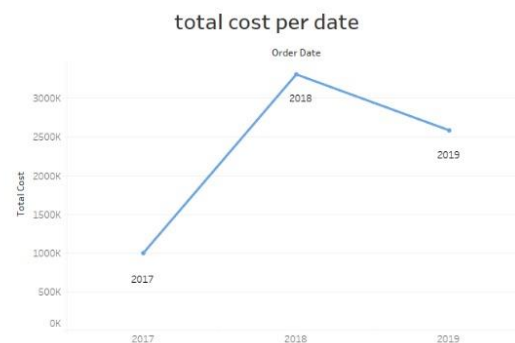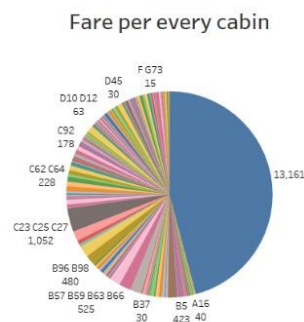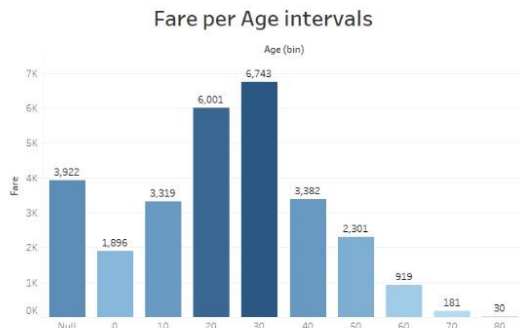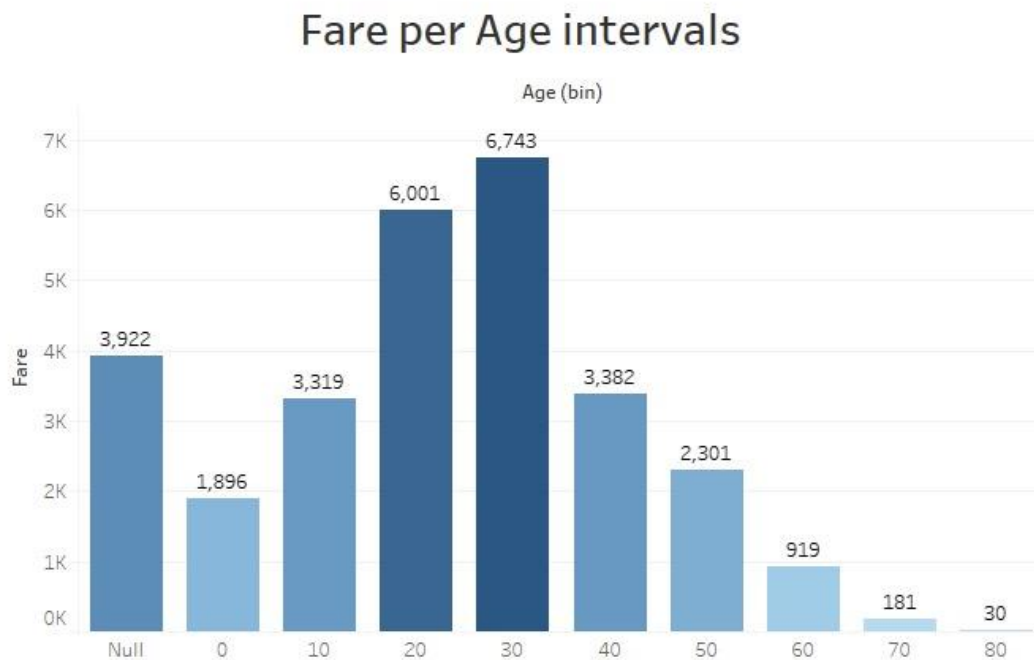# Tableau Report

Introduction and Overview

• Introduction:

The purpose of this study is to present findings from a Tableau dashboard that examines important facets of consumer behavior and sales. The dataset under analysis encompasses various dimensions, including the age intervals and their fares, the total cost of each country, the fare of every cabin, the total cost in a period of time.

• Dashboard Overview:

The Tableau dashboard consists of multiple visualizations, each shedding light on different facets of the data. Notable visualizations include "Fare per age intervals," "Total cost per country," "Fare per every cabin," and "total cost per date."

- **<u>Figure 1:</u>**

Fare per Age intervals

The "Fare per age intervals" bar chart show the change in fares according to the age intervals. The 30s age has the highest fare while the 80s has the lowest fare which shows the difference between the middle age and the old age.
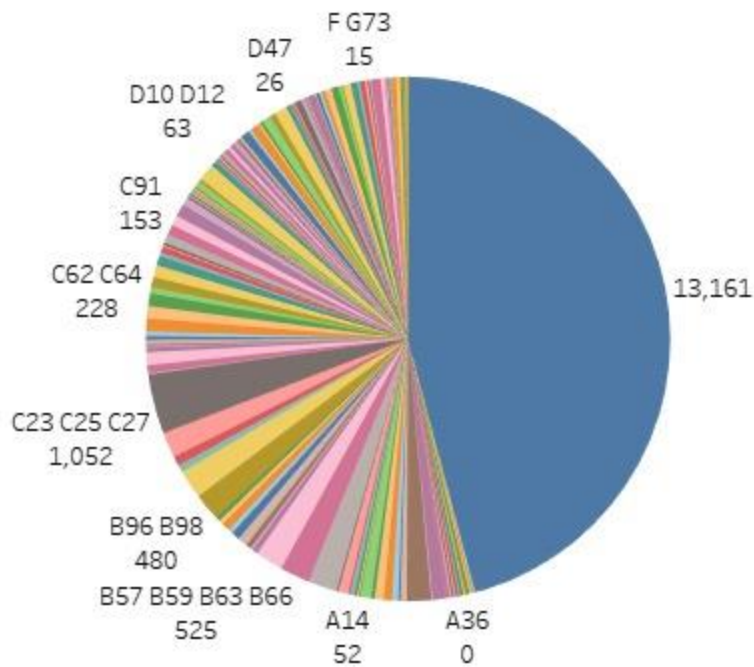
Total cost per country

- **Figure 2:**

The "Total cost per country" map illustrates the distribution of customers across countries, with color-coding based on total cost. Regions with a high concentration of customers might warrant targeted marketing initiatives to capitalize on existing market strength.
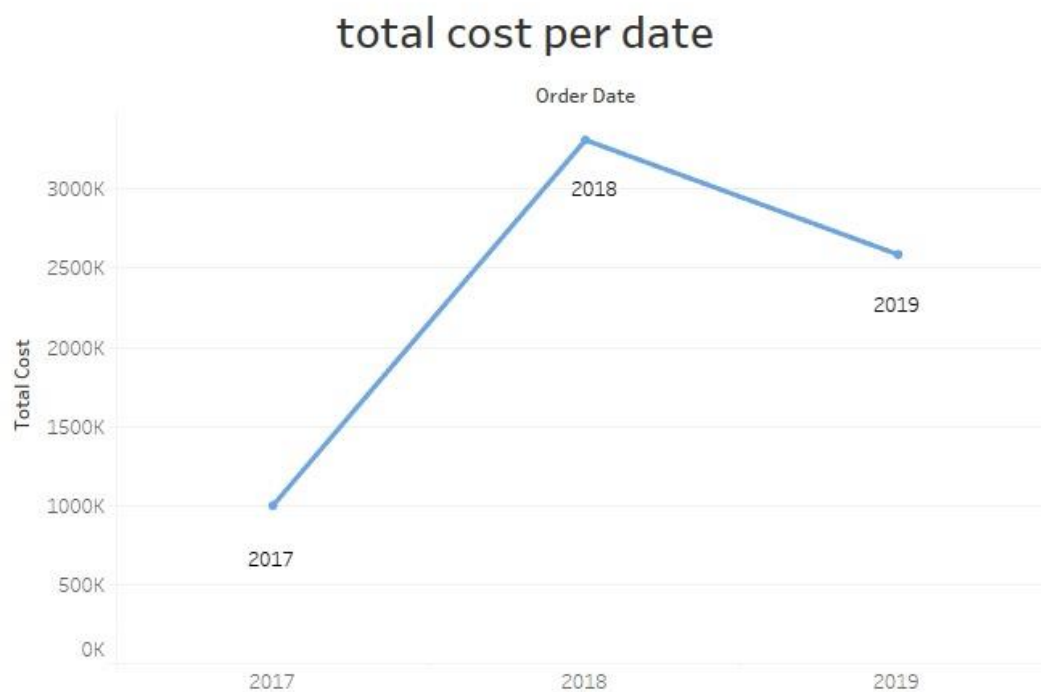
Fare per every cabin

F G73 15
D47 26
D10 D12 63
C91 153
C62 C64 228
C23 C25 C27 1,052
B96 B98 480
B57 B59 B63 B66 525
A14 52
A36 0
13,161

- **<u>Figure 3:</u>**

The "Fare per every cabin" pie chart shows the fare of every cabin in a plane or a boat according to their names and numbers each have a different price.

- **Figure 4:**

total cost per date

Order Date

The "total cost per date" line graph shows the change in total costs from 2017 to 2019 which shows that the best sales was in 2018 it was 3 times the sales in 2017.

- **Problems that might face this dashboard:**
  1. Real-time Data Updates:
  Implement mechanisms to fetch and display real-time data, especially if your dataset is dynamic and regularly updated.
  2. Dynamic Data Filters:

Add interactive filters that allow users to dynamically filter data based on different parameters (e.g., date range, country, cabin type).
3. Drill-Down Functionality:
Enable drill-down capabilities for users to explore more detailed information within specific visualizations.