

Case Study – Tableau Dashboard

An US based business company is trying to enhance their delivery service. They want to reduce the time required to ship a product after the order has been placed (difference between order date and shipping date). To enforce this, they want to analyze the average time taken to ship an item through a Tableau dashboard to recognize the areas of possible improvement. The dashboard should answer the following questions:

- 1) **Association between ship mode and average shipping time** – Does any particular transport mode have better shipping time on average?
- 2) **Shipping time by geography** – Which states/region takes the least time to ship a product on an average?
- 3) **Time to ship different products** – Does any product category take more time to be delivered on average than other categories?
- 4) **Average shipping time trend** – Has the average time taken to deliver a product reduced over the years of orders?

Build an interactive dashboard with **sample_superstore** dataset to let the business personas answer these questions and infer actionable insights from it, while keeping in mind the following things:

- a) Users should be allowed to **filter by Region, Segment, Ship Mode and Product Name**.
- b) A good dashboard shows the answer to the key questions at once with least complexity and most interactivity with the end-users. Keep your visualizations simple. Use tooltips to hide redundant information and show it to users only when they need to.
- c) Feel free to use your imagination on deciding which charts to use and how to use them as long as they are presenting the answers to the questions asked in an easy-to-understand manner.
- d) If your chart uses color, use legends to show the color-coding.
- e) If you use multiple dashboard pages, be sure to have navigation buttons inside screen.
- f) Use simple non-bright colors and keep the theme same/similar throughout the dashboard (for example, all the charts/tables should have same colored border, same outer and inner padding, same background color etc.).

P.S. As Tableau Public has its issues while saving a workbook, please take screenshots of the dashboard after building to show it/use it for future reference.