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# Tableau Assignment 1 – A Simple Data Analysis

Step 1: Download the data file from Blackboard.

Step 2: Import dataset into Tableau (<https://help.tableau.com/current/pro/desktop/en-us/examples_excel.htm>).

Step 3: Explore the interface of Tableau and familiarize yourself with the dataset.

Step 4: Answer the following questions by analyzing the data in Tableau. Create at least one chart per question to substantiate your response:

1. How do the sales of the various *product categories* compare to forecasts (targets)? Identify products that are doing particularly well/poorly.
2. How have the sales of the various *products* changed over time - have they increased, decreased, or remained unchanged? What could explain these trends?
3. Assuming that returns are indicative of product and service quality (where high returns indicate low quality), which region is receiving the highest quality products/service?

Step 5: Summarize your analysis and answers to the questions from step 4 using the charts you created. Your analysis should be 500 words or more.

Please submit your analysis, your Tableau file, and a .pdf copy of your charts.