Forage(/dashboard)   Explore >   **My Dashboard**(/dashboard)   ›

Task Three

| 1   2   3   4   5 |

Here is your task

Please develop a dashboard that we can present to the client at our next meeting. Display your data summary and results of the analysis in a dashboard (see tools/references for assistance). Maximum of 3 dashboard views/tabs, creativity in layout and presentation is welcome.

As this is not a KPMG branded deliverable, please find attached a client logo for incorporation.

SPROCKET CENTRAL

It is important to keep in mind the business context when presenting your findings:

- What are the trends in the underlying data?
- Which customer segment has the highest customer value?
- What do you propose should be Sprocket Central Pty Ltd 's marketing and growth strategy?
- What additional external datasets may be useful to obtain greater insights into customer preferences and propensity to purchase the products?

Specifically, your presentation should specify who Sprocket Central Pty Ltd's marketing team should be targeting out of the new 1000 customer list as well as the broader market segment to reach out to.

Here are some resources to help you

To do this task, you may use tools like Tableau and Power BI. These tools help group and visualise datasets.
There are many tools that may support the dashboard creation for this module:

Back

Next

Link to the Tableau Software website

This is a data analysis and visualisation program that will help for this module. There is a free trial for students.

Click to view website →

(https://www.tableau.com/)

A basic tutorial on how to use Tableau

Use this tutorial to get a start with the data analytics software.

Click to view video →

(https://www.youtube.com/watch?v=Nr31rv9tsJ8)

Link to the Power BI software from Microsoft

This is a data analysis and visualisation program that will help for this module. There is a free trial for students.

Click to view website →

(https://powerbi.microsoft.com/en-us/)

A basic tutorial on how to use Power BI

Use this tutorial to get a start with the data analytics software.

Click to view video →

(https://www.youtube.com/watch?v=e2wDqspleNk)

XLS

Required File: The dataset from Sprocket Central

Use this as the basis of your customer targeting recommendations and dashboard. KPMG_Virtual_internship_dataset_insidesherpa.xlsx

Click to download file →
File copyright KPMG. For use for the Virtual Internship Only.

(https://cdn-assets.theforage.com/vinternship_modules/kpmg_data_analytics/KPMG_VI_New_raw_data_update_final.xlsx)

Upload your dashboard as a compressed zip

⬆ **Select a File** or drag it here.

?