Homework 5: Tableau Data Visualization of Superstore Sales

Released Apr 21

Revised Apr 22

Revisions Thurs Apr 22:

* *Step 1 - Removal of requirement to import DATE sheet, as it is redundant.*
* *Step 2 – Simplified to eliminate the requirement to create rigid Dim & Fact tables, as this is not representative of Tableau’s core functionality.*
* *Step 3 – Reworded the required data visualizations*
* *Step 4 – Added to invite the use of Dashboards at a basic level*
* *Step 5 – Completely optional, added for the student’s benefit as this is representative of the analytical skillset on display in Capstone 2.*

Requirement: Design a Data Visualization for Superstore based on the Excel data provided.

**Submission Instructions**: Post this to *Tableau Public*, as well as to *Github*. On TEK Academy, provide the URLs for each in the Comments.

1. Design and Load the Orders, people, product, geography and returns tables with all columns as mentioned in the excel.
2. Enhance the Tableau Data Model using joins between the loaded tables to support data analysis & visualization.
3. Create data visualizations, using sensible chart design choices, for the following metrics:
   1. Profit trends for each year, quarter, month
   2. Sales trends of each year, quarter, month
   3. Product return quantities by geographic location (region, state)
4. Create a dashboard using two or more of the above data visualizations (“Sheets”), with “Use as filter” turned on so that the visualizations are interactive (clicking on one, causes a reaction in the other)
5. *Optional:* Make inquiries of the dataset to derive some analytical findings. You may add a text object to your dashboard with simple statements addressing the following (and any other observations you discover):
   1. *Which products have the highest return rates?*
   2. *Which products are found to be unprofitable in some geographies, but profitable in others?*
   3. *Sometimes a product line needs to be discontinued. Other times, a product simply needs to be discontinued in certain geographies. Can you find a product that this applies to?*