Potential Questions Dataset Selection Potential Dashboard Users Understanding the Selected Dataset This dataset explores the effects of remote workk on Remote The marketing team would use the dashboard to analyze customer What is the What is the What is the average What is the average mental health by colecting responses from individuals Gender | Nominal | Work & Color | Nominal | shopping behaviors and preferences, focusing on metrics like purchase Customer ID | Marketing percentage purchase amount purchase amount percentage of diverse demographics. It includes essential metrics amounts and promotional effectiveness. This data-driven approach Nominal | Nominal I distribution of such as job satisfaction, anxiety levels, and work-life (in USD) for each (in USD) for enables them to tailor marketing strategies, optimize campaigns, enhance Color of the Gender of the Category of Unique Age of the Season during color preferences customers in each age group and item category customer engagement, and retain high-value customers through targeted which the purchased customer in the purchased location? Identify gender, and how purchased across within each item loyalty programs. purchase occured each customer does it vary? Top N Locations. different seasons? This dataset offers insights into the platform's top channels, detailing subscriber counts, video views, The finance team would use the dashboard to monitor revenue trends, upload frequency, origin countries, and earnings. This identify high-value customer segments, assess product profitability, and Promo Code Used I Categorical I Indicates if a dataset reveals trends and engagement drivers, Frequency of
Purchases |
Ordinal |
Frequency at which Discount Applied I Categorical I Indicates if a Item Purchased I Purchase Amount (USD) I Ratio I evaluate the impact of discounts and loyalty programs. This supports making it an essential resource for aspiring creators, Which are top N Which are Top What is the String I Specific item bought by the What is average data analysts, and digital enthusiasts eager to resource allocation, pricing, budgeting, and forecasting, enabling payment methods most percentage N items that purchase amount strategic financial planning and optimized profitability. understand the dynamics of YouTube success. discount was the customer makes Amount spent on breakdown of applied to the contribute the promo code was used (Yes/No) across seasons, popular among each purchase Weekly, Monthly) to forecast future most to overall different age This dataset offers valuable insights and information revenue? methods used? about consumer behavior and purchasing patterns. Shopping These visualizations will be used by the Product Development team to Understanding this is critical for businesses to tailor their products, marketing strategies, and overall gain insights that enhance product quality, refine subscription strategies, Shipping Type I Nominal I Type of shipping Size I
Ordinal I
Size of the
purchased item Review Rating | optimize shipping options, and allocate resources effectively based on customer experience. customer preferences and high-activity regions. Nominal I where the Rating given by Total number of If the customer chosen by the purchase was past transactions Which product category has the lower customer rating (<3)? purchase amounts for each

Preprocessing

We categorized the Age column into four distinct

Adult, Middle Age Adult, and Senior Adult . This

behavior across different life stages.

specific geographic areas.

Location

Location

Location

Location

categorization simplifies age data for analysis and

demographic groups using Tableau's Create Group

feature. The groups are defined as follows: Young Adult,

visualization, allowing for clearer insights into customer

States were organized into five regions—North, South,

Calculated Field feature. This regional categorization

enhances our ability to analyze trends and patterns

effectively, providing valuable insights relevant to

We implemented a ranking methodology for the

Location attribute to quantify customer loyalty by state.

previous purchases for each state. This ranking allows

To visually differentiate states based on their purchase

frequency rankings, we created a calculated field named

State Color in Tableau. This field assigns a "Top N" label

to the highest-ranked states and an "Other" label to the

remaining states. This color-coding approach facilitates

easy comparison and analysis in visualizations,

highlighting key differences in purchasing activity.

The Top Category by State calculated field identifies

marketing strategies and inventory management by

revealing which product categories resonate most with

season(s) based on the highest sum of previous

purchases. This categorization enables targeted

customers in different regions.

the leading product category in each state for selected

This involved creating a calculated field called State

Rank, which aggregates and ranks the total value of

us to identify and analyze states with the highest

customer loyalty based on purchasing behavior.

East, West, and Central—using Tableau's Create

ASMAA

NISHTHA

Dashboard Components			
What is the distribution of our customer base across different age categories?	Bubble Chart	Dataset Attributes - Age , CustomerID Pre-Attentive Attributes - Size, Color Plot Organization - Categorical Organization	Interactivity : Hover (Tooltip)
How is our customer base distributed across different genders?	Stacked Bar Chart	Dataset Attributes - Gender, CustomerID Pre-Attentive Attributes - Length, Position, Color Plot Organization - Categorical Organization	Interactivity : Hover (Tooltip)
How do top-selling product categories change across states during different seasons?	Choropleth	Dataset Attributes - Season, Previous Purchases, Category, Location, Pre-Attentive Attributes - Categorical Color , Spatial Position, Plot Organization - Geographic Layout, Categorical Legend, Seasonal Filter	Interactivity : Filters (season) Hover (Tooltip)
Which states have the highest overall consumer spending in terms of purchase amount?	Bar Chart	Dataset Attributes - Location, Purchase Amount (USD), Pre-Attentive Attributes - Length , Position Plot Organization - Categorical Ordering	Interactivity : Slider (no of top states) Hover (Tooltip)
Which states have the least overall consumer spending in terms of purchase amount?	Bar-Chart	Dataset Attributes - Location, Purchase Amount (USD) , Pre-Attentive Attributes - Length , Position Plot Organization - Categorical Ordering	Interactivity : Slider (no. of bottom states) Hover (Tooltip)
Which product categories and their corresponding items generate the highest revenue?	Bar Chart, Horizontal Bar Chart	Dataset Attributes - Category , Items, Customer ID, Purchase Amount(USD) Pre-Attentive Attributes - Length, Position Plot Organization - Grouping, Categorical Ordering	Interactivity : Action Filter (Category) Hover (Tooltip)
What are the most commonly used payment methods among consumers?	Bar Chart	Dataset Attributes - Payment Method, Customer ID Pre-Attentive Attributes - Length , Position Plot Organization - Categorical Organization	Interactivity : Hover (Tooltip)
How does the number of subscribers compare to non-subscribers?	Donut Chart	Dataset Attributes - Subscription Status, Customer ID Pre-Attentive Attributes -Color, Size/Area, Orientation, Plot Organization - Categorical Organization	Interactivity : Hover (Tooltip)
How do discount applications vary by product category and shipping method?	Donut Chart	Dataset Attributes - Discount Applied, Customer ID , Category, Shipping Type Pre-Attentive Attributes -Color, Size/Area, Orientation, Plot Organization - Categorical Organization	Interactivity : Hover (Tooltip) Action Filter (Shipping Type) Action FIlter (Category)
In which states are loyal customers most concentrated based on their previous purchase activity?	Choropleth	Dataset Attributes - State , Previous Purchase Pre-Attentive Attributes -Categorical Color , Spatial Position, Plot Organization - Categorical Organization	Interactivity : Filter (No. of States) Hover (Tooltip)
How do customer preferences for different shipping types vary across seasons?	Grouped Bar Chart	Dataset Attributes - Season , Shipping Type, Customer ID Pre-Attentive Attributes - Length, Position, Grouping Plot Organization - Grouping, Categorical Organization	Interactivity : Filter (Seasons) Hover (Tooltip)
What are the preferred shipping methods for different product categories?	Multi- Series Bar Chart	Dataset Attributes - Category , Shipping Type, Customer ID Pre-Attentive Attributes - Length, Position, Alignment Plot Organization - Grouping, Categorical Organization	Interactivity : Filter (Seasons) Hover (Tooltip)