Data Storytelling - Tableau

Dataset Selected

I selected a sample Retail dataset. The dataset contains following attributes:

1. Region - Continent
2. Country - Country of product sales
3. City - City of product sales
4. Product - product name
5. Sales-Channel - channel through which sale of product is made
6. Period - Date when product is sold
7. Sales - Sales this year(in dollars)
8. Sales Target - Target Sales for this period(in dollars)
9. Sales Last Year - Sales last year(in dollars)
10. Units Sold - Total units sold this year for this period
11. Units Sold target - Total target for units sold for this period
12. Units Last Year - Total units sold last year for this period
13. Margin % - Total margin %
14. Returns - Total Returns this year for this period
15. Returns Last Year- Total Returns last year for this period
16. Manager - Manager responsible for this sale

Story Dashboard Link- https://tabsoft.co/2yPsFPQ

Summary

As per the retail dataset, we analysed the data from various perspectives(dimensions). Our basic aim is to find the country with maximum sales across different channels. We also identified the trend for monthly sales from the retail dataset. Further, we analysed sales level data for different managers, thereby identifying the overall and product level best performing manager.

Design

Initially i used normal visualization techniques for exploratory analysis, where i find the correlation between units sold and sales. I also plotted a bar plot to find manager with highest product sales. The design choices i made had following impact:

1. The correlation is nicely displayed, indicating which product, in which country did what amount of sales.
2. The colors used in designing are friendly and easier to distinguish.
3. There is proper use of filters, which can easily distinguish sales at different dimension levels.

After feedback, i made following updates:

1. Effectively use each worksheet, subdividing each bar in bar plot to include multiple values, i.e. product in case of manager-product sales and channels in case of channel level country sales.
2. Use of scatter plot to identify correlation between units sold and sales.
3. Use of colors for scatters.

Feedback

I received following feedback:

1. Effectively use each worksheet, subdivide each bar in bar plot to include multiple values, i.e. product in case of manager-product sales and channels in case of channel level country sales.
2. Use scatter plot to identify correlation between units sold and sales.
3. Use colors for scatters.
4. This is the dashboard link **before** the feedback - https://tabsoft.co/2P8kjNw
5. This is the dashboard link **after** the feedback - **https://tabsoft.co/2AjhHUl**

Resources

The most awesome resource i used is the data storytelling module,
https://classroom.udacity.com/nanodegrees/nd002/parts/84946f6a-429e-434a-b7be-a98f15d96913
Beside these, i used
https://onlinehelp.tableau.com/current/pro/desktop/en-us/publish_workbooks_tableaupublic.html
to publish my dashboard publicly, and
https://onlinehelp.tableau.com/current/pro/desktop/en-us/story_create.html
To create a story.

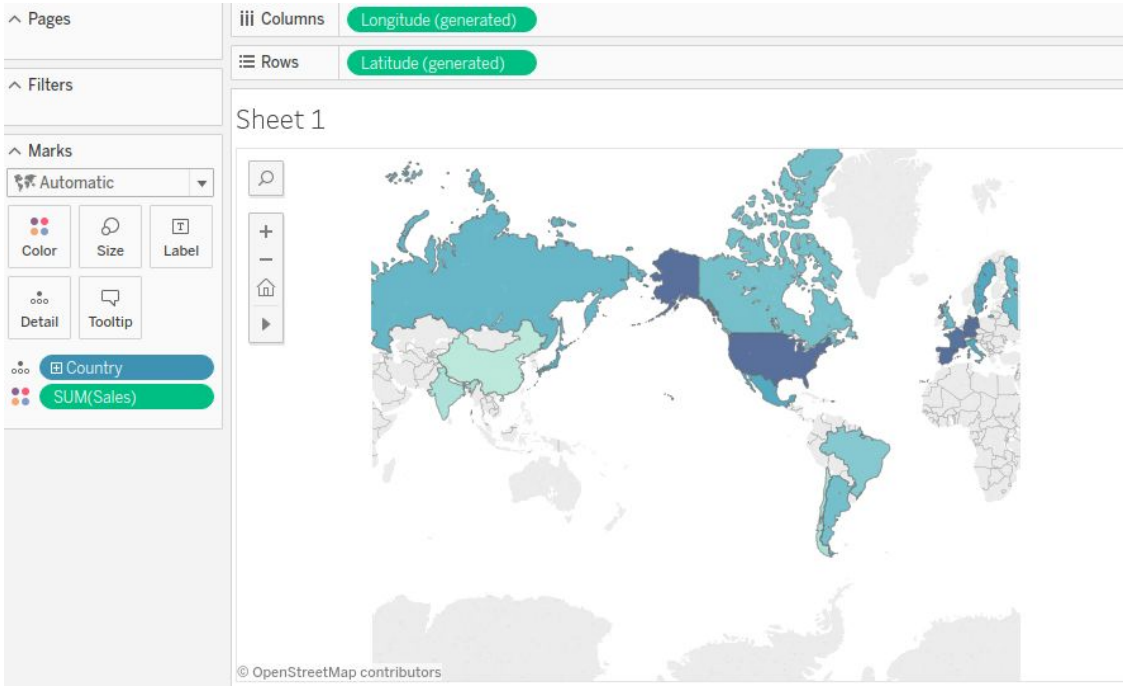
Based on my first review i have made following changes

1. Include a story rather than a dashboard
2. Provide a link to dashboard with the visualization before and after the feedback
3. Included $ sign for all worksheets

Below are some set of insights from the visualization

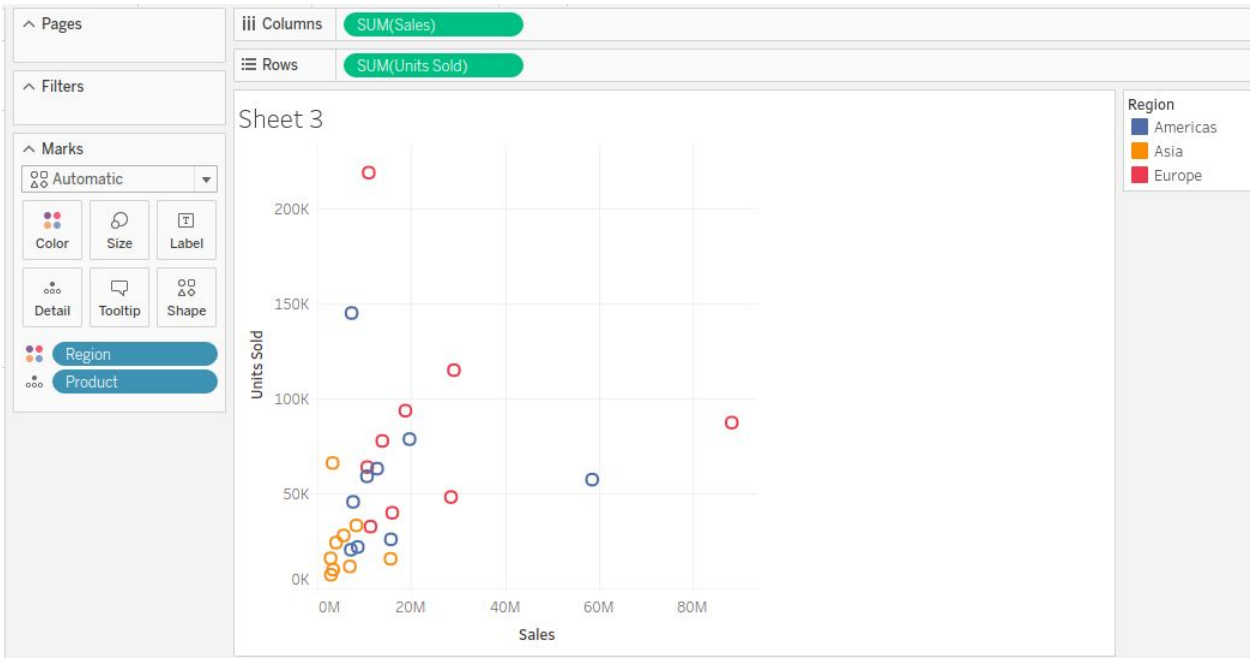
1. Germany has the largest sales of $41,565,455.

2. Of the sales generating countries, China is the lowest in sales with 11,566,378.



3. There is a consistent increase in monthly sales from 2015 to 2017.

4. There seems to be positive correlation between sales and units sold, at both the region and product level.



5. Dilma Prestes is the manager with highest sales across all years, in which he sold highest number of LCDs, with 0 sales of audio systems.

6. Germany does largest sales for online products, while France is the largest for in-store products.


Pages
Filters
Sales Channel
Marks
Automatic
Color
Size
Label
Detail
Tooltip
Sales Channel
Columns
SUM(Sales)
Rows
Country
Country_SalesChannel
Country
Germany
Spain
USA
France
Sweden
Italy
Mexico
Japan
Russia
UK
Argentina
Canada
Brazil
Chile
India
China
0M
5M
10M
15M
20M
25M
30M
35M
40M
Sales