

Step One - Choose a Data Set and get. organized

Attached. Is the dataset I chose. I've cleaned and reshaped the data. The dataset is about US sales store in 2015. I've explored the data and use it to visualize the profits among different states in the US. I used color filters to filter out the profitable and non-profitable areas, also I've used labels to represent the amount of profit on each state to have a better idea about which states or region are getting higher profits and which states are at loss. If we hover over the geographical map, we can see a pop up showing further details which includes Country states and profit details we can add more details as per our desire. E.g. in this geographical map CALIFORNIA is the most profitable state hence it has darker blue color while MONTANA is the least profitable state hence it is represented by orange color means we need to change our strategies and work on the failures to cover up that profit margin.

Step Two - Get Organized

Summary:

I am using a data set of US sales store in 2015 I've explored the data and use it to visualize the profits among different states in the US. I've used Geographical maps to visualize it and have used color filters to filter out the profitable and non-profitable areas.

Design:

I've made a geographical map to represent the data and have used labels and details after the feedback so that it can represent the profits correctly.

Feedback:

I got different feedbacks like changing the color scheme of the map to filter out the profitable areas and using proper labels to represent the data like the map will show name of each state with its profit in dollars.

Resources:

I've asked different friends and have seen different YouTube videos on how to make a geographical map. And for sure Udacity!

Data Files:

I've used a data of US superstore 2015 it is in the .xlsx file format. And it is free for public use.

Step Two - Find a Data Story

Super stores simply have lots of data to be managed and if we just open up the data sheets then there are tens and thousands of lists representing the sales they've done. We cannot get much information out of that data like if we want to get sales data of a certain region then we have to go through the whole list and search for some specific area of sales which is a very hectic task, but now we have a solution. A data visualization tool that is so powerful and fast that it can give us

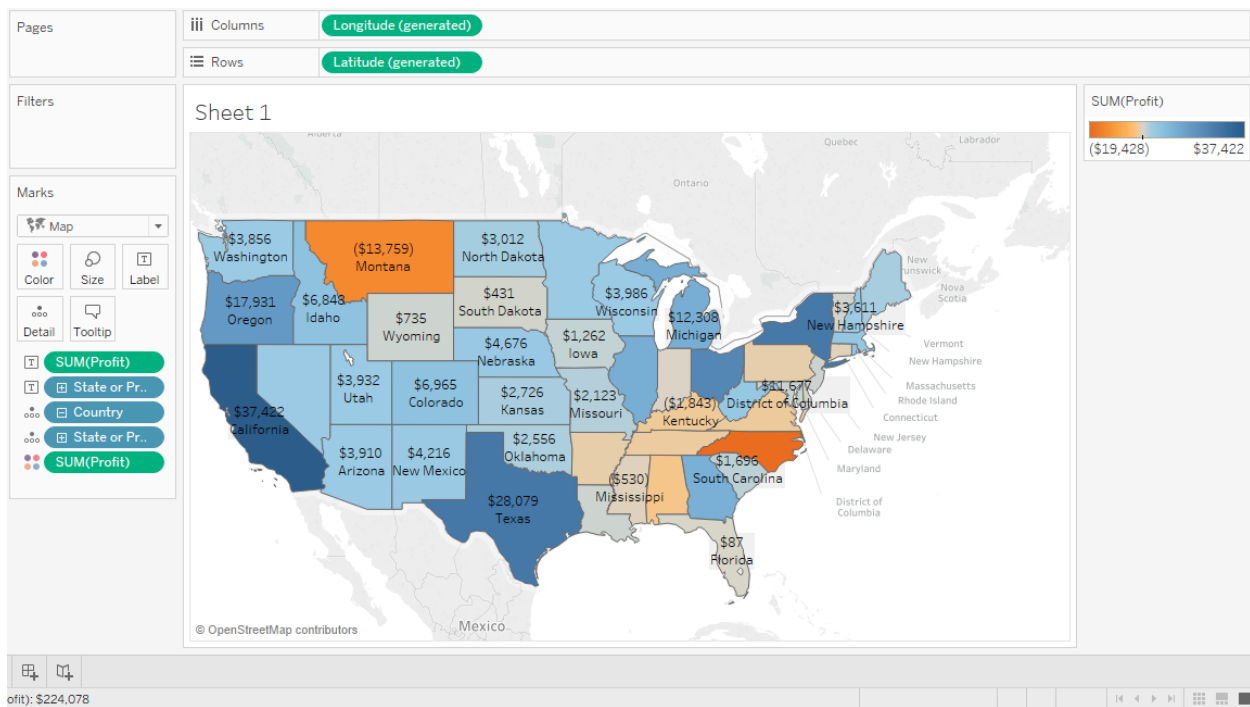
an accurate insight of the whole data without going through every item in that list. It can show us all the sales data of the super store by simply dragging and dropping certain parameters in Tableau!

For Example, in this geographical map CALIFORNIA is the most profitable state hence it has darker blue color while MONTANA is the least profitable state hence it is represented by orange color means we need to change our strategies and work on the failures to cover up that profit margin.

Step Three - Create Your Visualization

I have sketched different ideas for creating this visualization just to represent the sales data in each state of US first we come up with simple table approach which was not much suitable for good viewing experience, so what I have done is creating a geographical map of the US in which each state is represented on the Map as Tableau automatically detects the region's data.

Profits of the stores across the US is mapped onto the states and I add a color filter to filter out the profitable states using colors like states having more sales will be represented by darker blue color and states with lower profits will be represented by orange color. Like in the figure below.



If we hover over the table it will show us detailed data as well like in the following figure

