

FUNDAMENTALS OF DATA ANALYTICS WITH TABLEAU

PROJECT TITLE

Estimation Of Business Expenses

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NM2023TMID27998

TEAM MEMBERS:

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COLLEGE**

SIVAGANGAI-630561

Estimation Of Business Expenses

Introduction:

Description of project:

This report deal's into the fascinating realm of business expenses and provides a visual exploration of the various expenditures incurred by different businesses. It showcases the distribution of expenses, identifies key cost drivers, and highlights areas of potential optimization or concern. The visual representations allow for intuitive analysis, facilitating a deeper understanding of expenditure patterns and their implications for business performance. Decision-makers, financial analysts, and stakeholders can gain valuable insights into the financial health of businesses, identify areas of inefficiency or opportunity, and make informed decisions to optimize resources and drive growth. To Extract the Insights from the data and put the data in the form of visualizations, Dashboards and Story we employed Tableau tool.

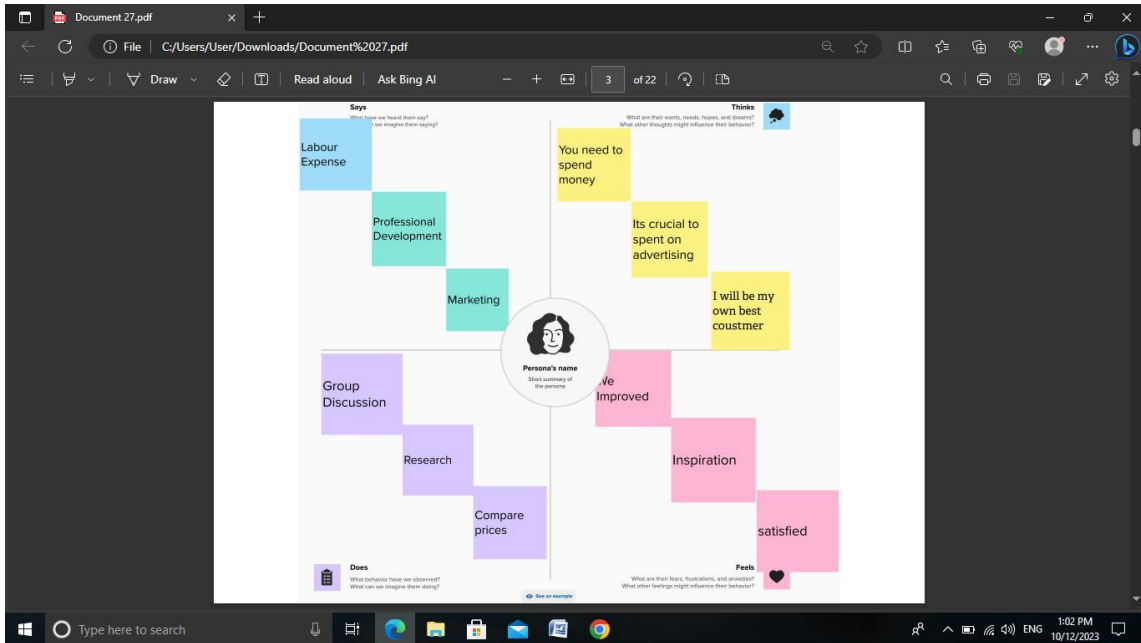
Uses:

Its help user to create different charts , graps ,maps,task code and storing to analysis to help in make in business distination.

Problem Definition & Design Thinking:

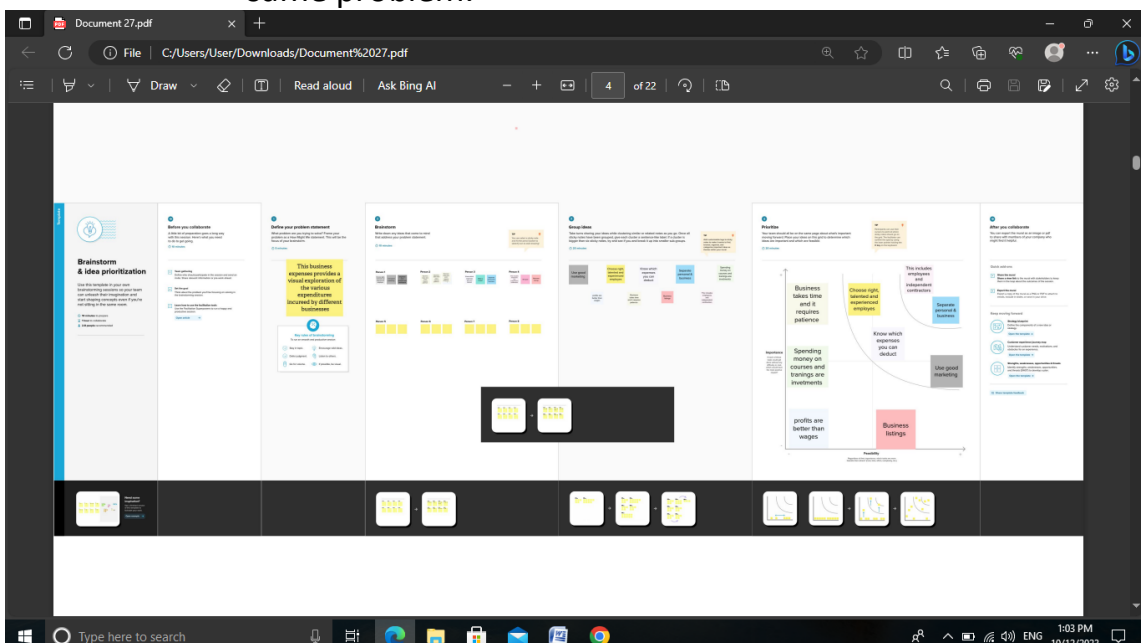
EMPATHY MAP:

- First we make a empathy map for a group idea .To create a empathy map from mural web site and logic with email account and search the templates that you wanted to create.



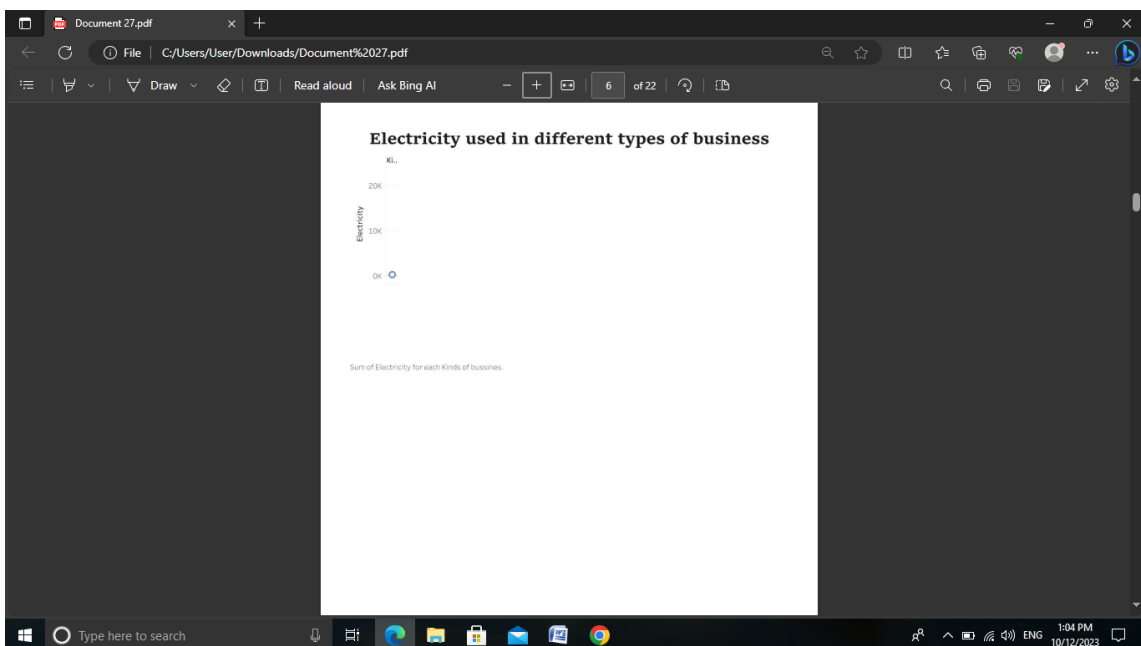
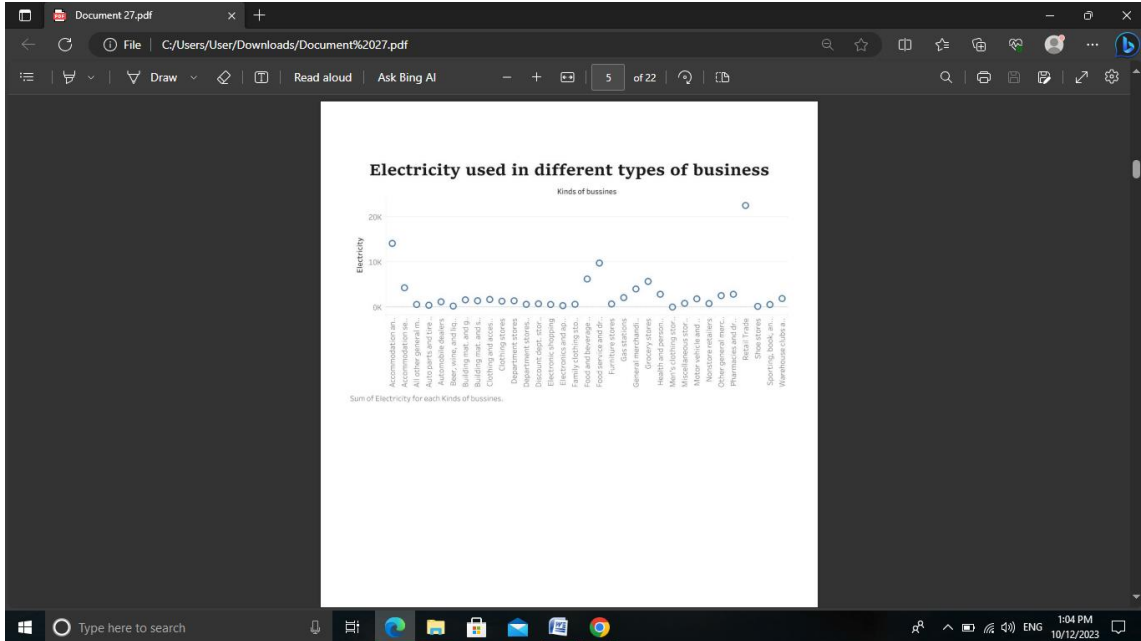
BRAINSTORMING MAP:

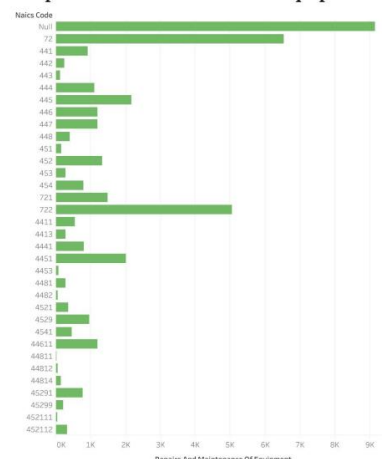
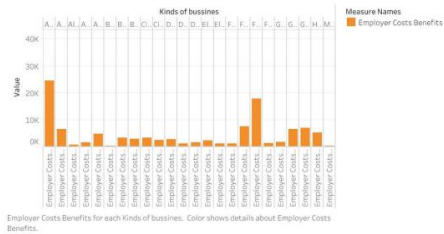
- Then make a brainstorm map with mural website. I brainstorm we discussed the define problem and understand the problem. First we have defined what are the problems and types in the question box. Then it is a group idea and write in the box as person1, person2 and person 3. Now three person give different idea for the same problem.

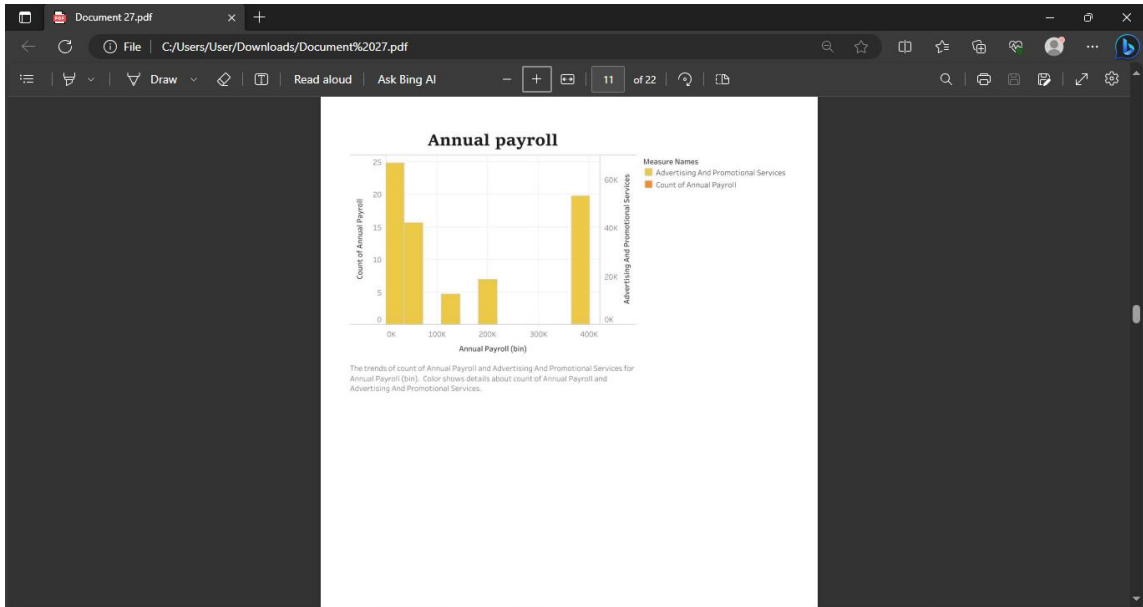


PROCEDURE FOR TABLEAU PROJECT:

- Before opening the tableau desktop we had download the dataset for your project.
- after download the dataset we open the tableau desktop.
- After opening the selected link connect to data, select the “more” option and select the dataset.







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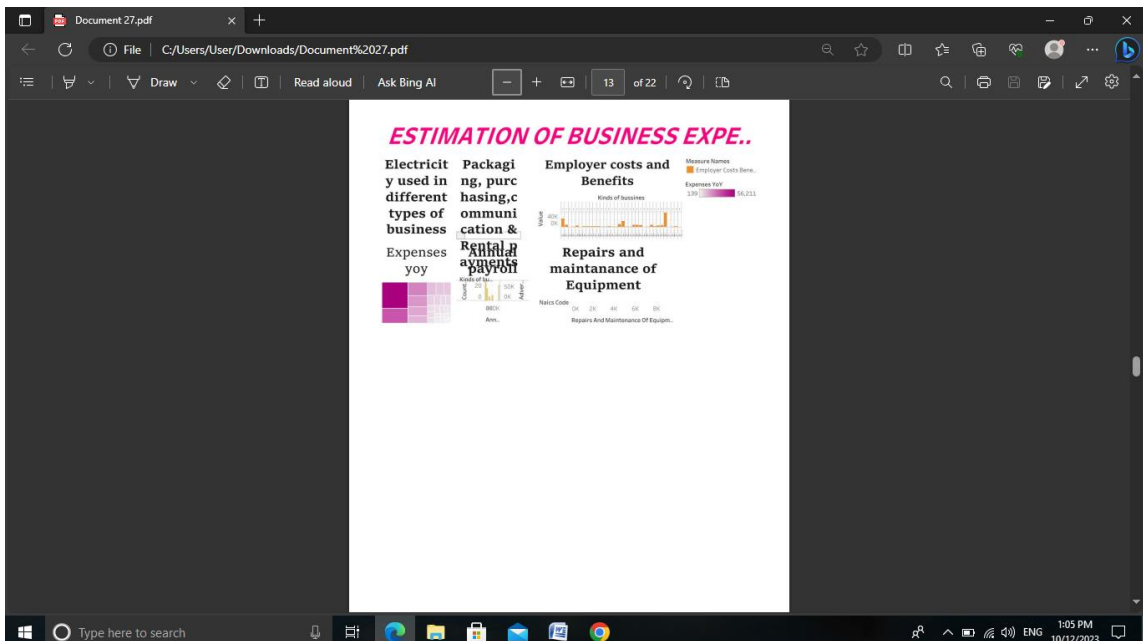
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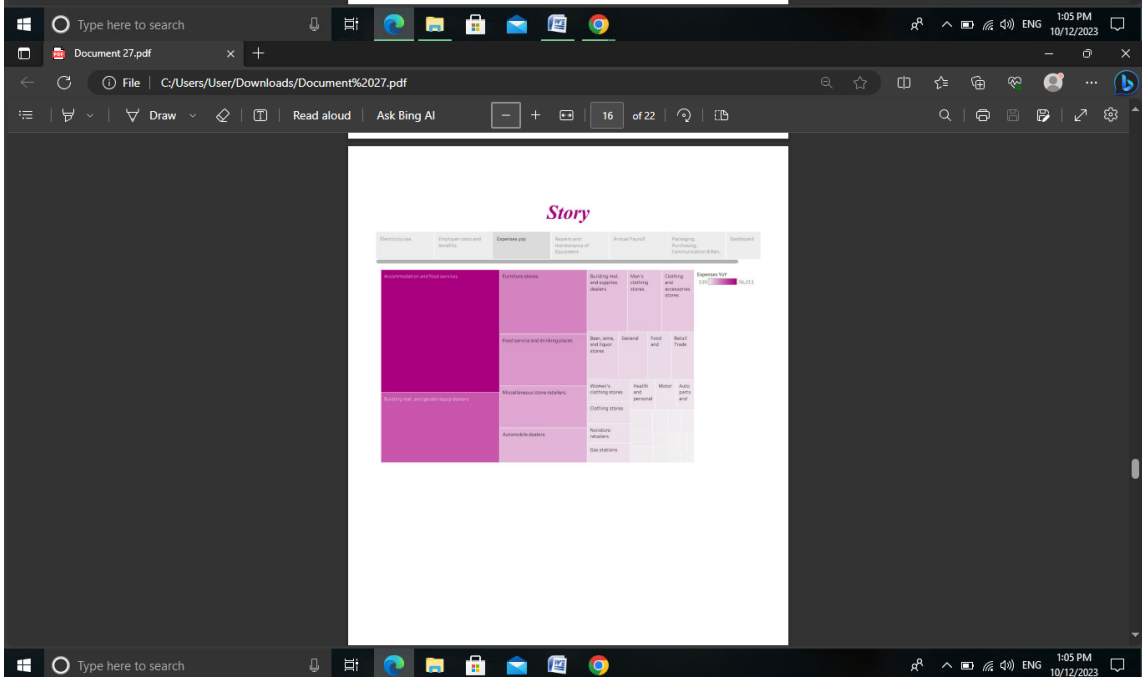
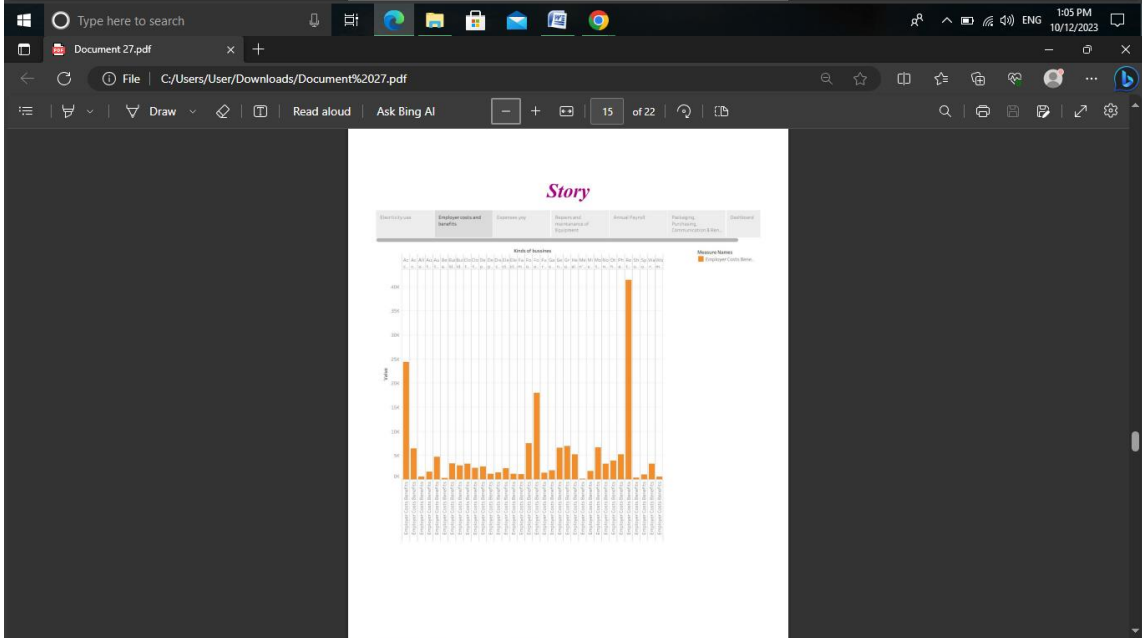
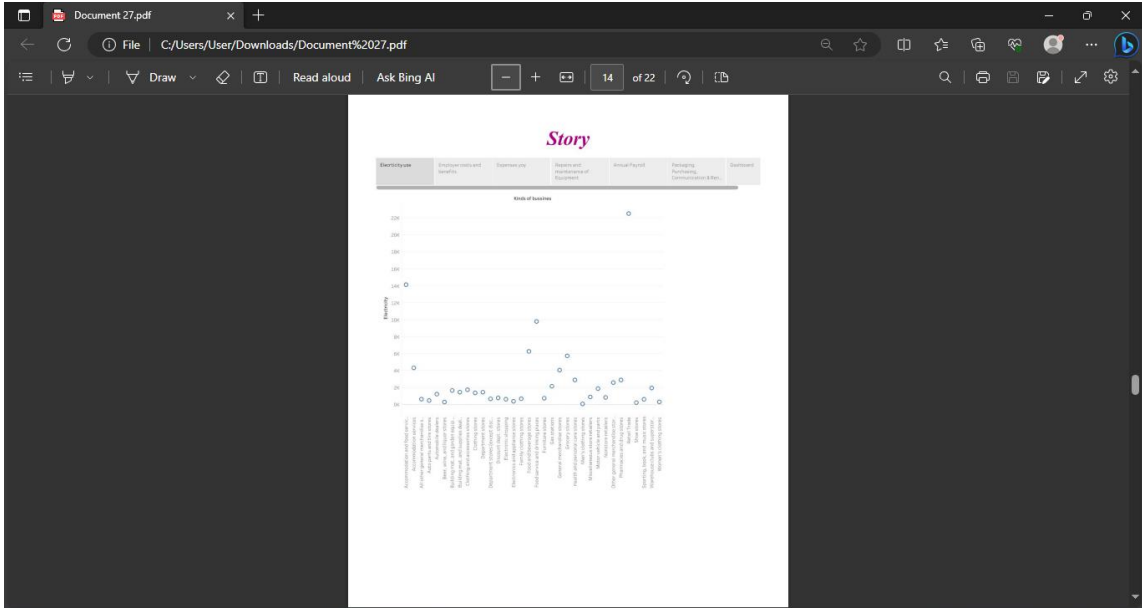
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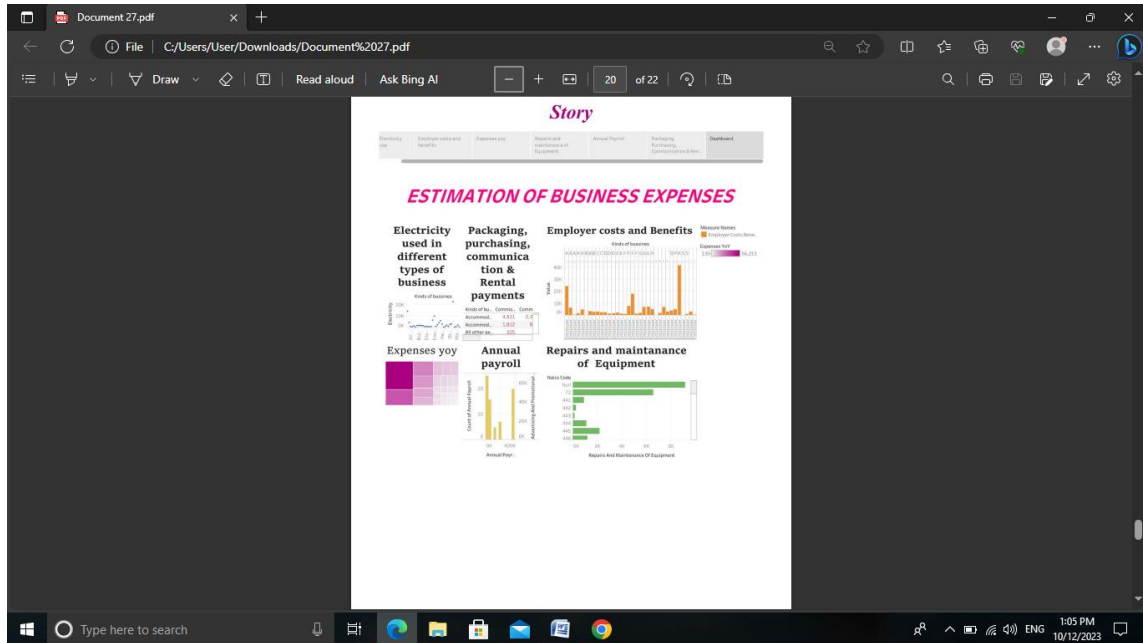
Packaging, purchasing, communication & Rental payments

Kinds of business	Commis. ...	Commis. ...	Packagi. ...	Parts A. ...	Purchas. ...	Rental ...	Rental ...
Accommodation and food ...	4,511	2,380	4,802	13,841	658	1,710	32,622
Accommodation services	1,823	863	95	4,076	353	682	3,152
All other general merch...	225	76	108	150	17	45	2,639
Auto parts and tire stores	1,214	317	39	727	50	96	2,510
Automobile dealers	1,011	612	90	1,537	288	228	6,461
Beer, wine, and liquor sto...	1,214	72	46	104	14	30	1,294
Building mat. and garden...	429	620	150	1,480	198	610	4,342
Building mat. and supplie...	427	533	94	1,140	170	476	2,746
Clothing and accessories...	295	770	747	1,344	287	171	16,613
Clothing stores	196	569	636	1,032	259	119	11,623
Department stores	1,214	290	229	886	172	132	2,242
Department stores (excep...	1,214	323	143	306	100	45	1,020
Discount dept. stores	1,214	369	88	580	73	87	1,222
Electronic shopping	2,130	737	747	848	561	388	8,228
Electronics and appliance...	1,214	809	46	453	154	123	2,451
Family clothing stores	1,214	242	293	518	172	58	4,161
Food and beverage stores	313	608	2,224	2,570	204	413	12,287
Food service and drinking...	2,699	1,516	4,706	9,165	305	1,078	29,489
Furniture stores	869	804	154	528	88	114	5,083
Gas stations	190	395	138	1,031	81	234	4,695
General merchandise stor...	225	500	424	2,031	196	736	6,181
Grocery stores	189	476	2,016	2,329	184	344	10,262
Health and personal care...	161	737	803	2,262	264	375	9,312
Men's clothing stores	52	36	27	42	5	10	606
Miscellaneous store retail...	188	444	242	793	66	153	5,883
Motor vehicle and parts	3,157	1,040	150	2,475	467	337	9,947
Nondurable retailers	1,145	737	790	1,480	550	488	4,031
Other general merchandi...	225	258	195	1,616	24	104	5,939
Pharmacies and drug stor...	1,214	737	803	2,262	264	375	9,312
Retail Trade	7,340	7,799	5,802	10,964	2,583	3,461	97,439
Shoe stores	1,214	88	49	113	18	15	3,008
Sporting, book, and musi...	492	250	169	392	99	52	3,889
Warehouse clubs and sup...	1,214	180	67	1,467	7	59	5,361
Women's clothing stores	1,214	365	175	285	50	21	4,186

Commission Expense Amount, Communication Services, Packaging Materials And Containers, Parts And Supplies Not For Resale, Purchases Of Software, Rental Payment For Machinery and Rental Equipment For Business, Rental Payment For Equipment and Supplies







ADVANTAGES:

- Tableau, we can easily build and iterate on visualization with a drag and drop experience and dynamic preview.
- Ask new questions, spot trends, identify opportunities and make data-driven decisions with confidence.

DISADVANTAGES:

- It's too expensive for some users.
- There are limited output options.
- Need manual effort.

APPLICATION:

- ✓ It helps users to create difference charts, graphs, maps, dashboards and stories to analyze data to help in making business decisions.

CONCLUSION:

- ✓ Tableau is a powerful data visualization tools that can help business make better informed decisions

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FUTURE SCOPE:

- ✓ Tableau developers have a range of job titles to choose from computer architect, business intelligence developer, business object developer, data analyst ... once you become a certified professional, in tableau from a reputable institute your options are endless.