Part1:

Dataset Used:

P1-PersonalVehicleSalesGlobal.xlsx

Visualization Process:

1. Cleaned the dataset

Graphical user interface, application

Description automatically generated

1. A. Created a stacked bar to show number of vehicle sale (in million) per year

B. Showing the dataset in terms of percentage. It gives a clear view of what percentage of data was sold in what continents.

Table

Description automatically generated

1. Vehicle sold by country.

Graphical user interface, application

Description automatically generated

Part 2:

Dataset Used:

P1-StartupExpansion.xlsx

Visualization:

Follow the process.

1. Showing two reasons.

Map

Description automatically generated

1. It shows revenue per region, Average Sales per region, Average marketing spend, Average Revenue.

Map

Description automatically generated

1. Created a highlighter to show new and old expansion of startups. Highlighted are new.
2. Showing New Expansion.

Map

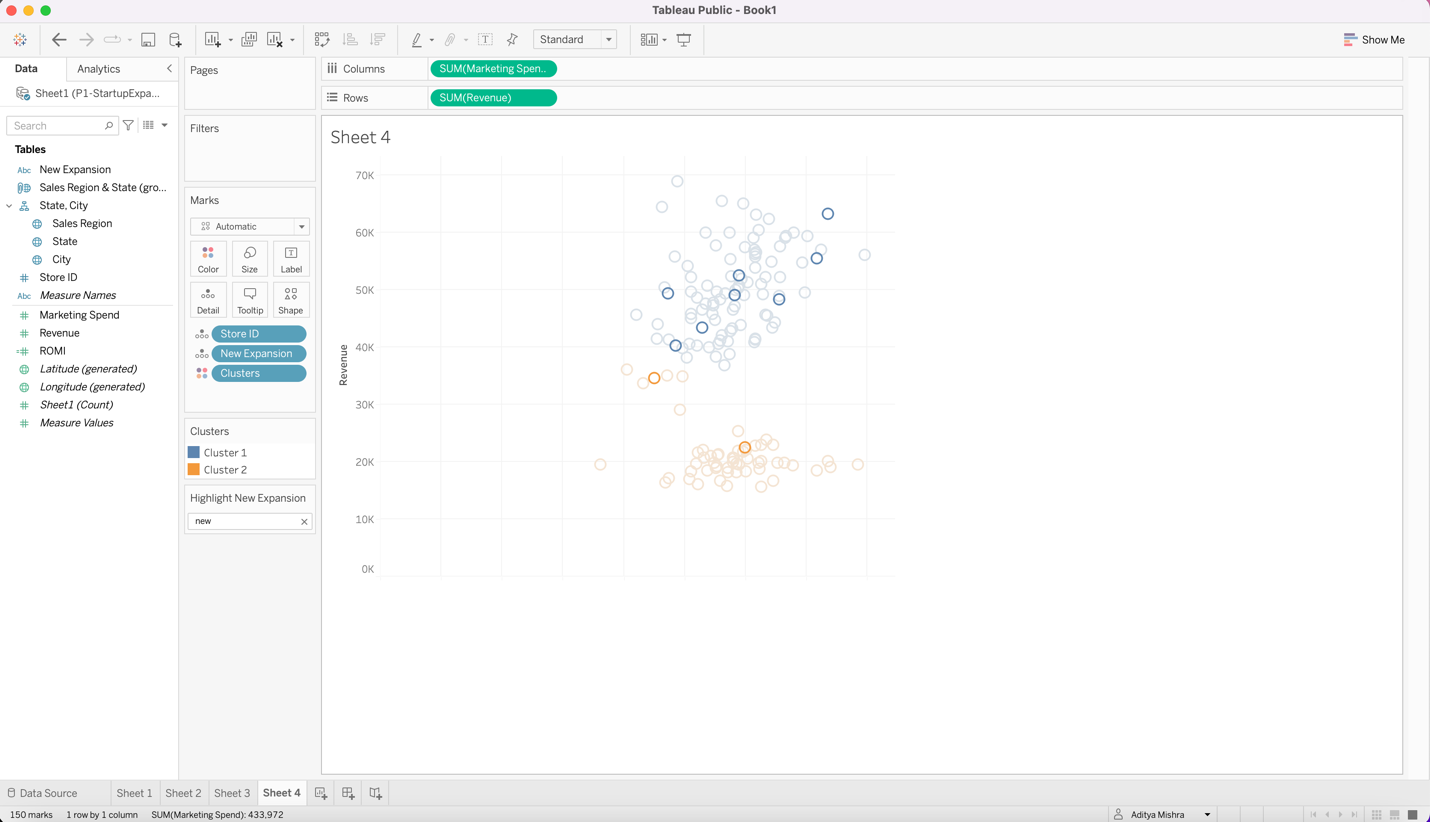
Description automatically generated

1. Showing Old Startup

Graphical user interface, application

Description automatically generated with medium confidence

1. Created a cluster for both regions.
2. New expansion in a cluster.



1. Cluster of old expansion.

Graphical user interface, chart, scatter chart

Description automatically generated

1. Attached a Trend Line to analyze the expansion. Found the slope of all three cluster.
2. Old branches.

Chart, scatter chart

Description automatically generated

1. New Expansion.

Chart, scatter chart

Description automatically generated

1. As per our analysis, our highest slope is for the expansion in the blue range which means this expansion will give the most revenue per dollar.

Chart, scatter chart

Description automatically generated

1. Created a dashboard for the expansion which includes both map and our clustering.

Graphical user interface, application, scatter chart

Description automatically generated

1. After analyzing the company data, we can determine that if the company wants to invest more in 4 branches and get maximum return then they should invest in the blue region which falls in California, Illinois and New jersey. The exact location of their respective city is shown in the picture.

Graphical user interface, application

Description automatically generated

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