Design a Data Dashboard Midterm Project

Introduction

A startup called Sales_Rocket wants to analyze the data they've been collecting on their sales across the nation. Management has a few questions they'd like easy access to. Currently, they answer these questions through spreadsheets scattered about and a variety of different tools. Unfortunately, none of the spreadsheets and tools neatly combine all their answers into one.

They would like a dashboard designer to go through each question and try to come up with a way to display their data in a way that is neat and intuitive, even for the less data-savvy among them.

Project Overview

In this project, you will apply what you have learned about designing with your audience in mind to build a useful dashboard prototype. To complete the project, you will need to create a prototype that allows users to intuitively answer the series of questions below. You can use any modern dashboarding tool you would like. You are free to use Tableau. For this project, you will be using the **Superstore dataset.**

Questions:

Using the Superstore data file, you'll need to create dashboards to answer each of the following questions.

1. Your dashboard should display the data such that the audience can arrive at the answer.

2. What is the most profitable City in the State of Tennessee?
3. What's the average annual profit for that city across all years in that city?
4. What's the most profitable product category on average in Iowa across all years?"
5. What is the most popular product in that category across all states in 2016?
6. What was the most profitable month in 2018 overall?
7. How widely did monthly profits vary in 2018?

Project Dataset

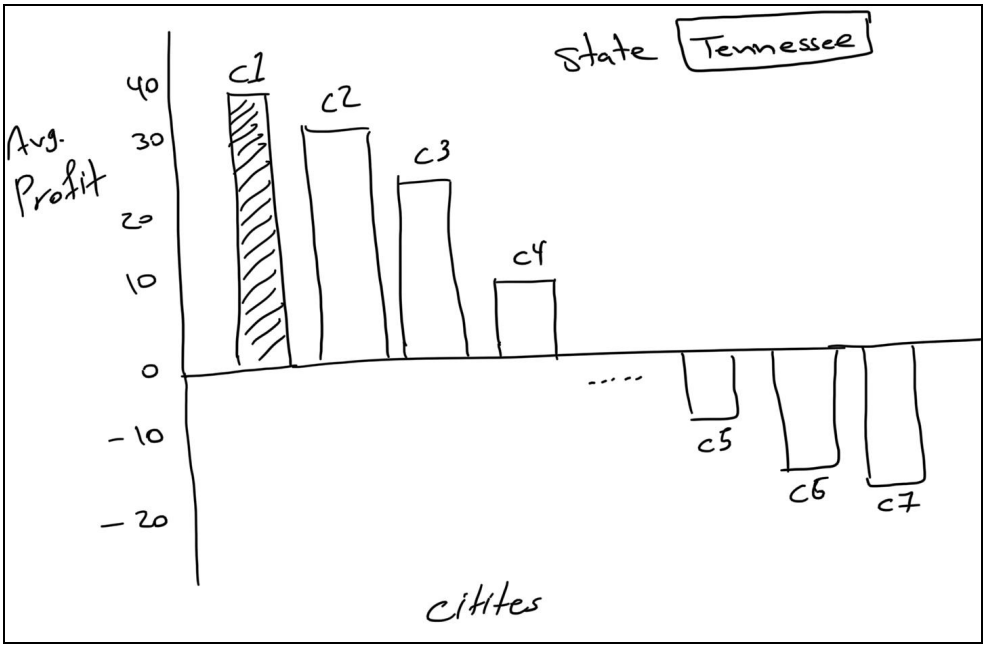
The dataset contains the following columns relevant to a mock superstore selling products in the broad categories of Furniture, Office Supplies, and Technologies.

1. **Order Date**
2. **Order ID**
3. **Product Name**
4. **Category:** Furniture, Office Supplies, Technologies
5. **City**
6. **Country**
7. **Customer Name**
8. **Discount: Percentage**
9. **Postal Code**
10. **Manufacturer**
11. **Profit: Dollar value**
12. **Profit Ratio**

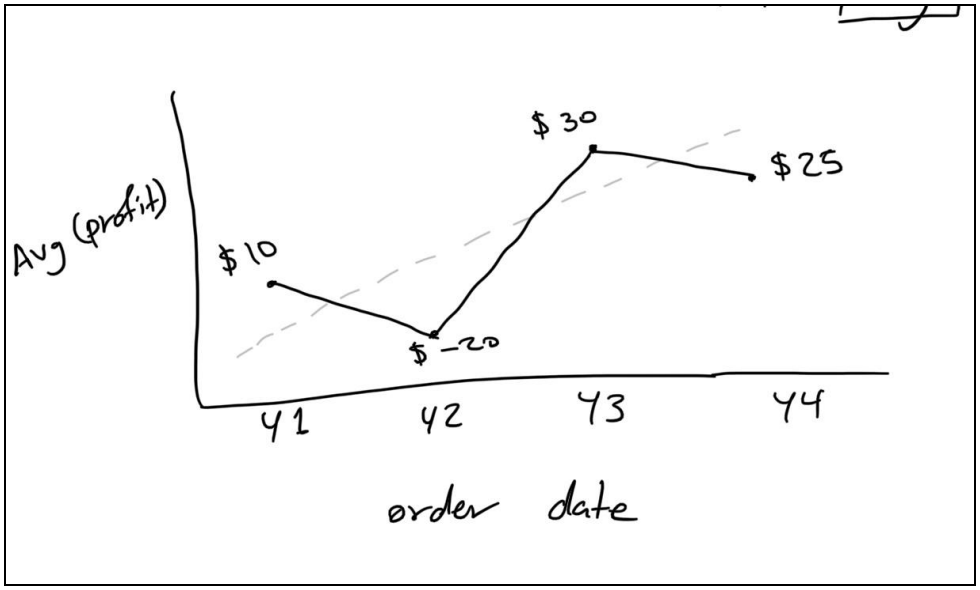
13. **Quantity**
14. **Region: Global regions**
15. **Sales: Dollar value**
16. **Segment:** Corporate, Consumer, Home Office
17. **Ship Date**
18. **Ship Mode**
19. **State**
20. **Sub-Category**

SKETCHES

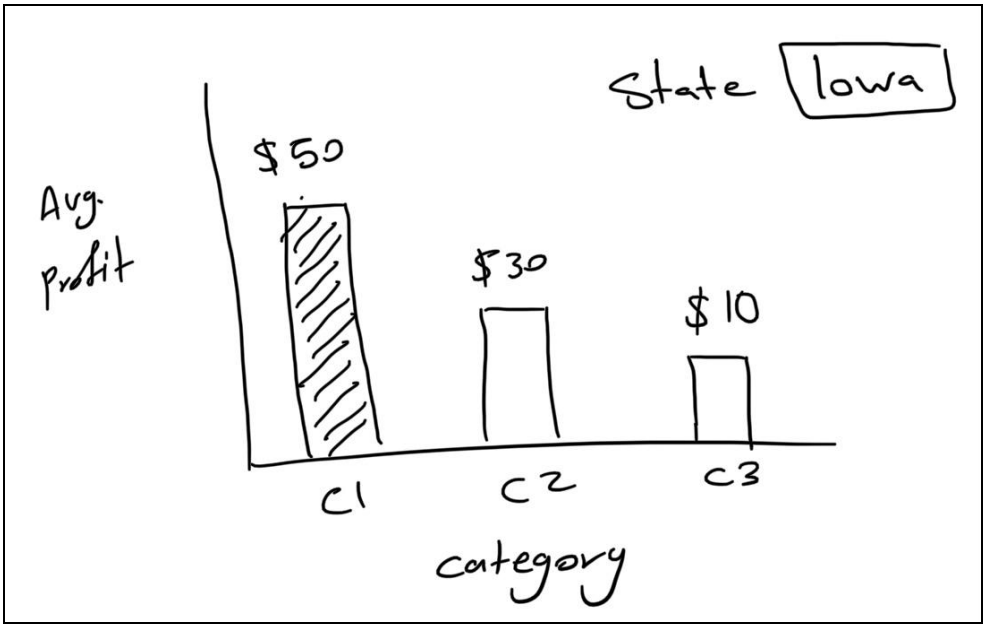
Q1. What is the most profitable City in the State of Tennessee?



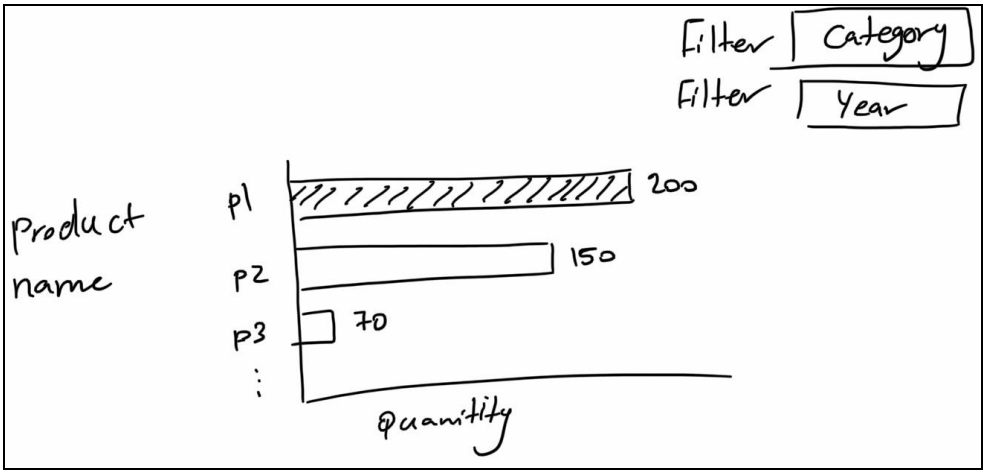
Q2. What's the average annual profit for that city across all years in that city?



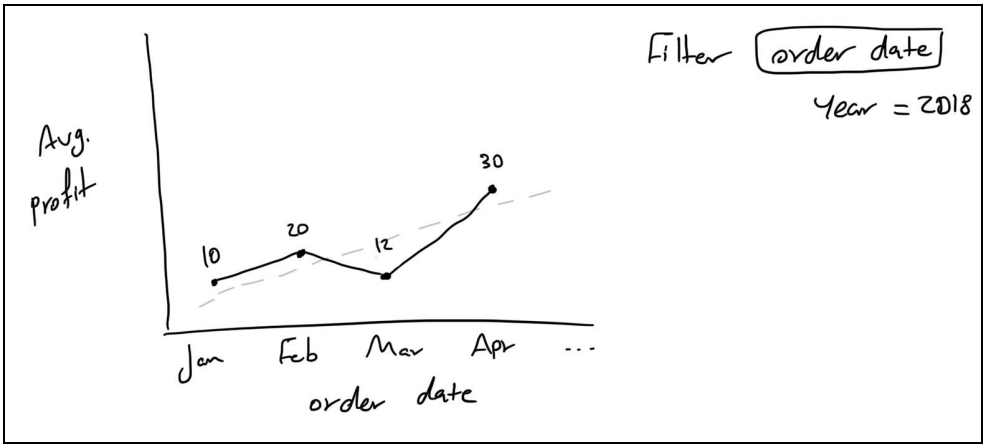
Q3. What's the most profitable product category in Iowa?



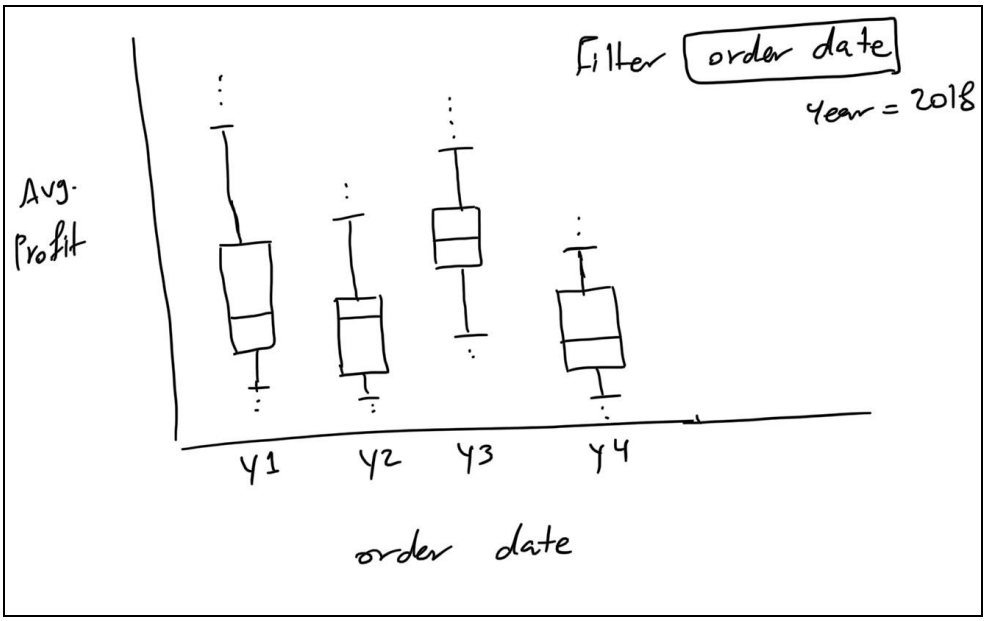
Q4. What is the most popular product in that category in 2016?



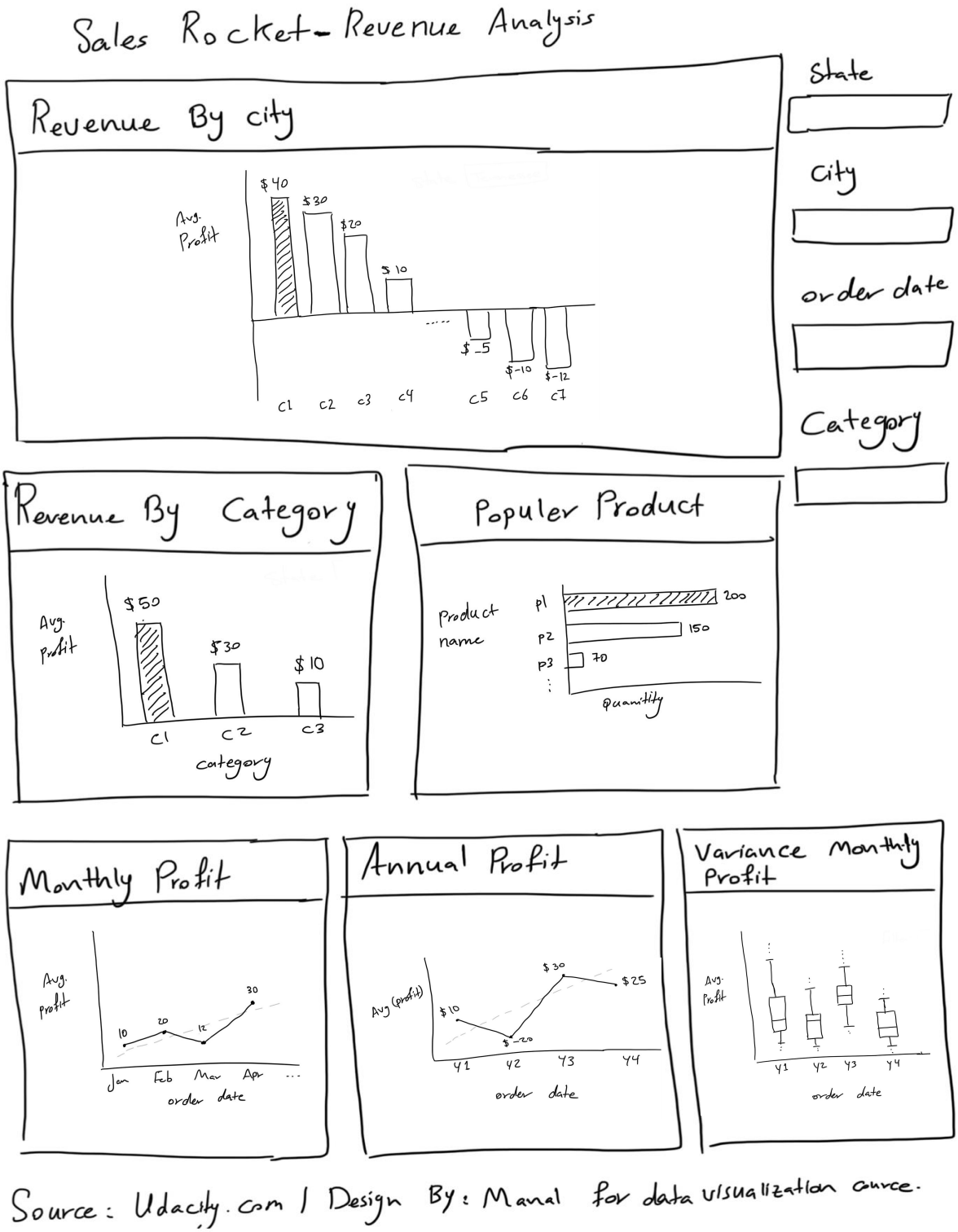
Q5. What was the most profitable month in 2018 overall?



Q6. How widely did monthly profits vary in 2018?



WIREFRAMES



Source: Udacity.com / Design By: Manal for data visualization cource.

PROOF OF CONCEPT DASHBOARD

Below is the link of the prototype dashboard

Source: Udacity.com | Design by: Manal Almehmadi for data visualization course

https://public.tableau.com/views/Project2-Datavisualizationcourse/Dashboard1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link