

Assignment 1

Due: November 4, 2023

- 1) Create a new datasource and use the provided `superstore.csv` file. Create a new sheet with a visualization that you think best answers the questions below. Name each sheet in the format Question[question #]. Publish the saved workbook to Tableau Online and set the sharing permission to “public.” Submit the link to your workbook.
 1. Which department had the most sales in the first quarter of 2017?
 2. Which region had the highest aggregate technology sales over all time?
 3. What was the general trend in sales from 2014 to 2017?
 4. How did sales fare by region over time?
- 2) Choose a visualization of your interest from Tableau Public:
<https://public.tableau.com/app/discover>
 1. Download the workbook and open it in Tableau software.
 2. Provide a brief overview of the workbook, including its purpose, data sources, and any specific context or problem it aims to address.
 3. Analyze the visualizations in the Tableau workbook and answer the following questions:
 - a) What is the main message or insight conveyed by the workbook?
 - b) Are the visualizations clear and well-organized? If not, what improvements could be made?
 - c) Are the data sources and methods used to create the visualizations clearly explained?
 - d) Identify the types of visualizations used (e.g., bar charts, line graphs, maps) and explain their effectiveness in conveying information.
 - e) Are there any trends, patterns, outliers, or anomalies that you observe in the data?
 - f) How does the Gestalt principles manifest in the visual design of the workbook, and how does it influence the way viewers interpret and understand the visual information?