Learning Outcomes to be assessed

1. Practical skills in data visualization technologies - ability to visualize and analyse

datasets using Tableau.

Tableau Practical Assignment (100 Marks)

Context

The given Retail.xlsx dataset contains anonymized weekly sales data for 45 stores of a retail

corporation that operates a chain of hypermarkets, discount department stores, and

neighborhood stores.

Data is available from the week of 11/11/2011 to the week of 26/10/2012. It is known that

the stores held several promotional markdown events throughout this one-year period, and

particularly preceding the four holiday weeks – 25/11/2011, 30/12/2011, 10/02/2012,

07/09/2012.

Additional information about this dataset is given in Appendix 1.

2

Task

Create a dashboard that can help analyze the sales patterns across stores and their

departments, focusing on -

1. The effect of markdowns on sales by store type. [20]

2. The effect of markdowns on sales by store and department. [20]

3. The effect of markdowns on sales during the holiday and non-holiday weeks. [20]

In your dashboard, you should demonstrate application of at least one type of LOD calculation,

and that of either set action or parameter action in a way that facilitates better analysis of

data. [20]

Finally, create a story to provide the insights drawn in relation to points 1,2 and 3. [20]

Students must submit: -

Tableau Workbook File (.twb) within a zipped folder

Follow the naming convention:

Tableau file should be named as –

CA1\_Firstname\_Surname.twb

Zipped Folder should be named as –

CA1\_Firstname\_Surname.zip

Assessment Criteria

Dashboard will be graded according to the following criteria:

1. Data quality (visualizations displaying correct data) [Weightage – 50%]

2. Ease-of-understanding (Choice of visualization, formatting (titles, labels, colors, etc.),

presence of filter/parameter controls) [Weightage – 50%]

Story will be graded on the quality of derived insights.

Appendix 1

There are three tabs in the Retail.xlsx excel file – Stores, Sales, and MarkDowns. Relevant

information about the columns in these tabs is given below:

Stores

o Store - the store number

o Type - the type of store (A - hypermarket, B – discount store, C – neighbourhood store) o Size - the size of store (in square feet) Sales

o Store - the store number

o Dept - the department number

o Date - the week

o Weekly\_Sales - net weekly sales for the given department in the given store o IsHoliday - whether the week is a special holiday week

MarkDowns

o Store - the store number

o Date - the week

o MarkDown1-5 - five different promotional markdown types. Data in these columns correspond to absolute markdown values. Markdown rates (discount percentages) are not given. Additionally, these markdown values are not available for all stores all the time. Any missing value is marked with a 0

o IsHoliday - whether the week is a special holiday week