

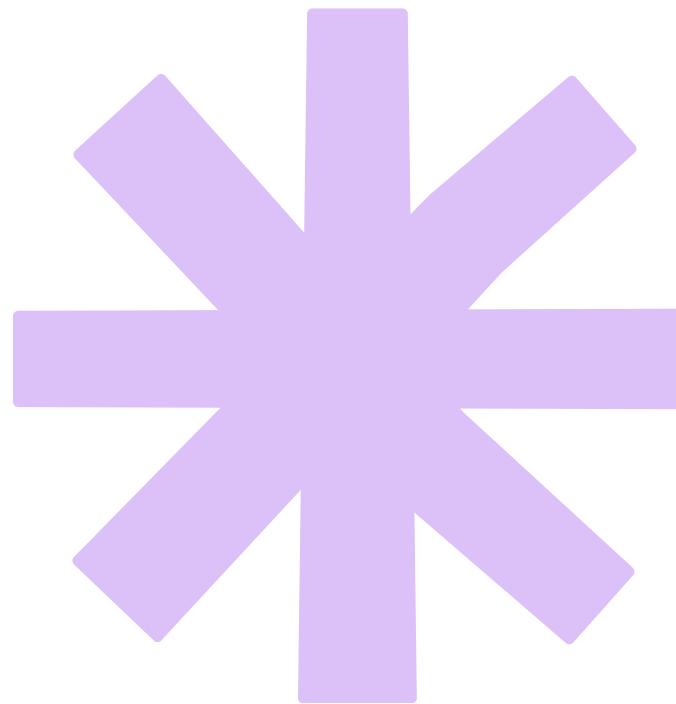


SUPERSTORE VISUALIZATION *USING TABLEAU

Data Series 17.0
Business Intelligence

Tasya Dwini Novianti

What is Data Visualization?



Data visualization is the graphical representation of information and data. By using visual elements like charts, graphs, and maps, data visualization tools provide an accessible way to see and understand trends, outliers, and patterns in data.

Additionally, it provides an excellent way for employees or business owners to present data to non-technical audiences without confusion.

In the world of Big Data, data visualization tools and technologies are essential to analyze massive amounts of information and make data-driven decisions.

The Advantages of Data Visualization



Easily sharing
information

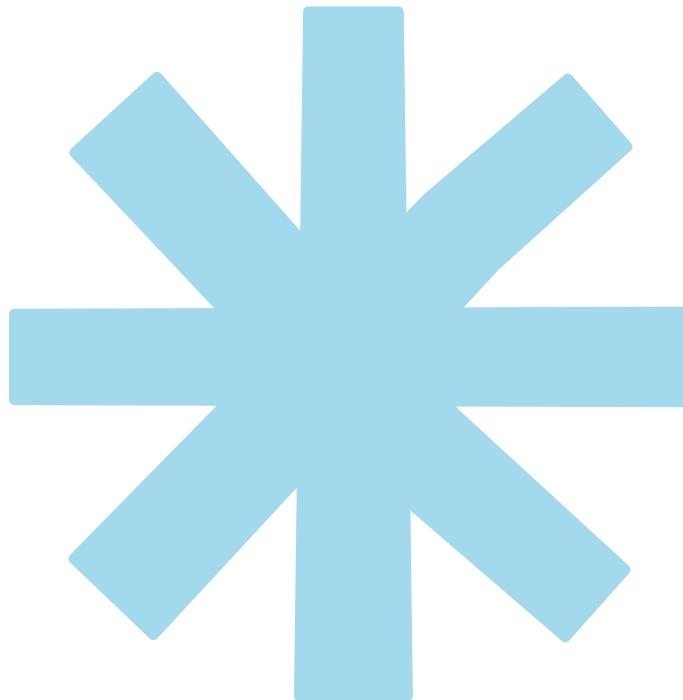


Interactively
explore opportunities



Visualize patterns
and relationships

About Dataset



The Superstore Data Analysis Project focuses on extracting insights from a retail superstore dataset. The dataset contains information about sales, customers, products, and orders from a fictional retail superstore.

By analyzing this data, we aim to uncover trends, patterns, and insights that can be used to improve business operations and decision-making.

Project Objectives



Key aspects of this project includes:

✓ **Data Exploration:**

Starting with explore the dataset to understand its structure and contents.

✓ **Data Joining:**

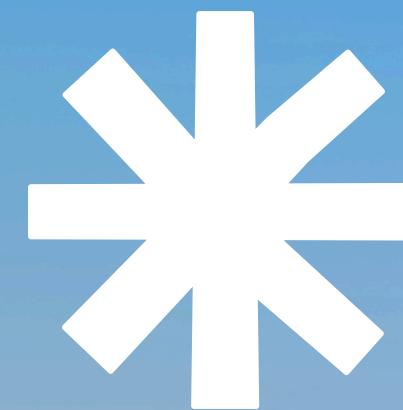
Combining the related data on the common fields.

✓ **Data Visualization:**

Create visualizations to illustrate the findings and make it easier to interpret the data.

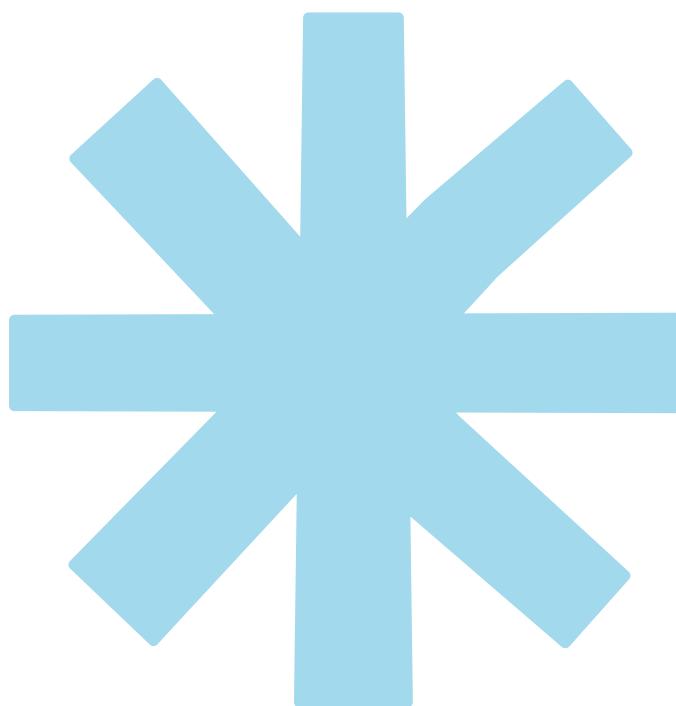


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Requirements

Data Exploration (Excel)



Sample - Superstore - Microsoft Excel (Product Activation Failed)

The screenshot shows a Microsoft Excel window titled "Sample - Superstore - Microsoft Excel (Product Activation Failed)". The ribbon menu is visible at the top, showing tabs like File, Home, Insert, Page Layout, Formulas, Data, Review, and View. The Home tab is selected. The main area displays a data grid with 24 rows of information. The columns are labeled A through L, and the rows are numbered 1 through 24. The data includes fields such as Row ID, Order ID, Order Date, Ship Date, Ship Mode, Customer ID, Customer Name, Segment, Country, City, State, Postal Code, and Region. Some cells contain specific names like "Claire Gute" or "Sean O'Donnell". Other cells show standard text like "Consumer" or "Standard Class". The background of the slide has a blue gradient.

Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID	Customer Name	Segment	Country	City	State	Postal Code	Region
1	CA-2020-152156	08/11/2020	11/11/2020	Second Class	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420	Southeast
2	CA-2020-152156	08/11/2020	11/11/2020	Second Class	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420	Southeast
3	CA-2020-138688	12/06/2020	16/06/2020	Second Class	DV-13045	Darrin Van Huff	Corporate	United States	Los Angeles	California	90036	West Coast
4	US-2019-108966	11/10/2019	18/10/2019	Standard Class	SO-20335	Sean O'Donnell	Consumer	United States	Fort Lauderdale	Florida	33311	South
5	US-2019-108966	11/10/2019	18/10/2019	Standard Class	SO-20335	Sean O'Donnell	Consumer	United States	Fort Lauderdale	Florida	33311	South
6	CA-2018-115812	09/06/2018	14/06/2018	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West Coast
7	CA-2018-115812	09/06/2018	14/06/2018	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West Coast
8	CA-2018-115812	09/06/2018	14/06/2018	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West Coast
9	CA-2018-115812	09/06/2018	14/06/2018	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West Coast
10	CA-2018-115812	09/06/2018	14/06/2018	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West Coast
11	CA-2018-115812	09/06/2018	14/06/2018	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West Coast
12	CA-2018-115812	09/06/2018	14/06/2018	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West Coast
13	CA-2018-115812	09/06/2018	14/06/2018	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032	West Coast
14	CA-2021-114412	15/04/2021	20/04/2021	Standard Class	AA-10480	Andrew Allen	Consumer	United States	Concord	North Carolina	28027	South
15	CA-2020-161389	05/12/2020	10/12/2020	Standard Class	IM-15070	Irene Maddox	Consumer	United States	Seattle	Washington	98103	West Coast
16	US-2019-118983	22/11/2019	26/11/2019	Standard Class	HP-14815	Harold Pawlan	Home Office	United States	Fort Worth	Texas	76106	Central
17	US-2019-118983	22/11/2019	26/11/2019	Standard Class	HP-14815	Harold Pawlan	Home Office	United States	Fort Worth	Texas	76106	Central
18	CA-2018-105893	11/11/2018	18/11/2018	Standard Class	PK-19075	Pete Kriz	Consumer	United States	Madison	Wisconsin	53711	Central
19	CA-2018-167164	13/05/2018	15/05/2018	Second Class	AG-10270	Alejandro Grove	Consumer	United States	West Jordan	Utah	84084	West
20	CA-2018-143336	27/08/2018	01/09/2018	Second Class	ZD-21925	Zuschuss Donatelli	Consumer	United States	San Francisco	California	94109	West
21	CA-2018-143336	27/08/2018	01/09/2018	Second Class	ZD-21925	Zuschuss Donatelli	Consumer	United States	San Francisco	California	94109	West
22	CA-2020-137330	09/12/2020	13/12/2020	Standard Class	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025	Central
23	CA-2020-137330	09/12/2020	13/12/2020	Standard Class	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025	Central

Data Joining (Tableau)



Tableau Public - Book1

File Data Window Help

Tableau Desktop Public Edition Buy Tableau

Connections Add

Sample - Superstore Microsoft Excel

Sheets

- Orders
- People
- Returns
- Target

New Union New Table Extension

Orders+ (Sample - Superstore) (2)

Orders is made of 4 tables. ⓘ

```
graph TD; Orders --- People; Orders --- Returns; Orders --- Target;
```

Orders 27 fields 9994 rows

#	Abc Orders	Orders	Orders	Abc Orders	Abc Orders
Row ID	Order ID	Order Date	Ship Date	Ship Mode	Customer ID
1	CA-2020-152156	08/11/2020	11/11/2020	Second Class	CG-12520
2	CA-2020-152156	08/11/2020	11/11/2020	Second Class	CG-12520
3	CA-2020-138688	12/06/2020	16/06/2020	Second Class	DV-13045
4	US-2019-108966	11/10/2019	18/10/2019	Standard Class	SO-20335

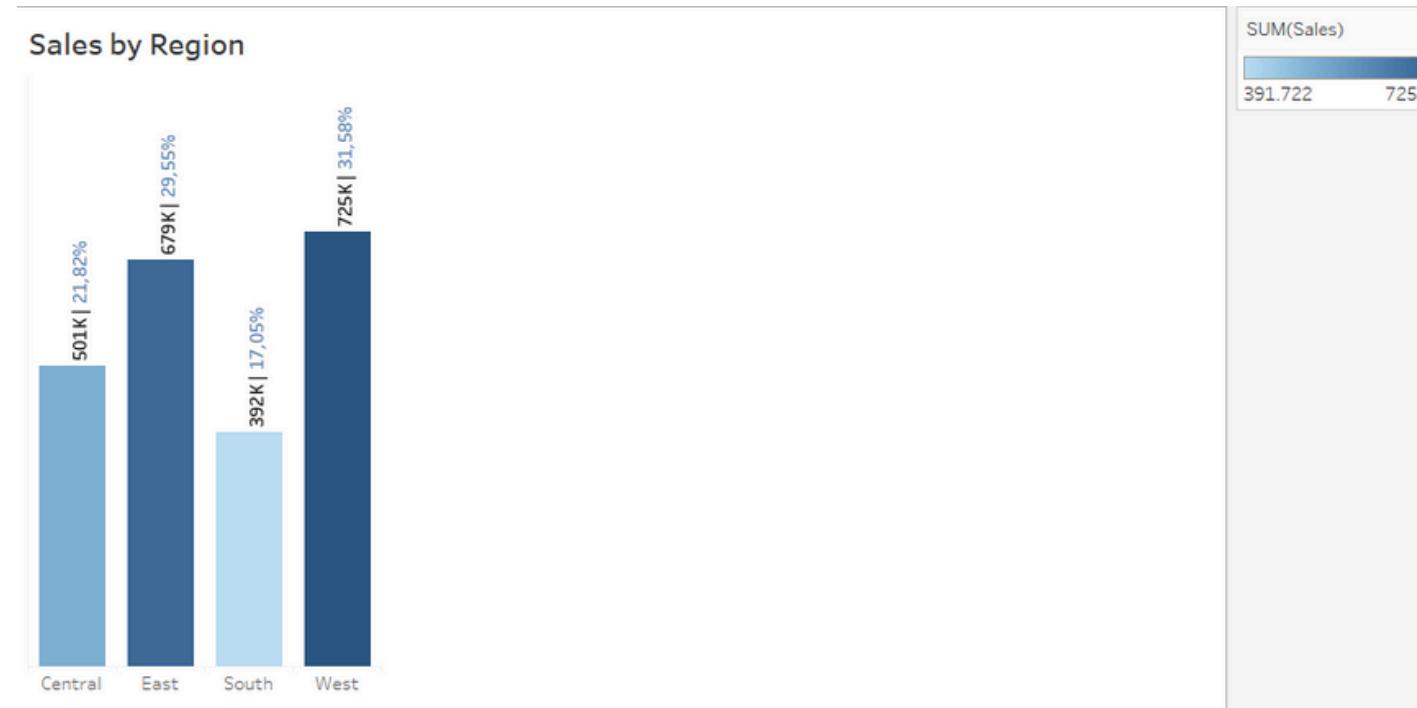
Data Source BarChart LineChart Histogram BoxPlot ScatterPlot GanttChart Map TreeMap KPI Executive Overview Story 1

Type here to search

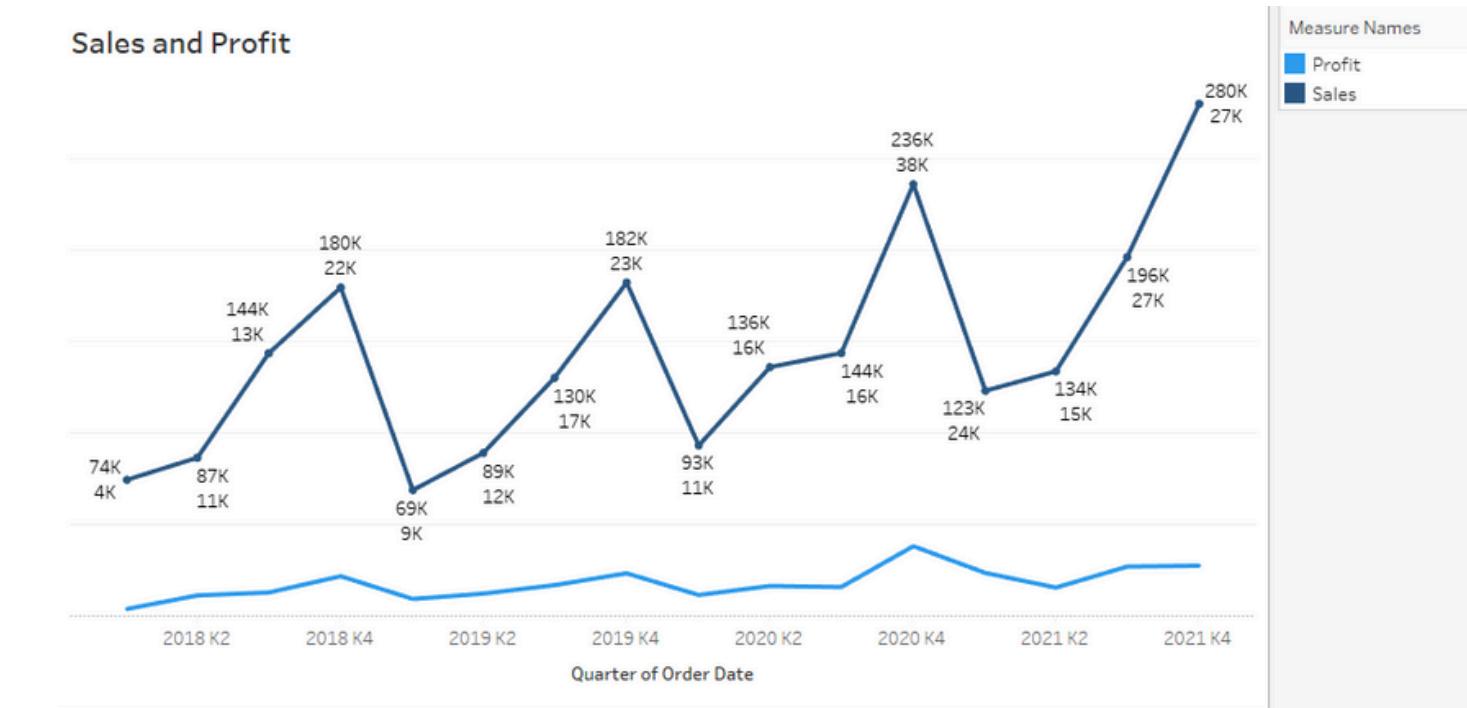
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A screenshot of the Tableau Public interface. On the left, the 'Connections' pane shows a single connection to 'Sample - Superstore' (Microsoft Excel). The 'Sheets' pane lists four sheets: 'Orders', 'People', 'Returns', and 'Target'. A 'New Union' and 'New Table Extension' option are also present. In the center, a tooltip for the 'Orders' sheet indicates it is composed of four tables: Orders, People, Returns, and Target. Below this, a preview of the 'Orders' table is shown with 27 fields and 9994 rows. The first few rows of data are listed, including columns for Row ID, Order ID, Order Date, Ship Date, Ship Mode, and Customer ID. At the bottom, various visualization options like BarChart, LineChart, and Histogram are visible, along with a search bar and system status indicators.

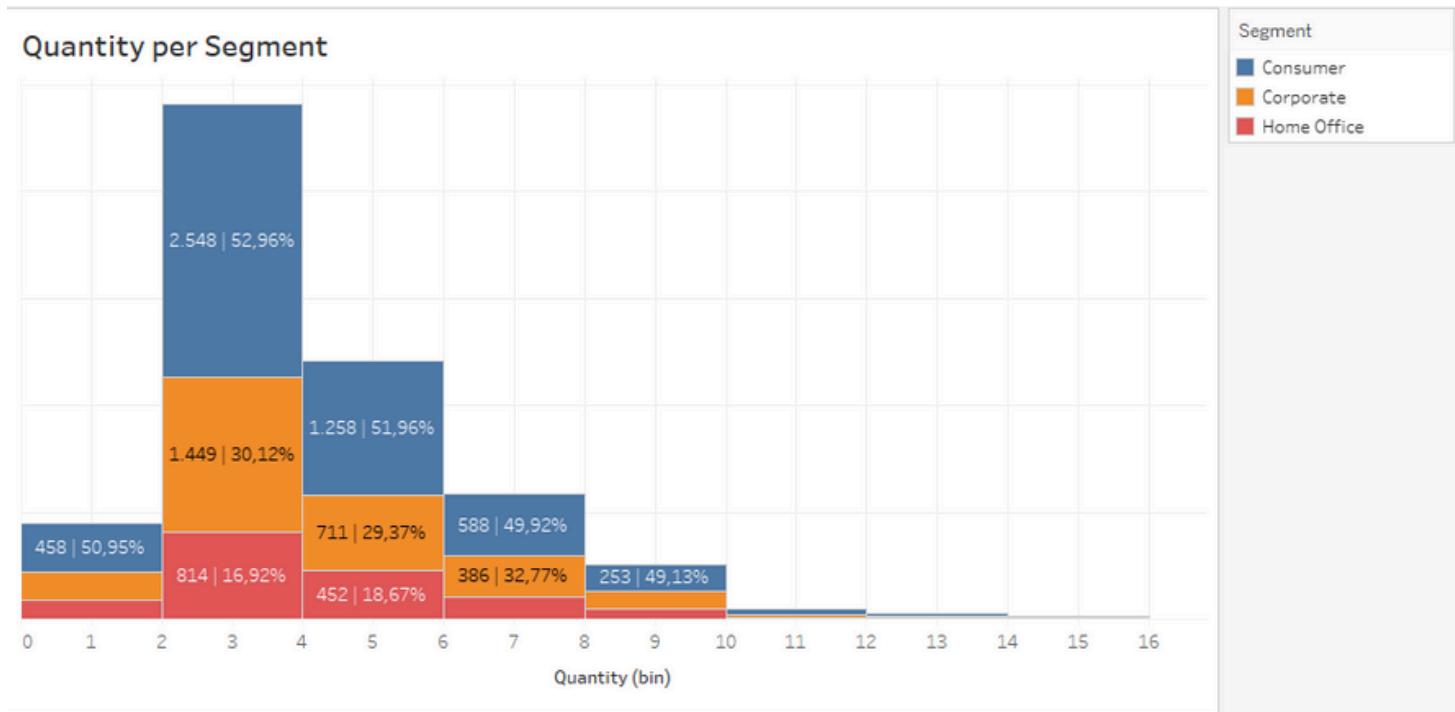
Data Visualization (Tableau)



Bar Chart



Line Chart

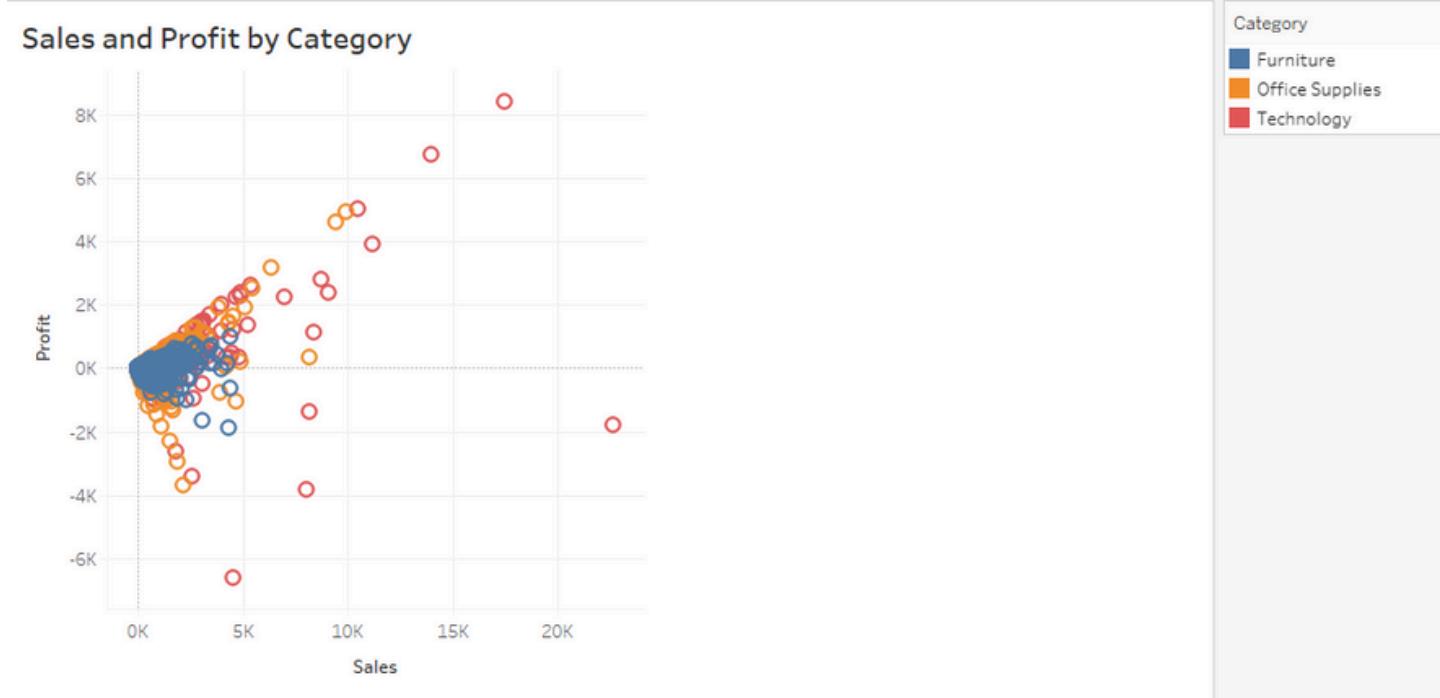


Histogram

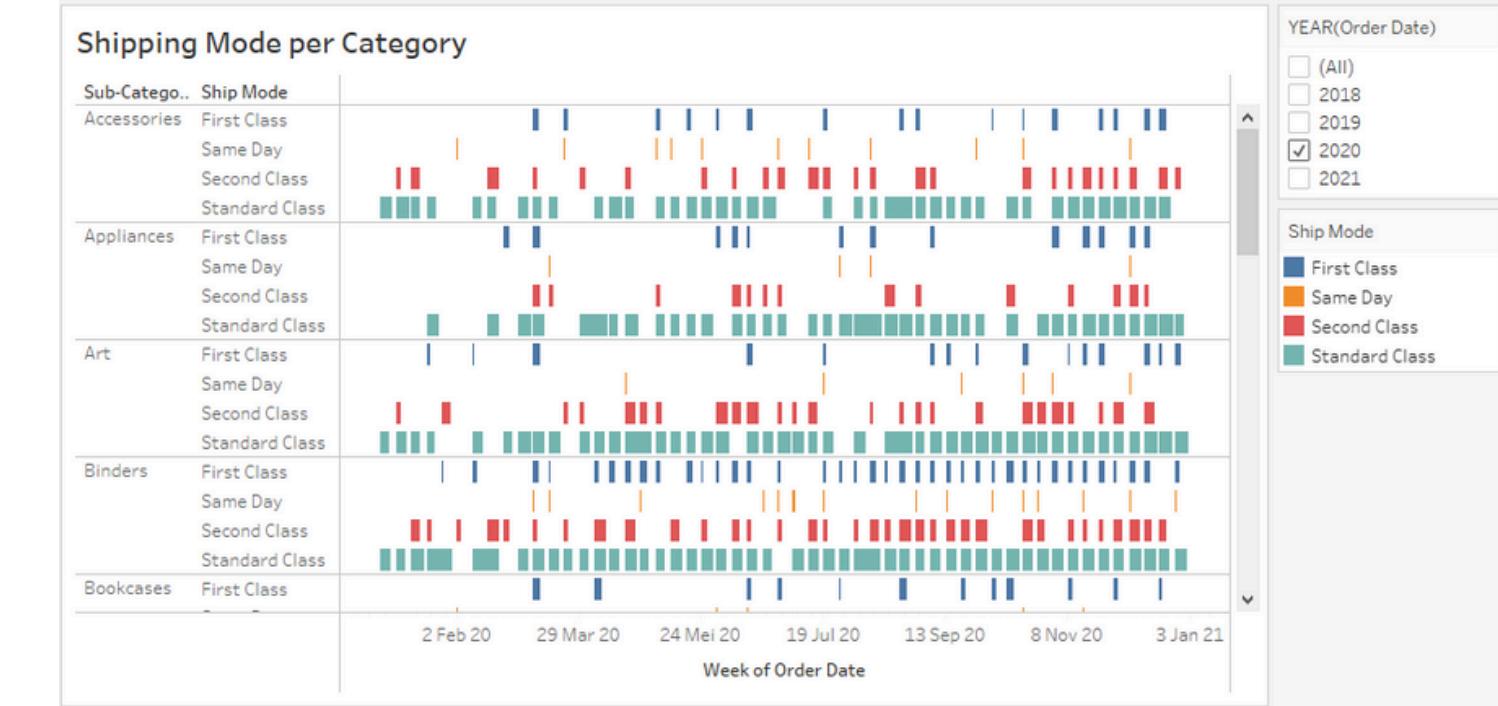


Box Plot

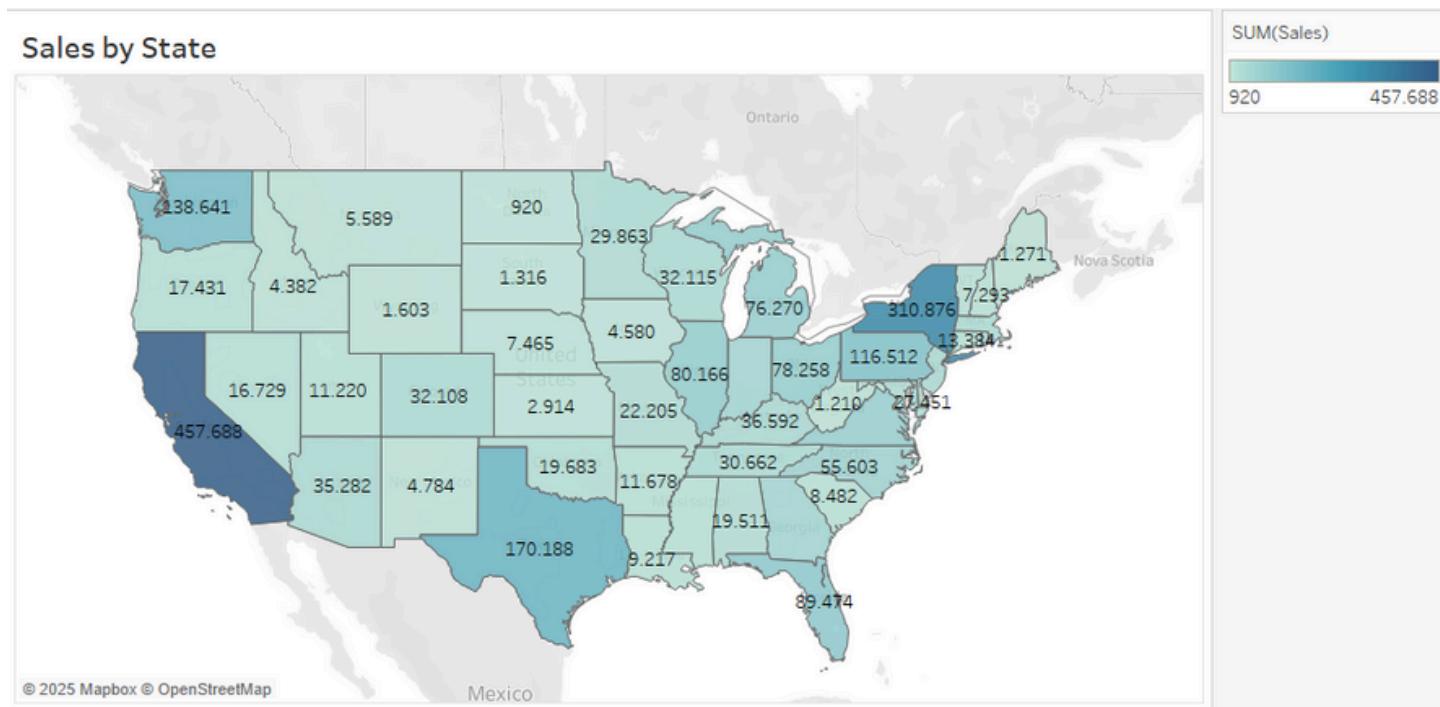
Data Visualization (Tableau)



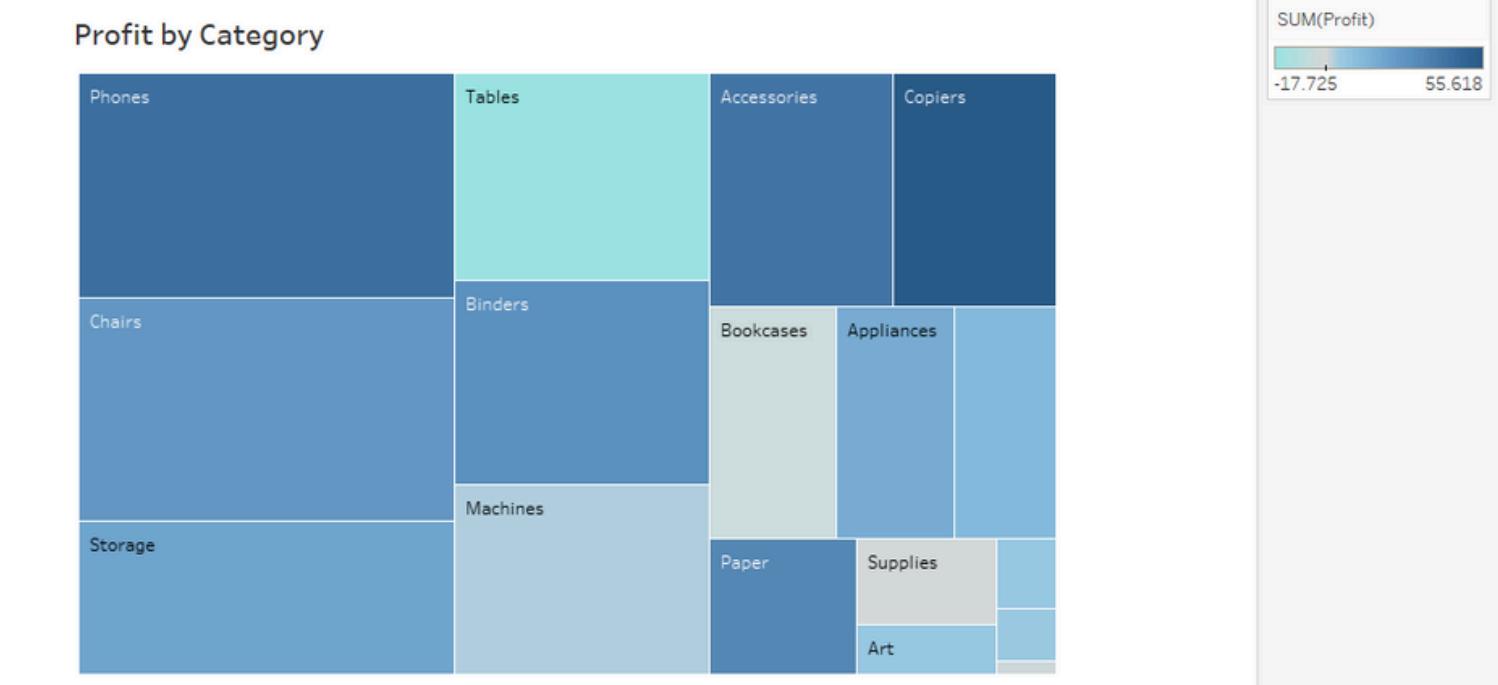
Scatter Plot



Gantt Chart



Map



Tree Map

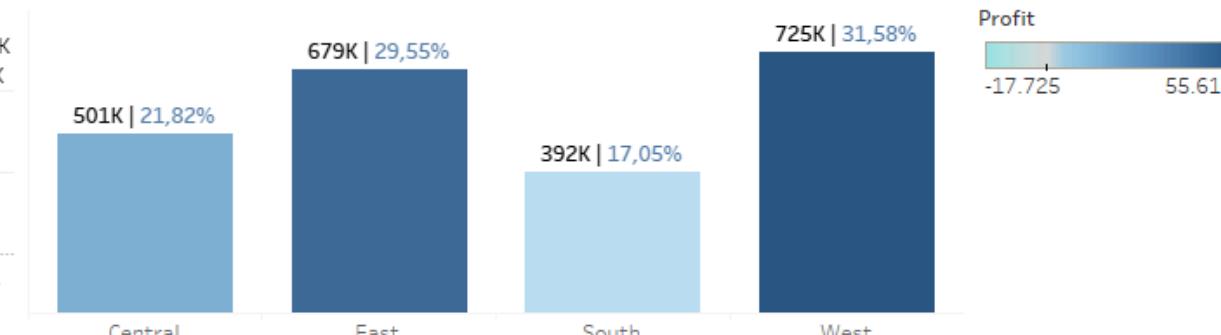
Key Performance Indicators

Sales	Profit	Profit Ratio	Profit per Order	Sales per Costumer	Quantity
\$2.297.201	\$286.397	12%	\$57	\$2.897	37.873

Sales and Profit



Sales by Region



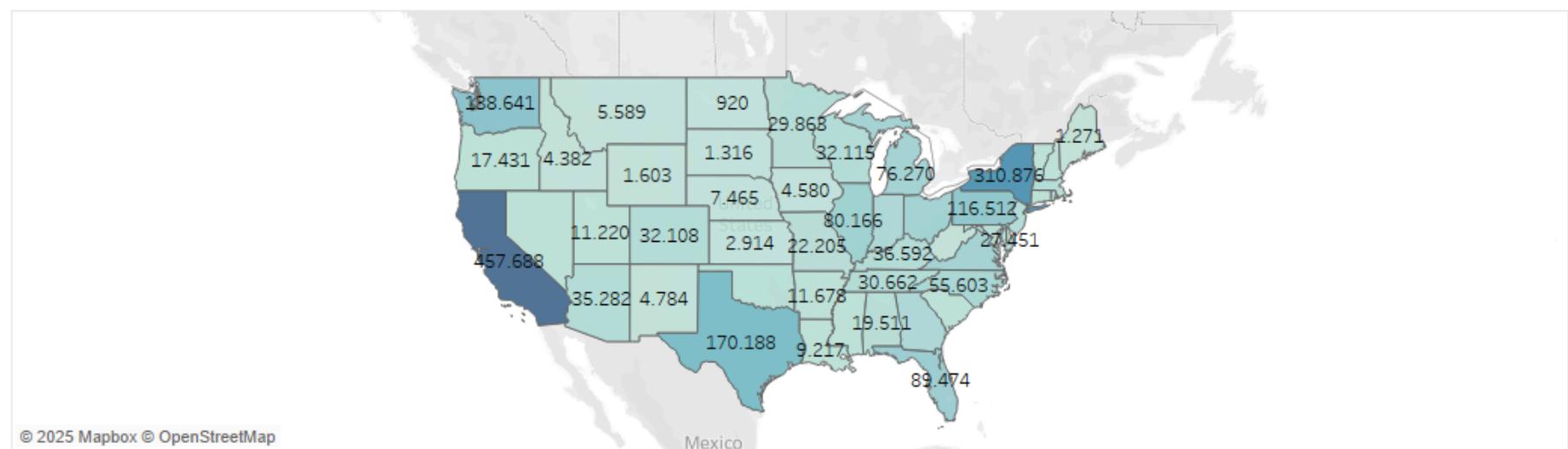
Measure Names

Profit

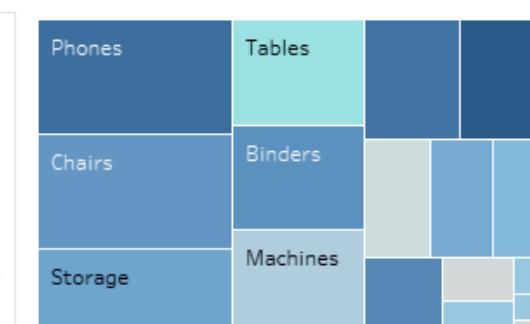
Sales



Sales by State



Profit by Category



Superstore Dashboard



THANK YOU!

Tasya Dwini Novianti

