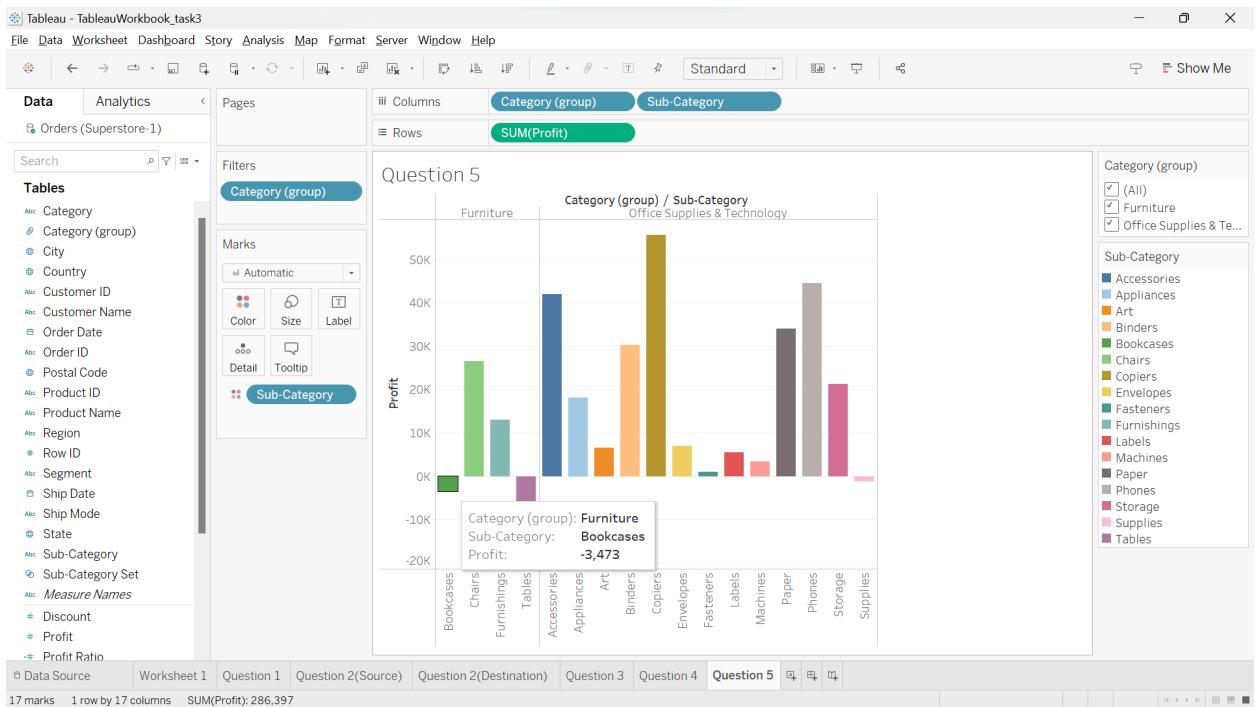
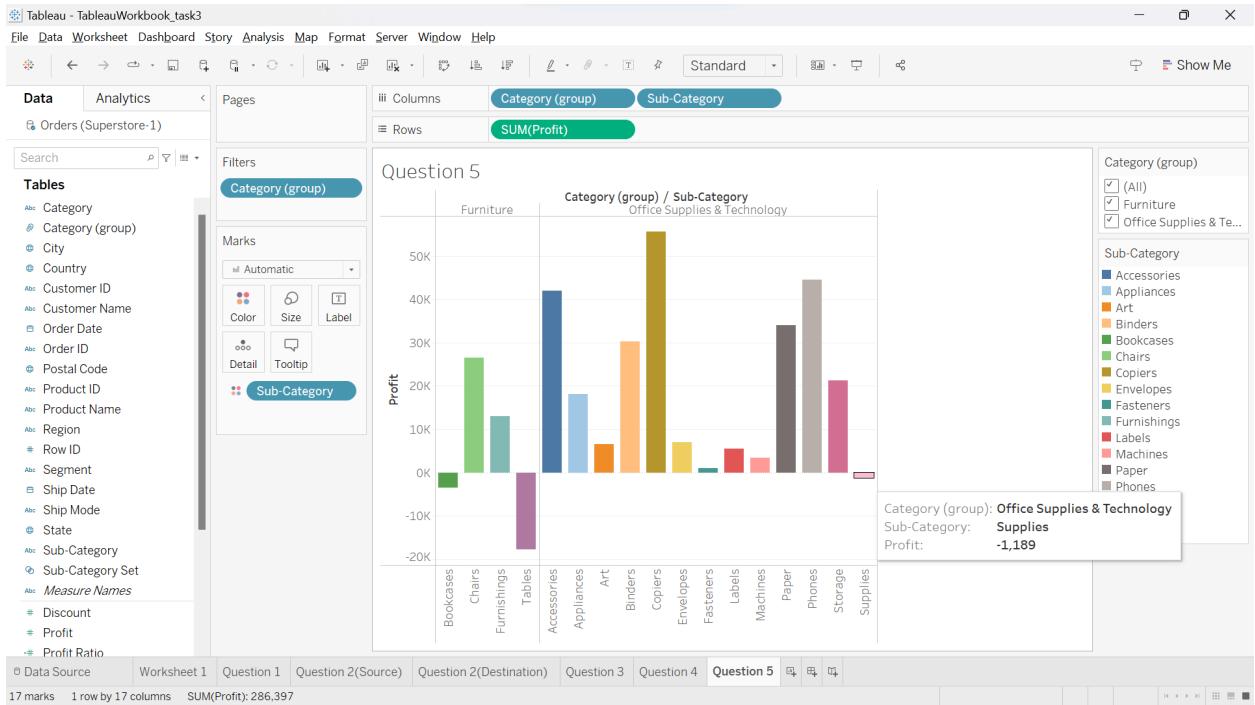
Sub-Category

- Accessories
- Appliances
- Art
- Binders
- Bookcases
- Chairs
- Copiers
- Envelopes
- Fasteners
- Furnishings
- Labels
- Machines
- Paper
- Phones
- Storage
- Supplies
- Tables

Data Source Worksheet 1 Question 1 Question 2(Source) Question 2(Destination) Question 3 Question 4 Question 5

17 marks 1 row by 17 columns SUM(Profit): 286,397

4.



Explanation: I grouped two categories, namely, Office Supplies and Technology, into one category. Looking at the horizontal graph, the Art subcategory in this group has a profit of 6528. However, the Supplies

subcategory does not make any profit, much like the Bookcases subcategory in the Furniture category.