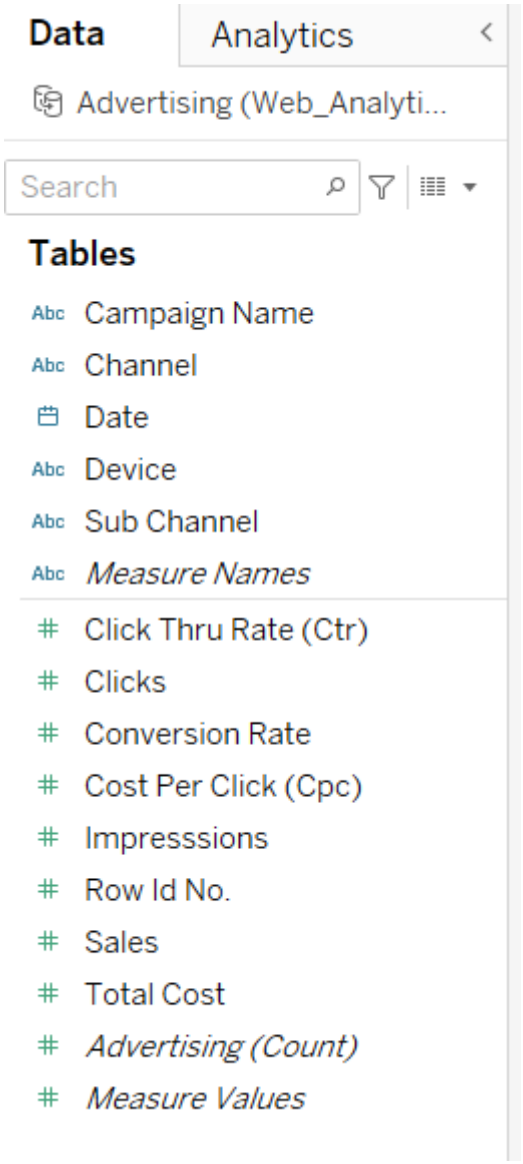
Web Analytics Project

Venkata Reddy Konasani

Q1) Connect to Web_Analytics_Data.xlsx and import the "Advertising" sheet

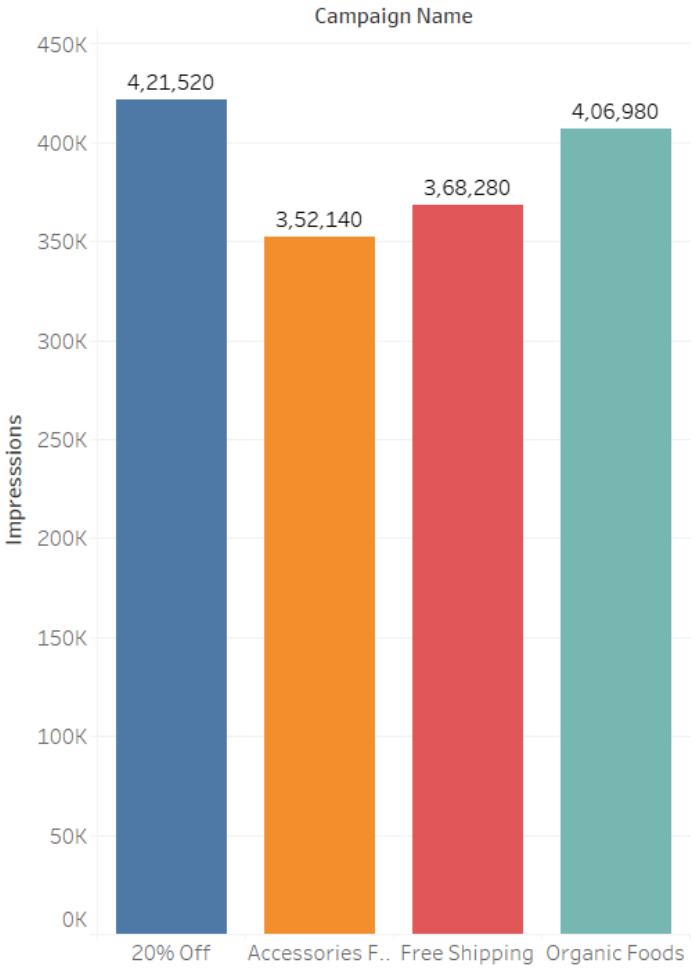
Expected Result



Q2) List down the dimensions and measures in the data.

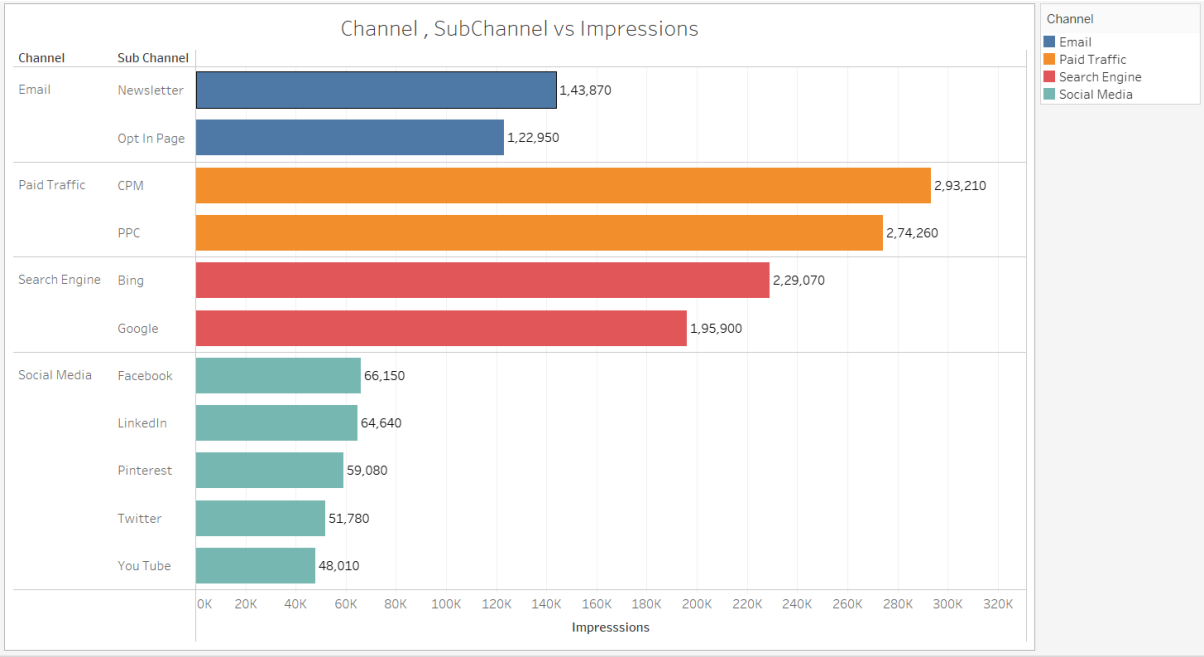
Q3) Create a bar chart for campaign name vs. impressions

Expected Result



Q4) Create a channel, subchannel vs. impressions

Expected Result



Q5) Create a calculated field; name it Tax. Calculate Tax as 10% of sales. Create a table to show the average tax by campaign name.

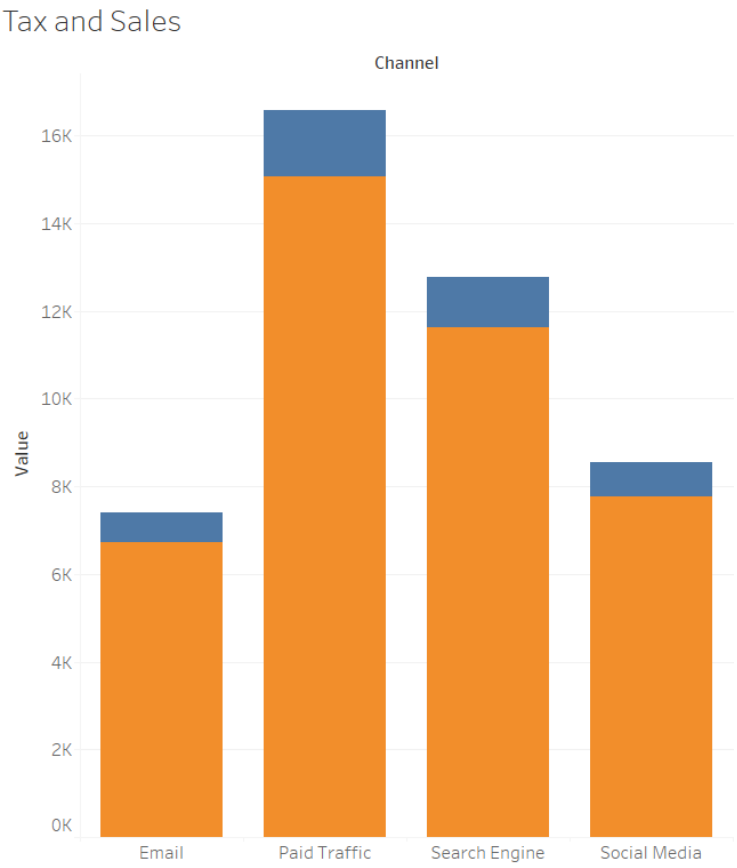
Expected Result

Average Tax by Campaign name

Campaign Name	
20% Off	2.8439
Accessories Firesale	2.7015
Free Shipping	2.8708
Organic Foods	2.8571

Q6) Create a graph showing each channel's total sales and tax.

Expected Result

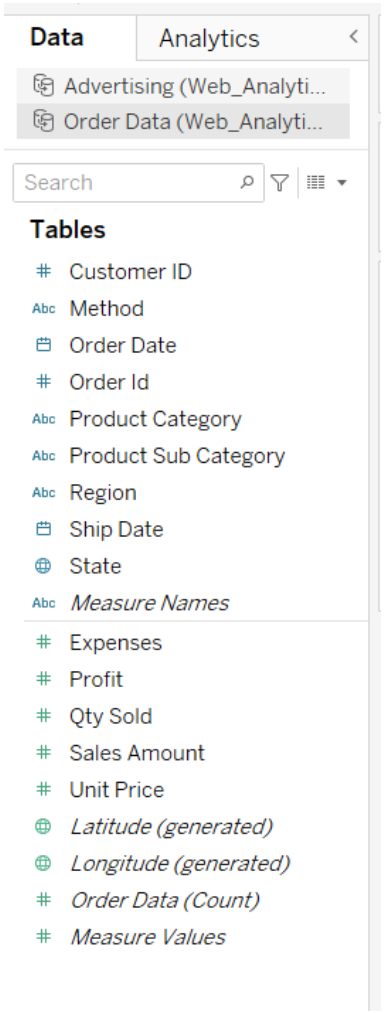


Hints

- Use measure values to draw the visual.
- Select only two measures from the list; Sales and Tax
- Use measure names as Color.

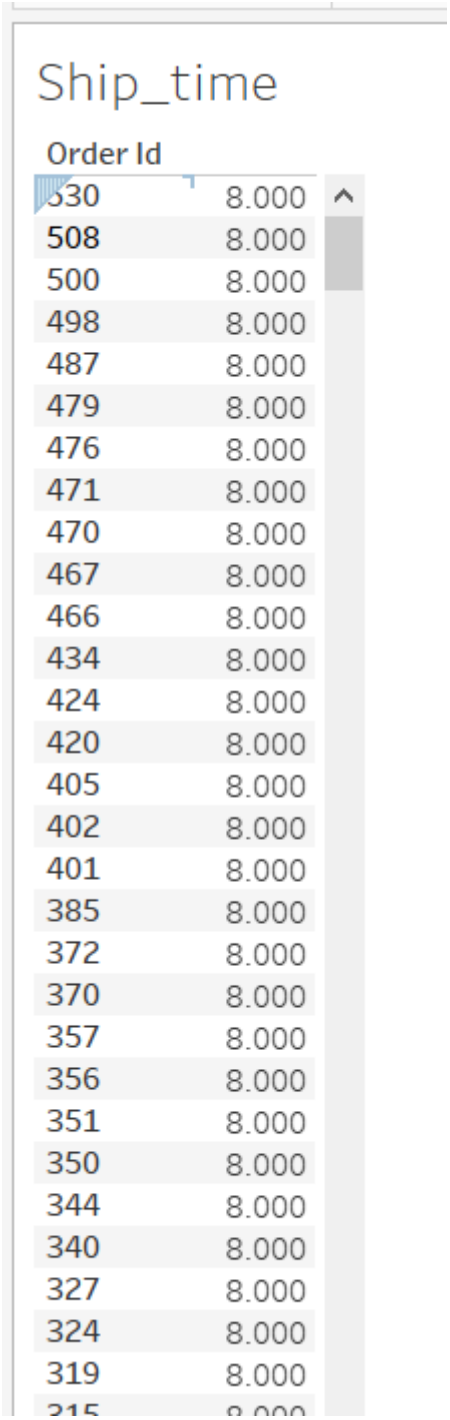
Q7) Get the Order Data into the tableau workbook. DO NOT USE TABLE JOIN. You must go to the data option again and import the order sheet as a new data source.

Expected Result



Q8) In the orders table, create a new field called ship_time. It is the day difference between the order date and the ship date. For example, if the order date is 15 Dec, and the Ship date is 20 Dec, then the ship_time = 5 days. After creating this field, create a table to show order id vs. ship-time. Then, sort the table based on ship-time descending.

Expected Result

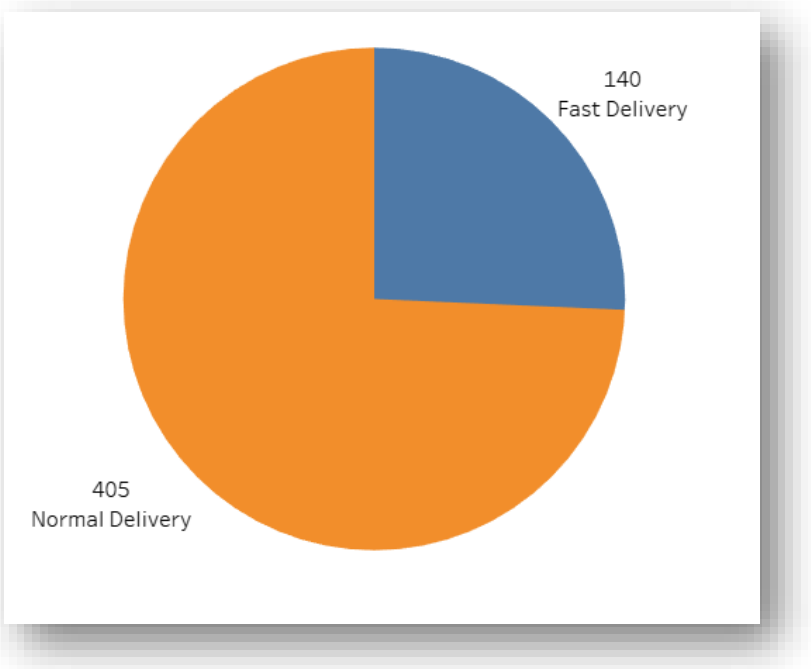


Ship_time

Order Id	
530	8.000
508	8.000
500	8.000
498	8.000
487	8.000
479	8.000
476	8.000
471	8.000
470	8.000
467	8.000
466	8.000
434	8.000
424	8.000
420	8.000
405	8.000
402	8.000
401	8.000
385	8.000
372	8.000
370	8.000
357	8.000
356	8.000
351	8.000
350	8.000
344	8.000
340	8.000
327	8.000
324	8.000
319	8.000
315	8.000

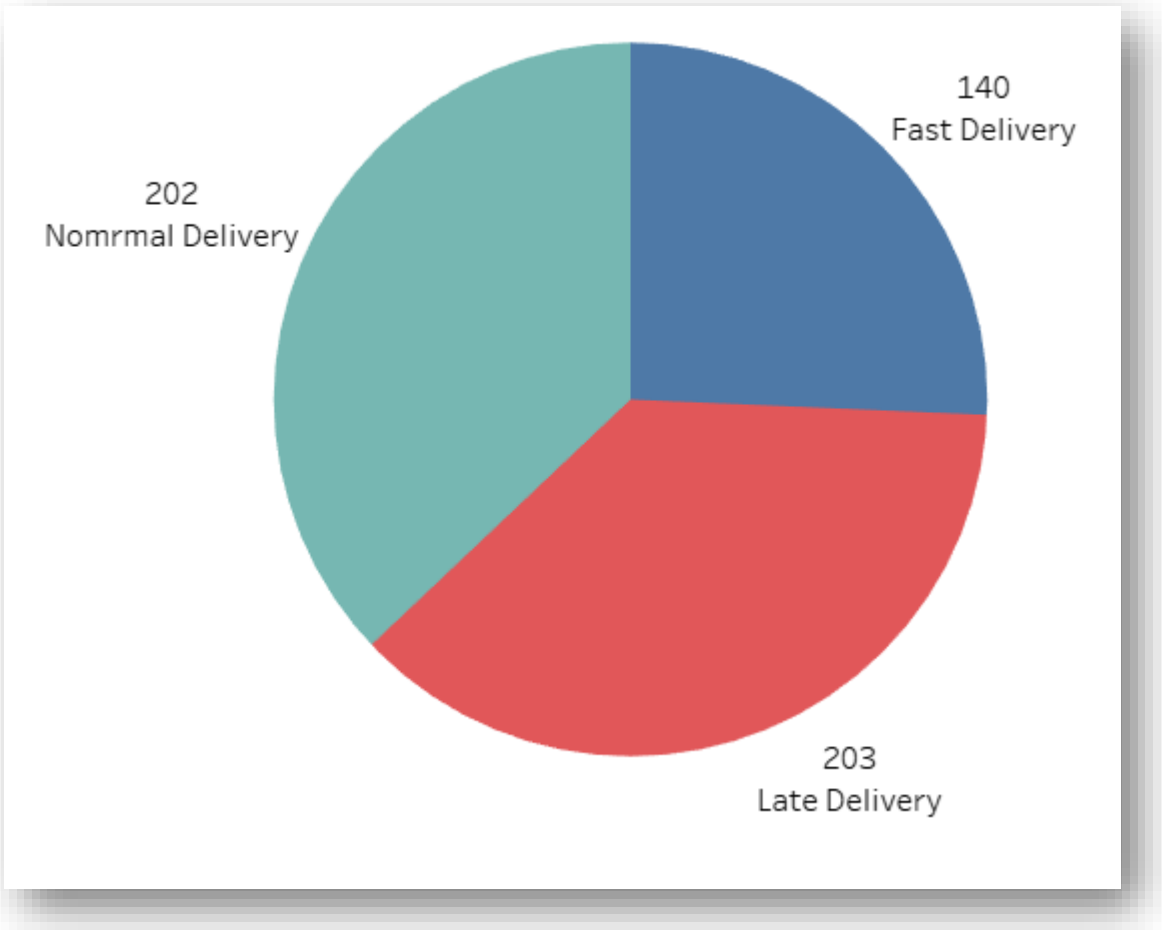
Q9) Create a new calculated field and name it Fast_delivery. If the Ship_time <=2, then fast delivery else, normal delivery. Create a pie chart to show the fast and normal delivery order count

Expected Result



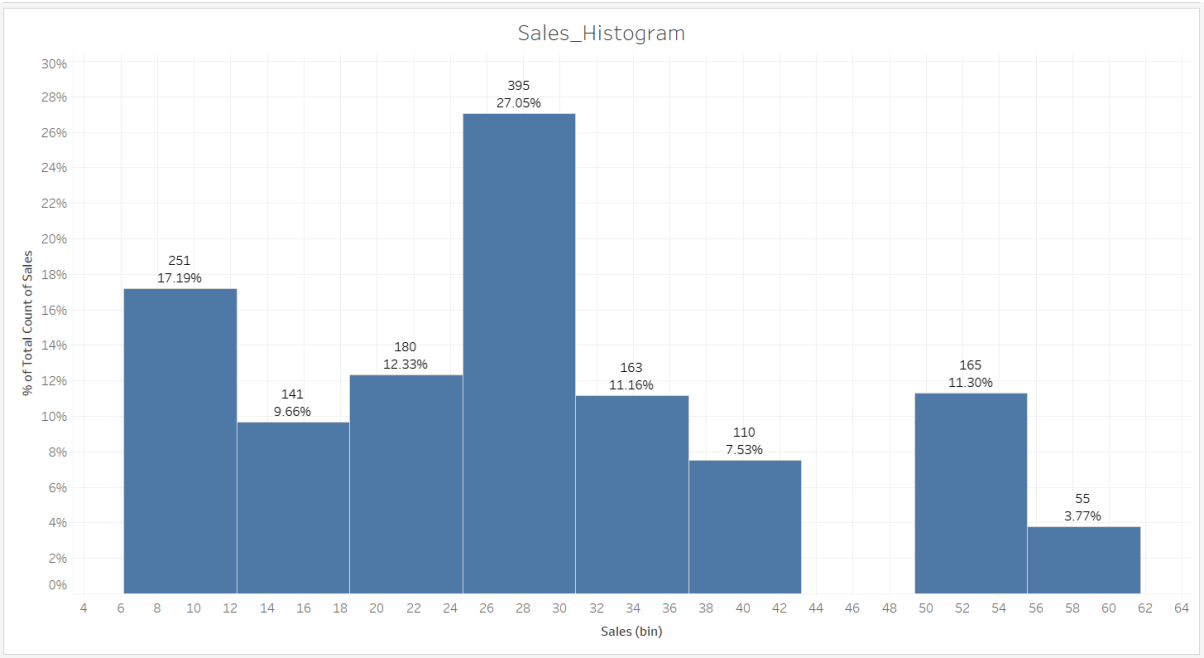
Q10) Edit the Fast_delivery calculated field. If the Ship_time <=2, then fast delivery; if the shipping time <=5, then normal delivery; otherwise, late delivery. Recreate the pie chart.

Expected Result



Q11) Go back to the advertisements data connection. Create a histogram for sales. Show the count and percentage of the total on the histogram label.

Expected Result

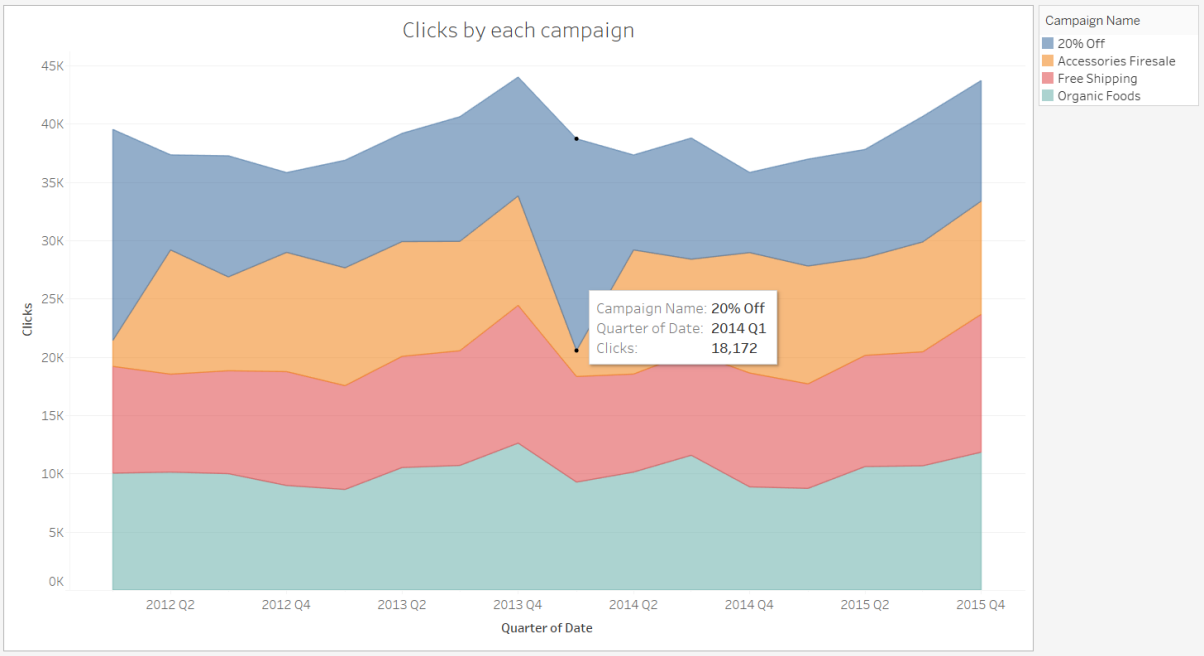


Hints

- Select sales
- Create histogram visual
- Use quick table calculations to show the percentage label.

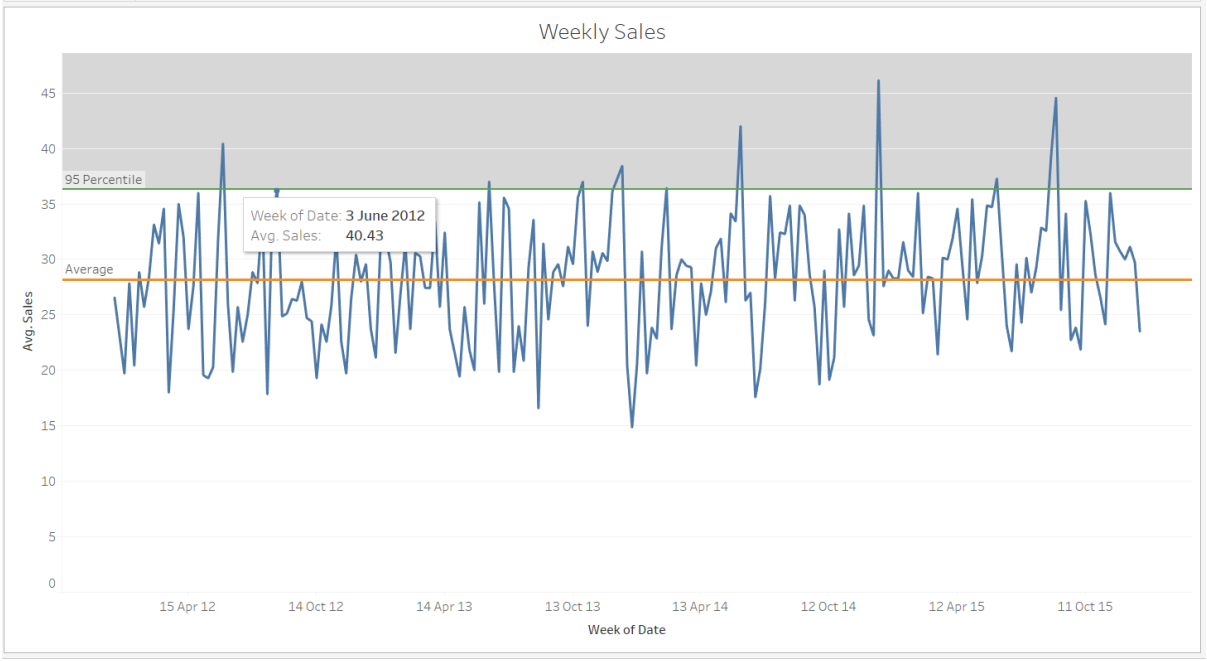
Q12) Create an area chart to show the total clicks for each quarter on quarter. Divide it for each campaign.

Expected Result



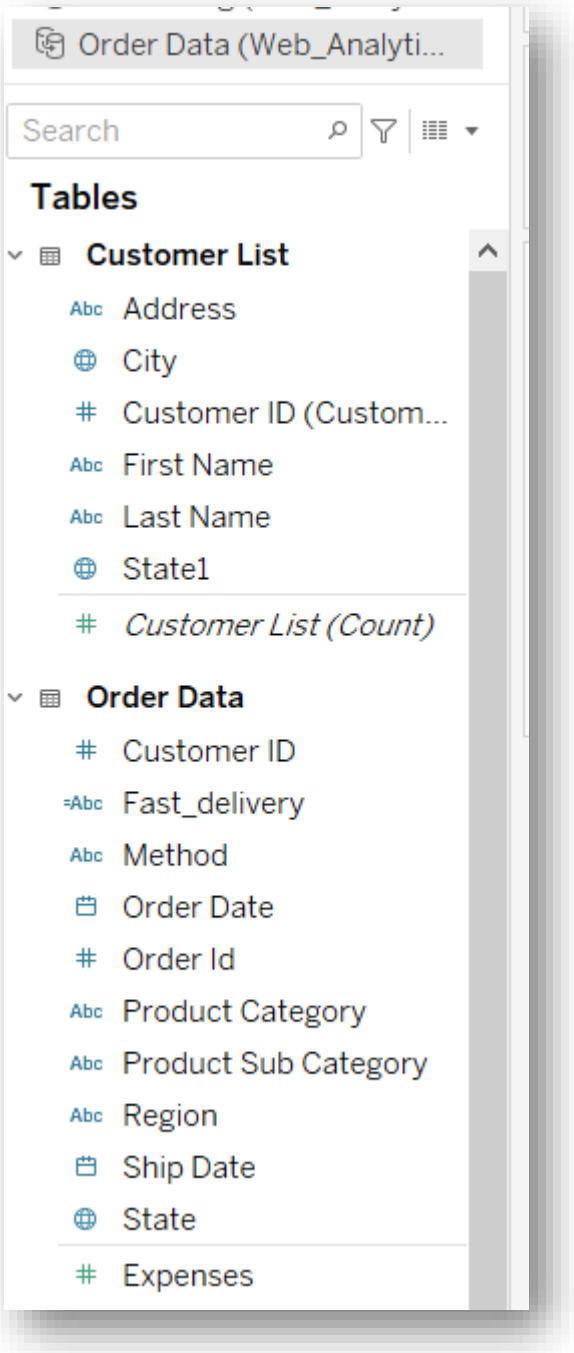
Q13) Create a chart to show the weekly sales. Add the average reference line. Also, add a 95% reference line. Above 95% of sales should be marked with a different background color.

Expected Result

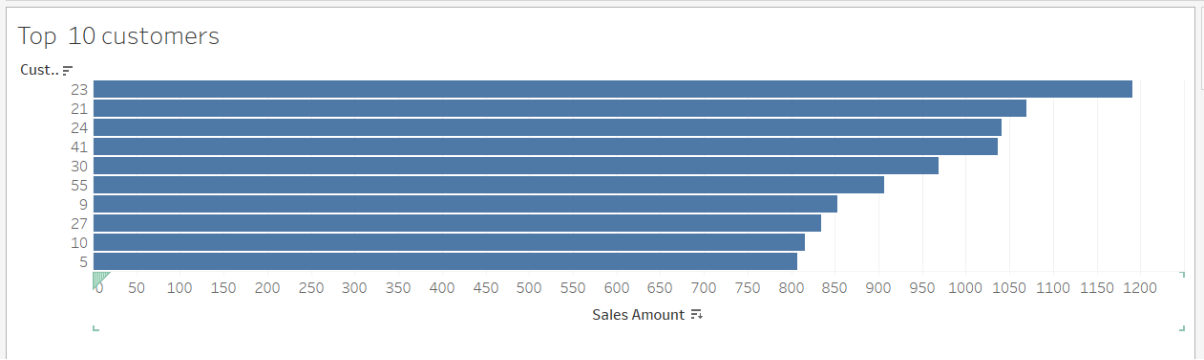


Q14) Go to orders data connection and join the orders tables to the customer's table based on customer id.

Expected Result



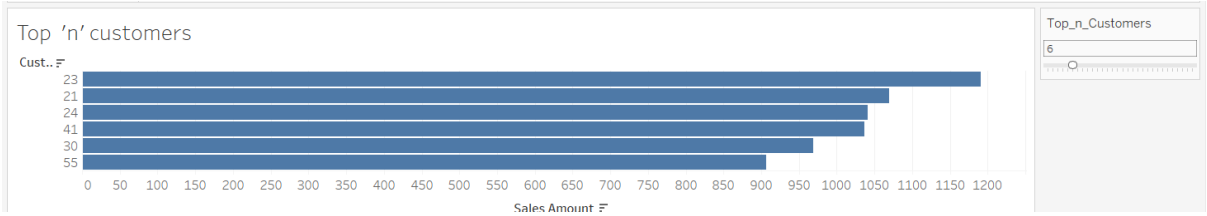
Q15) Create a bar chart to show the sales amount by each customer id. Use customer_id as a filter and display only the top 10 customers

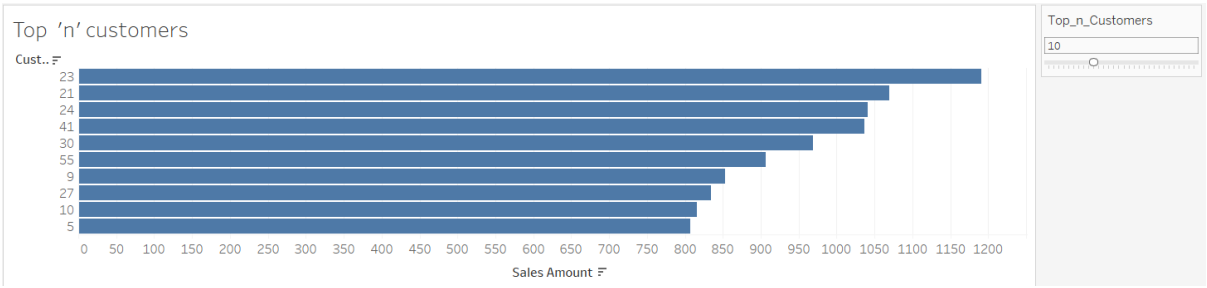


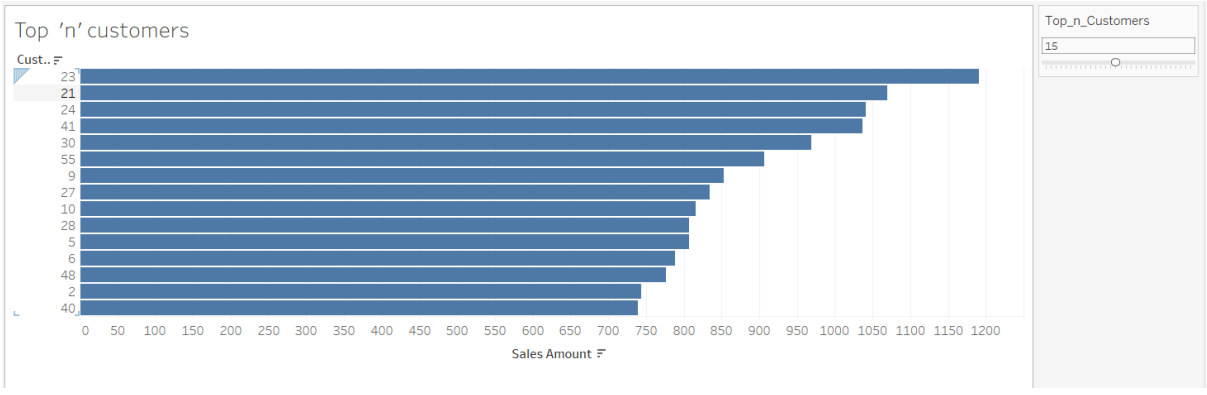
Q16) In the same graph, try to create a parameter for the customer id and show the top 'n' customers. The value of 'n' should be mentioned by the user: top 5 or top 10 or top 30 customers by sales.

Hint – Use a parameter inside the filter

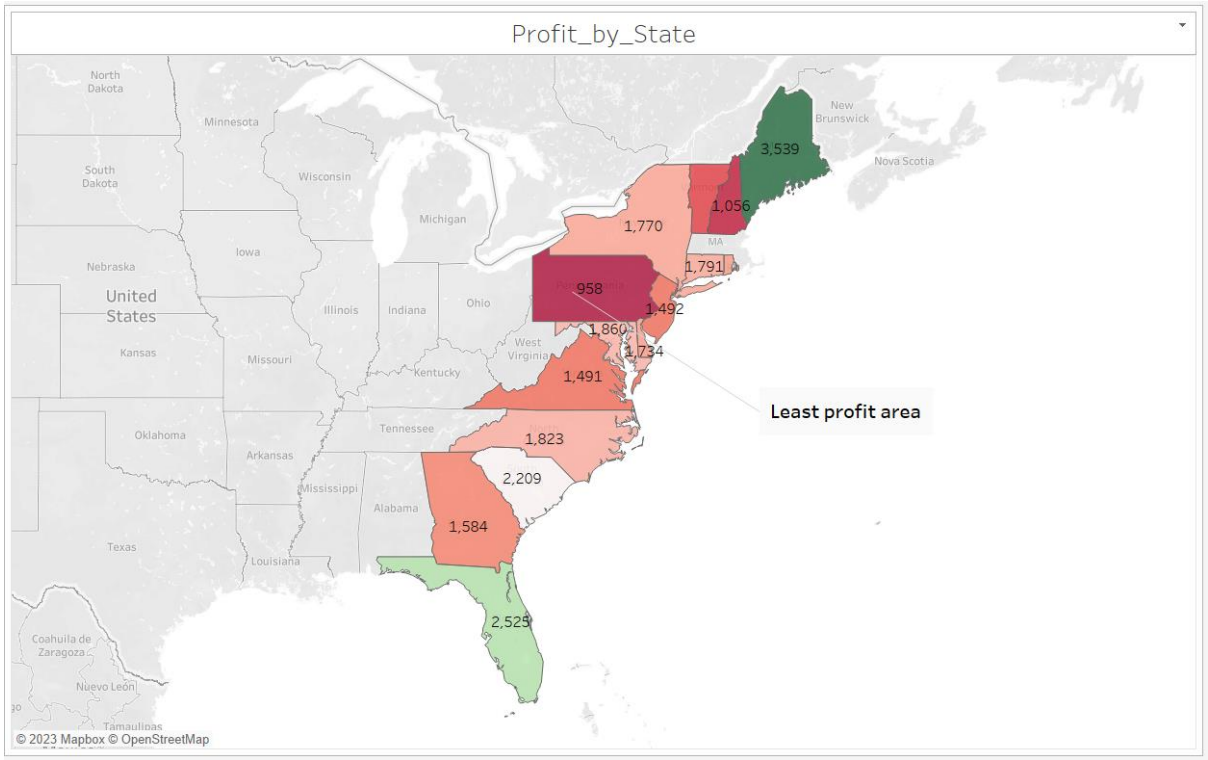
Expected Output







Q17) Create a geo chart to show the overall profit by each state. Use color coding to show high and low-profit conditions. After creating the graph, add an annotation to indicate the least profit area.



Q18) Create an animated trend chart for the weekly sales amount. Below are screenshots of the animation