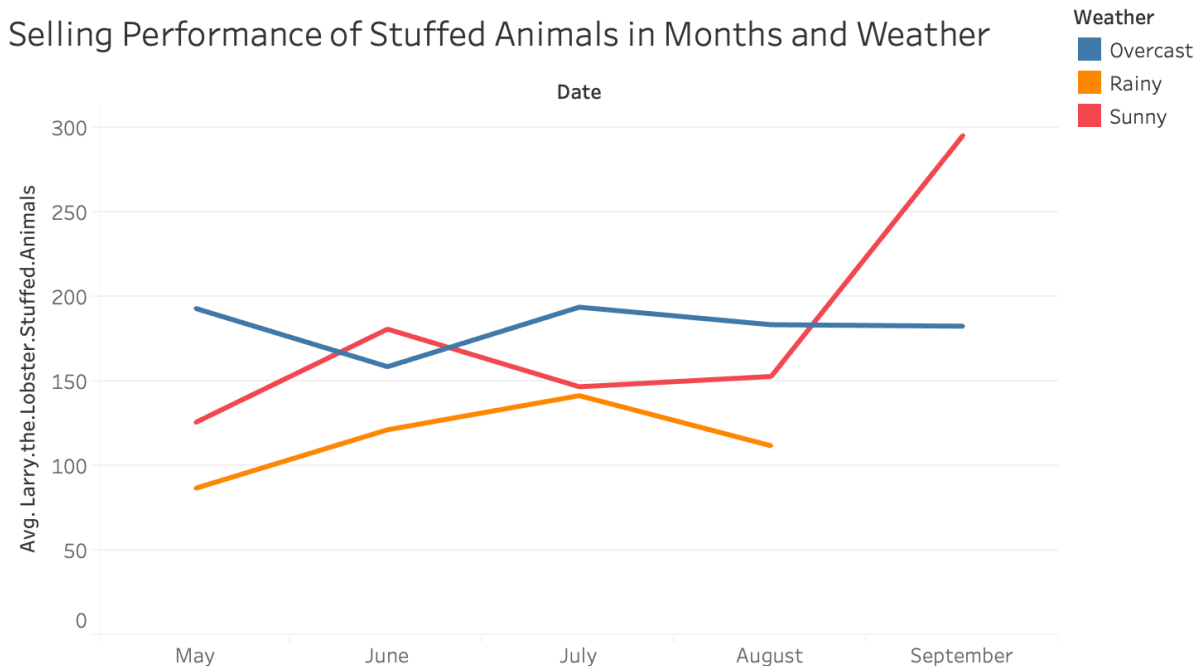


Part III: Using Tableau to Build a Dashboard:

https://public.tableau.com/profile/yuqi.zheng5944#!/vizhome/AD654_Assign2_YuqiZheng/Dashboard1?publish=yes

1. Selling performance of stuffed animals in months



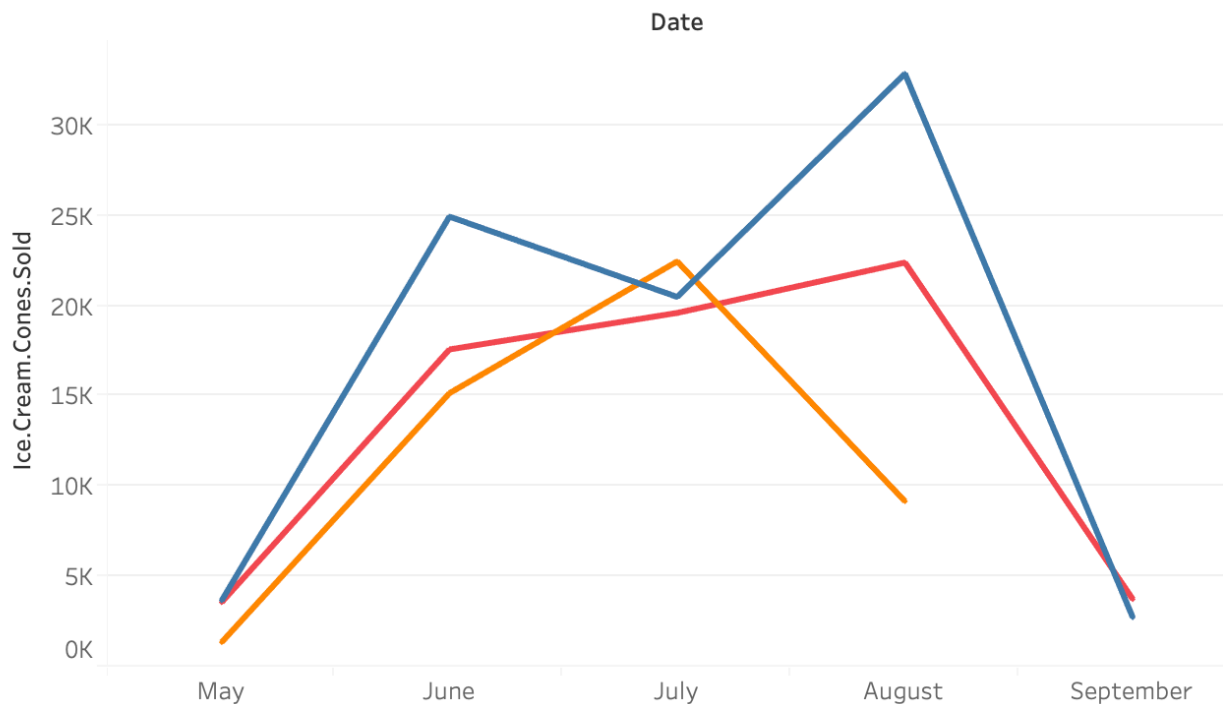
Graph 1

Graph 1 shows the relationship between the average stuffed animals with the weather through May to September. In three weathers, no matter what month, the sales of stuffed animals on rainy days were the bottom. On rainy days, people are more willing to stay at home or go to some indoor activities than go outside. However, among all the rainy days, the sales of plush toys in July were the highest, because in June and July, most schools have already begun summer vacations, and the customers flow will be larger than usual. However, for sunny days in July, sales of stuffed animals decreased compared to June. The reason is not difficult to understand. On sunny days in summer, the sun exists long, and the temperature is high, so compared with being exposed to the sun, people are more inclined to indoor activities, so the sales of stuffed

animals are the highest in overcast days in July. This phenomenon will be significantly improved in August and September, because it is about to enter autumn and the temperature is pleasant, which is the best time of the year to travel. Therefore, most families choose to go out with their children in August and September in sunny days during the summer vacation.

2. Average Ice Cream Sales in Months and Weather

Average Ice Cream Sales in Months and Weather



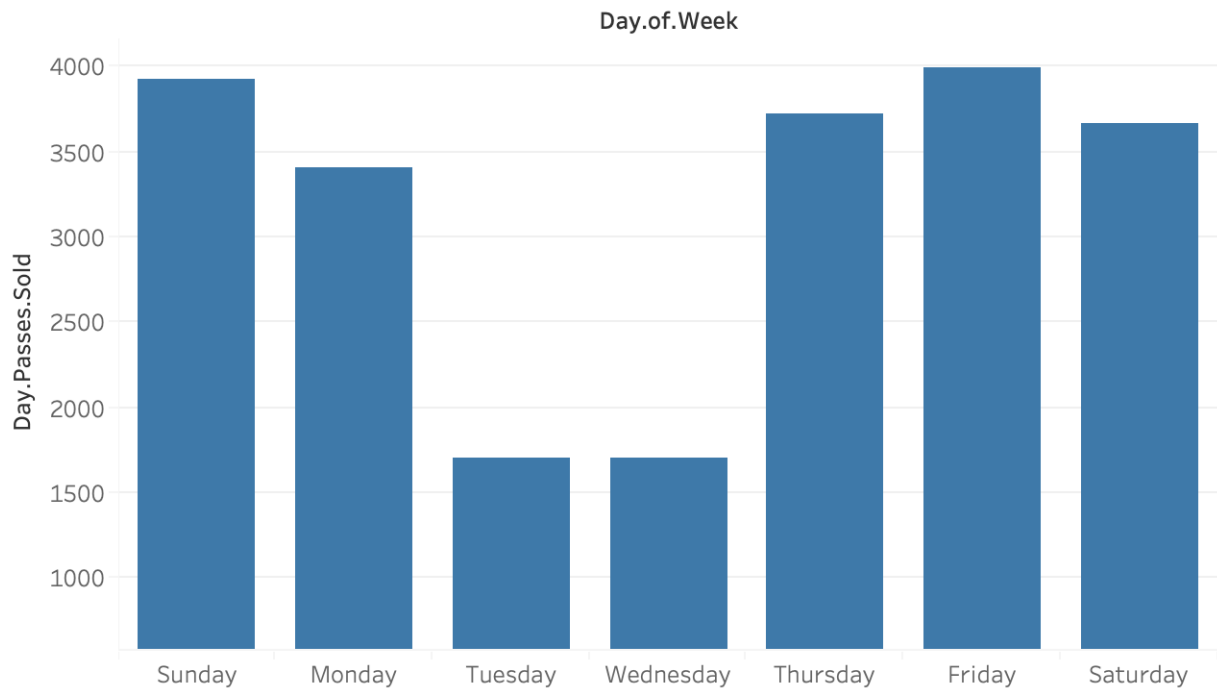
Graph 2

This graph shows the average ice cream sales in months and weather. In August, the ice cream sales are the highest in overcast days and sunny days because the customer flow become the highest among the year. Whether it is overcast or sunny, ice cream is suitable to eat in August, but in rainy days, it too cold to have an ice cream. In rainy days in July, the ice cream sold very well because people will choose to have a rest when it is rainy outside. Besides, the

temperature in July is very high, having a nice ice cream could help people cool down and feel much comfortable.

3. Day Passes Sold Performance in Day of Week

Day Passes Sold Performance in Day of Week

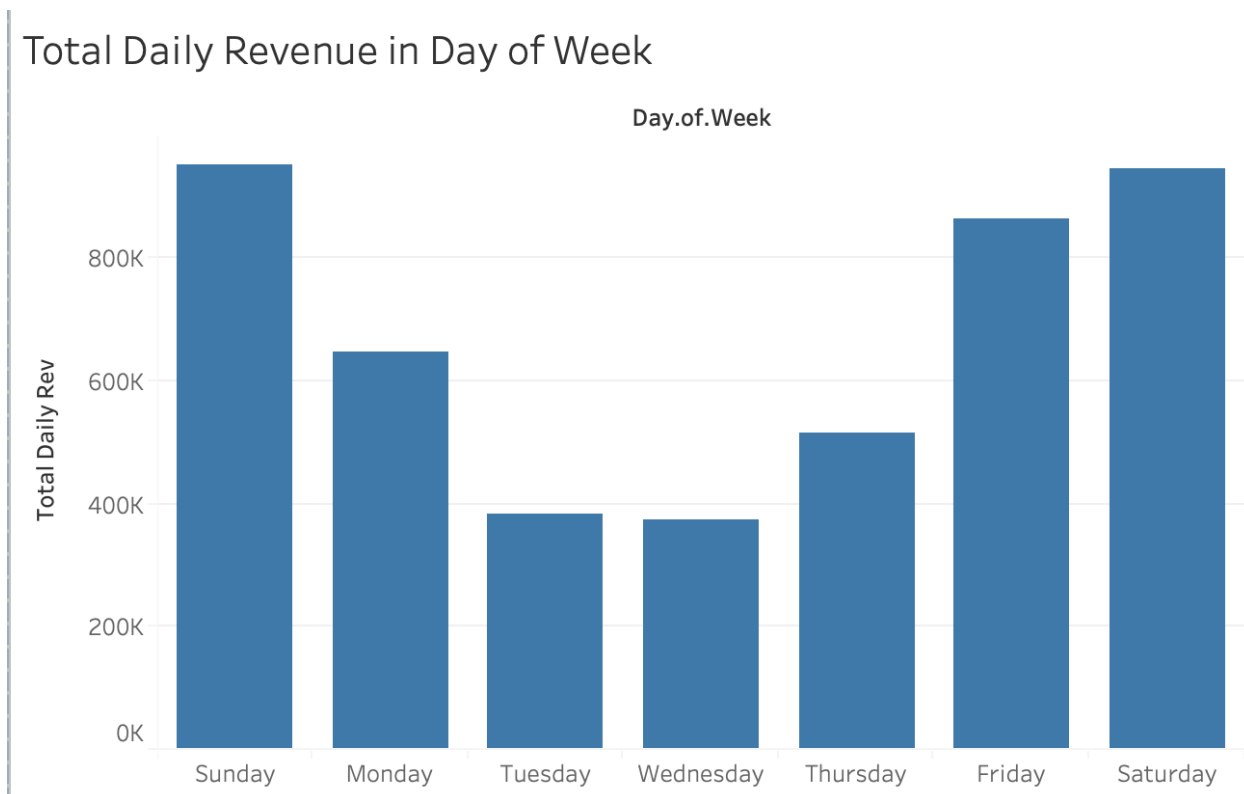


Graph 3

This graph shows the day passes sold performance in day of week. There is no doubt Friday has the highest selling performance in a week because it is the last day during workday and usually has fewer work left. People also would like to plan their trip in advance and try to avoid the crowds, so Friday is the best day to buy a day passes because Saturday and Sunday have lots of people. Tuesday and Wednesday have the lowest selling performance in a week due to workday. Comparing Monday, Thursday and Friday, Tuesday and Wednesday have the largest amount of work need to do during the workdays. Some schools organize group activities for all

campus, so Thursday is usually the best day for schools or groups to participate in group activities that the selling performance is as good as Saturday. Some small vacations are held on Mondays, such as Presidents Day, so Mondays also have a better selling performance than Tuesday and Wednesday.

4. Total Daily Revenue in Day of Week



Graph 4

It's not hard to find that this part's performance is similar to Graph3, except Thursday's revenue. Because Thursday is usually a group event organized by a school or other group. Generally, group tickets are cheaper than individual tickets, and the form of group activities will have time constraints, which people don't have much time to shop. Daily revenue on Saturdays

and Sundays were the highest, because not only did people have plenty of time to play, there are more customer flow than usual.