

# Final Project – Data Analysis Project with Google Universal Analytics Demo Data

### Instructions

- 1. Follow the instructions below to complete your final project
- 2. The submission requires you to paste an image of your finished dashboard as well as a link to the dashboard
- 3. The Dashboard title must include your name for example:
  - a. Google Analytics United States 2021 Visualisation by John Smith
- 4. The Dashboard **MUST** have at least one map chart (so 1 of at least 4 visualisations must be a map)
- 5. Please submit the assignment through TalentLabs Learning System.

### Your Task

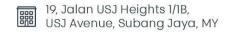
Your employer is interested in analysing the data from the **Google Universal Analytics Demo Account.** The report of interest is the **Location report** for the **United States** of America for the whole of **2021**. The task is to analyse this data (via at least 4 charts) and to **make a dashboard** to showcase your analysis. It's up to you to decide which and how many columns of data to include in your analysis. Can you find something interesting?

#### Written guide to help you along with your task:

- 1. Open your Google Universal Analytics Demo Account
- 2. Locate the Location report and go into the United States region
  - a. Click United States in the table or on the map
- Set the date range (2021)
- 4. Make sure that you can see all rows (Show rows: 100)
- 5. Export the data as a CSV file
- 6. Open Google Sheets
- 7. Import the CSV file
- 8. Prepare the file for data wrangling
  - a. Name the Sheet and place it in a suitable folder
  - b. Remove whitespaces at the top







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- c. Freeze and format the header column
- d. Add borders
- e. Resize columns
- 9. Data Wrangling
  - a. Make a copy of the File and rename it
  - b. Add a second sheet at the bottom to list your Actions
  - c. Check data column by column
    - i. America has 50 states how many rows are there in the dataset?
      - Helpful walk-through available in the recorded lesson
    - ii. Check for duplicates and missing values
      - Remove the totals row
    - iii. Split Revenue cell
      - Left and Right functions from Chapter 2
      - Easier than in Chapter 2 example as left side same length for every row (US\$)
    - iv. Check data formatting (is it supposed to be text, time, percent, numeric, etc)
      - Do this for each column!
    - v. Rename and resize columns
    - vi. Download the data as a CSV file
- 10. Import the CSV file to Tableau for data visualisation
- 11. Make at least 4 visualisations (one of which must be a map)
  - a. Use a colour scheme
  - b. Use a variety of charts
  - c. Experiment!
  - d. (To make a map you might need to change your US State column to a geocoded data type. In Tableau: Geographic Role State/Province in Data Source)
- 12. Make a dashboard
  - a. Add your best charts (at least 4)
  - b. Add a title with your name (e.g. Google Analytics United States 2021 Visualisation by John Smith)
- 13. Publish Dashboard
- 14. Open the Dashboard
  - a. Toggle OFF Show Viz on Profile
  - b. Download it as an Image
  - c. Copy the link after pressing Share (top right of dashboard)
- 15. Insert the **Image** and the **Link** into this Word Document!
- 16. You're finished © Congrats!!!



### Your Dashboard Submission

#### Link to dashboard:

https://public.tableau.com/app/profile/s.maira/viz/myfirstdashboard\_16599446286440/MyDashboard

### Insert your dashboard image below:

