

Module 12: In-class Project

In-class Project Statement

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Project Statement

Domain: Retail Industry

You have been recruited as a freelancer for a Retail store that supplies Furniture, Office Supplies and Technology products to customers across Europe. You have been asked to create interactive dashboards which can be used to gain insights into the profits for orders from the year 2013 to 2016.

(Refer to the dataset from the file: AmazingMart-EU.xlsx)

Create the following Visualizations:

1. Display the overall profit per product category and product sub-category. Allow the user to dynamically expand or collapse the level of product category in this visualization. Create a Horizontal Bar Chart to filter the data based on Order Year.
2. Perform an analysis on customers profitability (sales vs. profit) while considering the effect of average discount (use a scatterplot).
3. Using the geographic data, create a Map chart displaying Profit per Country. Apply a filter on Region (use a filled map).
4. Create a dashboard that consists of above 3 charts. The dashboard should be fully interactive. Add filters on Year, Category and Region fields. Choose the generic desktop size for viewing the dashboard.
5. As the stakeholders will be accessing the dashboard through company issued tablets, ensure that the dashboard is tablet friendly (iPad).
6. Publish the dashboard on Tableau online and provide access to the selected regions for the users.