Homework 5: Tableau Data Visualization of Superstore Sales

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Revisions Thurs Apr 22:

* *Step 1 - Removal of requirement to import DATE sheet, as it is redundant.*
* *Step 2 – Simplified to eliminate the requirement to create rigid Dim & Fact tables, as this is not representative of Tableau’s core functionality.*
* *Step 3 – Reworded the required data visualizations*
* *Step 4 – Added to invite the use of Dashboards at a basic level*
* *Step 5 – Completely optional, added for the student’s benefit as this is representative of the analytical skillset on display in Capstone 2.*

Requirement: Design a Data Visualization for Superstore based on the Excel data provided.

**Submission Instructions**: Post this to *Tableau Public*, as well as to *Github*. On TEK Academy, provide the URLs for each in the Comments.

1. ~~Design and Load the Orders, people, product, geography and returns tables with all columns as mentioned in the excel.~~
2. Enhance the Tableau Data Model using joins between the loaded tables to support data analysis & visualization.
3. Create data visualizations, using sensible chart design choices, for the following metrics:
   1. Profit trends for each year, quarter, month
   2. Sales trends of each year, quarter, month
   3. Product return quantities by geographic location (region, state)
4. Create a dashboard using two or more of the above data visualizations (“Sheets”), with “Use as filter” turned on so that the visualizations are interactive (clicking on one, causes a reaction in the other)
5. *Optional:* Make inquiries of the dataset to derive some analytical findings. You may add a text object to your dashboard with simple statements addressing the following (and any other observations you discover):
   1. *Which products have the highest return rates?*
   2. *Which products are found to be unprofitable in some geographies, but profitable in others?*
   3. *Sometimes a product line needs to be discontinued. Other times, a product simply needs to be discontinued in certain geographies. Can you find a product that this applies to?*