COURSE 5 – TABLEAU

Practice File 1

Dataset Instíuction:

Each learner should connect the "Sample - Superstore_data.xlsx" file as their data source in Tableau. They are encouraged to explore the dataset, utilize Tableau's data pane to understand each field's data type, and apply appropriate aggregations and calculations as needed for their analysis.

These questions cover a broad range of skills, from basic visualization and filtering to more advanced analyses, such as trend lines and geographical data representation. The objective is not only to assess learners' abilities to create Tableau dashboards but also to deepen their understanding of how to derive actionable insights from data.

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Questions: (Each question carries 5 Mark total 50 marks)

1) **Create a Sales Overview Dashboard**

    a) Display total sales by year.

    b) Include a filter for Region.

    c) Show the year-over-year growth rate.

2) **Category Performance Analysis**

    a) Visualize sales and profit by Category.

    b) Add drill-down functionality to view Sub-Category details.

3) **Customer Analysis**

    a) Create a dashboard showing top 10 customers by sales.

    b) Include details on their most purchased Category.

    c) Implement a filter for the Segment.

4) **Order and Shipping Analysis**

    a) Compare Order Date and Ship Date to calculate shipping duration.

    b) Display average shipping duration by Ship Mode.

5) **Geographical Sales Analysis**

    a) Use a map to show sales by State.

    b) Color-code states based on total sales volume.

    c) Include filters for Category and Sub-Category.

6) **Sales Trend Analysis**

    a) Construct a line chart showing monthly sales trends over the years.

    b) Include a filter for selecting specific years.

7) **Discount Impact on Profit**

    a) Analyze the relationship between Discount and Profit.

    b) Use scatter plot and include trend lines.

8) **Product Analysis**

   a) List the top 10 best-selling products by quantity.

   b) Visualize the profit ratio for these products.

9) **Segment Performance**

   a) Compare sales and profit across different Segments (Consumer, Corporate, Home Office).

   b) Include a calculation for profit margin.

10) **Inventory Management**

   a) Show products with the highest and lowest sales and quantity.

   b) Create an alert or indication for products with low sales but high quantity.