Lab 00 Week 02 Worksheet

The D³M process applied to the Supermarket Sales data

Step 1: Define an Objective

- **Prompt:** What operational or business question are you trying to answer?

- Example: "Which product line has the lowest average customer rating, and how can we address it?"

Write your own objective here: _____

_____

Step 2: Establish a Hypothesis

- **Prompt:** What do you expect the data will reveal? Why?

- Example: "I hypothesize that Electronic Accessories has the lowest customer ratings because customers may face issues with functionality or durability."

Write your hypothesis here: _____

_____

Step 3: Analyze and Visualize

- **Task:** Create visualizations in Tableau to answer the questions:

1. **Which product line has the lowest average customer rating?**

2. **Does this differ by store branch?**

3. **How have customer ratings changed over time?**

Write your analysis steps here: _____

_____

Step 4: Interpret Results

- **Prompt:** Summarize your key findings:

- What do the results tell you about your hypothesis? Were there any surprises?

- What actionable recommendations can you make based on your analysis?

Write your interpretation here: _____

_____

Step 5: Communicate Insights

- **Task:** Use Tableau to create a **dashboard** combining your key visualizations.

- **Prompt:** Imagine presenting this to the store manager. Summarize your insights in 1–2 sentences: _____

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Questions or Reflections

Use this space to jot down any questions or reflections you have about the lab session.

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