

Tableau Dashboard Guide

1. Analytics Team

Team members: Nithini Bogahawattha

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A. Data Reception and overview

Data Reception is defined as the first step in data analysing. This is basically finding a set of useful data or information to make meaningful business decisions. After a thorough process of gathering, measuring, and evaluating various factors, Fitness tracker sales data from Kaggle was used to create the tableau dashboard.

Data overview is the considered as one of the most important steps during the creation of Tableau dashboard. This is more about getting a proper understanding about the data set. Before the creation of tableau dashboard understanding of each column and rows within the data set is important. Understanding more about categorical and numerical data with the data. As this will be easier when making decisions with the creation of graphs for the final tableau dashboard output.

B. Creating a Persona

Before launching the dashboard, I decided to define an audience who will be the audience for the dashboard and what information they will be looking to explore and what insights they would like to gain through our live dashboard.

Therefore, I created a persona which would be the audience for the dashboard. Persona will include the following details of audience.

- a. Who are they?
- b. What is their skill level in using Data visualization?
- c. What questions would they like to answer?
- d. What action are we supporting?
- e. What experience would we like to give them while using the dashboard?

C. Importing data to tableau software

At first, I used the 'Connect' feature to a file 'Excel' in the left panel of Tableau software to open the 'Fitness_trackers_Cleasned.xls.' Next to ensure to 'Connect live' I chose the 'Live' connection option and drag the 'Data' worksheet into the preview and then clicked on the 'Sheet 1' tab at the bottom of the screen.

In 'Sheet 1' we will be able to identify our cleaned Categorical data as 'Dimensions' and Numerical data as 'Measures'. This will make us easier to create the required Tableau workspace.

D. Data visualization

Data Visualization is defined as the way of representing the collected data or information graphically in a meaningful manner. Therefore, following up this step properly plays a huge role whilst the creation of the tableau dashboard creation.

During the creating of tableau dashboard, I configured four workspaces. While dragging and dropping the 'Dimensions' and 'Measures.' These workspaces will be answering the following four questions for the audience.

Question	Categorical Data	Numerical Data	Final graph
Which strap material would be better when engaging in intense workout?	Strap Materials	Rating	<p>Strap Materials according to the ratings</p> 
What fitness tracker brand is the most popular among the users according to the ratings?	Brand Name	Rating	<p>Brand name and Rating</p> 
What is the most affordable Fitness tracker according to Shane's budget?	Brand name	Selling price Original price	<p>Comparison of original and selling prices</p> 
What fitness tracker has the best average battery life as Shane will be using the device throughout the day?	Brand Name Device Type	Average life of a battery	<p>Types of devices according to the battery life</p> 

E. Tableau Dashboard Creation

Moving on I configured the Tableau dashboard with 'Add new Dashboard Icon' at the bottom of the screen and set the Dashboard size to 'Laptop' Next, drop and dragged the four worksheets on the Dashboard workspace in the place where it says, 'Drop the sheets here.'

Lastly, I published my Tableau dashboard to the public using the 'Save to Tableau Public as' function from the server menu to save the dashboard to the Tableau Public gallery. Along with this step, we will need to create a new profile to publish to the Tableau Public gallery.