

Consumer Spending Based on Generation Dashboard

In the enchanting realm of advanced tableau KPI dashboard development, where art and data converge, I embarked on a transformative journey of understanding consumer spending based on generation. Guided by the mesmerizing tableau, I discovered a trove of techniques that breathed life into the visualization, unveiling a tapestry of insights like never before.

Within this tableau dashboard, the bump chart stood tall as a masterpiece of visual storytelling. Its graceful curves and fluid lines wove together the ranks of data with elegance, offering a panoramic view of the evolving landscape of consumer preferences across generations. With each gentle bump, the chart evoked a sense of motion, allowing me to discern the rise and fall of different cohorts in the consumer spending hierarchy.

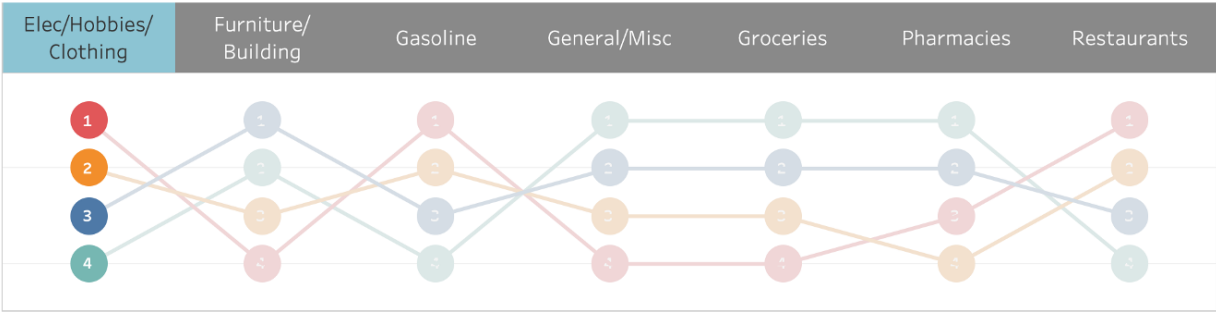
As I delved deeper, I discovered the power of manipulating the x-axis labels as a menu, a stroke of genius that transformed the dashboard into an interactive feast for the senses. With a mere click, I could navigate effortlessly through the vast sea of data, unveiling hidden gems and juxtaposing generational trends at will. It was as if the dashboard itself had come alive, inviting me to explore the intricate nuances of consumer behavior with a newfound sense of wonder.

But the tableau had yet another secret to reveal – the art of establishing connections through dashboard action filters. Like invisible threads, these filters interwove disparate visualizations, creating a symphony of coherence and interactivity. With a simple interaction, I could witness the ripple effect of my choices, observing how a change in one visualization would reverberate throughout the entire tableau. It was a ballet of connectivity, enabling me to unravel the intricate relationships between different facets of consumer spending and generation.

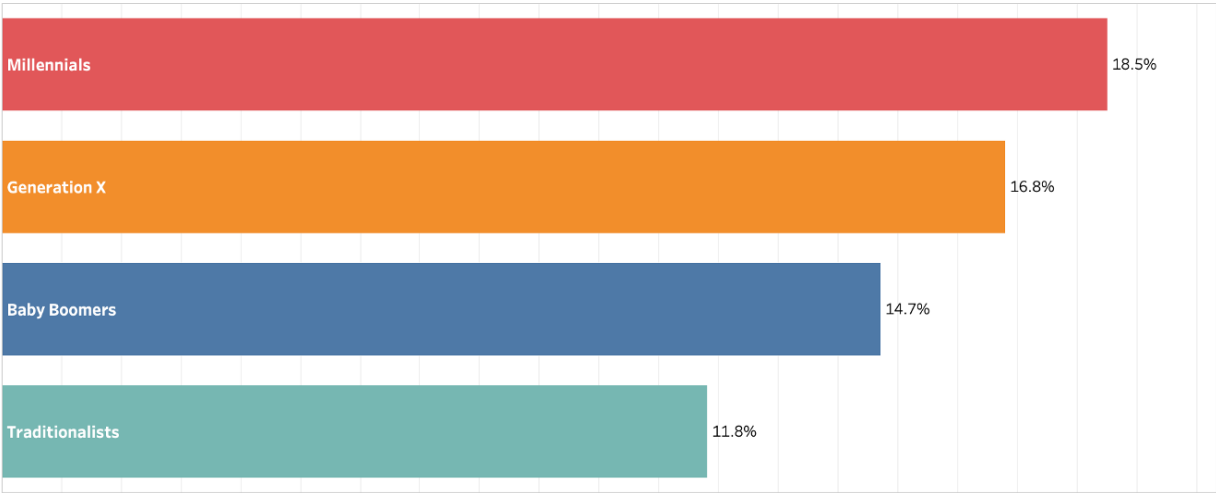
Below are the screenshots of this interactive Dashboard:

Money Spent by each Generation on different Categories

Click the categories below to get the details of each category in a bar chart

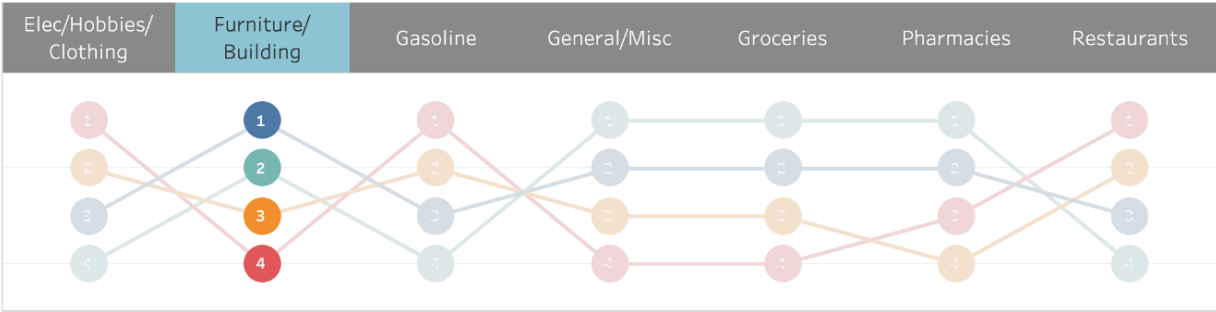


% of Spent by Elec/Hobbies/Clothing in different Generations

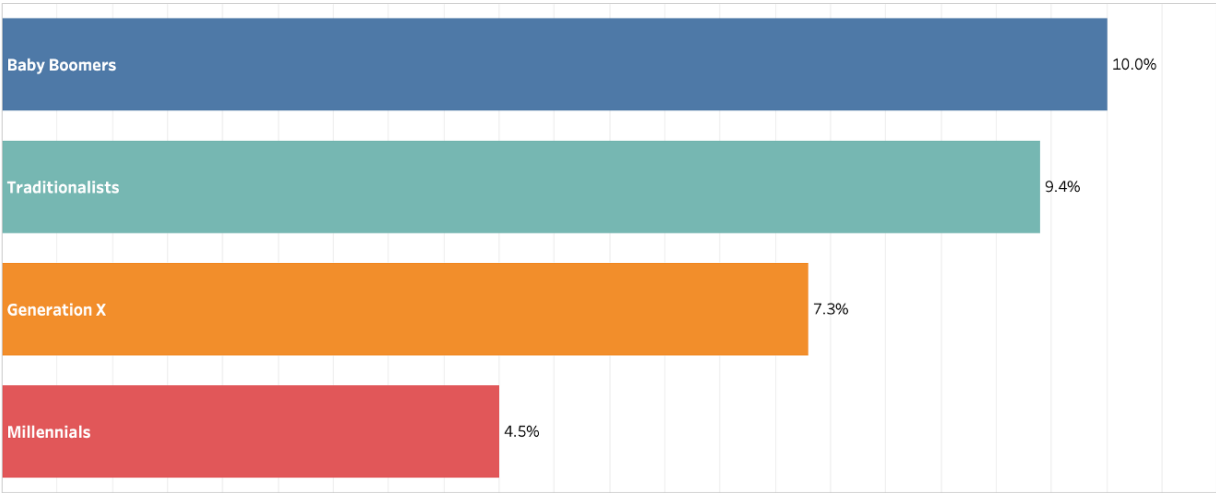


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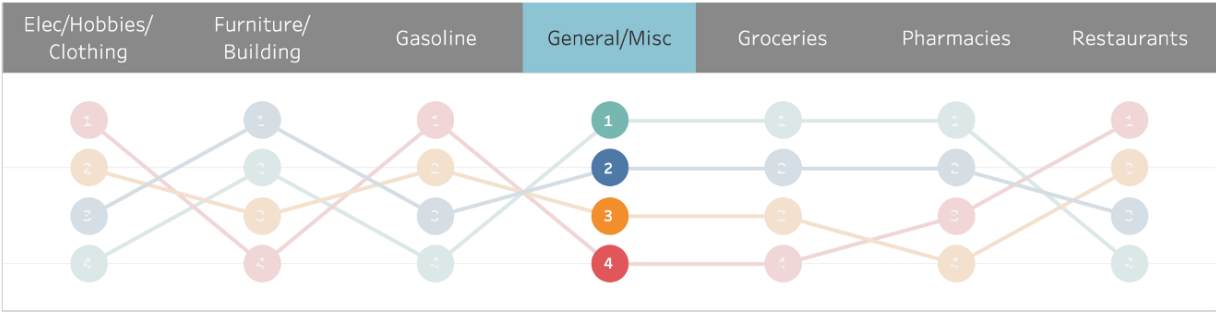


% of Spent by Furniture/Building in different Generations

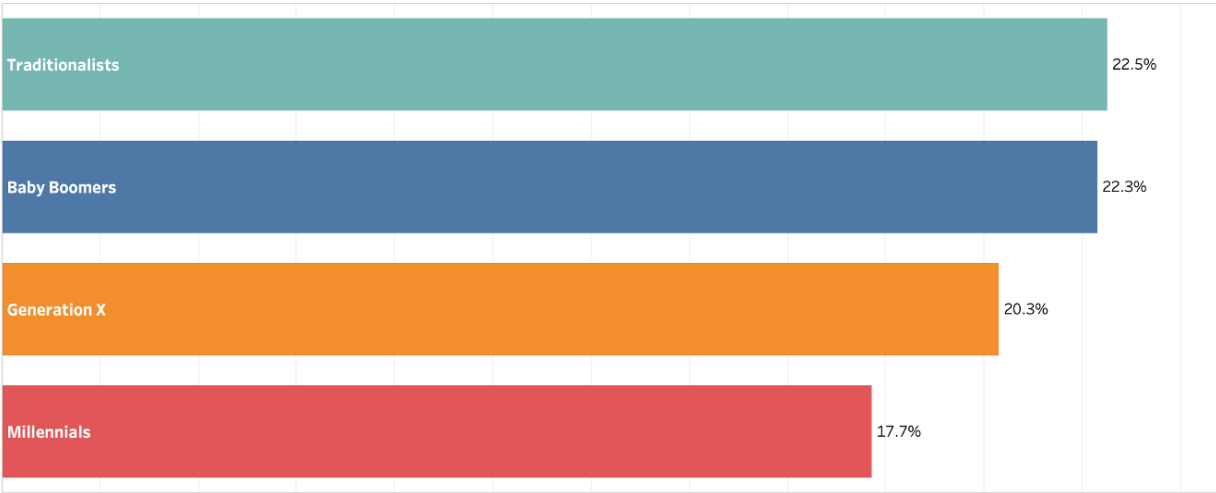


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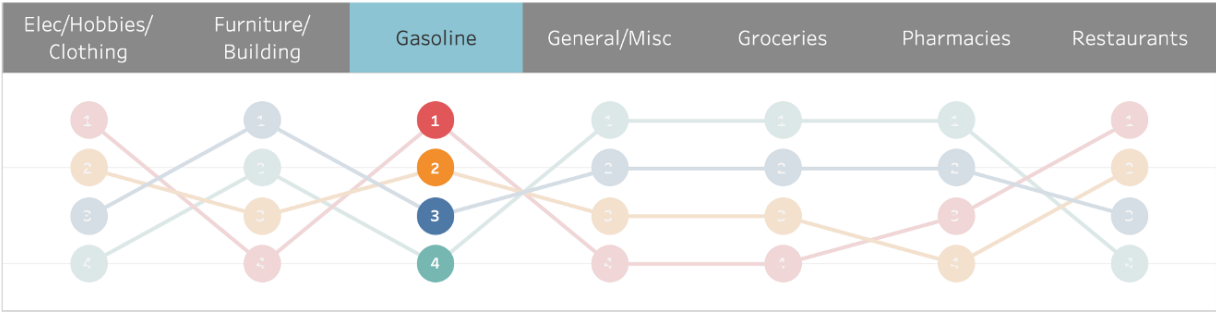


% of Spent by General/Misc in different Generations

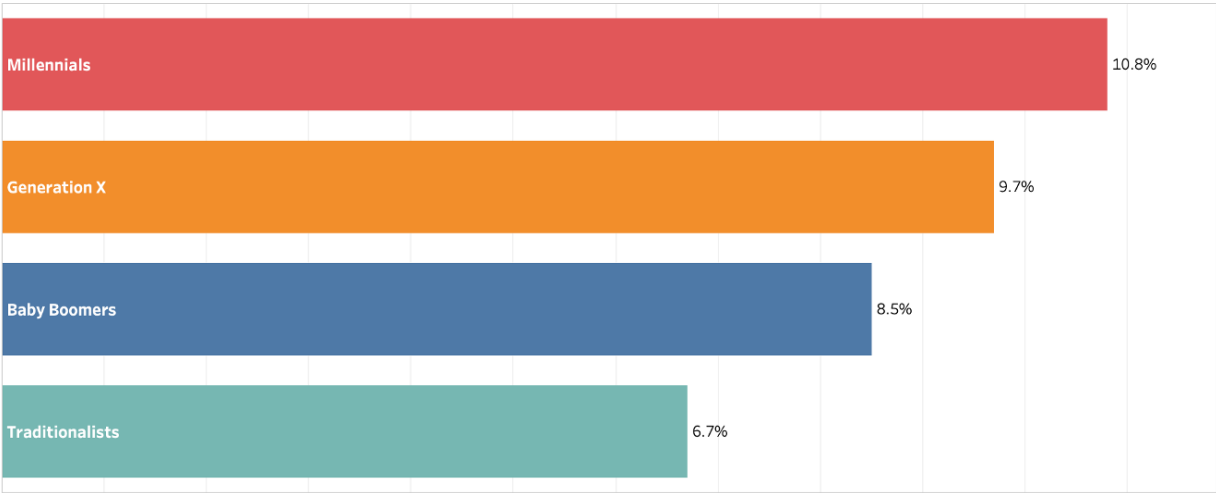


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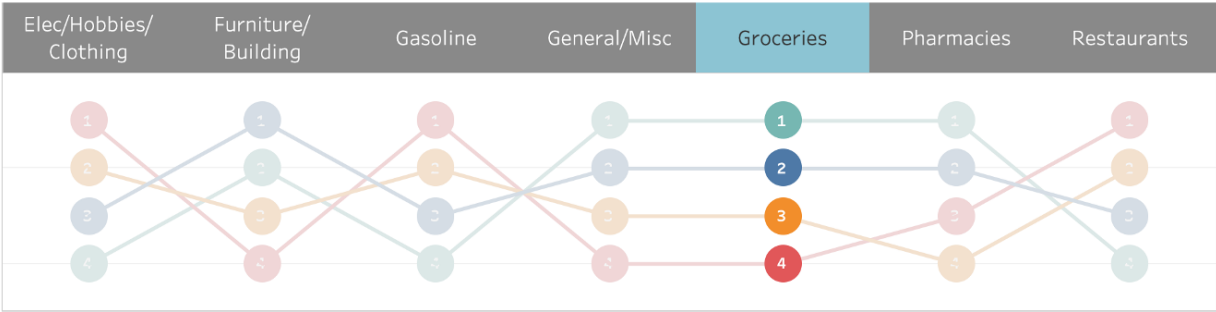


% of Spent by Gasoline in different Generations

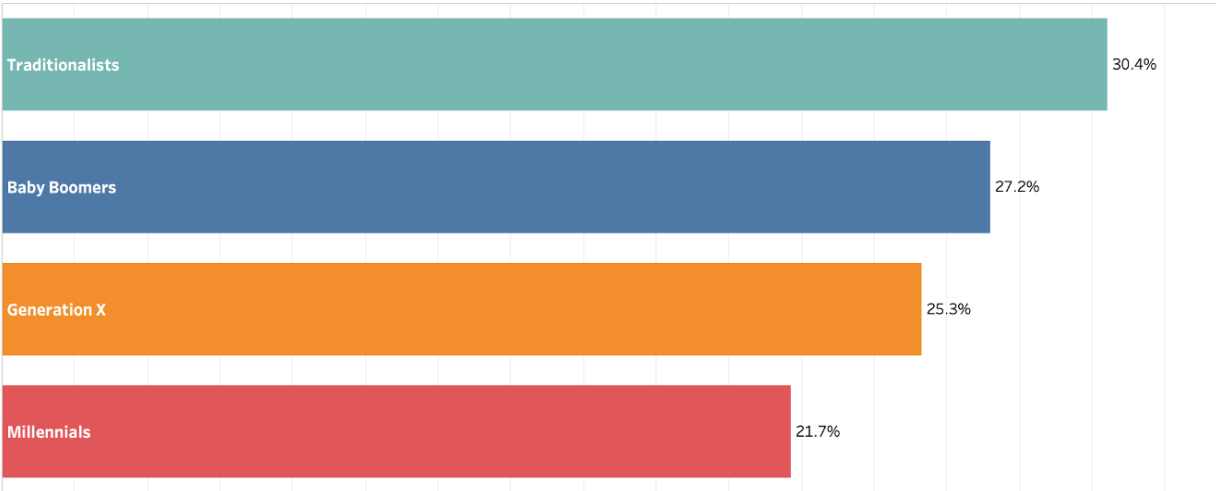


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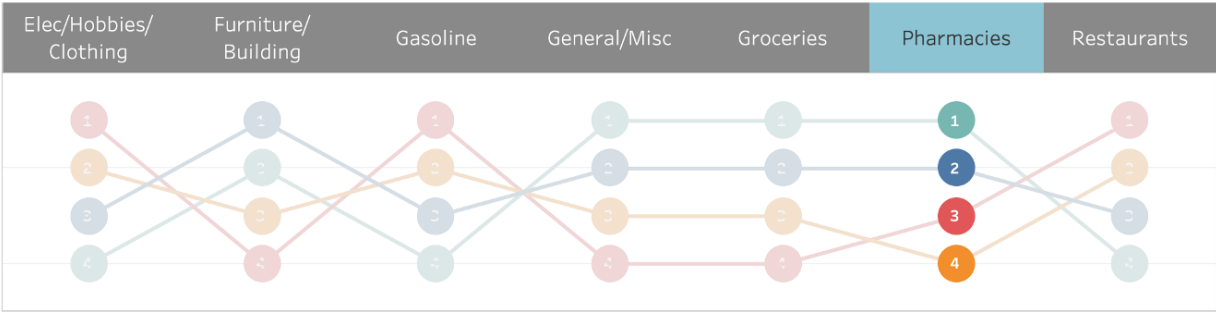


% of Spent by Groceries in different Generations

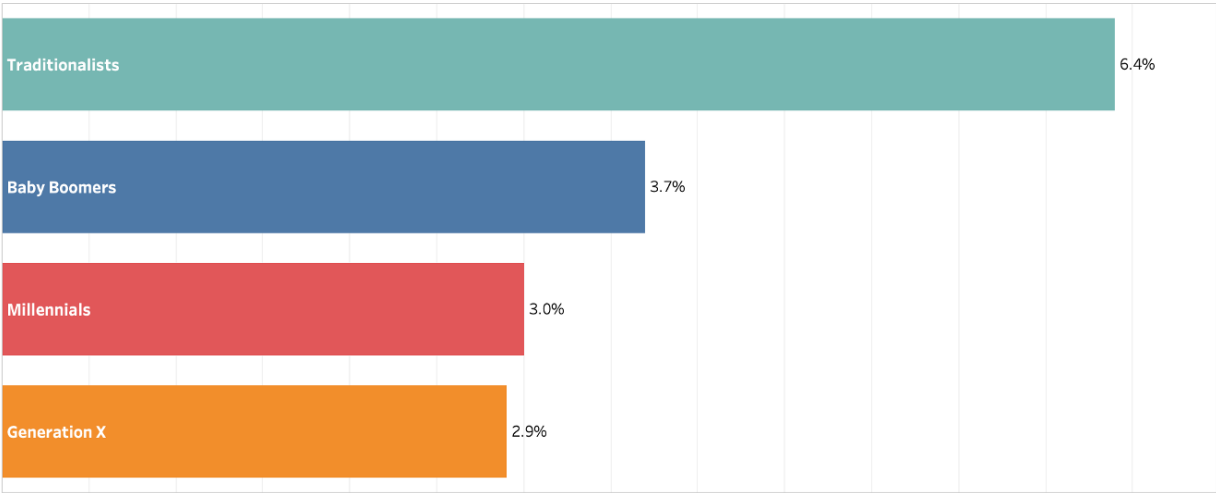


Money Spent by each Generation on different Categories

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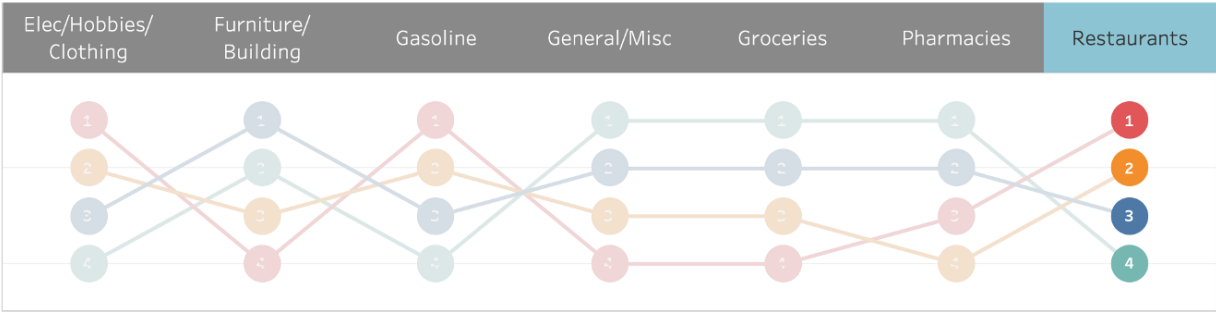


% of Spent by Pharmacies in different Generations



Money Spent by each Generation on different Categories

Click the categories below to get the details of each category in a bar chart



% of Spent by Restaurants in different Generations

