Saffron\_pulp’s manager Alkanet\_Root comes to you with a request to build out a dashboard that he can use to review with each individual merchant owner. He wants visualizations to be able to answer his questions:

1. Are txncounts increasing?
2. Is transaction conversion increasing?
3. Which of the merchant owners is experiencing the most transaction growth? User growth?
4. Which of the merchants had the highest new user revenue usd growth week on week, and which week was it?
5. Which merchants have the highest margins?

He also asks you to forecast a high, medium, and low scenario for December’s revenue projections for each merchant on a visualization.

Use Tableau public (<https://public.tableau.com/en-us/s/>) to create a workbook with visualizations. Add filters for Alkanet\_Root and his team.

You will be asked to present your findings to a group. Please be prepared to state your thought process, design process, and any questions that you would have liked to ask Saffron\_pulp or Alkanet\_Root.