Module 4 - Tableau for Data Science, July 2017

Today's Session: data Joining, blending and creating dashboards

Part Five

Dataset description: Sales in retail and e-commerce.

Download link: click here

Names of the datasets: sample superstore sales and coffee chain.mdb

Source: Tableau and Tableau community

Business objective: explore the data, identify the common fields between these two datasets. . The data comes from different sources hence the format is slightly different. We will use data blending to aggregate measures and compare sales by region.

1. Create a data blend between sample superstore sales and coffee chain MS Access database

2. Identify the revenue trends

Part Six

Dataset description: Amazing market EU

Data Source: superdatascience web resource

Download link: click here

Business objective: exploratory analysis to derive insights on the target revenues and the actual revenues generated by a store using dual axis chart. The data comes from different worksheets hence the format is slightly different in terms of the attributes involved. We will use data blending and data joining methods for connecting various data sheets.

3. First create an inner join to connect the data sheets "list of orders" and "orders break down"

4. Secondly create a data blend with the data sheet "sales targets"

5. Why is the reason that we select to blend data option with data sheet “sales targets” (think about it?)

6. Create a bar graph with year wise revenues for different category of products

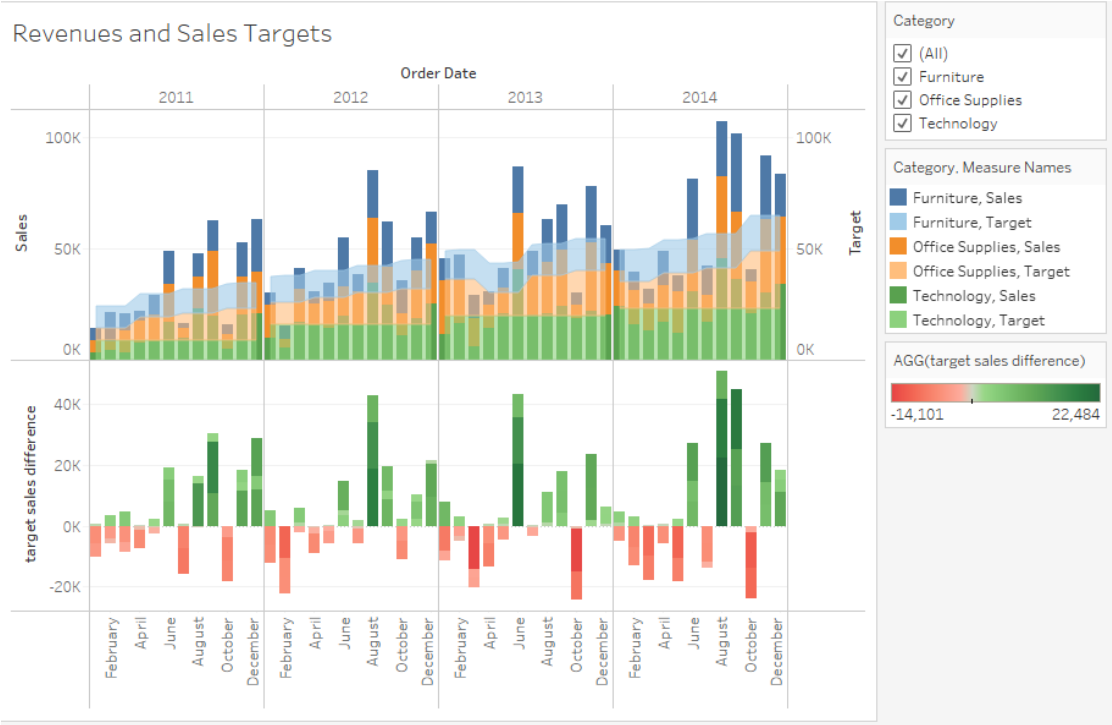
7. Now integrate sales targets measure into a dual axis chart for each category

8. **Advanced concept**: create a calculated field, name it as “difference in revenue” for calculating the difference in actual revenues obtained and achieved revenue targets

9. Use the newly calculated “difference in revenue”, to see if the sales targets have been met by each product category or not.

10. Create a summary of your observations

Hint how the final visualization of part six should look like:



Part Seven: Mini Projects, use suitable visualizations, create metric dashboards and create a story for your reporting

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Datasets (press CTRL+ CLICK to open the link): Download

Dataset description: Venture funding Crunch Base, USA Housing data, EDX – E-learning data

Sources: Tableau public

Start by cleaning the datasets!