

## **Tableau Assignment**

### **Scenario:**

John is an employee at an airline company responsible for making strategic pricing decisions to improve his airline's competitiveness in the market. You have access to a dataset that contains information about multiple airline markets, including competitors' pricing, flight attributes, and other key details. Your task is to analyze this data and create visualizations that will help John make informed business decisions.

Think about these John's business problems:

- How does his airline's pricing compare to competitors on specific routes? Are his fares too high or too low compared to the market average?

Create visualizations that help John identify quickly whether his pricing is competitive and where adjustments might be needed.

- Customers often make decisions based on factors like the number of stops, flight duration, and departure dates.

How can you use this data to help John identify options and trends?

Build interactive charts that allow to filter and analyze fares based on these attributes to better understand customer preferences.

- What are the daily minimum, maximum, and average prices for flights on each route?

Are there any significant price fluctuations or trends over time?

Use visualizations to monitor pricing trends and identify opportunities.

- Are there any routes where John's airline is significantly cheaper or more expensive than competitors?

Highlight price outliers to identify potential risks or opportunities for competitive advantage.

- How many flights does John's airline operate compared to competitors in each market?

Create a dashboard to track the number of flights per airline and assess John's market share.

- Each market has unique dynamics. How can you drill down into specific markets to understand pricing trends and customer behavior?

Design parent-child charts that provide an overview of market performance and allow for detailed analysis of individual markets.

### **Deliverables:**

- Interactive Visualizations: Create charts and dashboards that are dynamic and allow for filtering by key attributes (e.g., number of stops, duration, departure date range, etc.).

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- **Actionable Insights:** Ensure your visualizations provide clear insights that can guide decision-making. For example, highlight areas where pricing adjustments are needed or where John's airline has a competitive advantage.
- **User-Friendly Design:** Design your visualizations with John, the end-user in mind. They should be easy to interpret and provide value to airline employees making strategic decisions.
- **Drill-Down Capabilities:** Include drill-down functionality to allow for both high-level overviews and detailed market-specific analysis.

Fields in the dataset for reference:

- Routes - origin + destination
- Airlines - carrier
- Fares - price\_incstps - outbound\_travel\_stop\_over
- flight duration - outbound\_flight\_duration
- departure dates - outbound\_departure\_date

[Sample data source](#)

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