Data Visualization Nanodegree:

Design a Data Dashboard Final project - by Shashank Salian

Topic: Top Level dashboard for Super Store Dataset

A. Dashboard Link:

https://public.tableau.com/app/profile/shashank.s4018/viz/Superstore_Dashboard_Prototype/Top_Level_Dashboard?publish=yes

B. New Tableau Concept learned and applied:

Parametric fields:

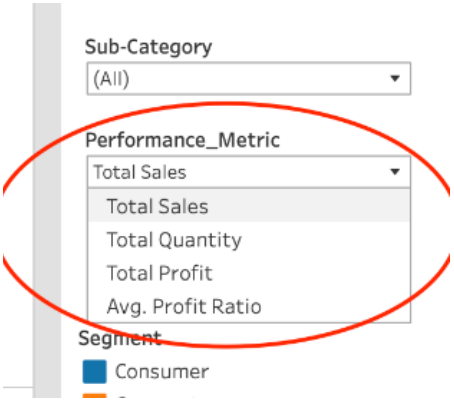
I created a parametric field called Performance_Metric:

Value	Display As
Sales	Total Sales
Quantity	Total Quantity
Profit	Total Profit
Profit Ratio	Avg. Profit Ratio
Click to add	

Then I created a measured field with the same name i.e. Performance_Metric: with the calculation logic as follows:

```
if [Parameters].[Performance_Metric] = "Sales" then sum([sales])
ELSEIF [Parameters].[Performance_Metric] = "Quantity" then sum([Quantity])
ELSEIF [Parameters].[Performance_Metric] = "Profit" then sum([profit])
ELSE avg([Profit Ratio]) end
```

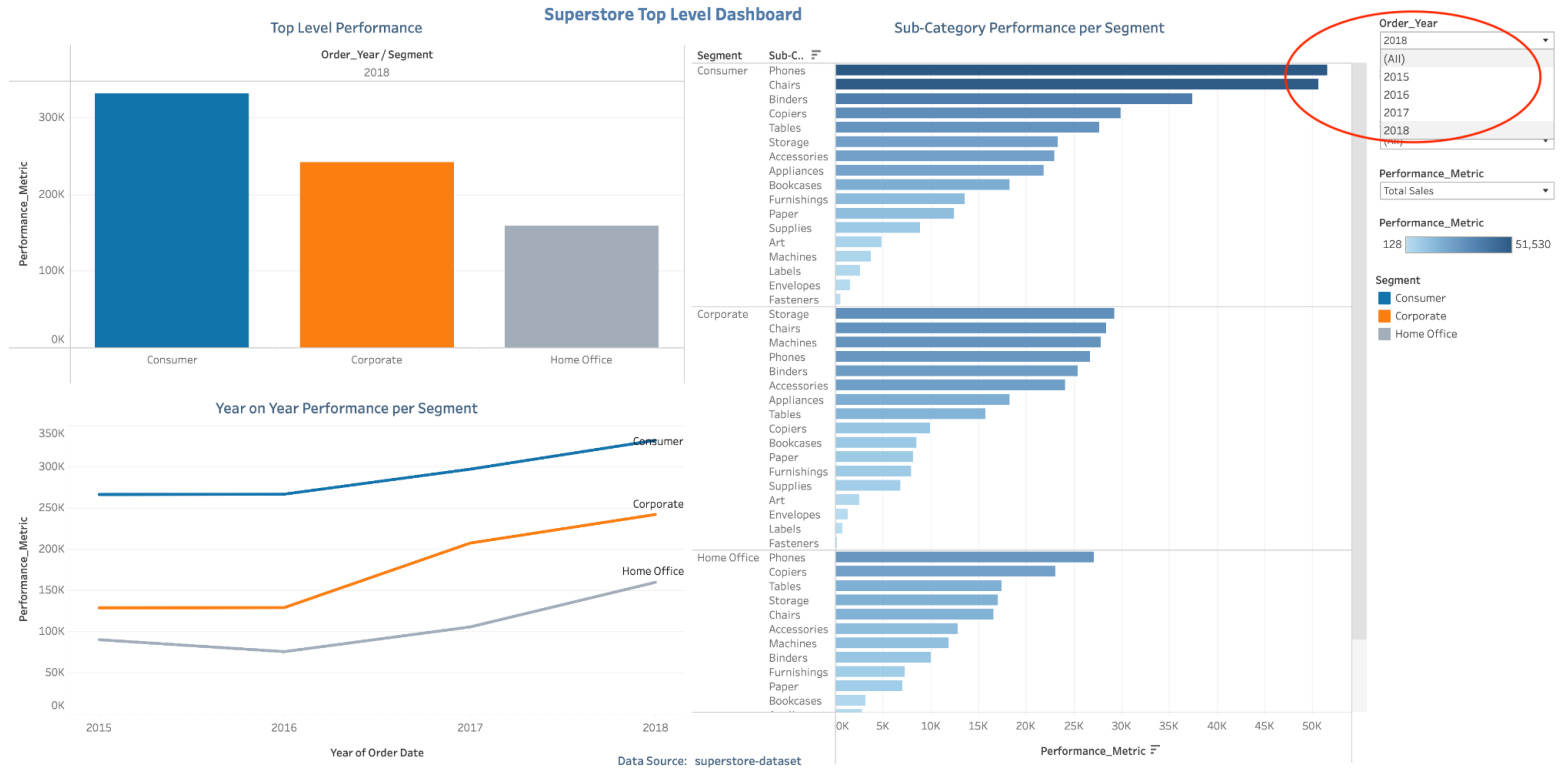
Using the above I created a new filter as shown below:



One could also find a discussion thread related to parametric field here: https://community.tableau.com/s/question/0D54T00000C5uekSAB/can-we-show-and-select-measures-and-dimension-in-control-box-list-box-or-drop-down-box

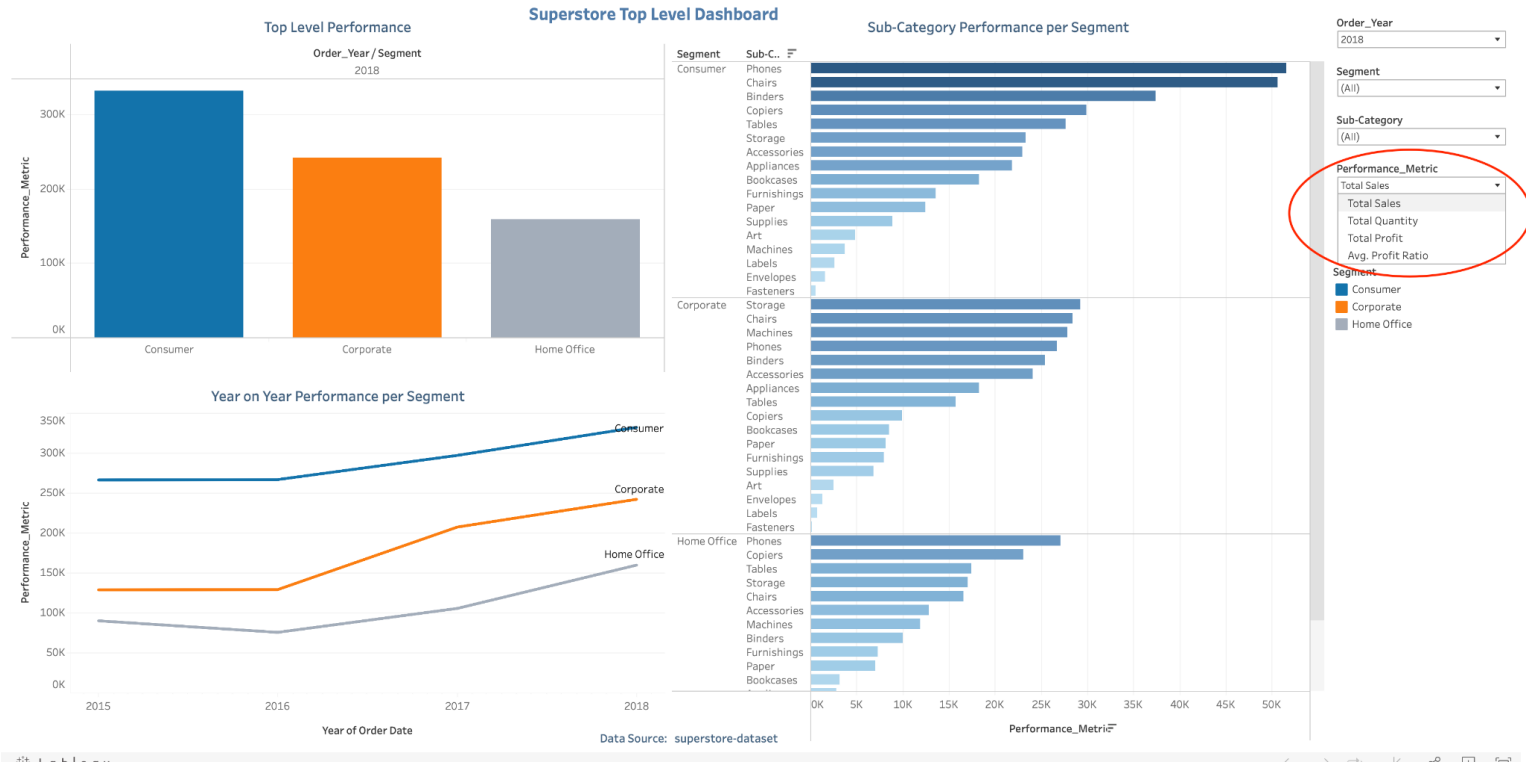
C. How to use filters?

Order Year:
Selecting a year changes the Top-Level performance chart and Sub-category charts. The Year on Year segment performance line chart (bottom left) remains unchanged since it plots across all the years (i.e. 2015,2016,2017,2018) .



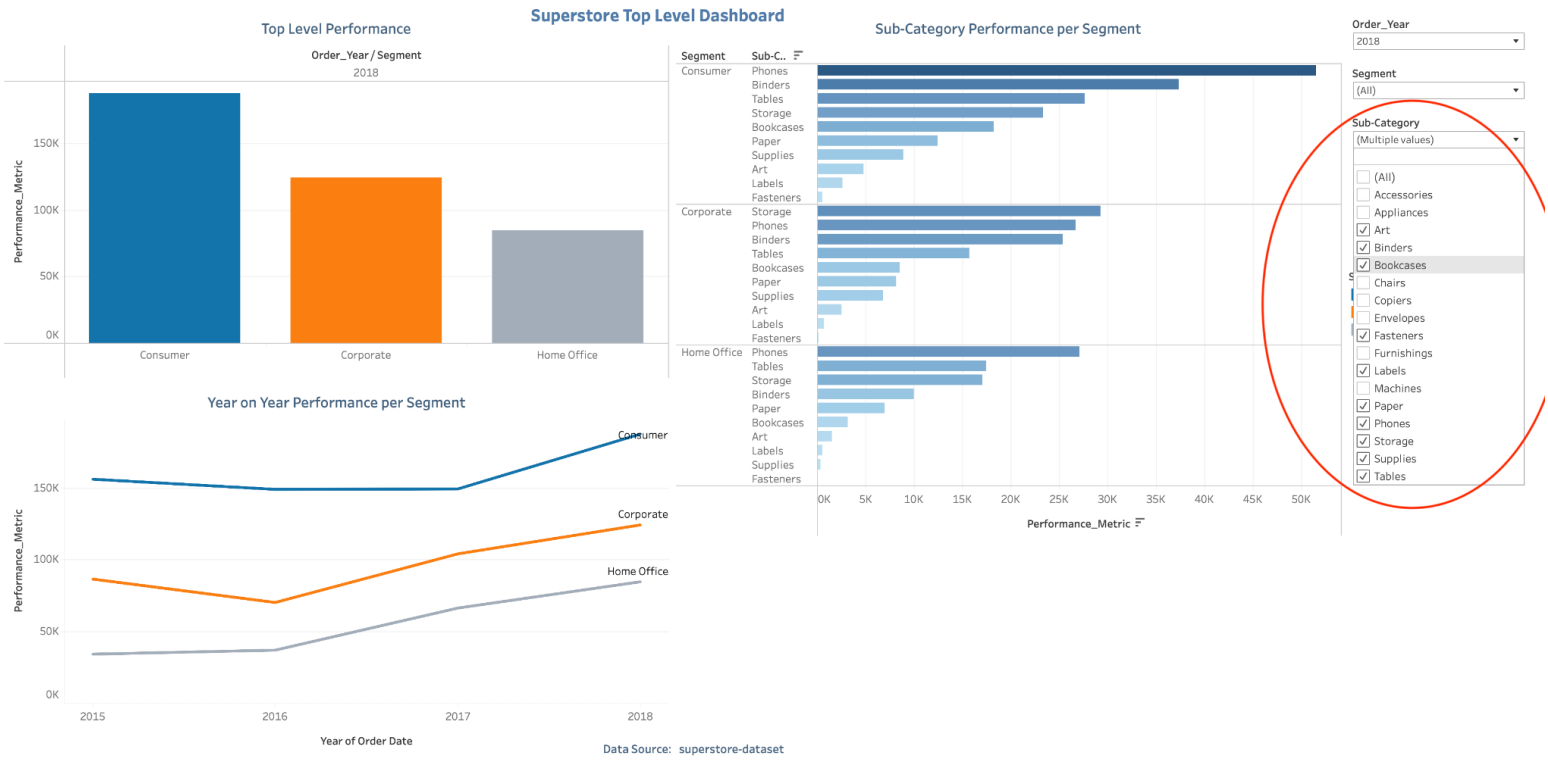
Performance Metric:

Selecting a performance metric from the dropdown (circled in red below) dynamically updates all the three charts as per the selected performance metric.



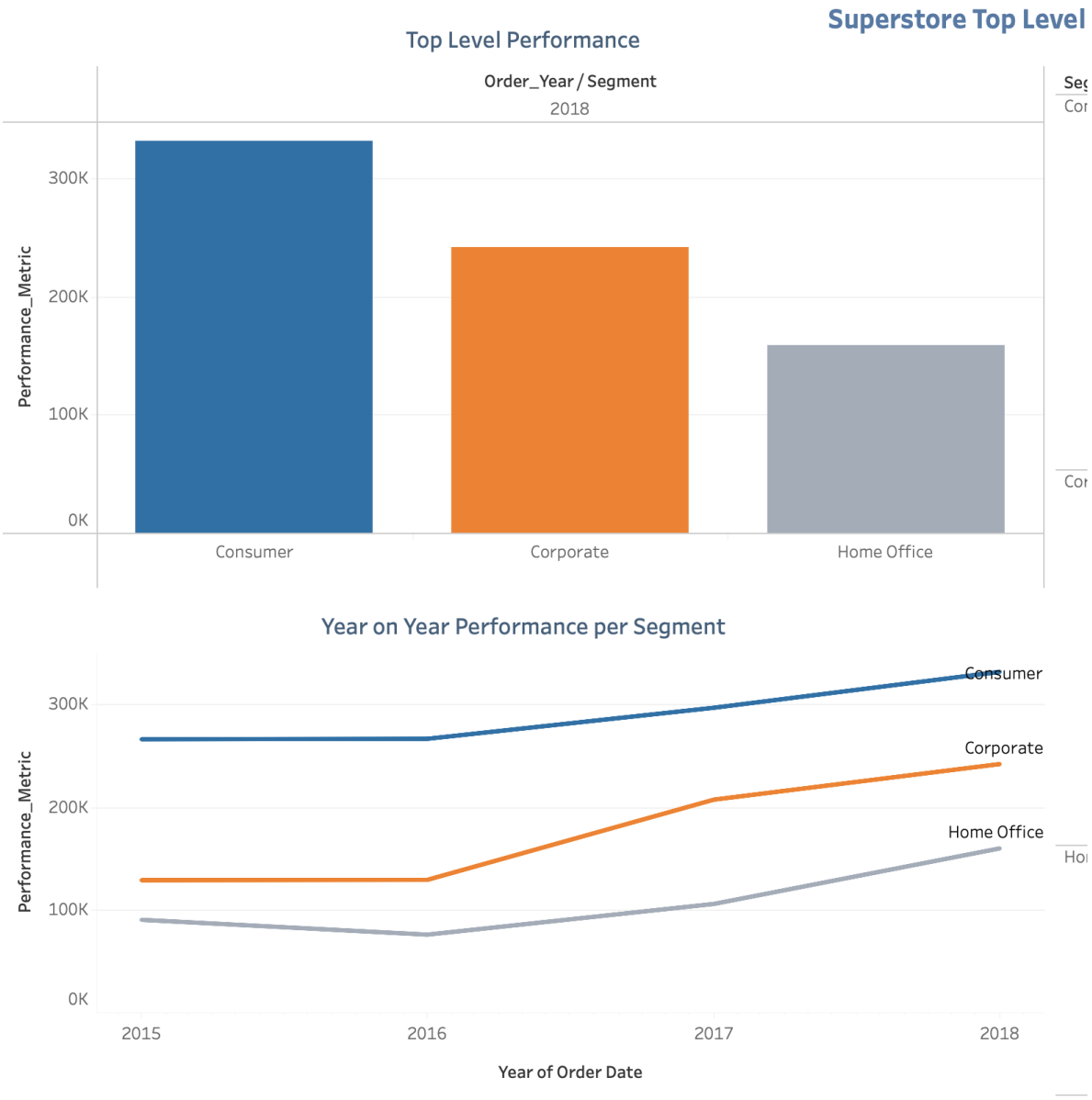
Sub-Category:

Selecting sub-categories updates the metrics in all the three charts based on selected sub-category. (i.e. at sub-category level and also overall segment level).



D. <u>Design Choices:</u>

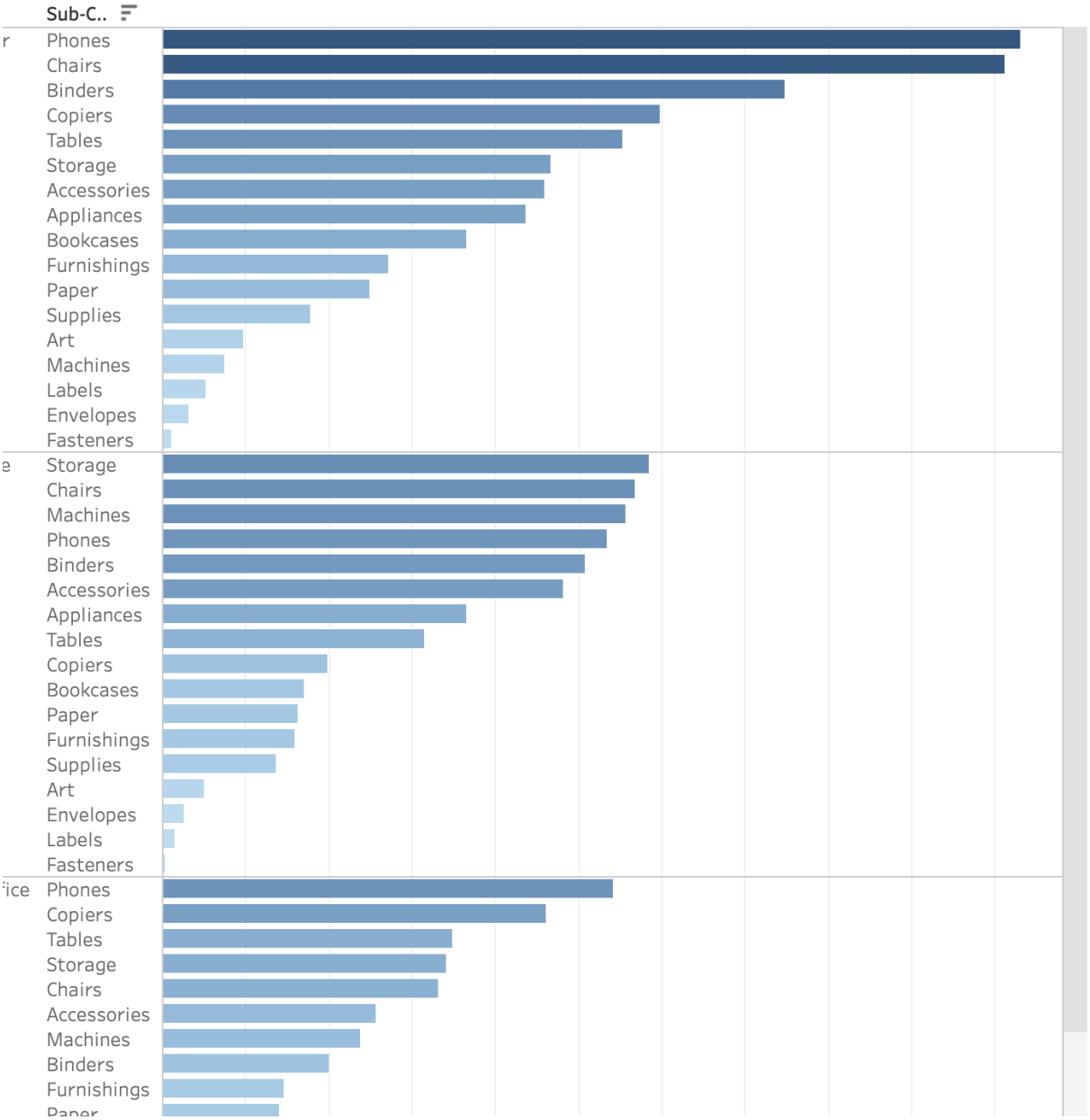
Colorblind palette:

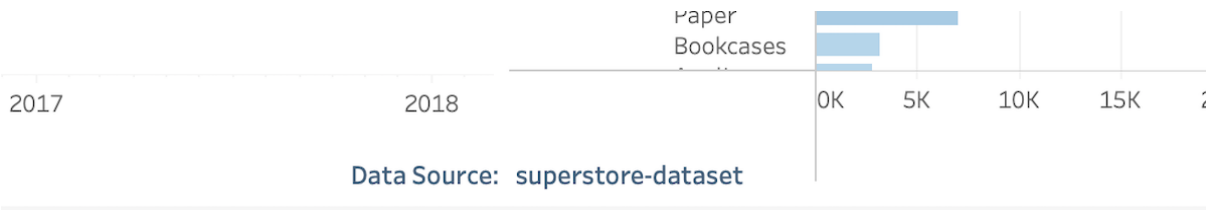


Visual encodings:

Use of length and shade as encodings to highlight higher performing sub-categories for each segment.

Sub-Category Performance per Segment



Text hierarchy:
Main title and and the chart title use same color scheme and title is emphasised with larger font-size.

Data source info:
Data source information added at bottom of the dashboard.