KARNAVATI UNIVERSITY

UNITEDWORLD INSTITUTE OF TECHNOLOGY (UIT)

End-Semester Practical

Submitted by
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Data Visualization
(21BSCS35C02)

B. Sc. Computer Science -DS/AIML
V Semester, July -Nov 2024

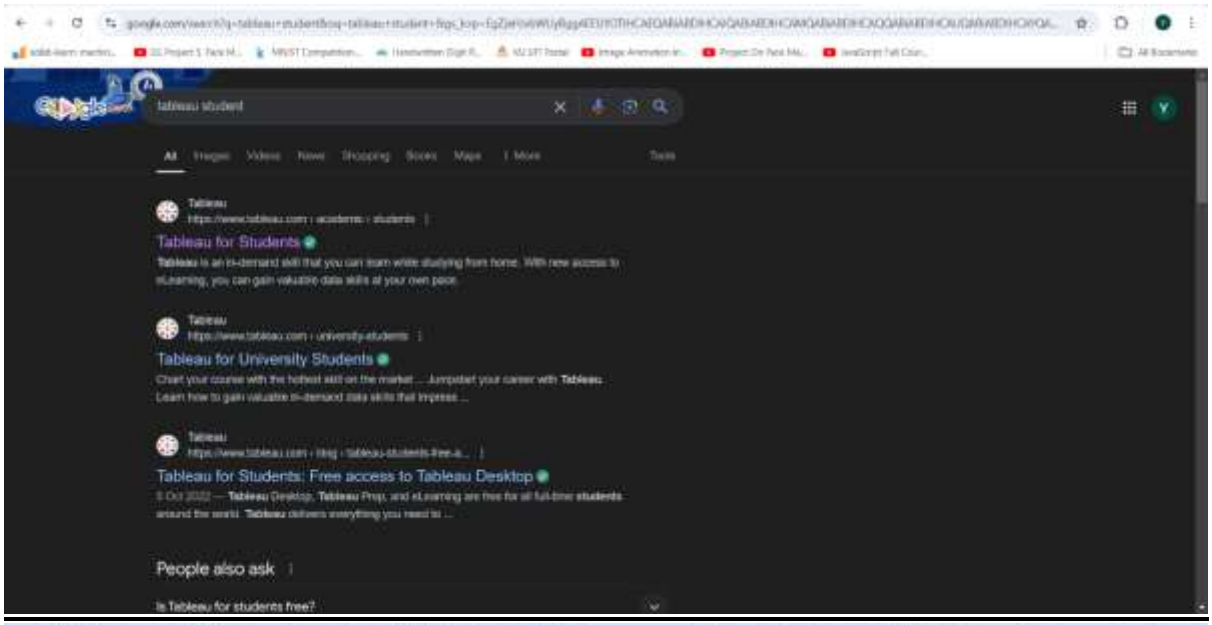
UIT

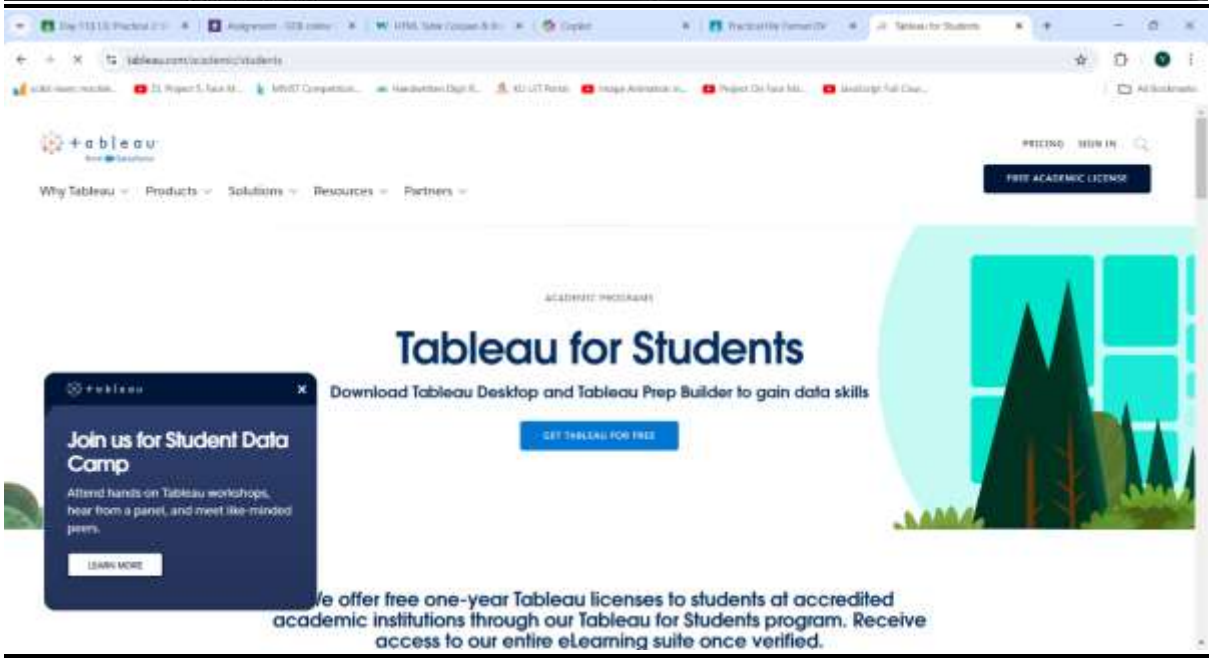
November 2024

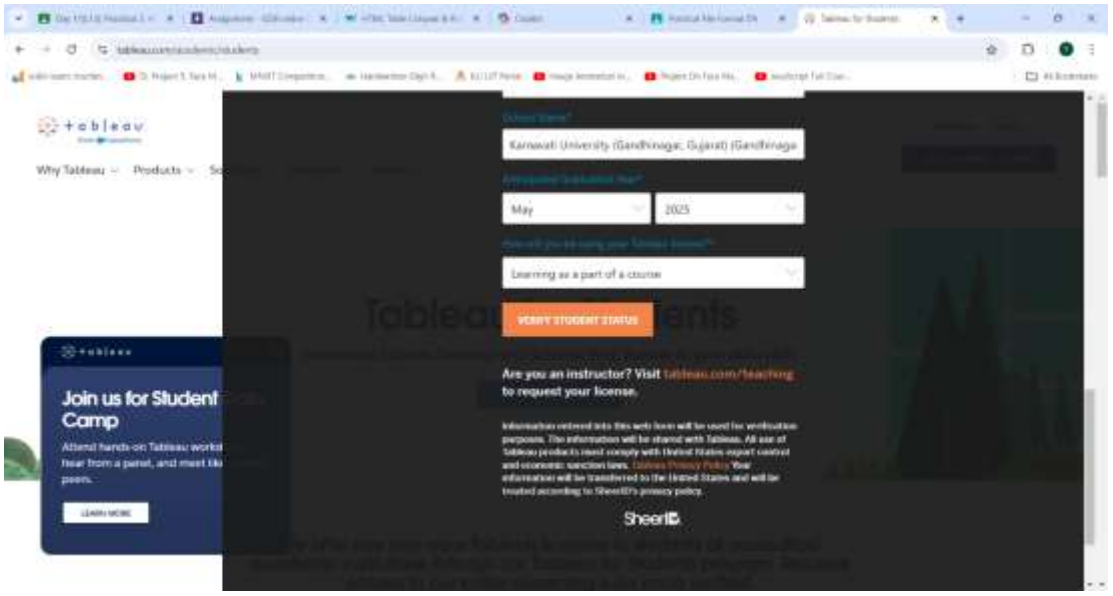
Table of Contents

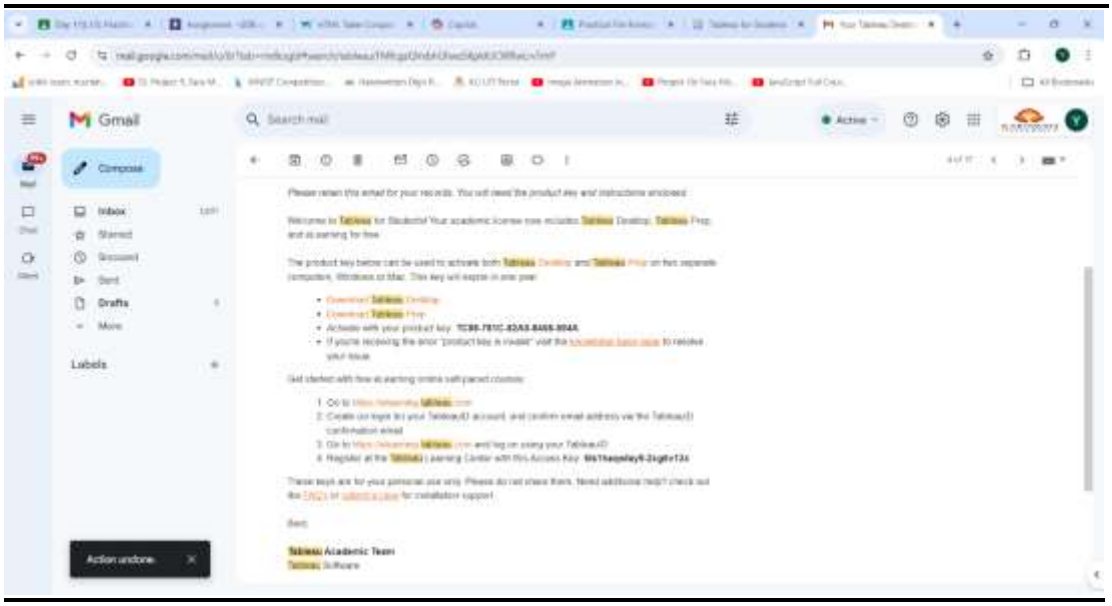
1. To study about various products of Tableau, Create your account, Installing and setting up Tableau.

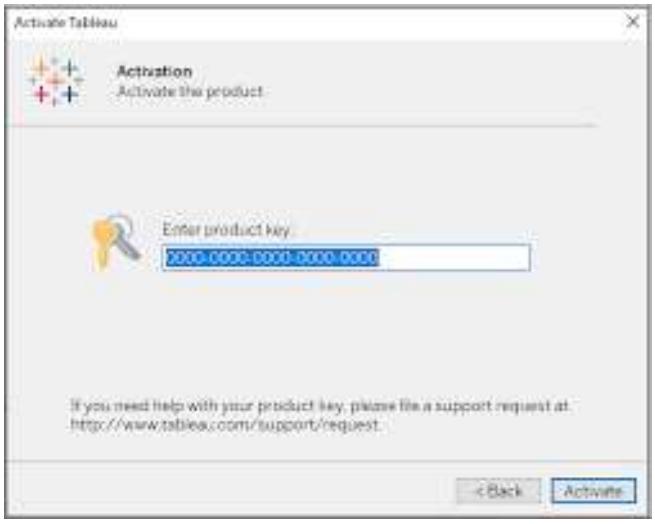
Solution:

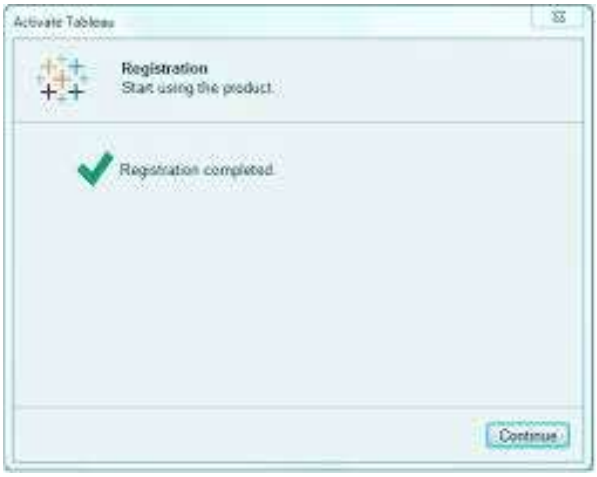


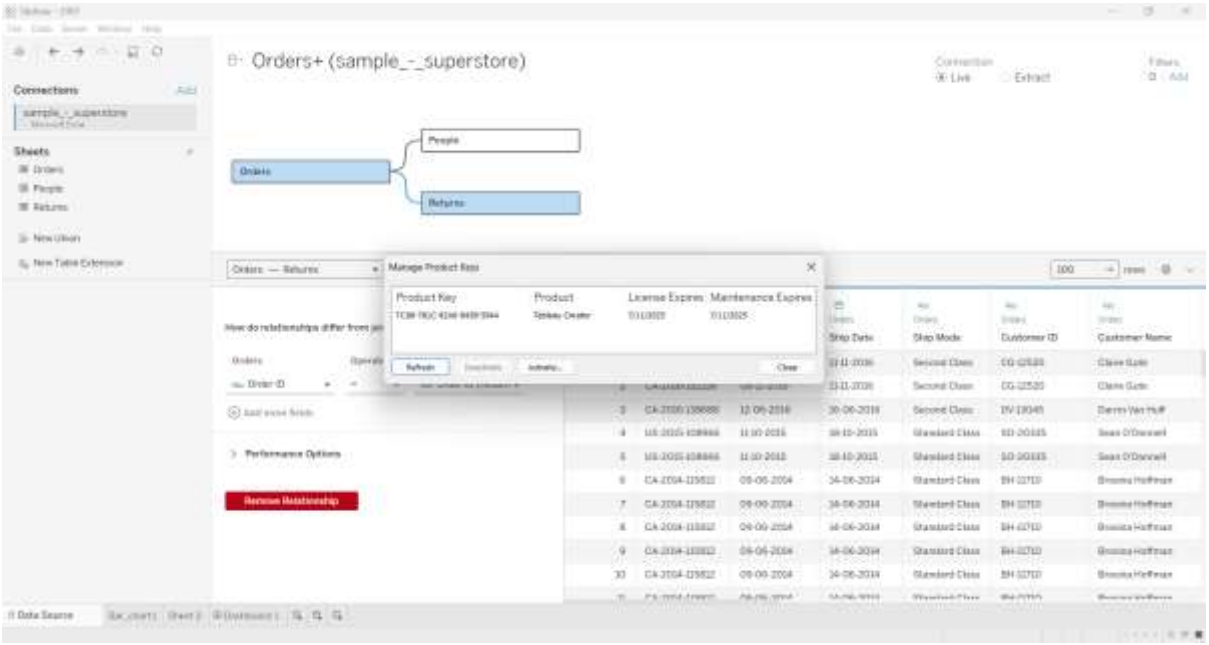



Why Tableau
Products
Kamavati University (Gandhinagar, Gujarat) (Gandhinaga
May
2025
Learning as a part of a course
VERIFY STUDENT STATUS
Are you an instructor? Visit tableau.com/teaching to request your license.
Join us for Student Camp
SheerID


Gmail
Search mail
Compose
Inbox
Starred
Snoozed
Sent
Drafts
More
Labels
Action undone
Tableau Academic Team

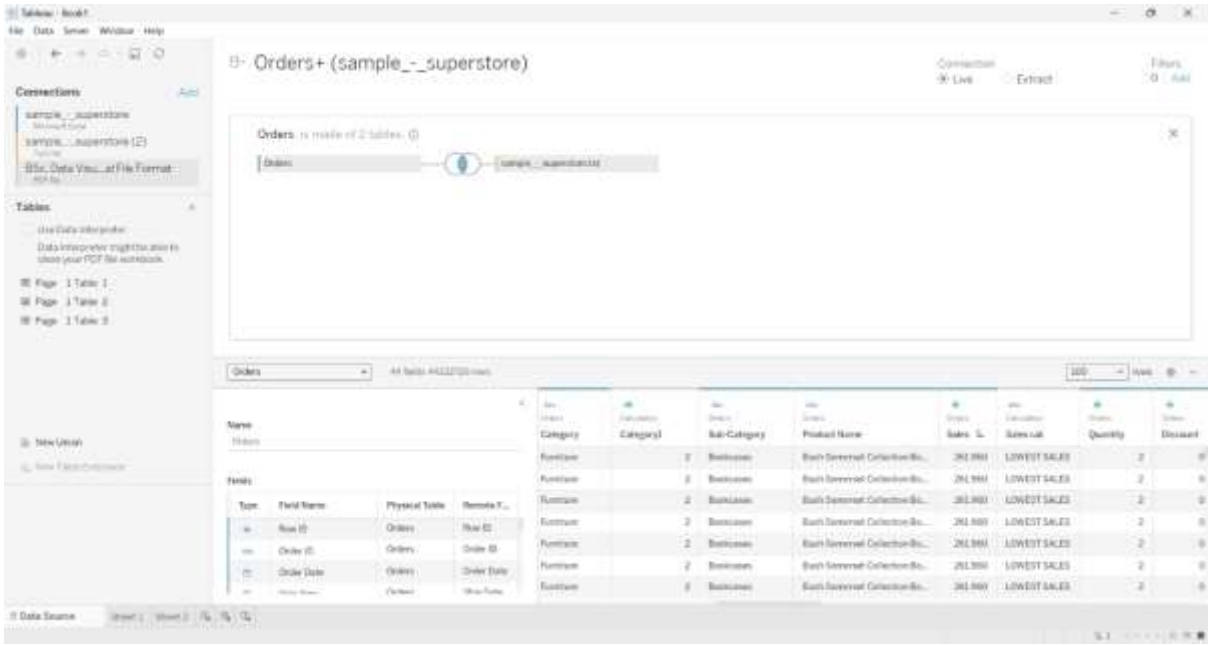

Activate Tableau
Activation
Activate the product
Enter product key:
0000-0000-0000-0000-0000
If you need help with your product key, please file a support request at:
http://www.tableau.com/support/request.
< Back
Activate


Activate Tableau
Registration
Start using the product.
Registration completed.
Continue

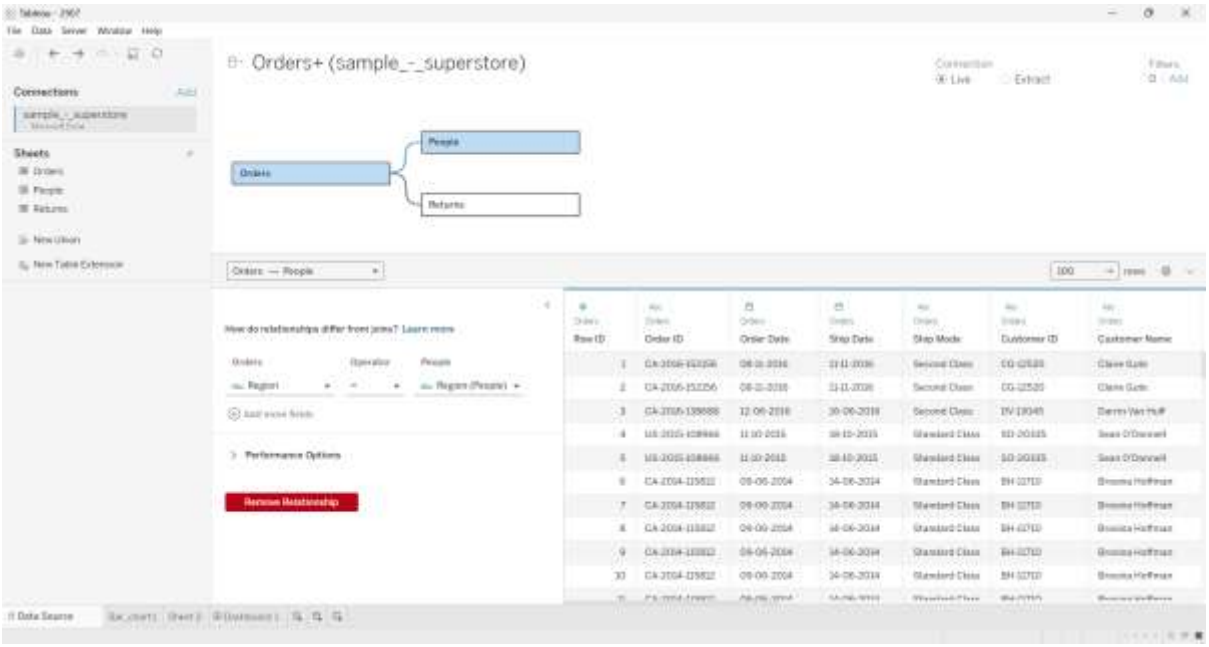

Orders+ (sample_-_superstore)
Connections
Sheets
Orders
People
Returns
Manage Product Keys
Product Key
Product
License Expires
Maintenance Expires
Performance Options
Remove Relationship

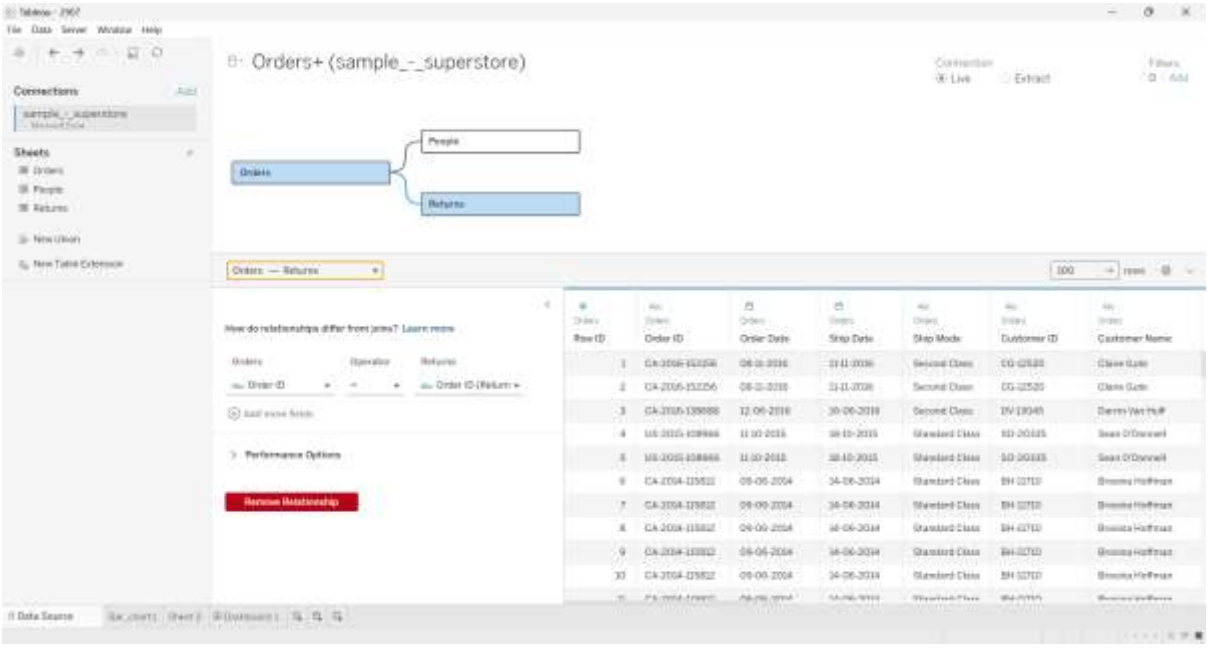
2. To study about Data Connection and Connecting to different data sources in Tableau like try to Import Dataset from 1. Excel 2. PDF 3. Text File etc.

Solution:



3. Import Dataset into Tableau and create relationship between tables.

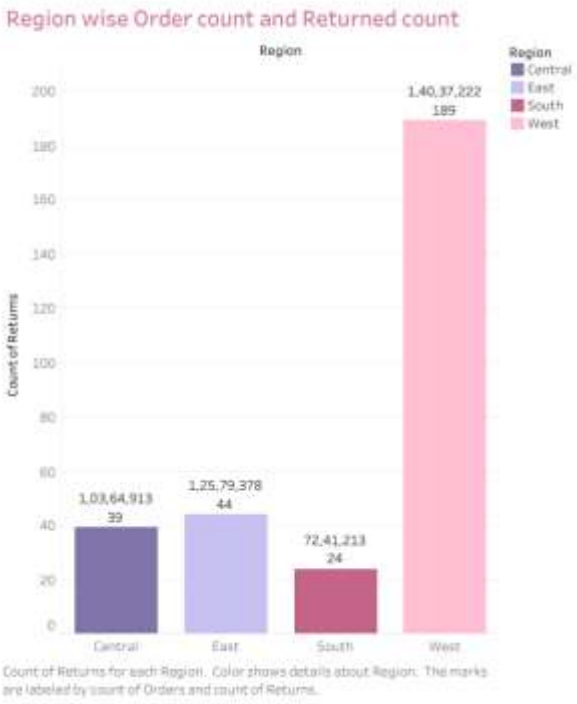




4. Creating a basic bar chart to visualize sales data.

Steps:

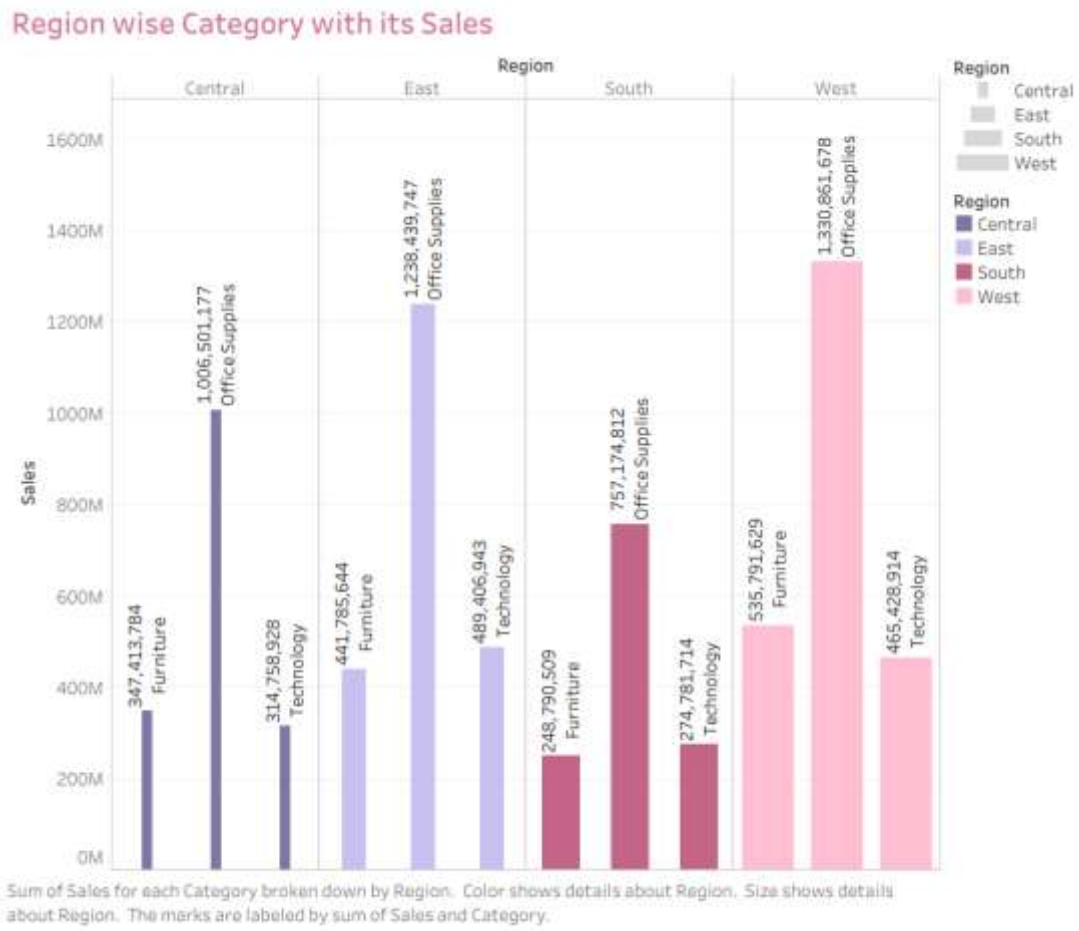
1. Select Region and Order(count) field.
2. Select Returned(count) field.
3. Select bar graph to represent.



5. Customizing the bar chart by adding labels and tooltips.

Steps:

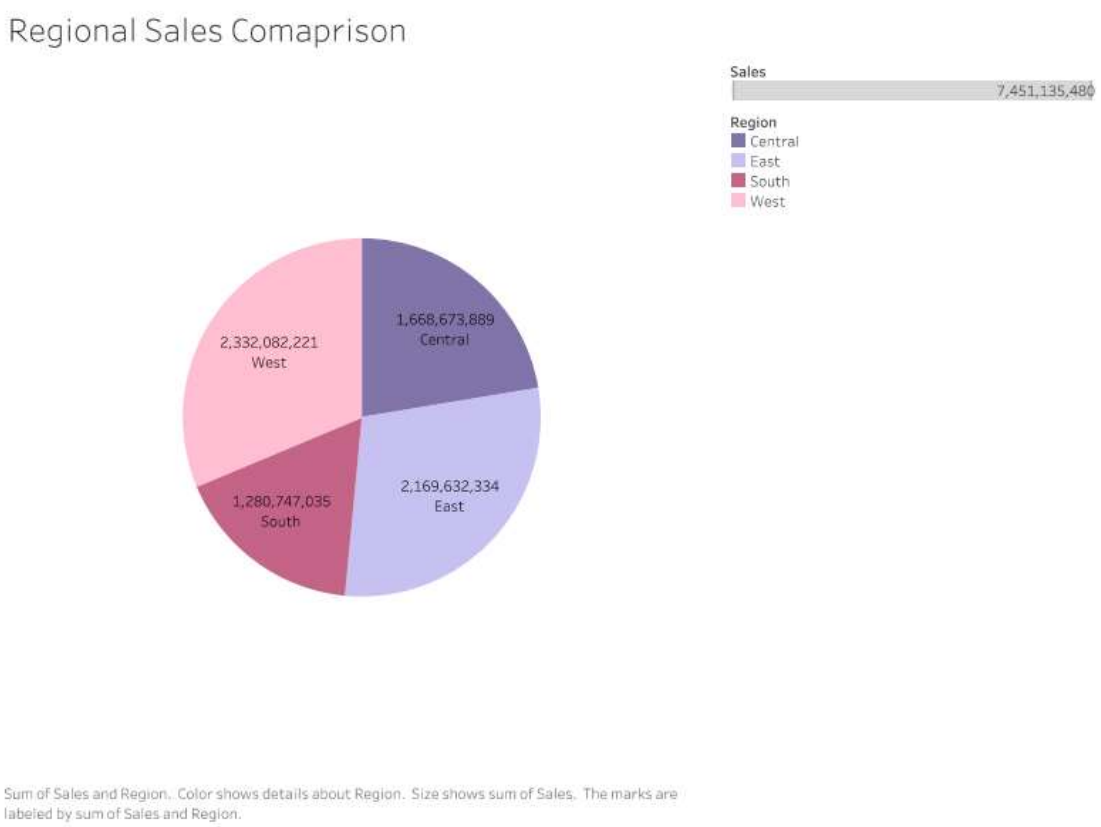
1. Select Region and Category columns.
2. Select Sales.
3. Select a bar graph for showing sales according to category wise region.
4. And add region and category to label field.



6. Create a Pie Chart for Sales Data and customize it using color scheme, Label, size.

Steps:

1. Select Region and Sales Fields.
2. Select a pie chart to represent it.
3. Also add Sales and Region to label field.



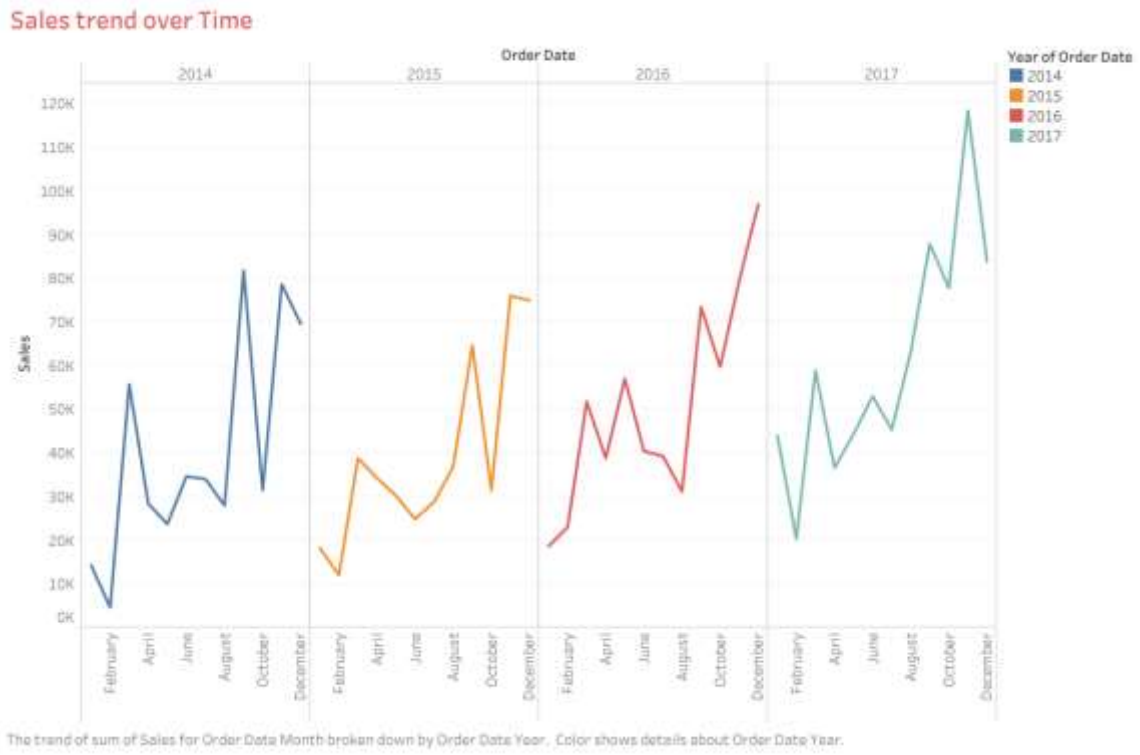
7. Creating a line chart to analyse sales trends over time.

Steps:

1. Select Year field.

2. Select Sales field and monthly data.

3.Select line chart to represent it.



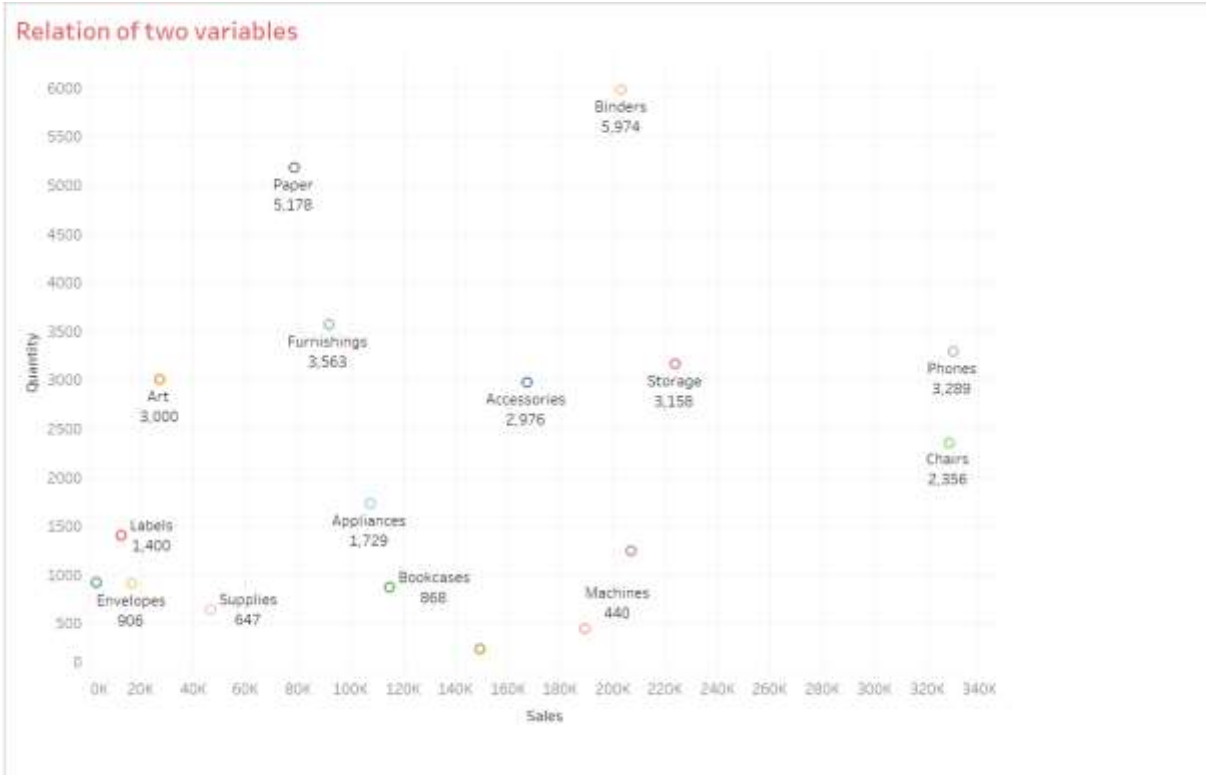
8. Building a scatter plot to explore the relationship between two variables.

Steps:

1.Select Sub category.

2.Select Sales and Quantity.

3.Select Sales and Sub category for labelling.



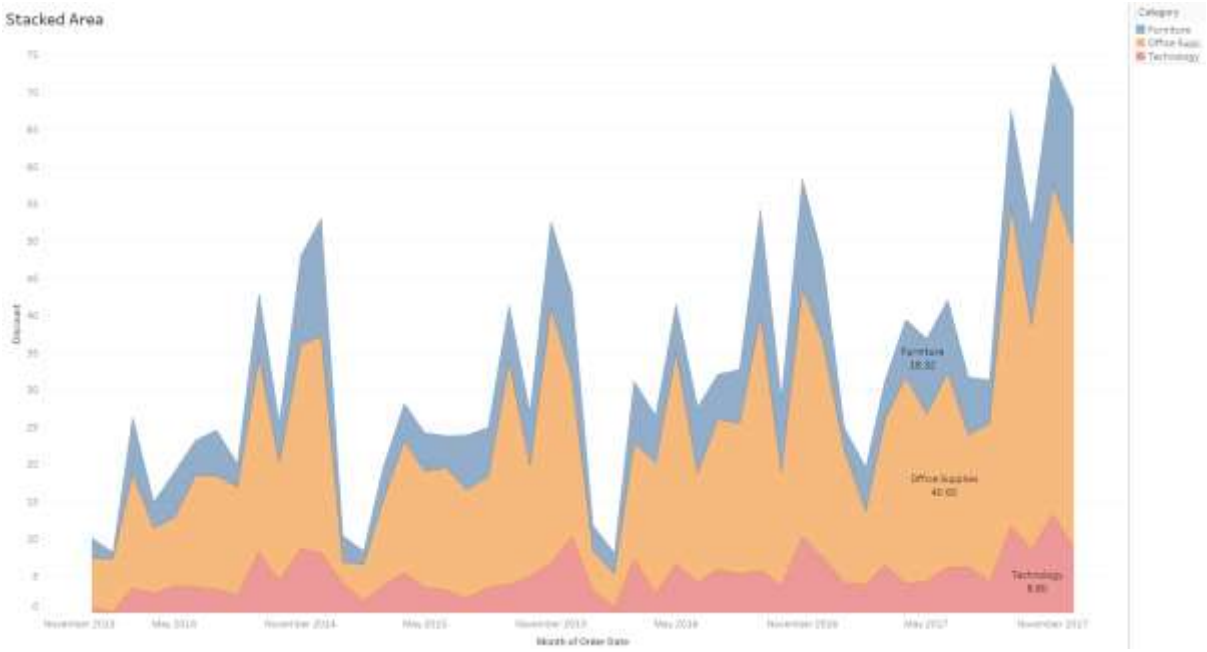
9. Creating a stacked area chart to analyze Sales Data.

Steps:

1.Select Category field.

2.Select data of month and discount field.

3.Select Stacked area chart and label with category and discount.



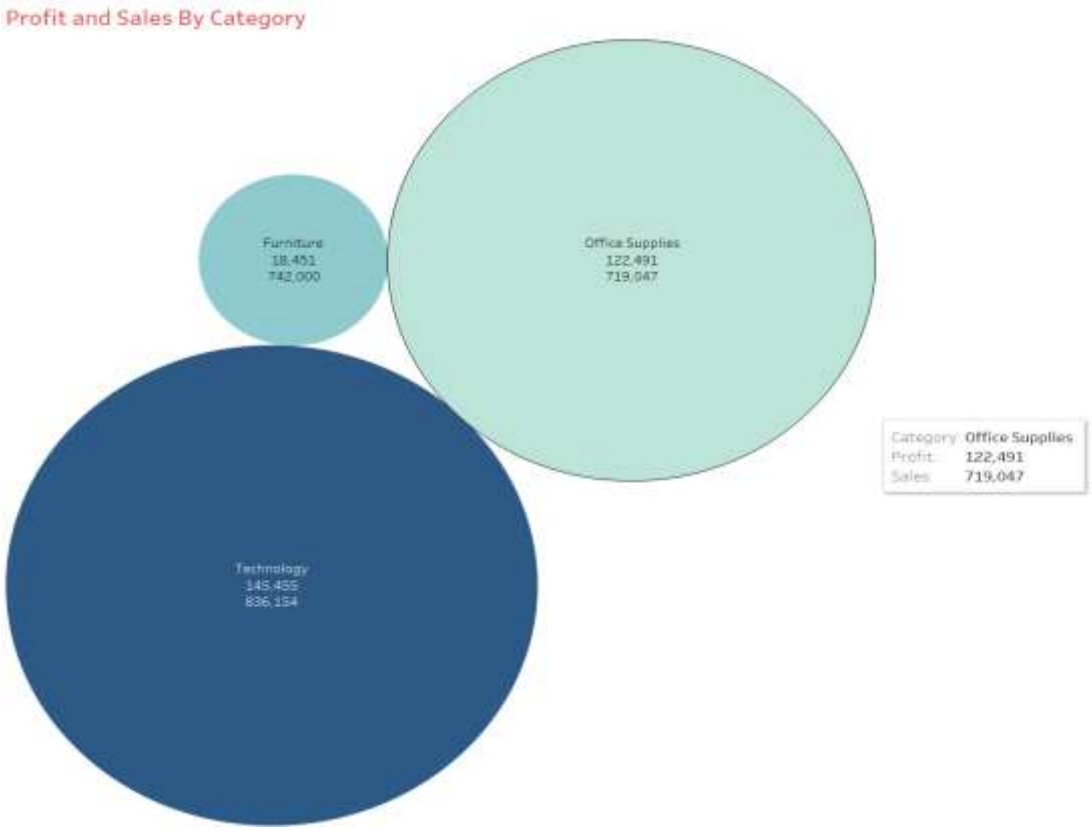
10.Visualizing categorical data using a bubble chart.

Steps:

1. Select category field.

2.Select Profit and Sales fields.

3.Select Profit ,Sales and category for label.



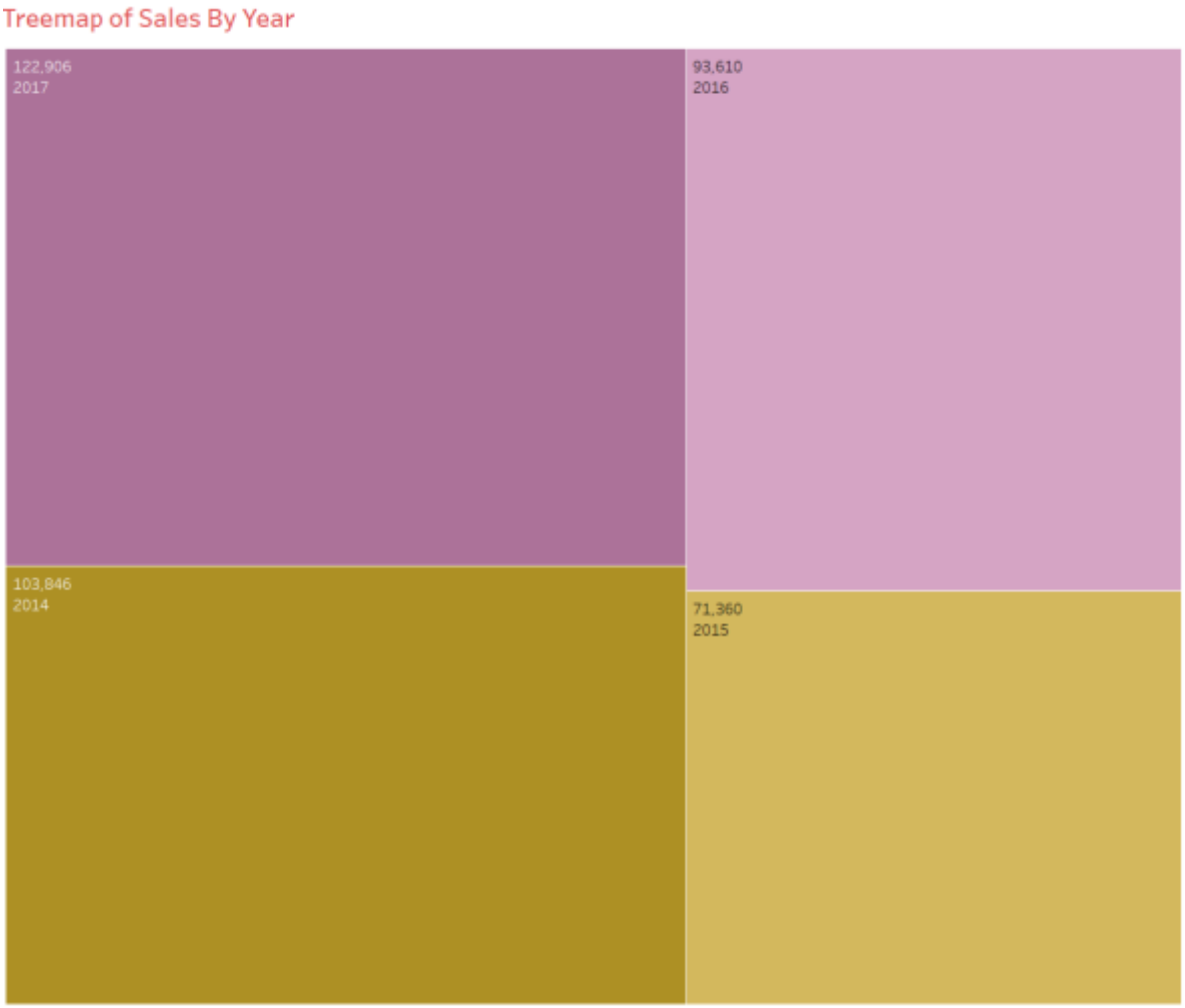
11.Creating a Tree map using Tableau and working with data, filter, sorting.

Steps:

1.Select Year field and Sales field.

2.Sorted it according to highest sales values.

3.Label it with Year and Sales field.



12. Create a geographic Map using Tableau and highlights all relevant states/Cities with label.

Steps:

1.Select Country field and State field.

2.Select State field for label and colour.

3.Select Discount field for label.

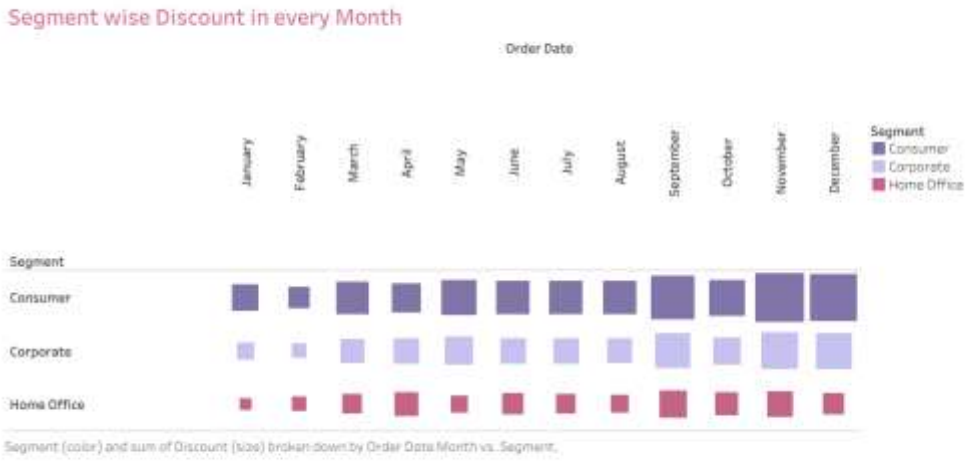
13.Creating a heat map to identify patterns or correlations in data.

Steps:

1.Select Segment field.

2.Select Discount field and Date field for month wise data.

3.Select Segment For color.



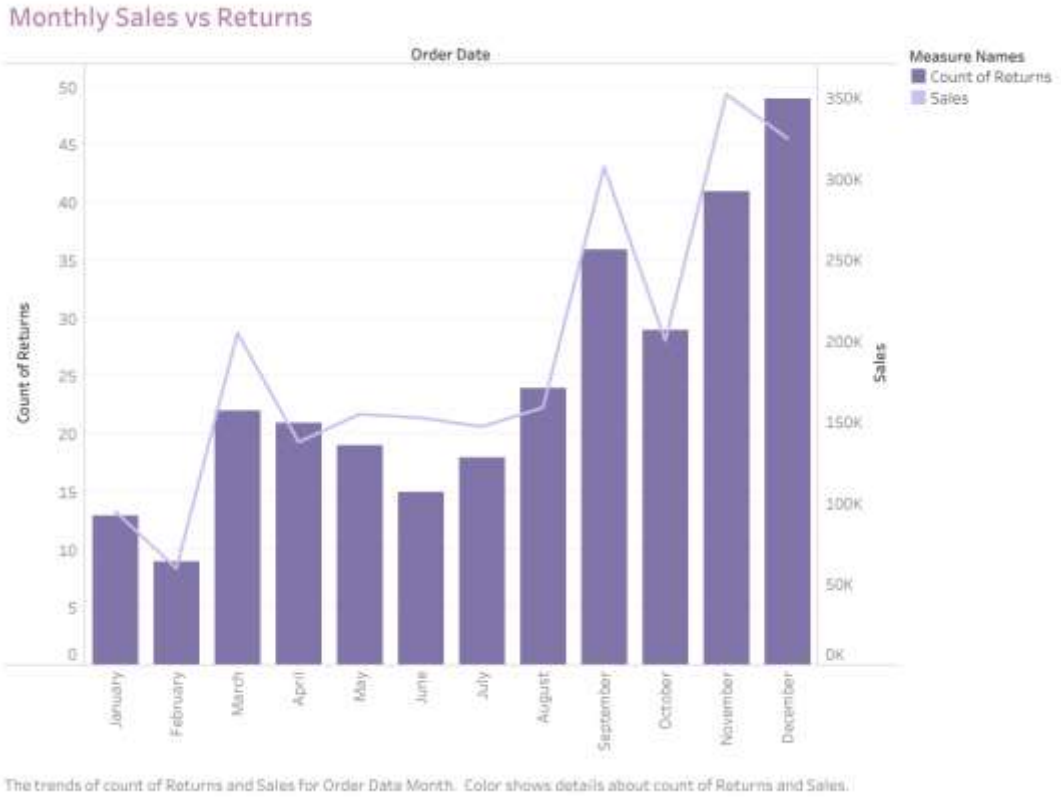
14.Implementing dual-axis charts to compare two metrics with different scales

Steps:

1.Select Count of returns and sum of sales.

2.Select date for month.

3.Create dual-axis chart for this .



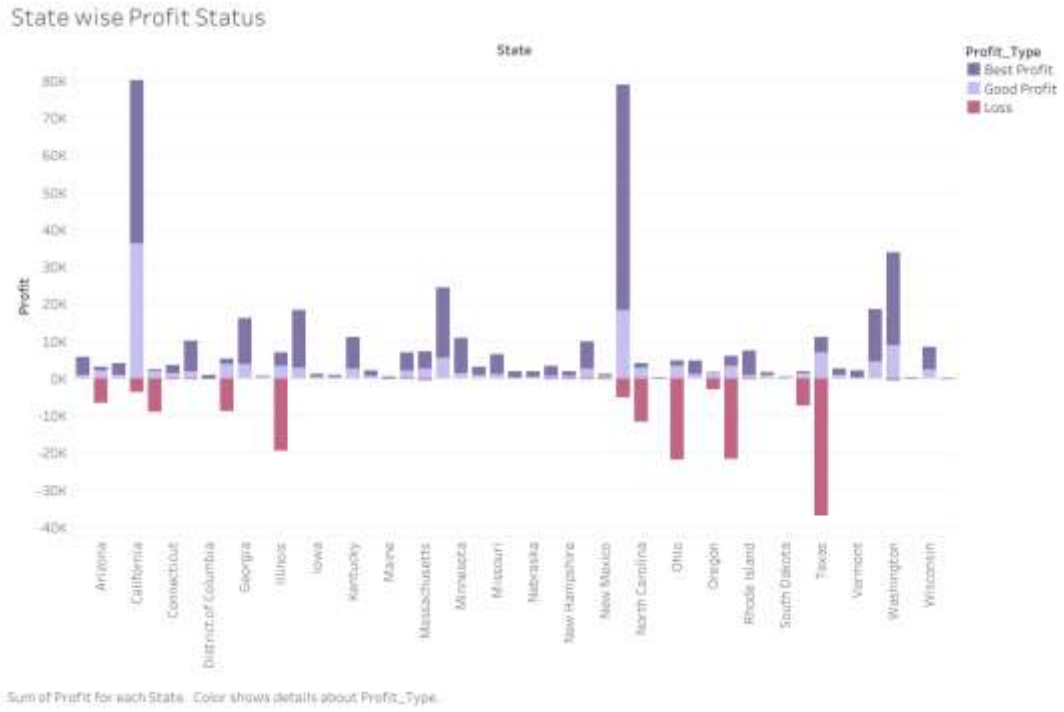
15.Applying advanced calculations and functions for customized metrics.

Steps:

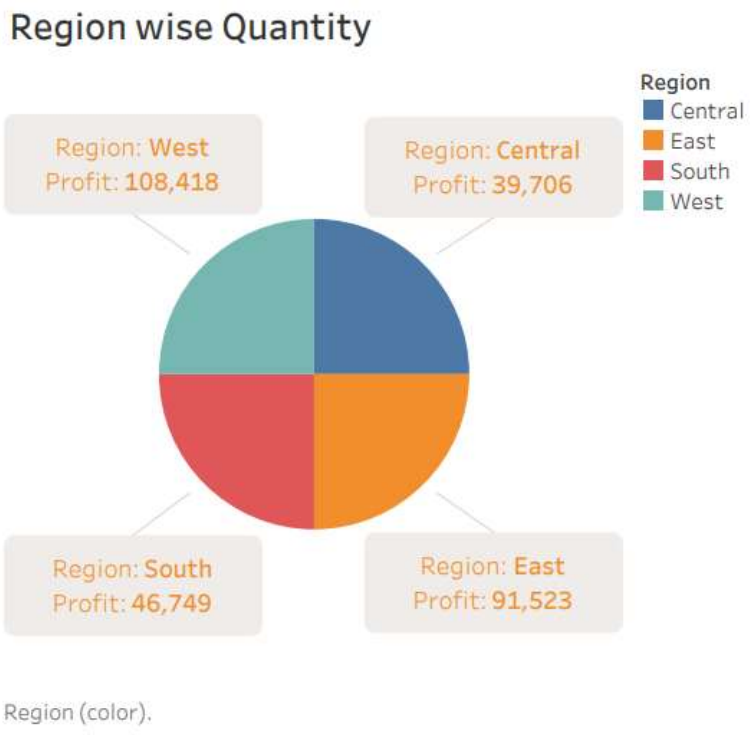
1.Create a calculated field of profit type(Loss,Good Profit and Best Profit).

2.Now select this field and states to visualize the profit type state-wise.

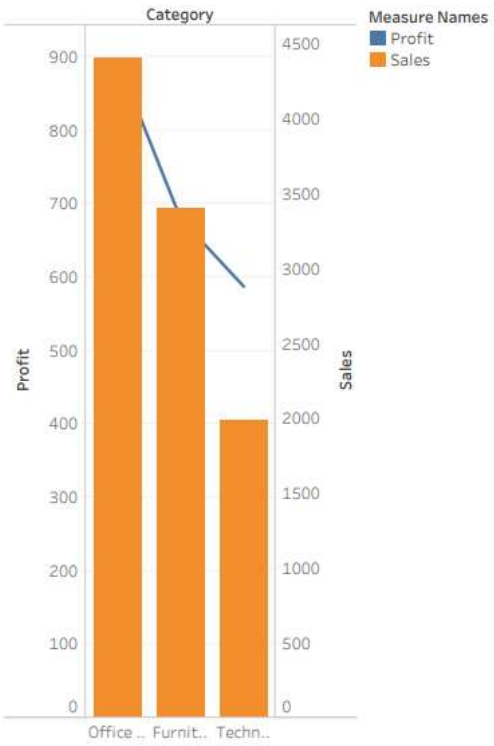
3.Rotate label for more good visualization.



16. Create minimum six worksheets for data visualization in Tableau using Sales Dataset.

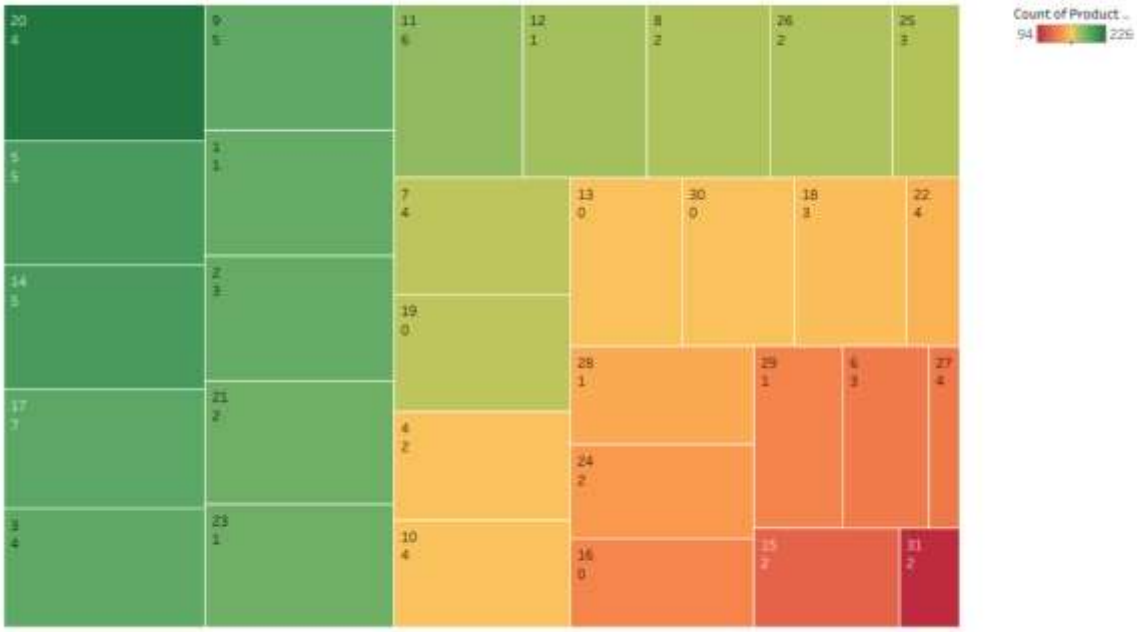


Dual Axis chart



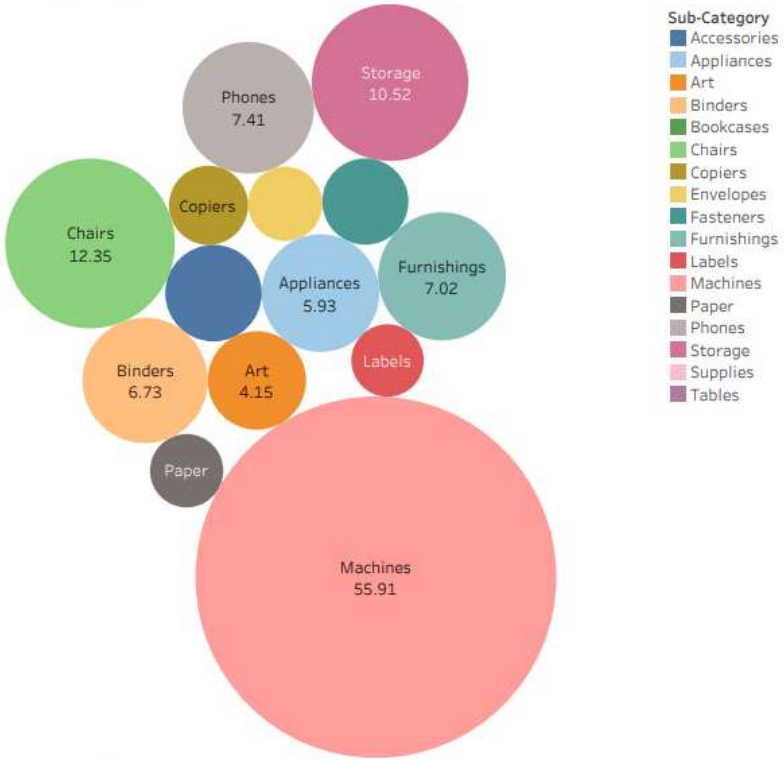
The trends of Profit and Sales for Category. Color shows details about Profit and Sales. The data is filtered on State, which keeps South Carolina and South Dakota.

Count of Returns per day



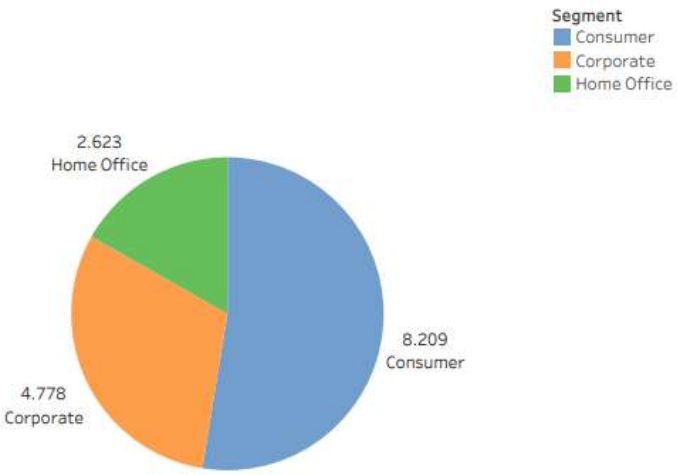
Order Date Day and count of Returned. Color shows count of Product Name. Size shows count of Product Name. The marks are labeled by Order Date Day and count of Returned. The data is filtered on Region, which keeps Central and East.

Sub-category wise Profit_ratio



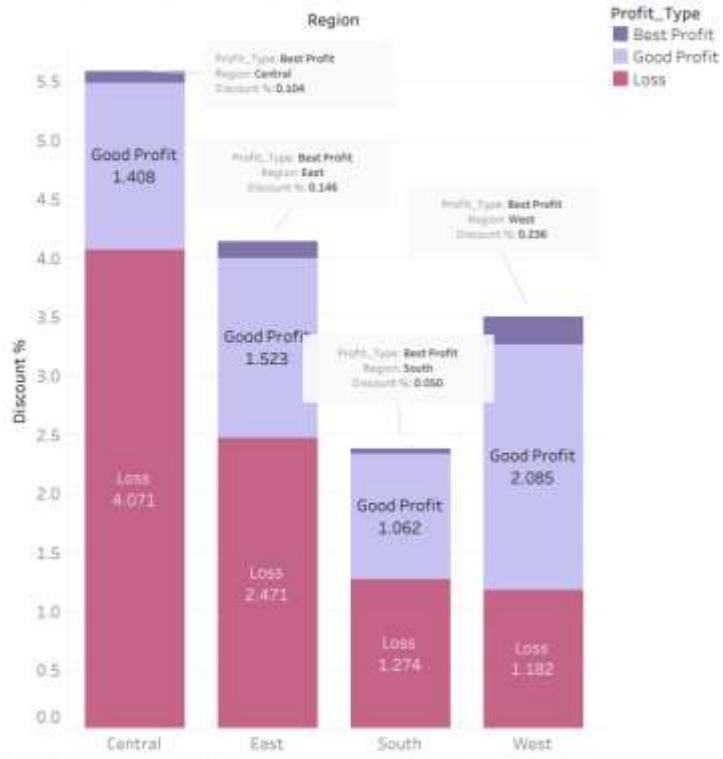
Sub-Category and Profit_ratio. Color shows details about Sub-Category. Size shows Profit_ratio. The marks are labeled by Sub-Category and Profit_ratio.

Category wise Discount(%)



Sum of Discount % and Segment. Color shows details about Segment. The marks are labeled by sum of Discount % and Segment.

Discount and Profit type



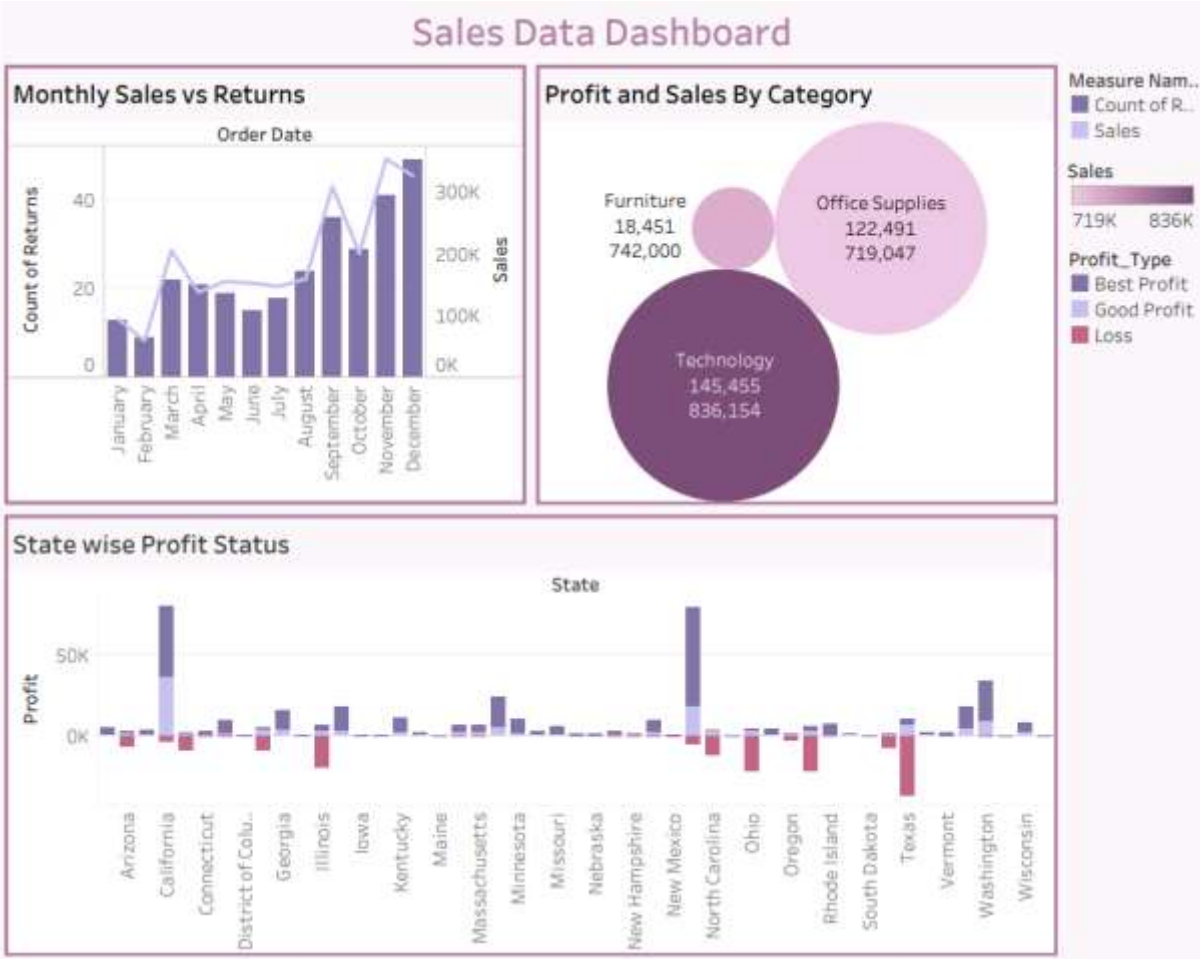
Sum of Discount % for each Region. Color shows details about Profit_Type. The marks are labeled by Profit_Type and sum of Discount %.

17. Designing a comprehensive dashboard with multiple visualizations for Sale Dataset.

1.On the bottom right you have a option of dashboard creation.

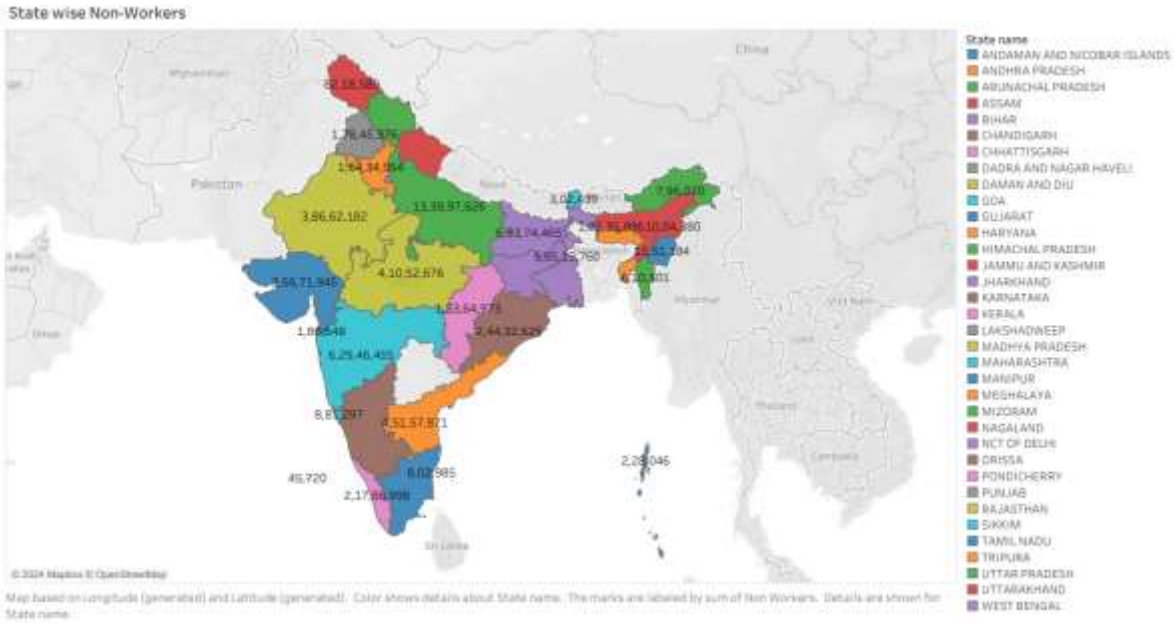
2.Create this and drag sheets there

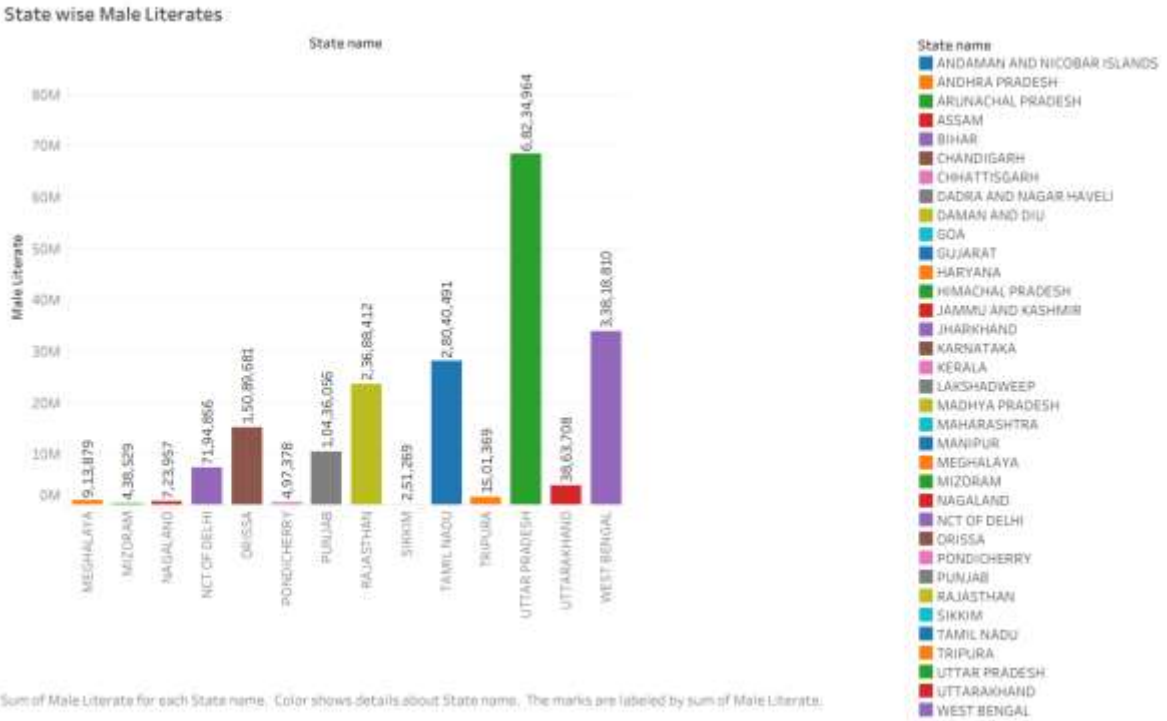
3.Create and edit the dashboard according to your needs.



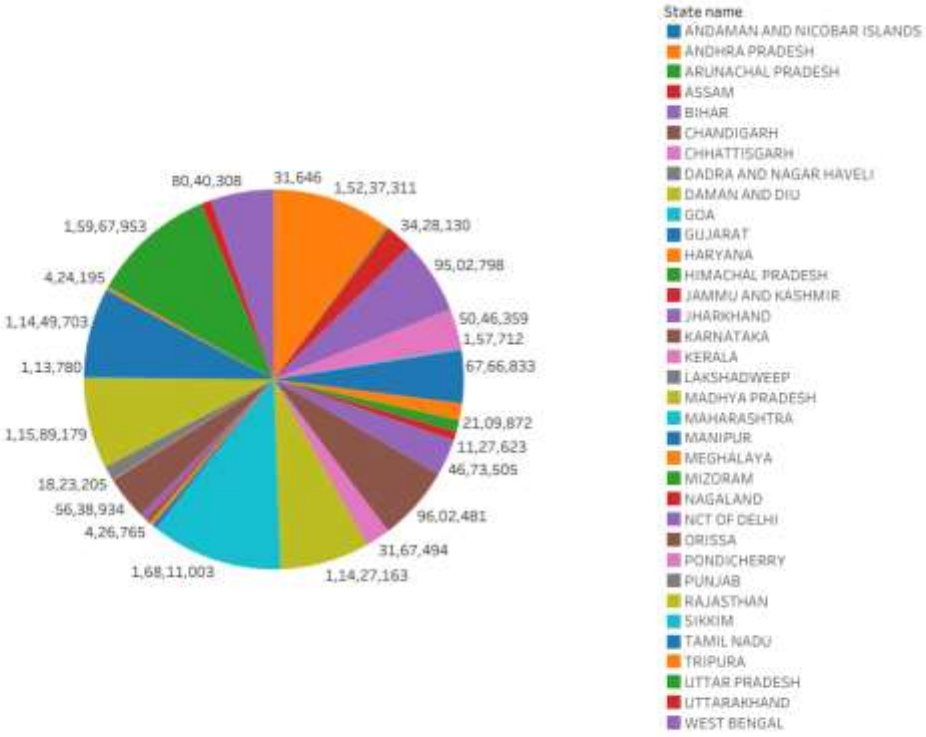
18. Prepare a census dataset (data must be actual as per Gov portal), generate maps geographical, Bar Chart, Pie Chart, Bubble Chart visualization using Tableau and Create a Complete Dashboard.

Same as above charts, use the steps and different fields for different visualization.



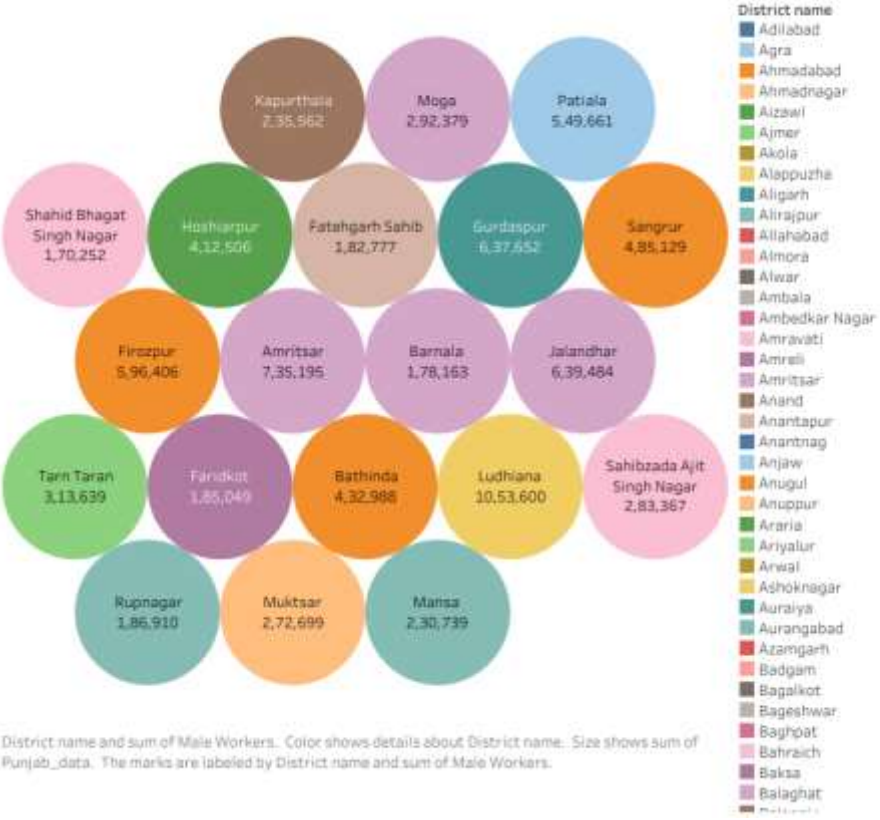


State wise Female Workers

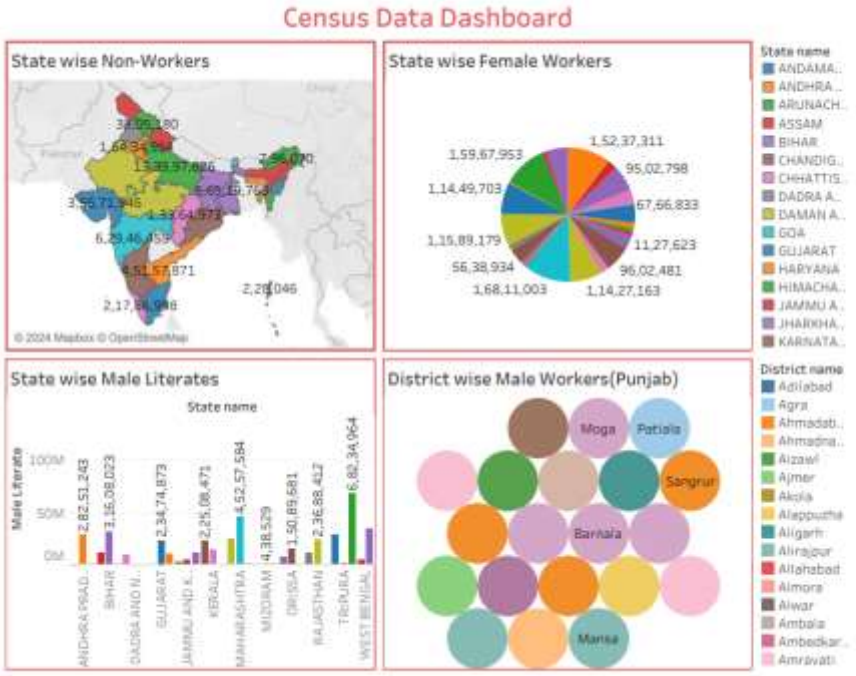


Sum of Female Workers. Color shows details about State name. The marks are labeled by sum of Female Workers.

District wise Male Workers(Punjab)



District name and sum of Male Workers. Color shows details about District name. Size shows sum of Punjab_data. The marks are labeled by District name and sum of Male Workers.


Census Data Dashboard
State wise Non-Workers
State wise Female Workers
1,52,37,311
95,02,798
67,66,833
11,27,623
96,02,481
1,14,27,163
1,68,11,003
56,38,934
1,15,89,179
1,14,49,703
1,59,67,953
State name
ANDAMA..
ANDHRA..
ARUNACH..
ASSAM
BIHAR
CHANDIG..
CHHATTIS..
DADRA A..
DAMAN A..
GOA
GUJARAT
HARYANA
HIMACHA..
JAMMU A..
JHARKHA..
KARNATA..
State wise Male Literates
State name
Male Literate
100M
50M
0M
2,82,51,243
3,16,08,023
2,34,74,873
2,25,08,471
4,52,57,584
4,38,529
1,50,89,681
2,36,88,412
6,82,34,964
ANDHRA PRAD..
BIHAR
DADRA AND N..
GUJARAT
JAMMU AND K..
KERALA
MAHARASHTRA
MIZORAM
ORISSA
RAJASTHAN
TRIPURA
WEST BENGAL
District wise Male Workers(Punjab)
Moga
Patiala
Sangrur
Barnala
Mansa
District name
Adilabad
Agra
Ahmadabi..
Ahmadna..
Aizawl
Ajmer
Akola
Alappuzha
Aligarh
Alirajpur
Allahabad
Almora
Alwar
Ambala
Ambedkar..
Amravati

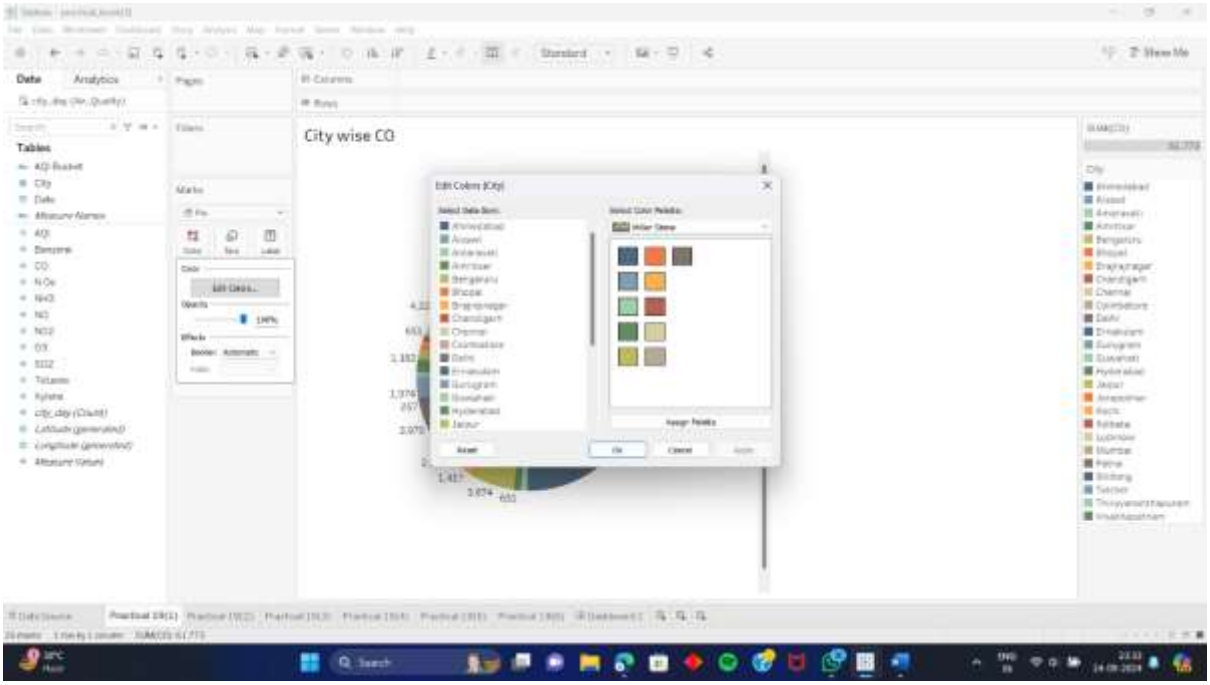
19. Prepare a City wise Air Quality Index dataset and generate visualization using Tableau. Try to use maximum functions available in Tableau

1. Color

Open a new worksheet

Create a pie chart for the city wise CO percentage

And put the ‘City’ field in the color category

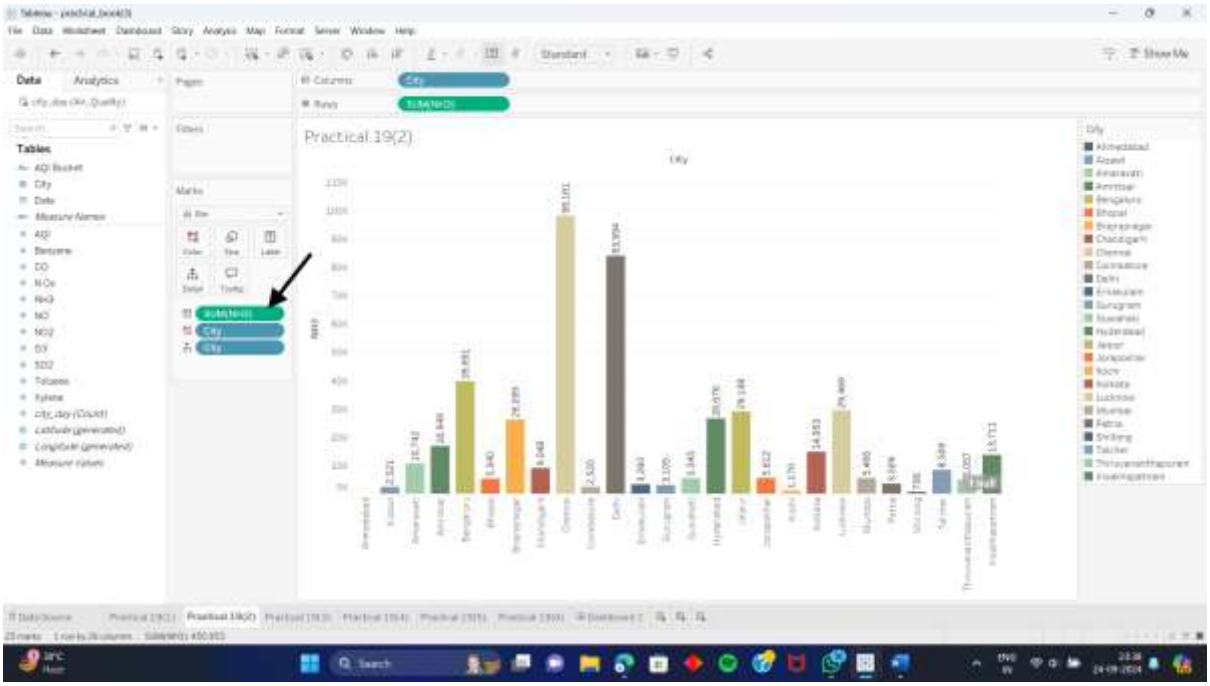


2. Label

Open a new worksheet.

Create a bar chart for the city wise NH3 percentage.

And put the ‘NH3 field in the label category.

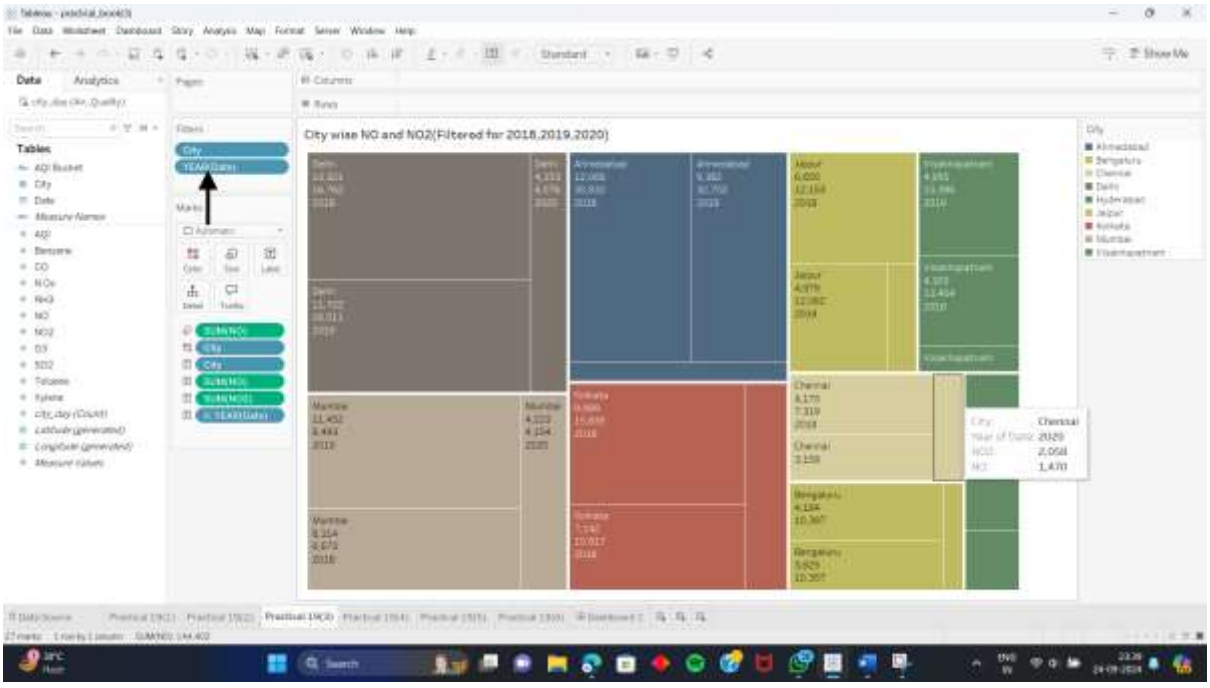


3. Filter

Open a new worksheet.

Create a bar chart for the city wise NH3 percentage.

And put the ‘NH3’ field in the label category.

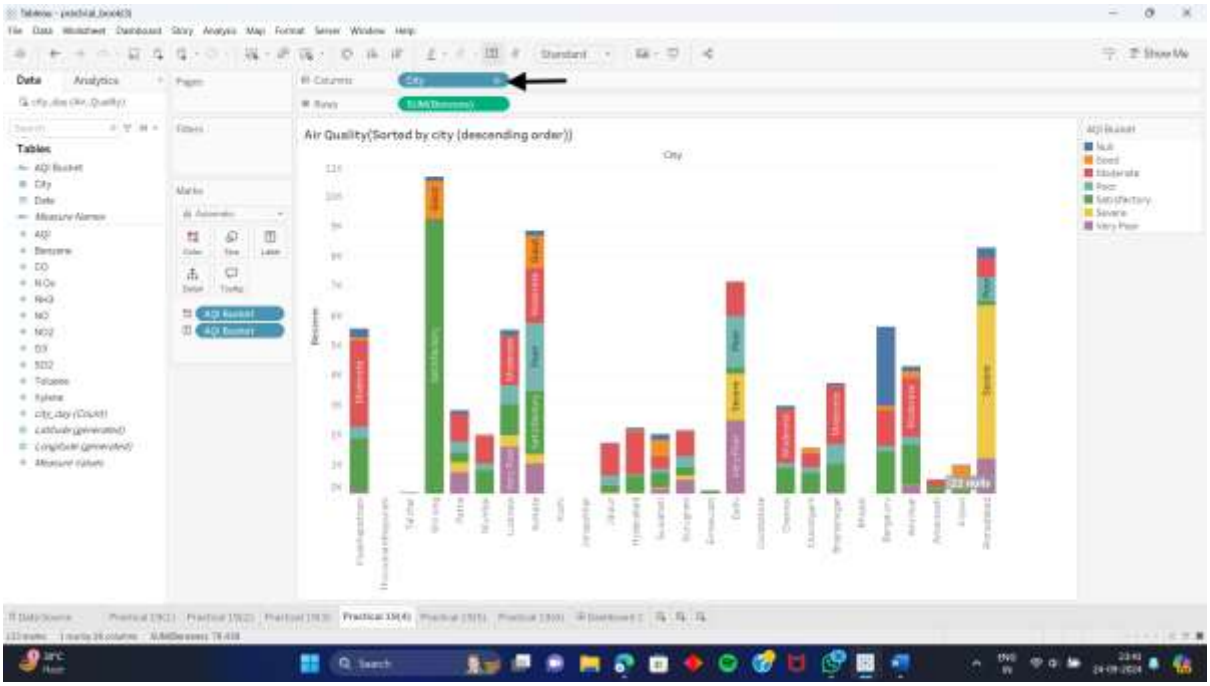


4. Sorting

Open a new worksheet.

Create a bar chart for the city wise benzene percentage and AQI Bucket.

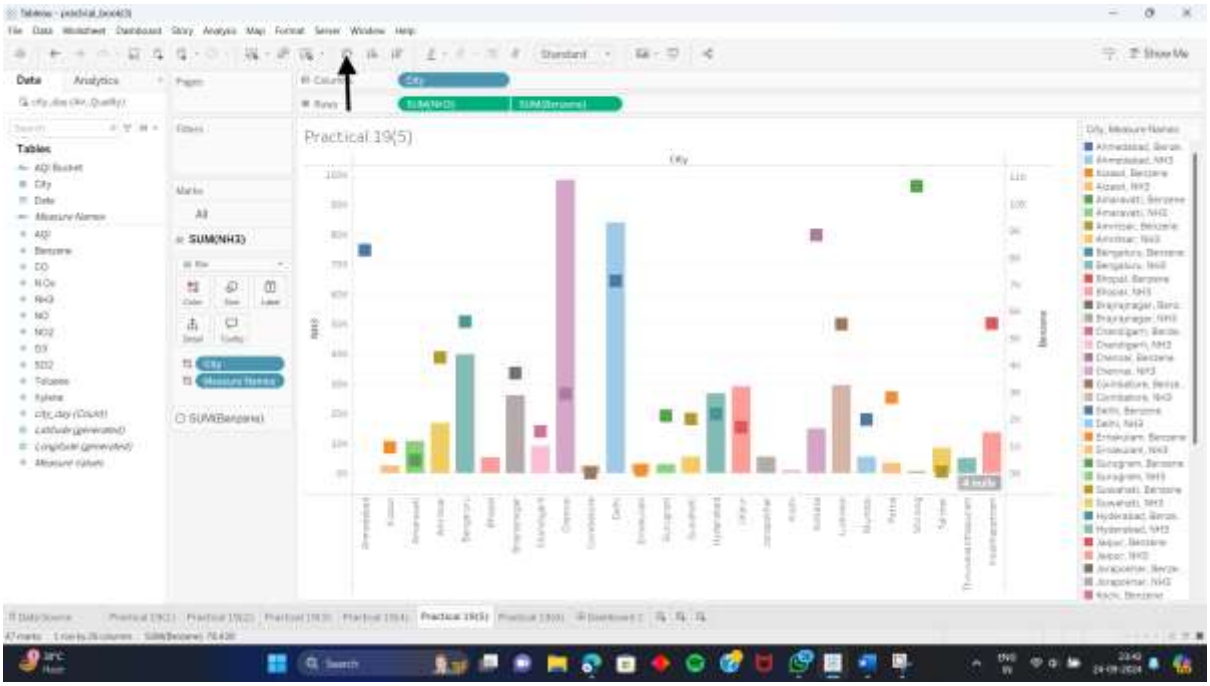
And sort the ‘city field in descending order .

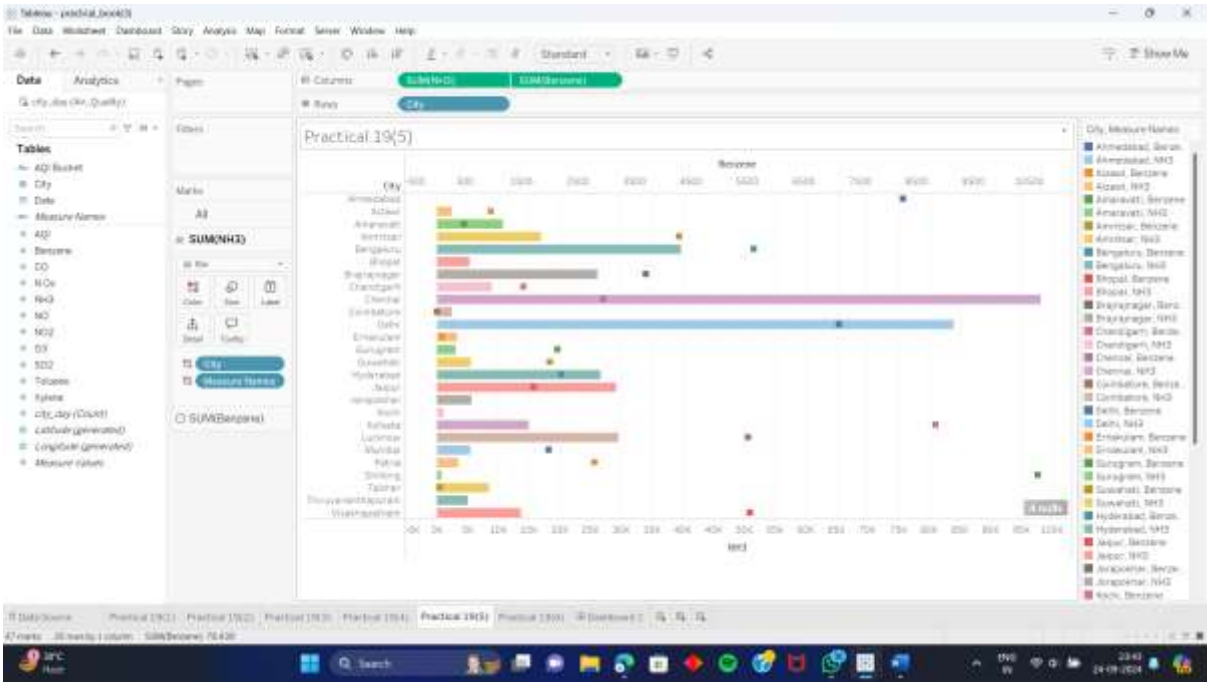


5. Swap Row Cloumn

Open a new Worksheet

Add fields to Columns and Rows and then click the button as shown in the picture as follows for swapping the row and column.





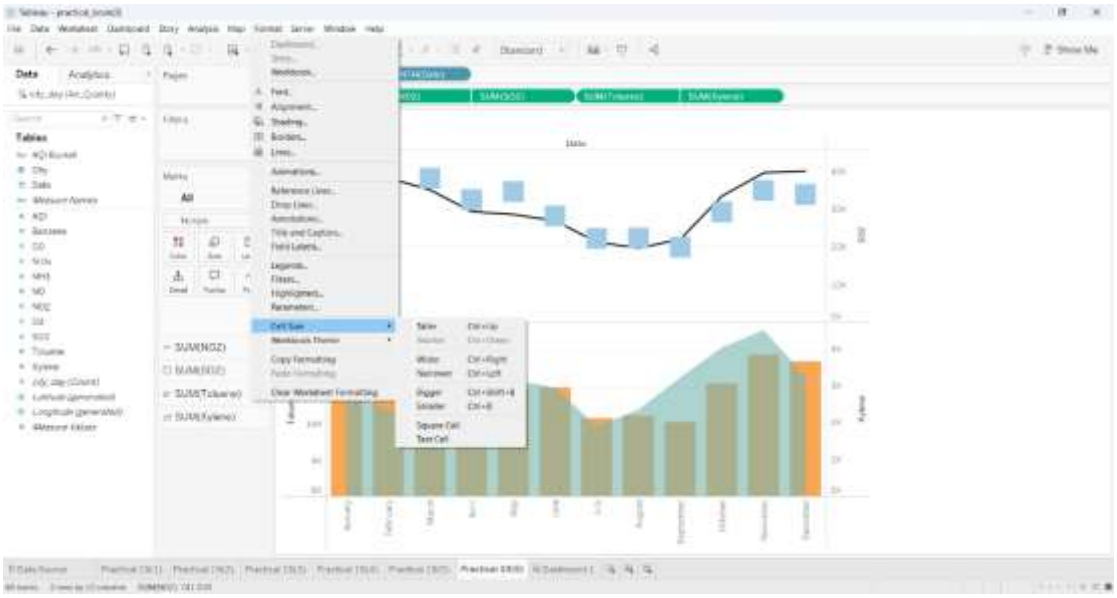
6. Size of objects.

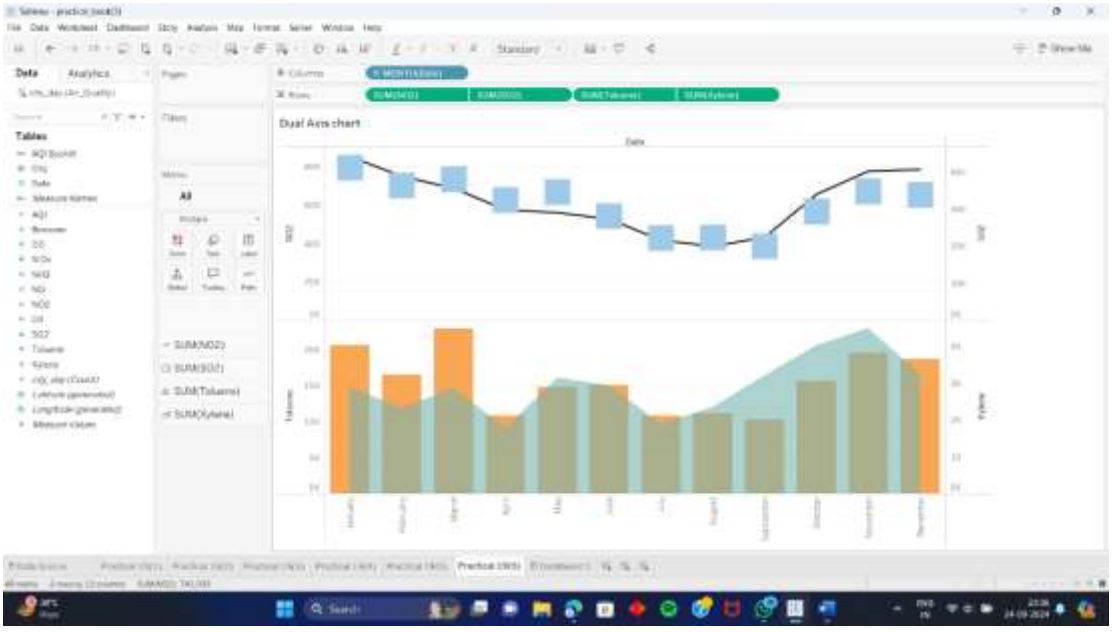
Open a new Worksheet.

Add Fields and create a chart.

Now go to format and click on cell size.

For changing the different sizes of the chart.




Dual Axes chart

20.Create a Dashboard for AQI Visualizations.

1.On the bottom right you have a option of dashboard creation.

2.Create this and drag sheets there

3.Create and edit the dashboard according to your needs.

21. Apply BG Color, Float, Add filter, Add links/Image, Add Download button, Add navigations, on your AQI Dashboard.

Enhancing an AQI Dashboard with Additional Features

Open your AQI dashboard in Tableau.

Apply a background color:

Click on the dashboard area and select the "Format" pane.

Choose "Shading" to pick a background color.

Add floating elements:

Go to the "Objects" panel and select "Floating".

Drag elements like text boxes, images, or web objects onto the dashboard.

Add filters:

Click on the chart that you want to filter.

Select "Filter" and choose the field for filtering.

Add a download button:

Go to the "Dashboard" menu and select "Actions".

Choose "Export" as the action type and configure the download options.

Include navigation links/images:

Use text objects with hyperlinks for navigation or add images with link properties.

22.Creating a data story on census dataset using Tableau's story features.

Creating a Data Story on a Census Dataset Using Story Features

Prepare your worksheets:

Ensure you have various visualizations of the census dataset ready.

Open Tableau's story feature:

Click "New Story" from the Tableau workspace.

Add story points:

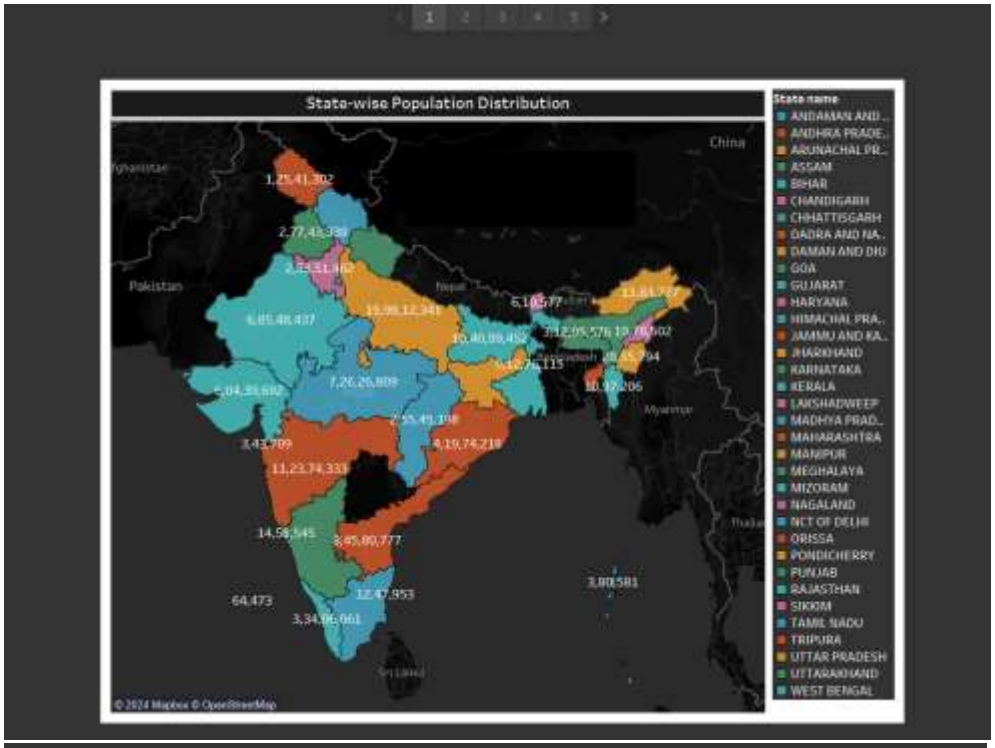
Drag and drop your prepared worksheets into the story panel as story points.

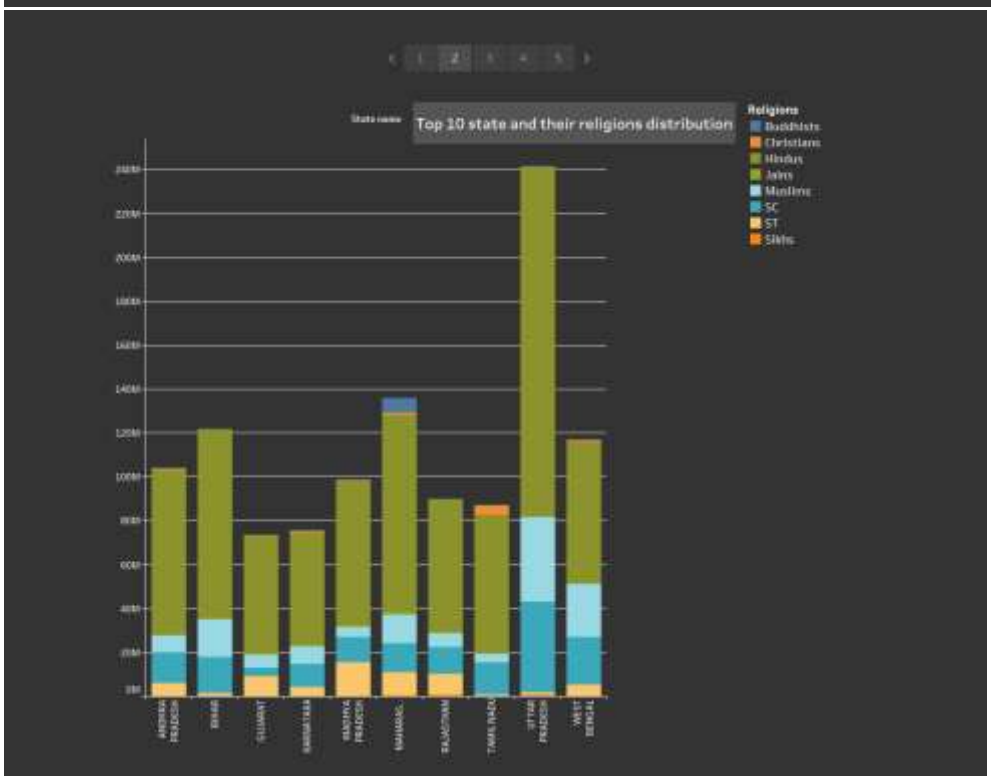
Customize each story point:

Use the "Caption" section to add descriptive text and explanations.

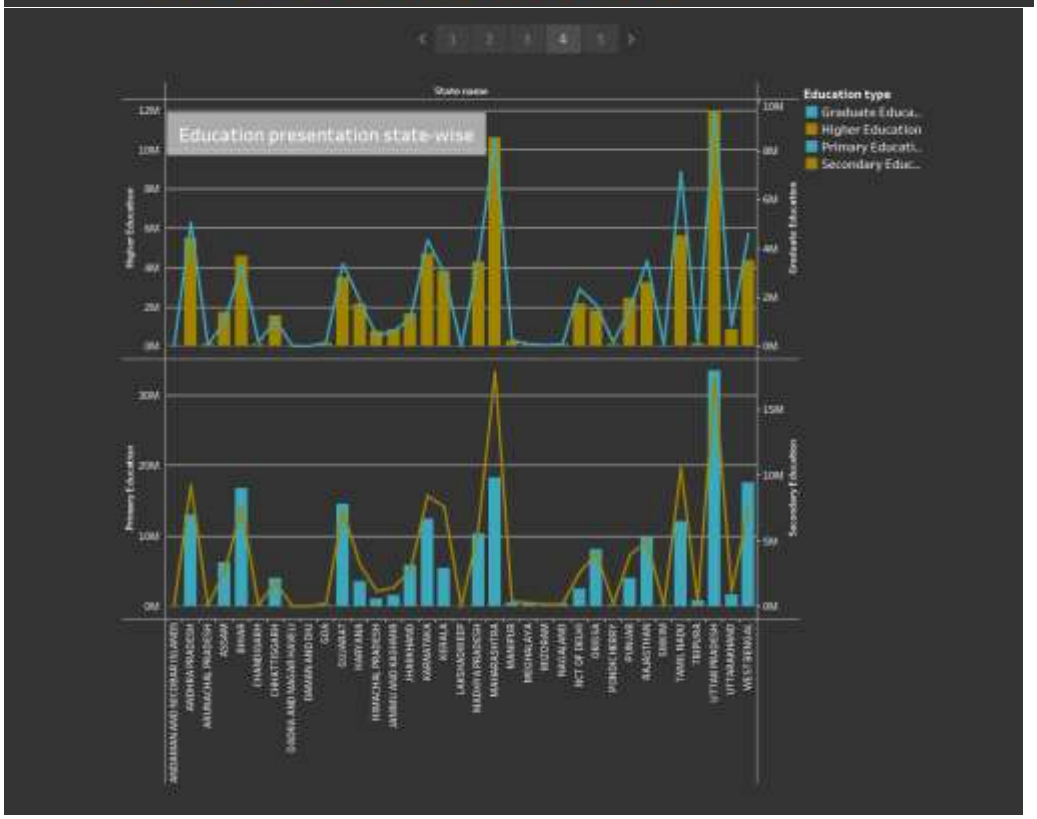
Add transitions and sequencing:

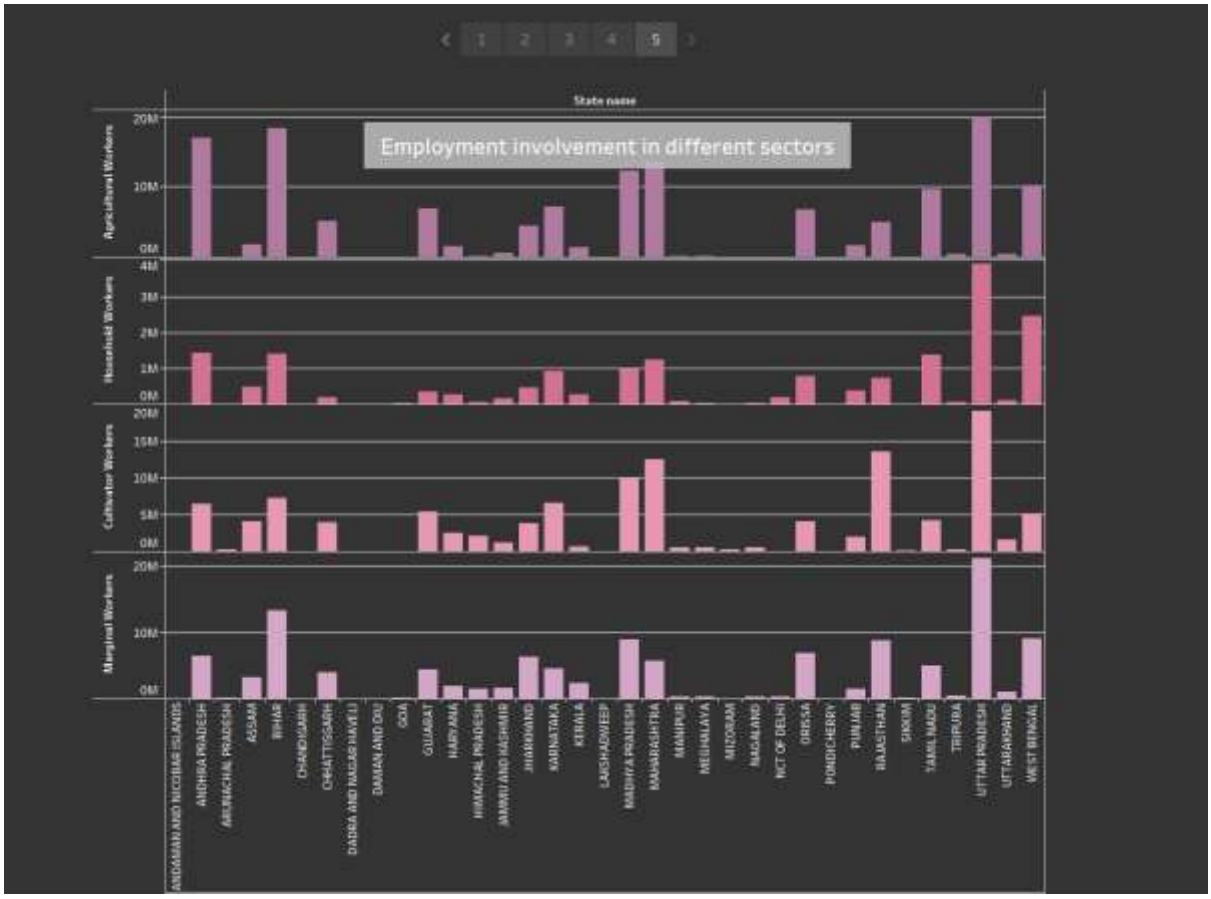
Adjust the order of story points to ensure a logical narrative flow.


State-wise Population Distribution
China
Pakistan
Nepal
Myanmar
Sri Lanka
1,25,41,302
2,77,43,338
2,33,51,462
6,85,48,437
10,99,12,341
6,10,577
11,61,787
10,40,99,452
3,12,05,576
10,86,474
7,26,26,809
10,97,206
2,55,45,198
4,19,74,219
3,43,709
11,23,74,333
14,58,545
3,45,80,777
64,473
12,47,953
3,34,06,061
3,80,581
State name
ANDAMAN AND ...
ANDHRA PRADE...
ARUNACHAL PR...
ASSAM
BIHAR
CHANDIGARH
CHHATTISGARH
DADRA AND NA...
DAMAN AND DIU
GOA
GUJARAT
HARYANA
HIMACHAL PRA...
JAMMU AND KA...
JHARKHAND
KARNATAKA
KERALA
LAKSHADWEEP
MADHYA PRAD...
MAHARASHTRA
MANIPUR
MEGHALAYA
MIZORAM
NAGALAND
NCT OF DELHI
ORISSA
PONDICHERRY
PUNJAB
RAJASTHAN
SIKKIM
TAMIL NADU
TRIPURA
UTTAR PRADESH
UTTARAKHAND
WEST BENGAL


State name
Top 10 state and their religions distribution
Religions
Buddhists
Christians
Hindus
Jains
Muslims
SC
ST
Sikhs


State name
ANDHRA PRADESH
BIHAR
GUJARAT
KARNATAKA
MADHYA PRADESH
MAHARASHTRA
RAJASTHAN
TAMIL NADU
UTTAR PRADESH
WEST BENGAL
Measure Names
Age Group 0 29
Age Group 30 49
Age Group 50
Top 10 states with age group distribution


State name
Education type
Graduate Educa..
Higher Education
Primary Educati..
Secondary Educ..
Education presentation state-wise
Higher Education
Graduate Education
Primary Education
Secondary Education



23.Designing annotations and add captions to enhance your data story.

Adding Annotations and Captions to Data Stories

Open your story in Tableau.

Select a story point where you want to add an annotation.

Right-click on the chart and choose "Annotate" > "Mark".

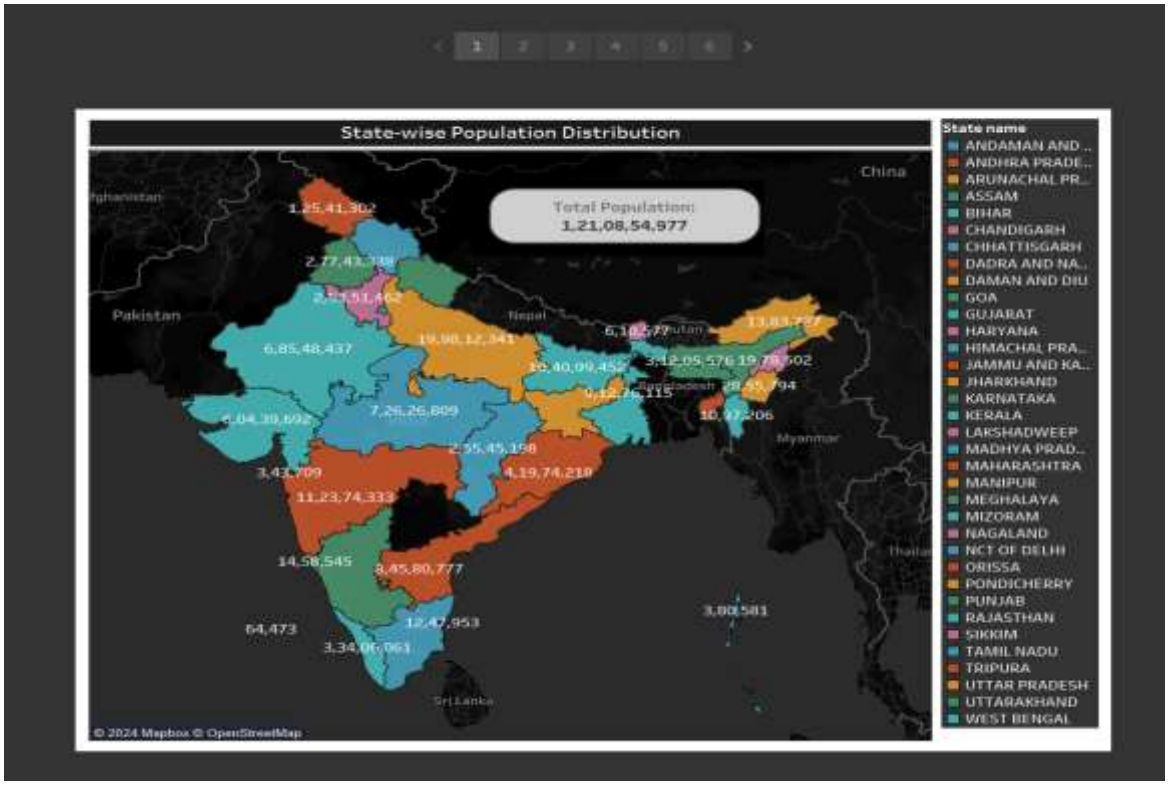
Type the annotation text to explain key data points.

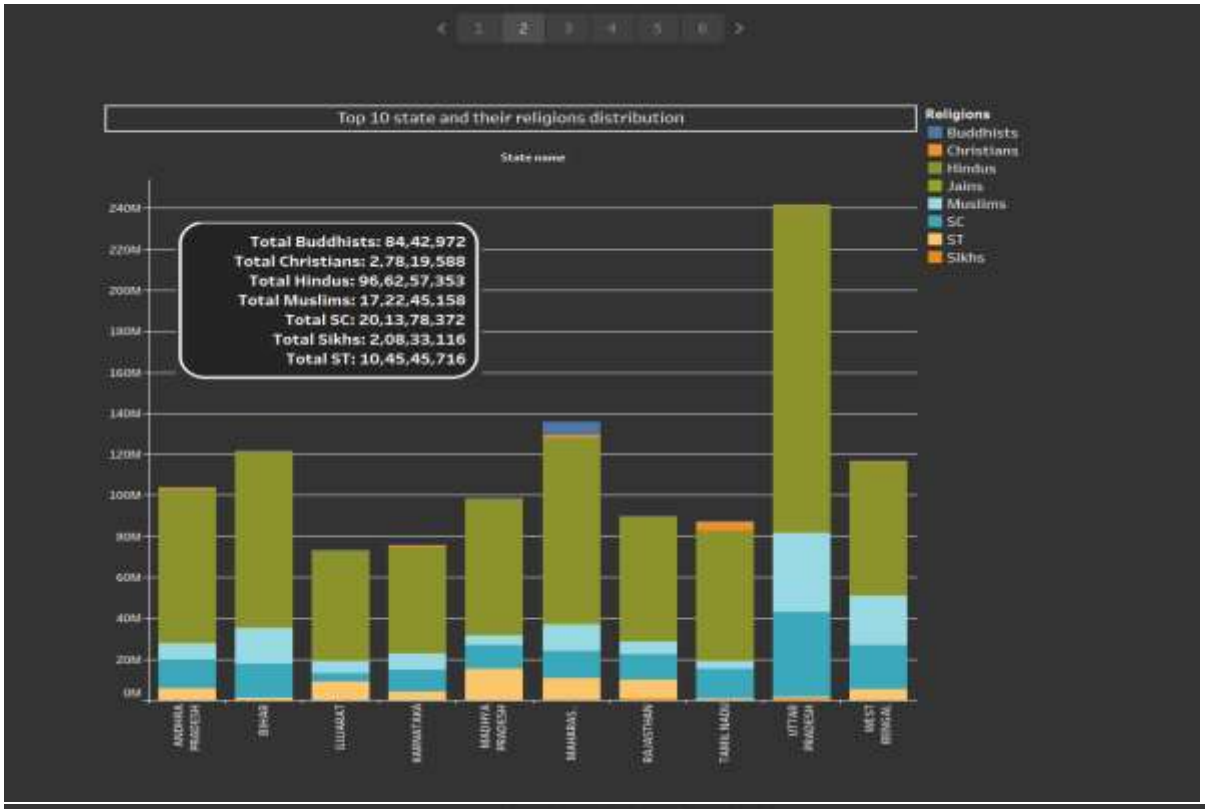
Add captions:

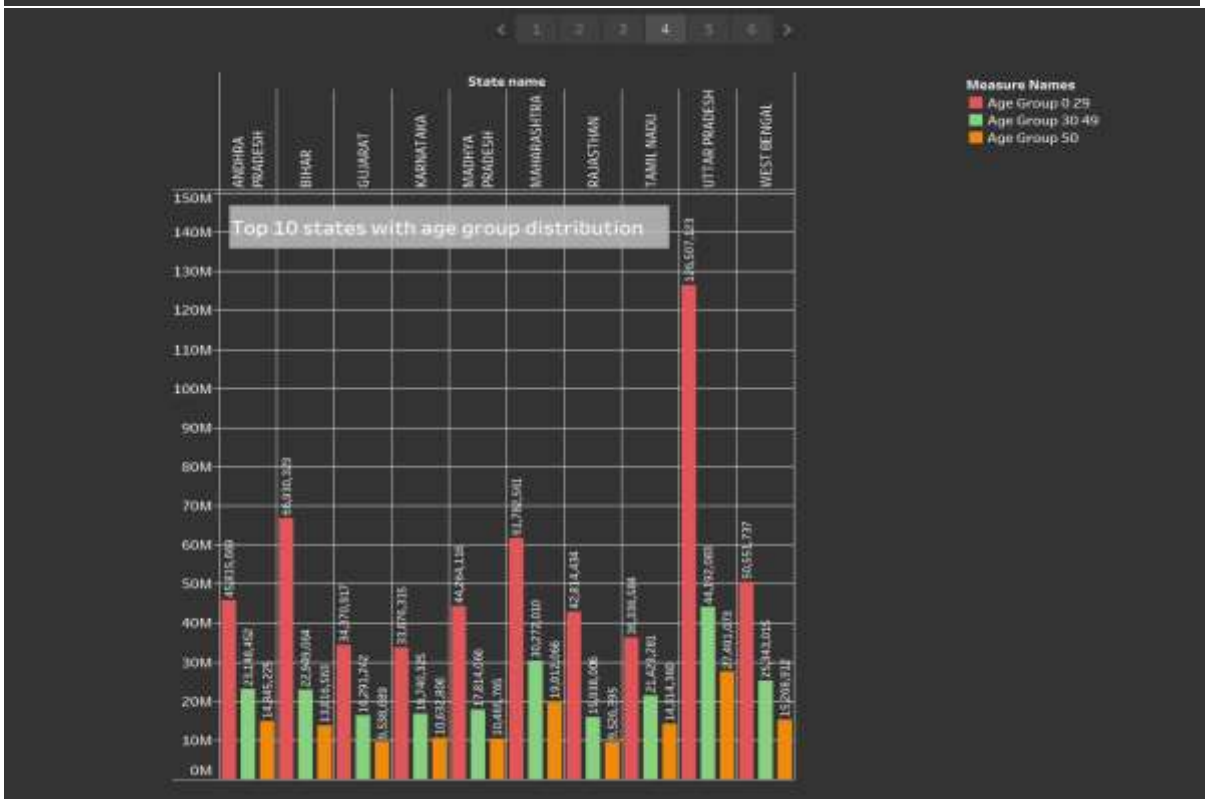
Use the "Caption" field at the bottom of each story point to provide context or additional insights.

Style the annotations:

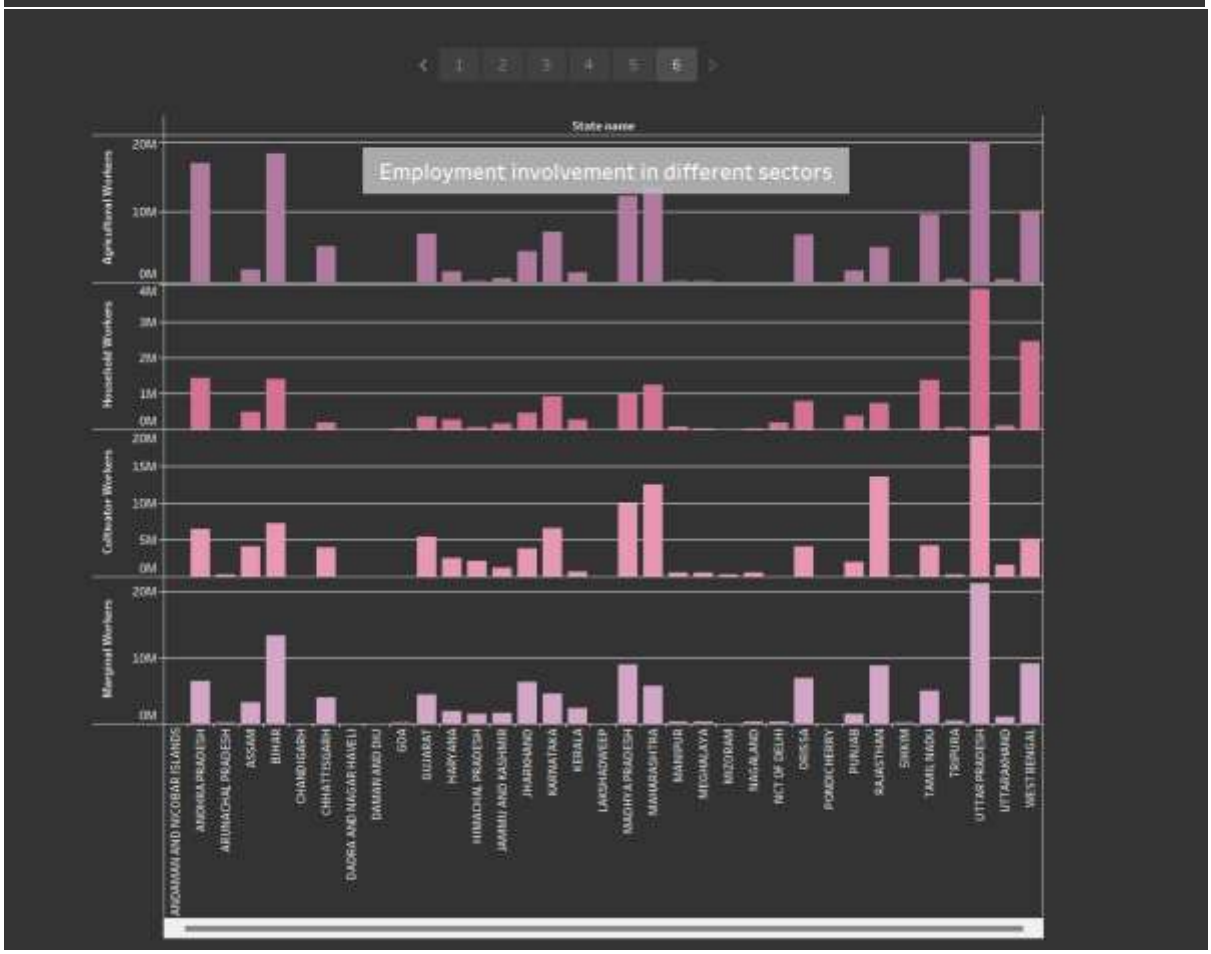
Customize the font, size, and color to match the theme of your story.


State-wise Population Distribution
Total Population
1,21,08,54,977
China
Pakistan
Nepal
Bhutan
Bangladesh
Myanmar
Sri Lanka
1,25,41,302
6,85,48,437
19,98,12,341
7,26,26,809
2,55,45,158
4,19,74,219
11,23,74,333
14,58,545
8,45,80,777
64,473
12,47,953
3,34,06,061
3,80,581
© 2024 Mapbox © OpenStreetMap
State name
ANDAMAN AND ..
ANDHRA PRADE..
ARUNACHAL PR..
ASSAM
BIHAR
CHANDIGARH
CHHATTISGARH
DADRA AND NA..
DAMAN AND DIU
GOA
GUJARAT
HARYANA
HIMACHAL PRA..
JAMMU AND KA..
JHARKHAND
KARNATAKA
KERALA
LAKSHADWEEP
MADHYA PRAD..
MAHARASHTRA
MANIPUR
MEGHALAYA
MIZORAM
NAGALAND
NCT OF DELHI
ORISSA
PONDICHERRY
PUNJAB
RAJASTHAN
SIKKIM
TAMIL NADU
TRIPURA
UTTAR PRADESH
UTTARAKHAND
WEST BENGAL


Top 10 state and their religions distribution
State name
Religions
Buddhists
Christians
Hindus
Jains
Muslims
SC
ST
Sikhs
Total Buddhists: 84,42,972
Total Christians: 2,78,19,588
Total Hindus: 96,62,57,353
Total Muslims: 17,22,45,158
Total SC: 20,13,78,372
Total Sikhs: 2,08,33,116
Total ST: 10,45,45,716
240M
220M
200M
180M
160M
140M
120M
100M
80M
60M
40M
20M
0M
ANDHRA PRADESH
BIHAR
GUJARAT
KARNATAKA
MADHYA PRADESH
MAHARAS
RAJASTHAN
TAMIL NADU
UTTAR PRADESH
WEST BENGAL


State name
Measure Names
Age Group 0 29
Age Group 30 49
Age Group 50
ANDHRA PRADESH
BIHAR
GUJARAT
KARNATAKA
MADHYA PRADESH
MAHARASHTRA
RAJASTHAN
TAMIL NADU
UTTAR PRADESH
WEST BENGAL
Top 10 states with age group distribution
150M
140M
130M
120M
110M
100M
90M
80M
70M
60M
50M
40M
30M
20M
10M
0M


Education presentation state-wise
State name
Education type
Graduate Educa..
Higher Education
Primary Educati..
Secondary Educ..
Higher Education
Graduate Education
Primary Education
Secondary Education
ANDAMAN AND NICOBAR ISLANDS
ANDHRA PRADESH
ARUNACHAL PRADESH
ASSAM
BIHAR
CHANDIGARH
CHHATTISGARH
DADRA AND NAGAR HAVELI
DAMAN AND DIU
GOA
GUJARAT
HARYANA
HIMACHAL PRADESH
JAMMU AND KASHMIR
JHARKHAND
KARNATAKA
KERALA
LAKSHADWEEP
MADHYA PRADESH
MAHARASHTRA
MANIPUR
MEGHALAYA
MIZORAM
NAGALAND
NCT OF DELHI
ORISSA
PONDICHERRY
PUNJAB
RAJASTHAN
SIKKIM
TAMIL NADU
TRIPURA
UTTAR PRADESH
UTTARAKHAND
WEST BENGAL


Employment involvement in different sectors
State name
Agricultural Workers
Household Workers
Cultivator Workers
Marginal Workers
ANDAMAN AND NICOBAR ISLANDS
ANDHRA PRADESH
ARUNACHAL PRADESH
ASSAM
BIHAR
CHANDIGARH
CHHATTISGARH
DADRA AND NAGAR HAVELI
DAMAN AND DIU
GOA
GUJARAT
HARYANA
HIMACHAL PRADESH
JAMMU AND KASHMIR
JHARKHAND
KARNATAKA
KERALA
LAKSHADWEEP
MADHYA PRADESH
MAHARASHTRA
MANIPUR
MEGHALAYA
MIZORAM
NAGALAND
NCT OF DELHI
ORISSA
PONDICHERRY
PUNJAB
RAJASTHAN
SIKKIM
TAMIL NADU
TRIPURA
UTTAR PRADESH
UTTARAKHAND
WEST BENGAL

24.Create a Data Story for City wise Air Quality Index data.

Creating a Data Story for City-wise AQI Data

Collect AQI visualizations:

Ensure you have charts like bar charts, line charts, and maps related to city-wise AQI data.

Create a new story:

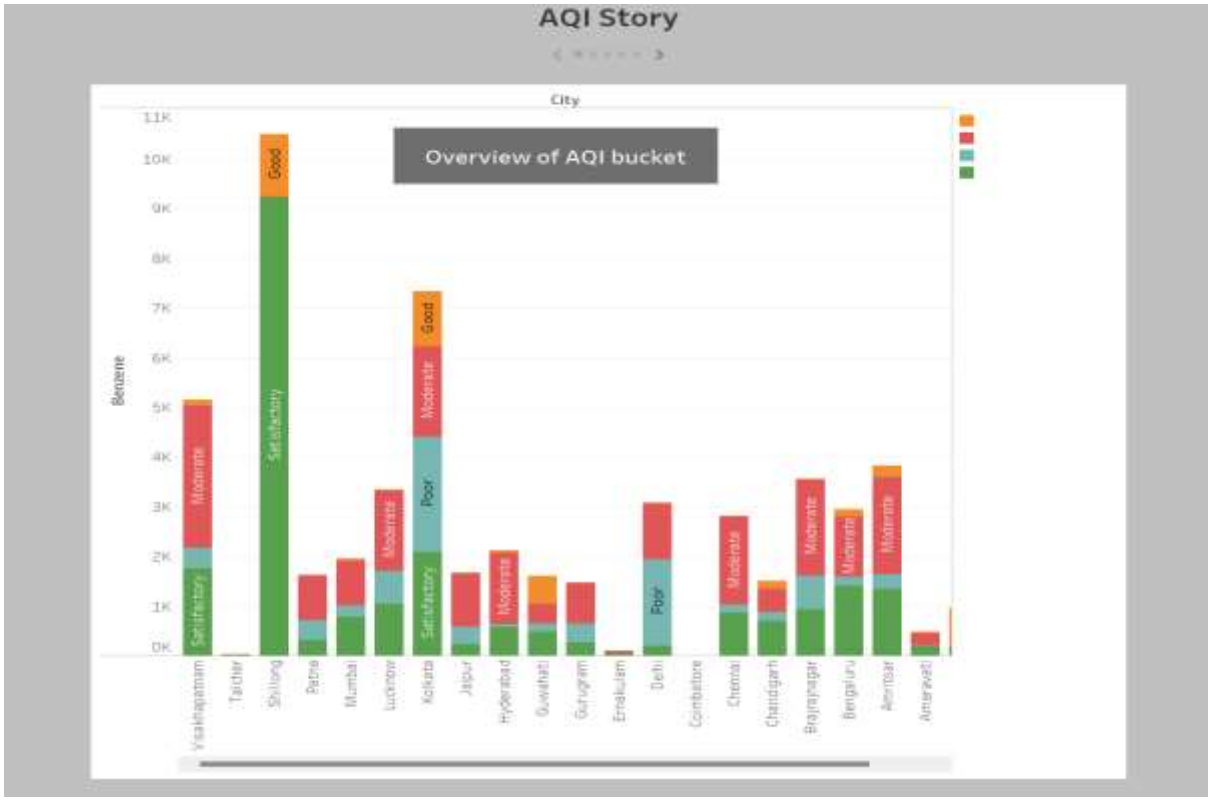
Click "New Story" in Tableau.

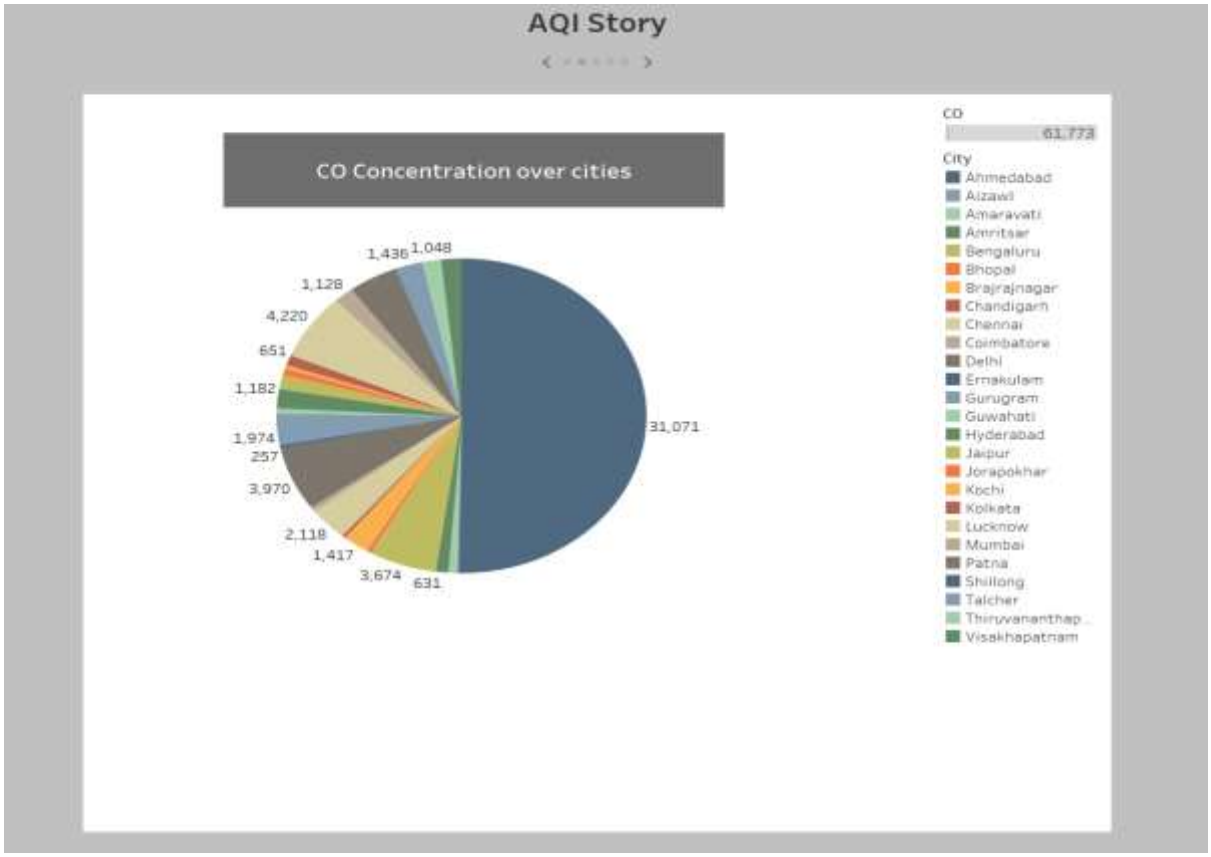
Add and arrange story points:

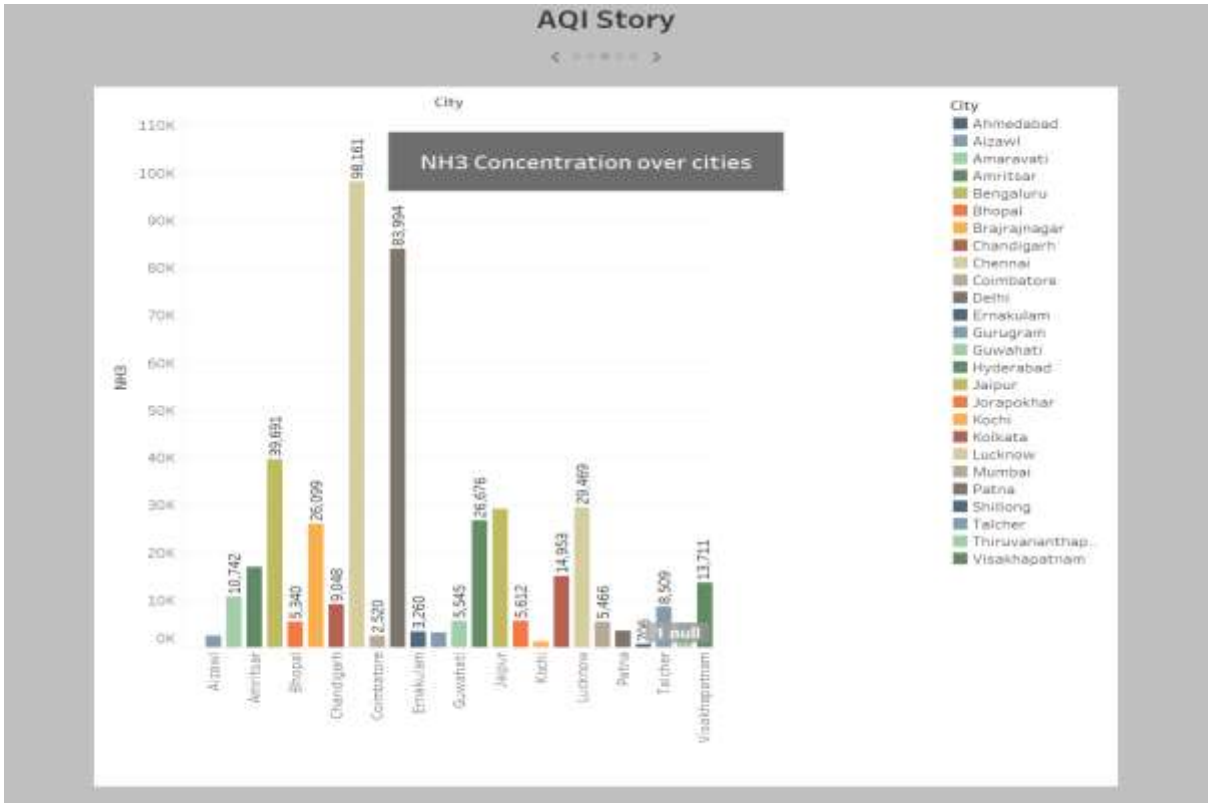
Drag AQI charts onto the story layout.

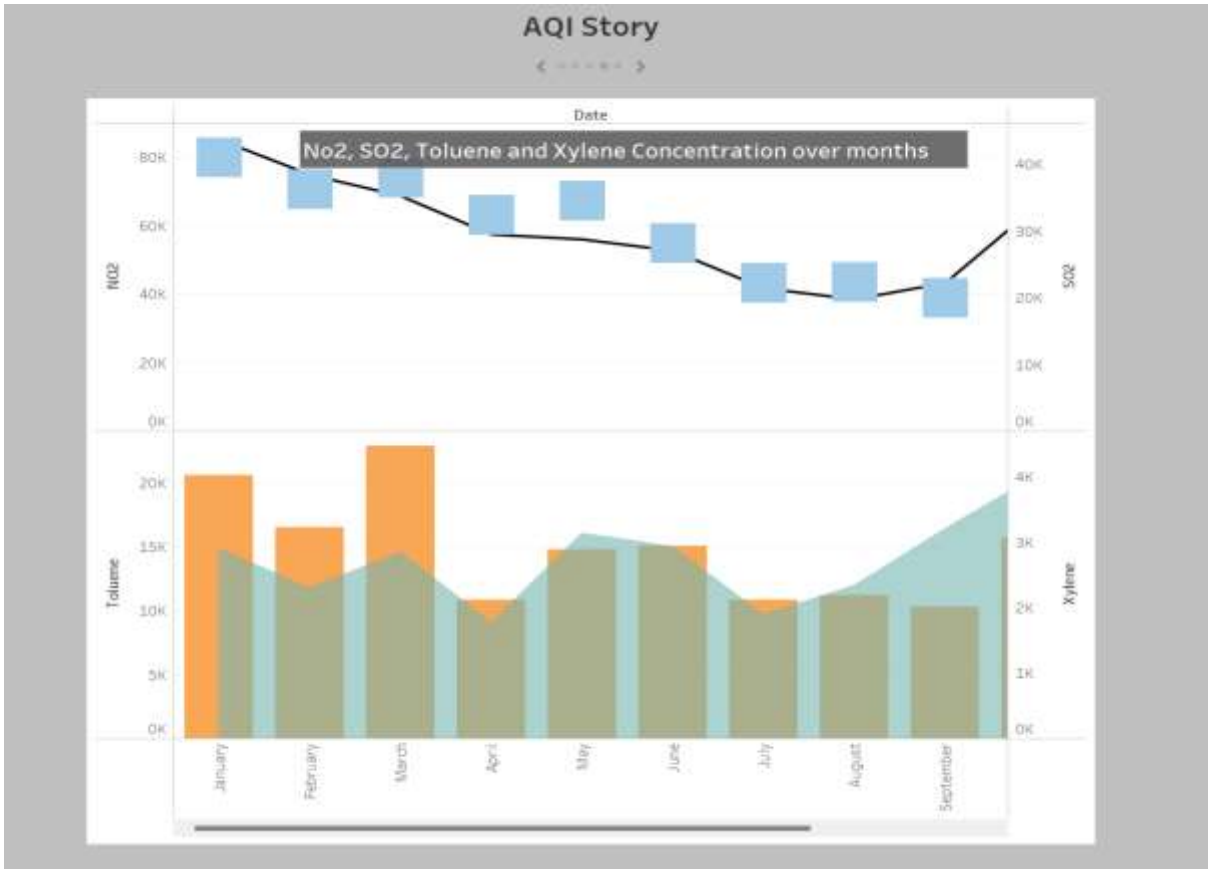
Label and explain:

Use the "Caption" and annotations to highlight trends and significant AQI levels.




AQI Story
CO Concentration over cities
1,436
1,048
1,128
4,220
651
1,182
1,974
257
3,970
2,118
1,417
3,674
631
31,071
CO
61,773
City
Ahmedabad
Aizawl
Amaravati
Amritsar
Bengaluru
Bhopal
Brajrajnagar
Chandigarh
Chennai
Coimbatore
Delhi
Ernakulam
Gurugram
Guwahati
Hyderabad
Jaipur
Jorapokhar
Kochi
Kolkata
Lucknow
Mumbai
Patna
Shillong
Talcher
Thiruvananthap...
Visakhapatnam


AQI Story
City
NH3 Concentration over cities
NH3
110K
100K
90K
80K
70K
60K
50K
40K
30K
20K
10K
0K
10,742
39,691
5,340
26,099
9,048
98,161
2,520
83,994
3,260
5,545
26,676
5,612
14,853
29,469
5,466
709
8,509
13,711
null
Aizawl
Amritsar
Bhopal
Chandigarh
Coimbatore
Ernakulam
Guwahati
Jaipur
Kochi
Lucknow
Patna
Talcher
Visakhapatnam
City
Ahmedabad
Aizawl
Amaravati
Amritsar
Bengaluru
Bhopal
Brajrajnagar
Chandigarh
Chennai
Coimbatore
Delhi
Ernakulam
Gurugram
Guwahati
Hyderabad
Jaipur
Jorapokhar
Kochi
Kolkata
Lucknow
Mumbai
Patna
Shillong
Talcher
Thiruvananthap...
Visakhapatnam


AQI Story
Date
No2, SO2, Toluene and Xylene Concentration over months
NO2
SO2
Toluene
Xylene
January
February
March
April
May
June
July
August
September


AQI Story
Benzene
Benzene & NH3 Concentration over cities
City
NH3
4 nulls
City, Measure Names

25.Create a Data Story for Sale Data.

Creating a Data Story for Sales Data

Prepare sales-related worksheets:

Use bar charts, line charts, and scatter plots showing sales data.

Open the story feature:

Click "New Story" from the Tableau workspace.

Insert visualizations as story points:

Drag each sales chart into the story.

Add explanatory captions:

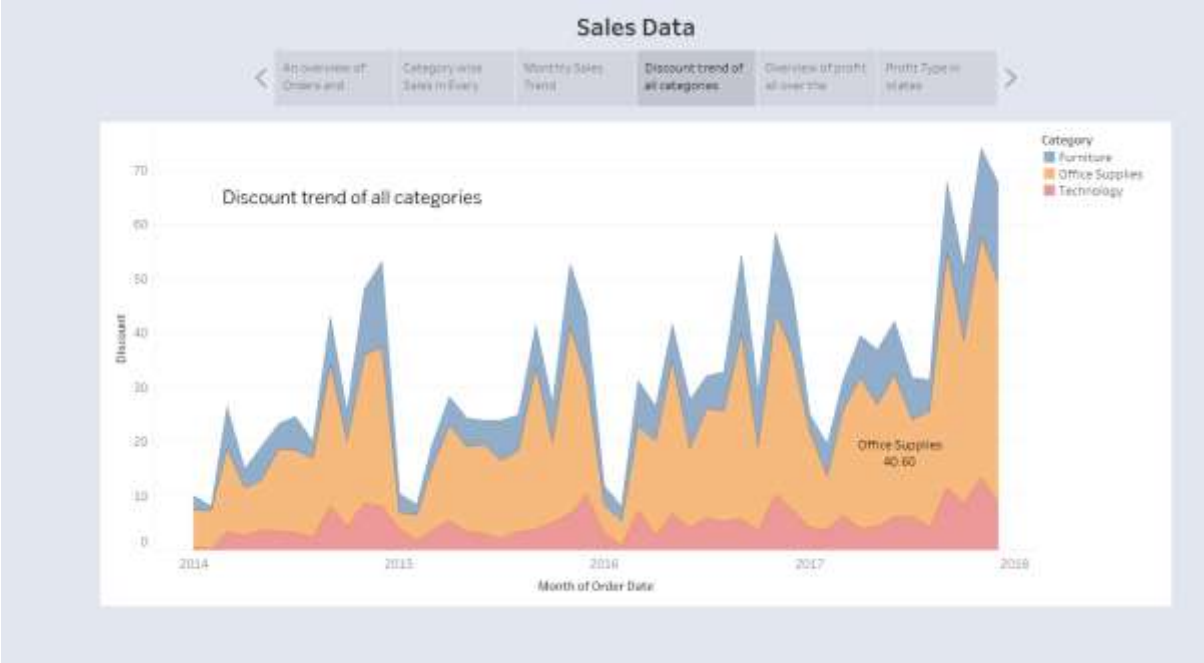
Include captions that outline key sales trends and data-driven insights.

Add navigation:

Include navigation links within text objects to allow smooth movement between story points.


Sales Data
An overview of Orders and
Category wise Sales in Every
Monthly Sales Trend
Discount trend of all categories
Overview of profit all over the
Profit Type in states
Region / Category
Central
East
South
West
Category wise Sales in Every Region
Sales
1800M
1600M
1400M
1200M
1000M
800M
600M
400M
200M
0M
947,413,784
1,006,501,177
314,758,928
441,785,644
1,238,439,747
489,406,943
248,790,509
757,174,812
274,781,714
535,795,629
1,330,861,678
465,428,914
Furniture
Office Supplies
Technology
Region
Central
East
South
West


Sales Data
An overview of Orders and
Category wise Sales in Every
Monthly Sales Trend
Discount trend of all categories
Overview of profit all over the
Profit Type in states
Order Date
2014
2015
2016
2017
Monthly Sales Trend
Sales
120K
100K
80K
60K
40K
20K
0K
February
April
June
August
October
December
Year of Order Date
2014
2015
2016
2017


Sales Data
Discount trend of all categories
Category
Furniture
Office Supplies
Technology
Discount
Office Supplies
40.60
2014
2015
2016
2017
2018
Month of Order Date


Sales Data
Overview of profit all over the country
Washington
Montana
Oregon
Idaho
Wyoming
South Dakota
Nebraska
Nevada
Utah
Colorado
Kansas
California
Arizona
New Mexico
Oklahoma
Texas
Minnesota
Wisconsin
Michigan
Iowa
Illinois
Kentucky
Arkansas
Alabama
Maine
Pennsylvania

26. Create a Complete Dashboard and Story for Customer Segmentation Dashboard.

1.Dashboard

Develop customer segmentation charts:

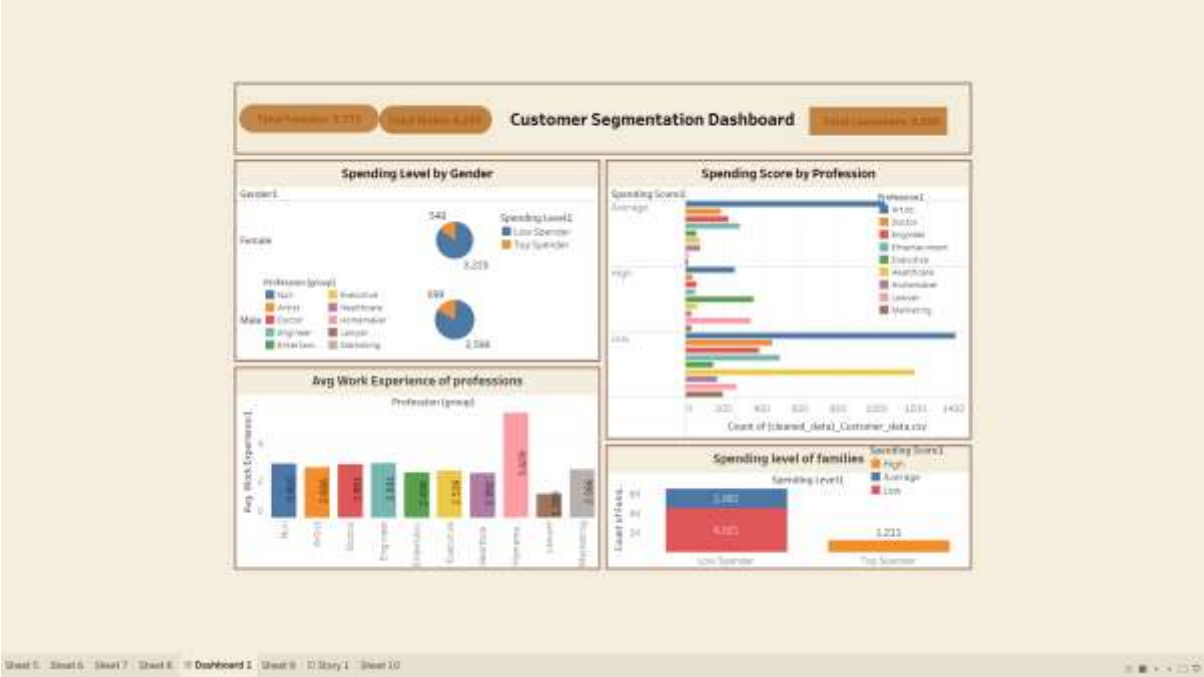
Create pie charts, bar graphs, and demographic visualizations.

Create a dashboard:

Drag the segmentation charts into a new dashboard and arrange them for a comprehensive view.

Add filters and interactions:

Include interactive filters to let users explore different customer segments.



2.Story

Create a story:

Drag the dashboard into a new story point.

Add captions and highlights:

Use captions to guide the viewer through the segmentation insights.


Customer Segmentation Story
Speding in every profession


Customer Segmentation Story
Avg age experience in every profession


Customer Segmentation Story
Customer Segmentation Dashboard
Spending Level by Gender
Spending Score by Profession
Avg Work Experience of professions
Spending level of families

27. To study about extensions in Tableau Dashboard and try to use any two extensions.

Using Extensions in Tableau Dashboards

Open the dashboard where you want to use extensions.

Access the extensions gallery:

Click "Objects" and select "Extension".

Choose an extension:

Browse the Tableau Extension Gallery and select two extensions, such as "Export all" or "Filter Bookmarks capabilities".

Drag and drop the extensions into the dashboard.

Configure the extensions:

Follow the on-screen prompts to set up and integrate them with your data.

Two extensions in dashboard

28. Apply Data Blending to combine data from multiple sources to create a unified visualization, such as integrating sales data with customer demographics.

Applying Data Blending

Connect to multiple data sources in Tableau.

Select primary and secondary data sources:

Ensure that they share at least one common field (e.g., "Customer ID").

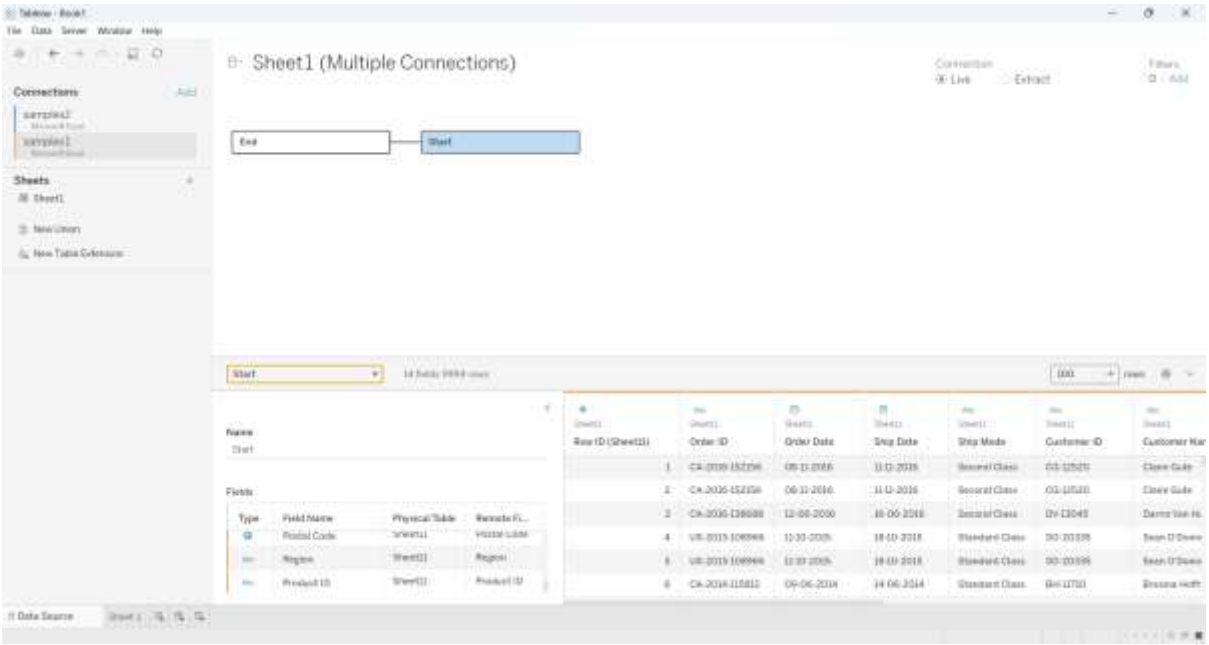
Blend the data:

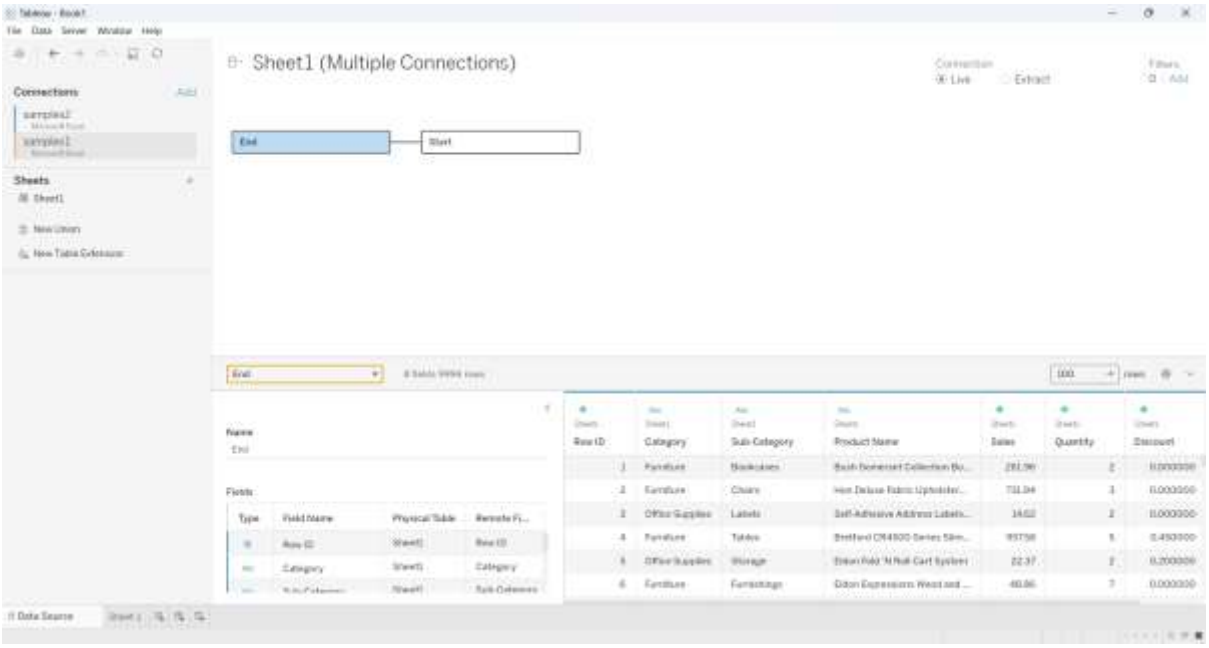
Drag the primary field into the worksheet.

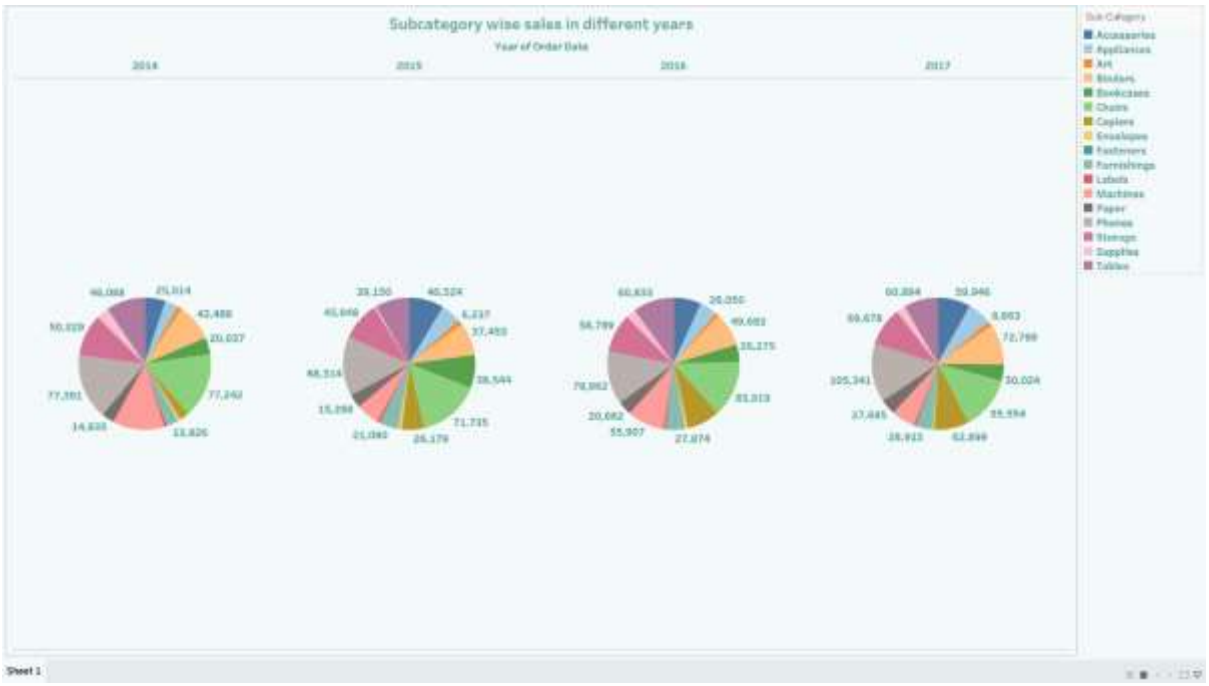
Use a secondary field from the additional data source, marked by a small link icon.

Create unified visualizations:

Use blended fields to build combined charts or dashboards.







29. Create a comprehensive Dashboard and Story for Analysing Marketing Campaign Impact on Sales.

1. Dashboard

Prepare marketing data visualizations:

Create charts like line charts for campaign timelines and bar graphs for conversion rates.

Create a dashboard:

Drag the visualizations into a new dashboard and organize them logically.

Add interactive elements:

Use filters and highlighters to allow users to explore different campaigns.

2. Story

Create a story:

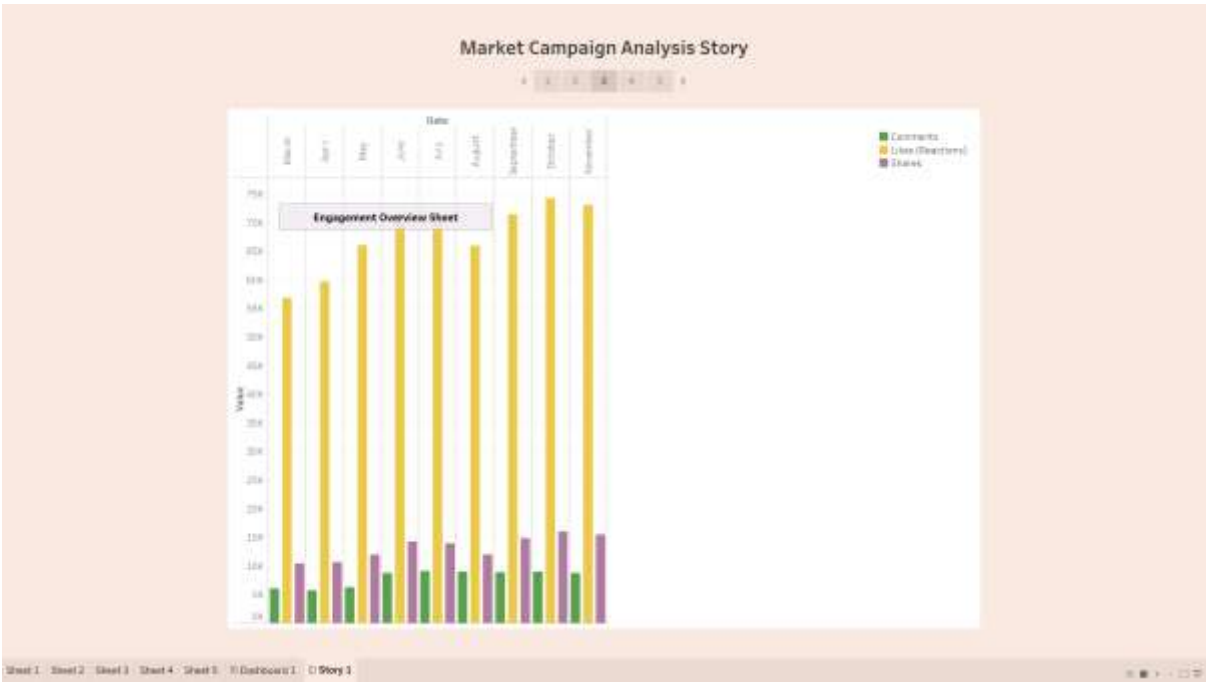
Add the marketing dashboard as a story point.

Explain findings:

Use captions and annotations to describe campaign impacts and CPC.


Market Campaign Analysis Story
Daily Performance Trends


Market Campaign Analysis Story
CTR and CPC Analysis


Market Campaign Analysis Story
Engagement Overview Sheet


Market Campaign Analysis Story
Shares in Different Devices


Market Campaign Analysis Story
Market Campaign Analysis
KPI Overview
Total Impressions: 14,645,449
Total Clicks: 181,586
Total Spend: 163,250
Total Conversion: 40,252
Daily Performance Trends Sheet
Engagement Overview Sheet
Shares in Different Devices
CTR and CPC Analysis

30.Create a comprehensive Dashboard and Story on Social Media Analytics.

1.Dashboard

Import social media data and create visualizations:

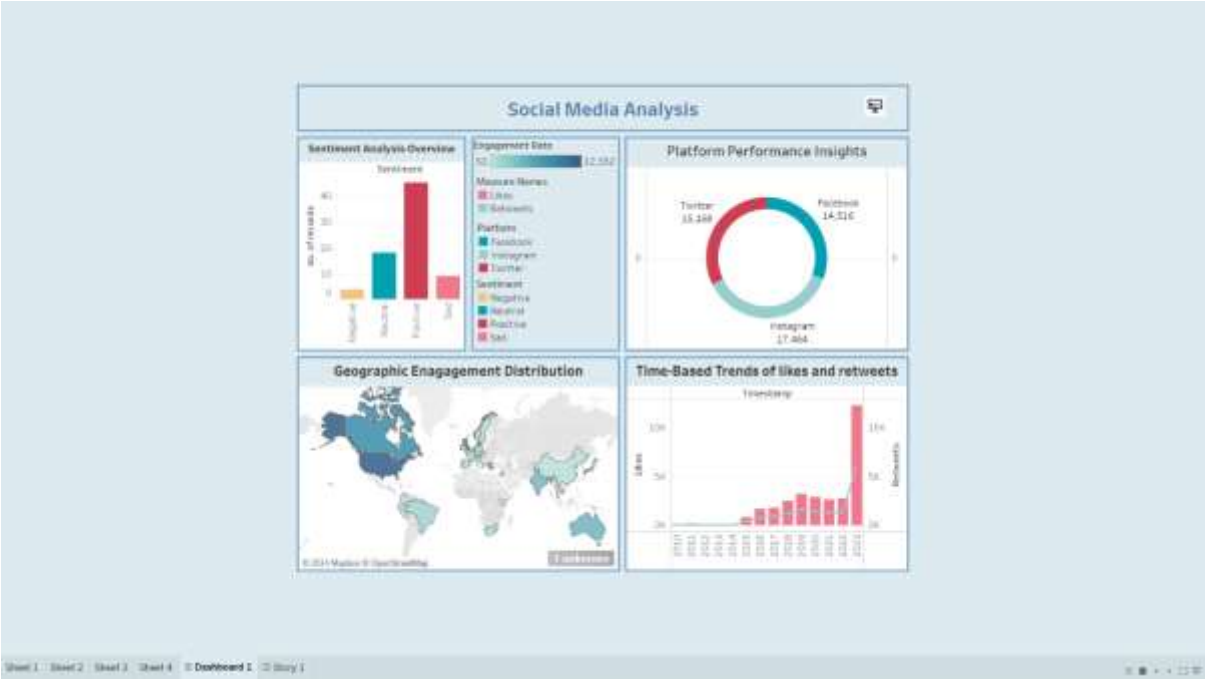
Include engagement rate charts, follower growth line charts, and sentiment-analysis bar charts.

Create a social media analytics dashboard:

Combine all visualizations in a dashboard, adding filters for different platforms or time periods.

Add interactive elements:

Include filters for platform type or date range.



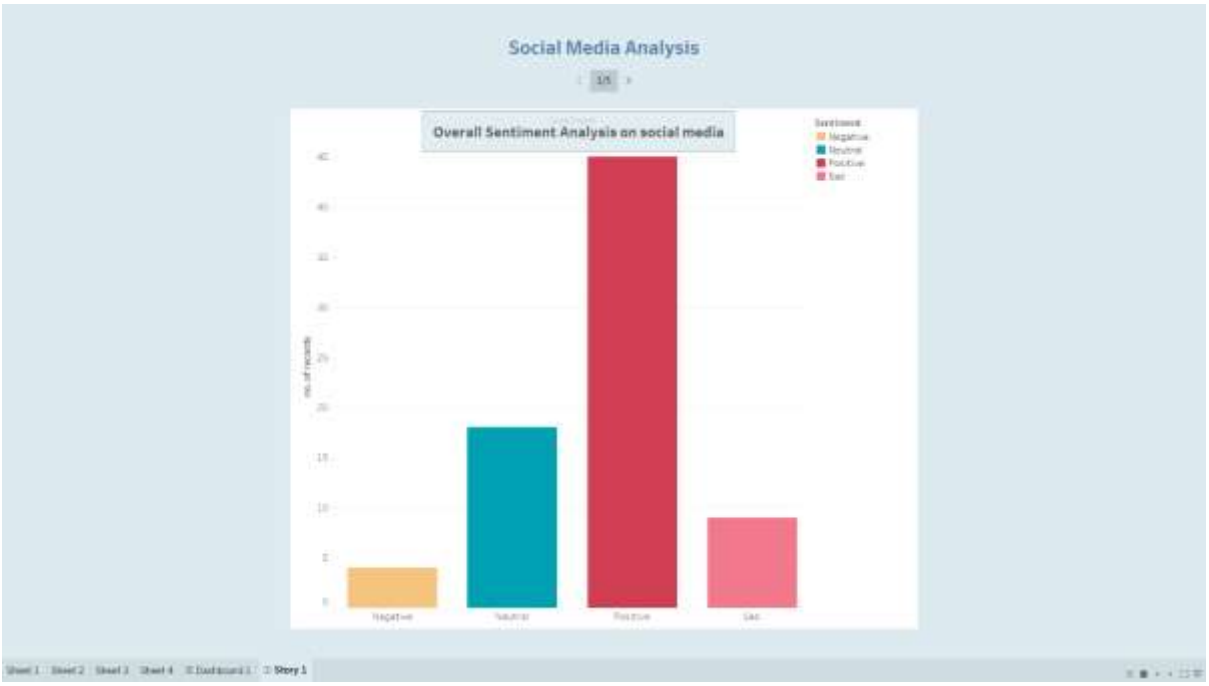
2.Story

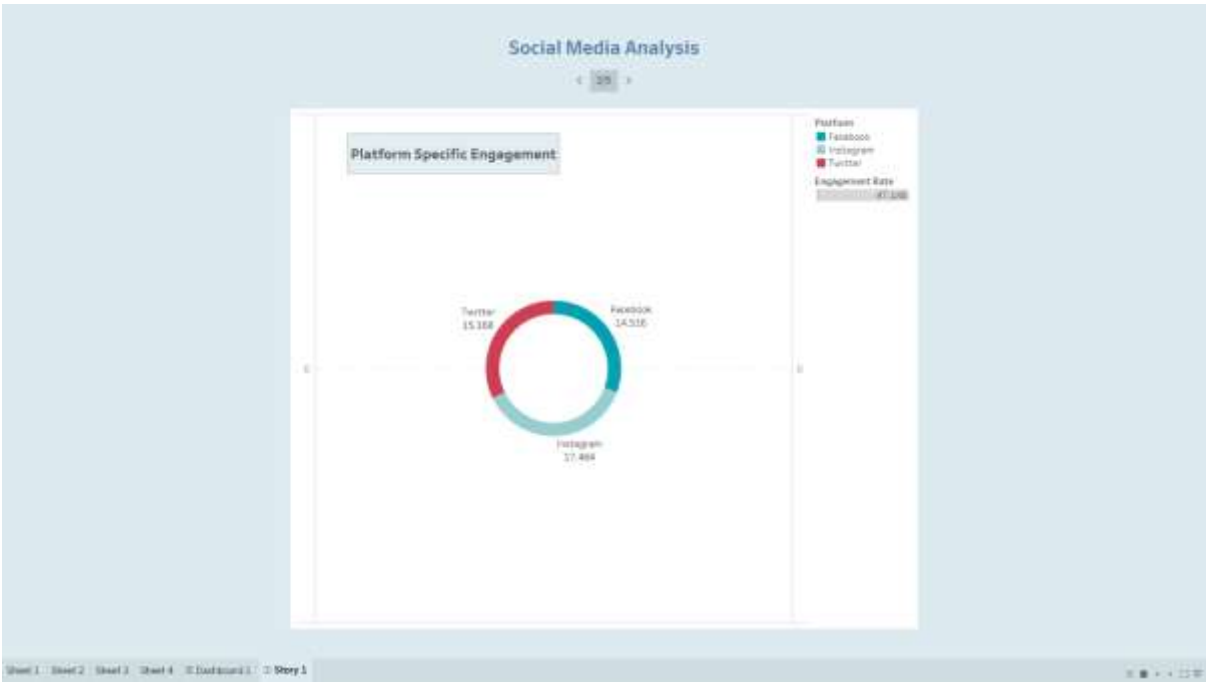
Create a story for presentation:

Drag the dashboard into the story layout and organize story points.

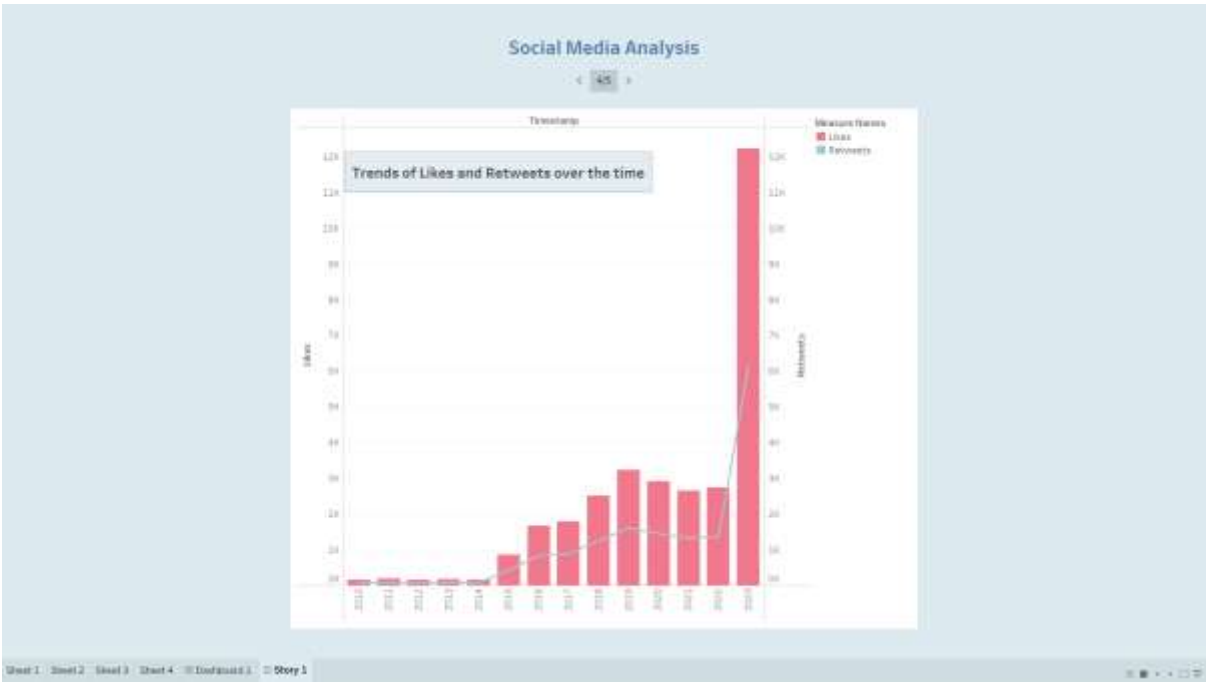
Add context and insights:

Use captions to highlight significant trends and metrics in social media performance


Social Media Analysis
Overall Sentiment Analysis on social media


Social Media Analysis
Platform Specific Engagement


Social Media Analysis
Geographic Insights


Social Media Analysis
Trends of Likes and Retweets over the time


Social Media Analysis
Social Media Analysis
Sentiment Analysis Overview
Platform Performance Insights
Geographic Enagagement Distribution
Time-Based Trends of likes and retweets