**E02.1** Superstore.xls file description

- Superstore is a dataset contains order details from ecommerce store. It contains all the information relevant to delivering a product to the consumer and return orders. Some of the highlights would be customer name, customer ID, product name and ID and relevant delivery information.
- It contains 3 different datasets: Orders, Return and People.
- The order dataset includes 9995 rows and 21 columns.
- The Returns dataset includes 297 rows and 2 columns.
- People dataset includes 5 rows and 2 columns

**E02.2**

Dimensions in Tableau refers to the details of the data. Mainly concerning with qualitative values. Such as names, etc.

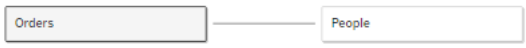
Measures contain values that can be measured. Example: profit, sales etc.

Marks provides us with the tools necessary to make visual changes to our data for better visualization.

Visualization of the Superstore data can be found here.

**E02.3**

To understand relations in data, we **join** two datasets (sheets) with matching relation from Superstore.xls.




The relation between the 2 tables **Orders** and **People** is their Region attribute. Based on the relation we can draw out profit data and visualize it. The chart can be found here

- Difference between **Join** and **Union** in Tableau.

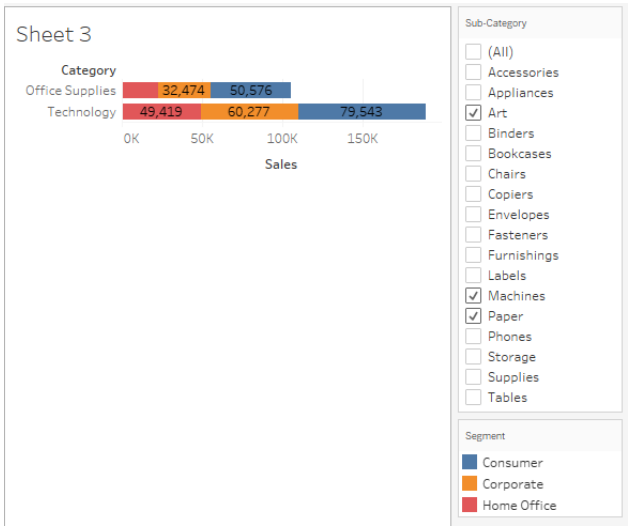
In Tableau **Join** option refers to combining two or more tables based on their relation to each other.

**Union** merges two or more sheets or tables. Unionising can create extra rows if they share the same column attribute.

**E02.4**

- Filtering data

The filter option in Tableau allows us to work with specific data based on our needs. As shown in the example here, the chart shows sales data of only 3 selected **Sub-category** product types: Art, Machines and Paper.



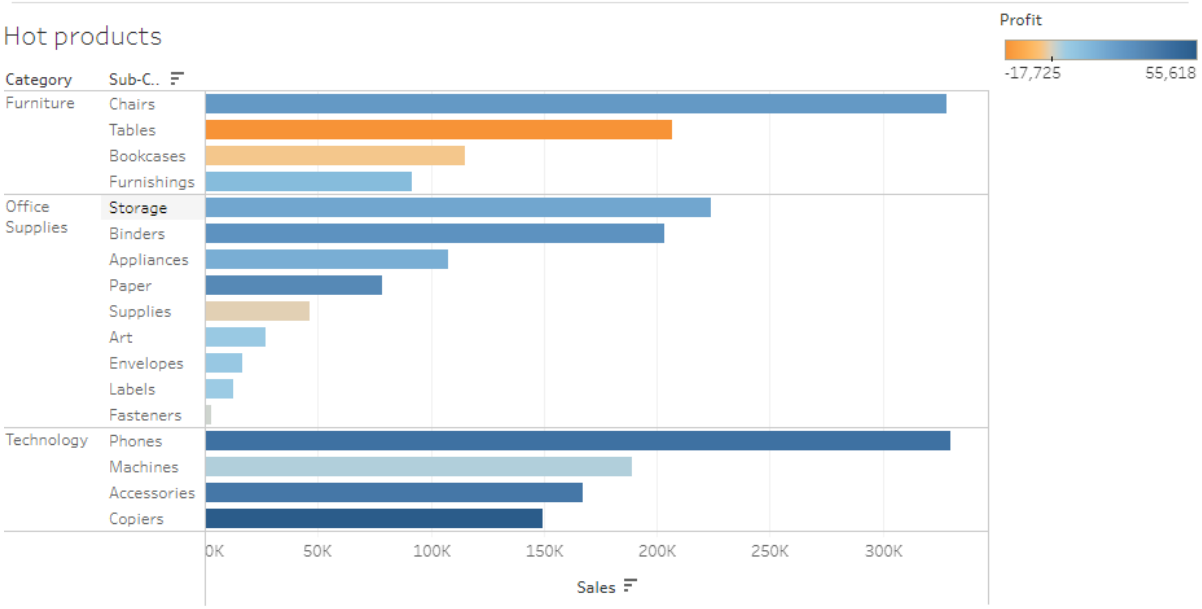

**E02.5**

**Problem**: We need to find out the most selling product categories and analyse the profit rate to analyse which products to focus more on to grow sales.

**Steps to implement**

1. To analyse the most selling products in every segment (Consumer, Corporate, Home Office). We collect the total sales data.
2. Filter the product sub-categories which sells the most.
3. Filter the product categories by colour coding the profit.
4. Visually illustrate the data to find the most selling products and how much profit they generate.

Visualization of the solution can be found here.




**Actions**

Analysing from the graph we see that despite Tables being the 2nd most selling product, it is also the least profitable. This insight presents the opportunity to investigate the underlying issue and get it fixed.

Copiers on the other hand is the most profitable but it is also the lowest selling product in the list. Thus focusing on marketing the copiers to lead to more sales will yield more profit as their profit margin is almost 35%.

Dashboard with all the charts