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A6.7 Creating Dashboards
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Yacht and Boat Website Views Analysis
Tableau storyboard outline

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V.   Cluster analysis (interactive dashboard)
- Cluster KPIs (3 clusters)
  - #views
  - #countries
- Cluster views by price
  - scatterplot, trend-line (MEDIAN)
- Top performing cluster by views
  - bar chart (MEDIAN)
- Views by cluster and country
  - interactive filled/pointed map

VI.   Cluster results (key question)
- Q: What are the characteristics of clusters based on views, material, and size?
- Cluster by views and material
  - bar chart (MEDIAN)
- Cluster by views and length
  - bar chart (MEDIAN)
- Cluster by views and width
  - bar chart (SUM)
- Views by cluster and country
  - interactive filled/pointed map

VII.   Top characteristics (leading question)
- Q: What factors contribute to high views?
- Aggregated KPIs (donut charts)
  - Views by boat price condition (high, mid, low)
  - Views by boat age condition (new, mid, old)
- Views by country
  - interactive filled map

VIII.   Final results and recommendations
- Data limitations and challenges
- Main characteristics of top-viewed
- Final recommendations and next steps