



DATA ANALYTICS WITH TABLEAU



ARASU COLLEGE OF ARTS AND SCIENCE FOR WOMEN, KARUR.

WELCOMES YOU ALL



UNVEILING MARKET INSIGHTS: ANALYSING
SPENDING BEHAVIOUR AND IDENTIFYING
OPPORTUNITIES FOR GROWTH.



III.B.Sc PHYSICS

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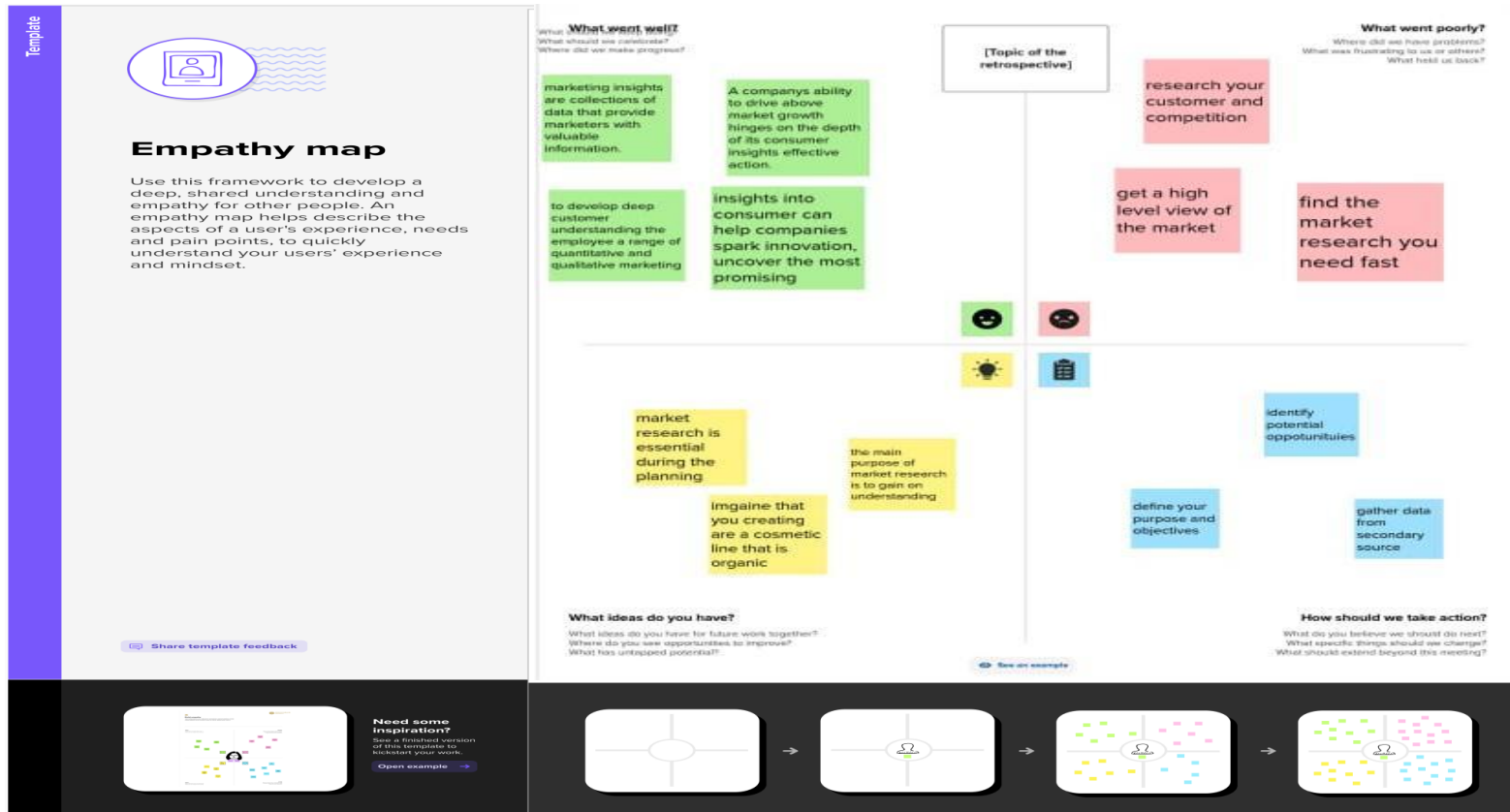


INTRODUCTION

- Wholesaling or distribution is the sale of goods to retailer to industrial, commercial, institutional or other professional businessman to other wholesaler.
- The retailer then sells the goods to the end consumer at a higher price marking a profit.
- The consumption and production of marketer food are spatially separated.
- Production is primarily in rural areas while consumption is mainly in urban areas.
- This project aims to analyse customer spending behaviour and identifying opportunities for growth by learning data analytics and data – driven decisions – marking.



EMPATHY MAP



BRAINSTORM

Brainstorm & idea prioritization

Use this template to generate and prioritize ideas for your next project. It's a great way to get everyone's input and to make sure you're focusing on the most important ideas.

- 1. Generate ideas
- 2. Prioritize ideas
- 3. Implement ideas

Before you collaborate

1. Set the context: What's the goal of the session? What's the topic? What's the time limit?

2. Set the ground rules: What's the format? What's the process? What's the feedback loop?

3. Set the expectations: What's the outcome? What's the next step? What's the follow-up?

Define your problem statement

1. What's the problem? What's the goal? What's the context?

2. What's the solution? What's the process? What's the feedback loop?

3. What's the outcome? What's the next step? What's the follow-up?

Brainstorm

1. What's the problem? What's the goal? What's the context?

2. What's the solution? What's the process? What's the feedback loop?

3. What's the outcome? What's the next step? What's the follow-up?

Group ideas

1. What's the problem? What's the goal? What's the context?

2. What's the solution? What's the process? What's the feedback loop?

3. What's the outcome? What's the next step? What's the follow-up?

Finalize

1. What's the problem? What's the goal? What's the context?

2. What's the solution? What's the process? What's the feedback loop?

3. What's the outcome? What's the next step? What's the follow-up?

After you collaborate

1. What's the problem? What's the goal? What's the context?

2. What's the solution? What's the process? What's the feedback loop?

3. What's the outcome? What's the next step? What's the follow-up?



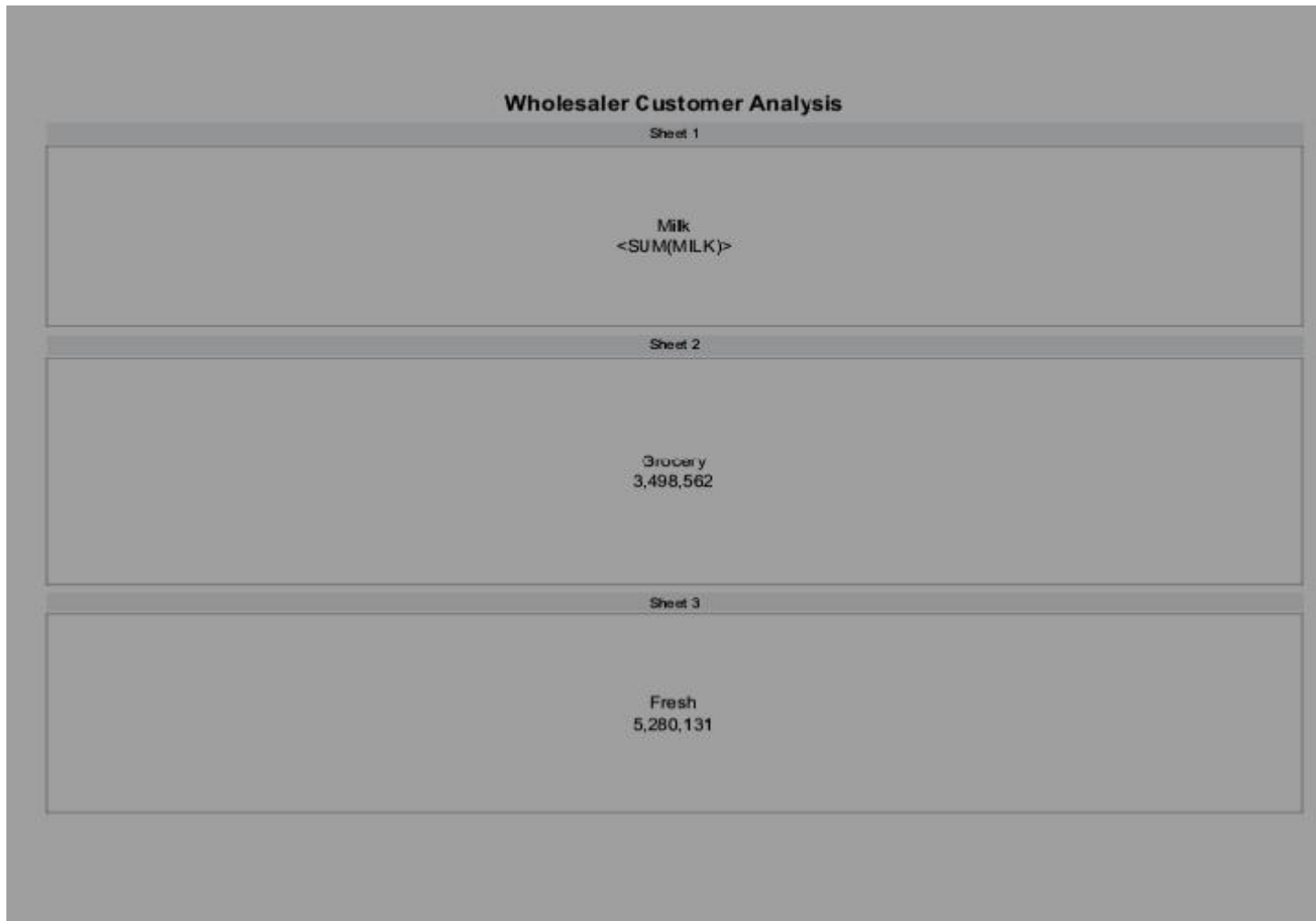
DATA SET

Channel	Region	Fresh	Milk	Grocery	Frozen	Detergents_Paper	Delicassen
2	3	12669	9656	7561	214	2674	1338
2	3	7057	9810	9568	1762	3293	1776
2	3	6353	8808	7684	2405	3516	7844
1	3	13265	1196	4221	6404	507	1788
2	3	22615	5410	7198	3915	1777	5185
2	3	9413	8259	5126	666	1795	1451
2	3	12126	3199	6975	480	3140	545
2	3	7579	4956	9426	1669	3321	2566
1	3	5963	3648	6192	425	1716	750
2	3	6006	11093	18881	1159	7425	2098
2	3	3366	5403	12974	4400	5977	1744
2	3	13146	1124	4523	1420	549	497
2	3	31714	12319	11757	287	3881	2931
2	3	21217	6208	14982	3095	6707	602
2	3	24653	9465	12091	294	5058	2168
1	3	10253	1114	3821	397	964	412
2	3	1020	8816	12121	134	4508	1080
1	3	5876	6157	2933	839	370	4478
2	3	18601	6327	10099	2205	2767	3181
1	3	7780	2495	9464	669	2518	501
2	3	17546	4519	4602	1066	2259	2124
1	3	5567	871	2010	3383	375	569
1	3	31276	1917	4469	9408	2381	4334
2	3	26373	36423	22019	5154	4337	16523
2	3	22647	9776	13792	2915	4482	5778
2	3	16165	4230	7595	201	4003	57
1	3	9898	961	2861	3151	242	833
1	3	14276	803	3045	485	100	518
2	3	4113	20484	25957	1158	8604	5206
1	3	43088	2100	2609	1200	1107	823
1	3	18815	3610	11107	1148	2134	2963
1	3	2612	4339	3133	2088	820	985
1	3	21632	1318	2886	266	918	405
1	3	29729	4786	7326	6130	361	1083
1	3	1502	1979	2262	425	483	395
2	3	688	5491	11091	833	4239	436
1	3	29955	4362	5428	1729	862	4626
2	3	15168	10556	12477	1920	6506	714
2	3	4591	15729	16709	33	6956	433
1	3	56159	555	902	10002	212	2916
1	3	24025	4332	4757	9510	1145	5864
1	3	19176	3065	5956	2033	2575	2802
2	3	10850	7555	14961	188	6899	46
2	3	630	11095	23998	787	9529	72
2	3	9670	7027	10471	541	4618	65
2	3	5181	22044	21531	1740	7353	4985
2	3	3103	14069	21955	1668	6792	1452
2	3	44466	54259	55571	7782	24171	6465
2	3	11519	6152	10868	584	5121	1476
2	3	4967	21412	28921	1798	13583	1163
1	3	6269	1095	1980	3860	609	2162
1	3	3347	4051	6996	239	1538	301
2	3	40721	3916	5876	532	2587	1278
2	3	491	10473	11532	744	5611	224
1	3	27329	1449	1947	2436	204	1333



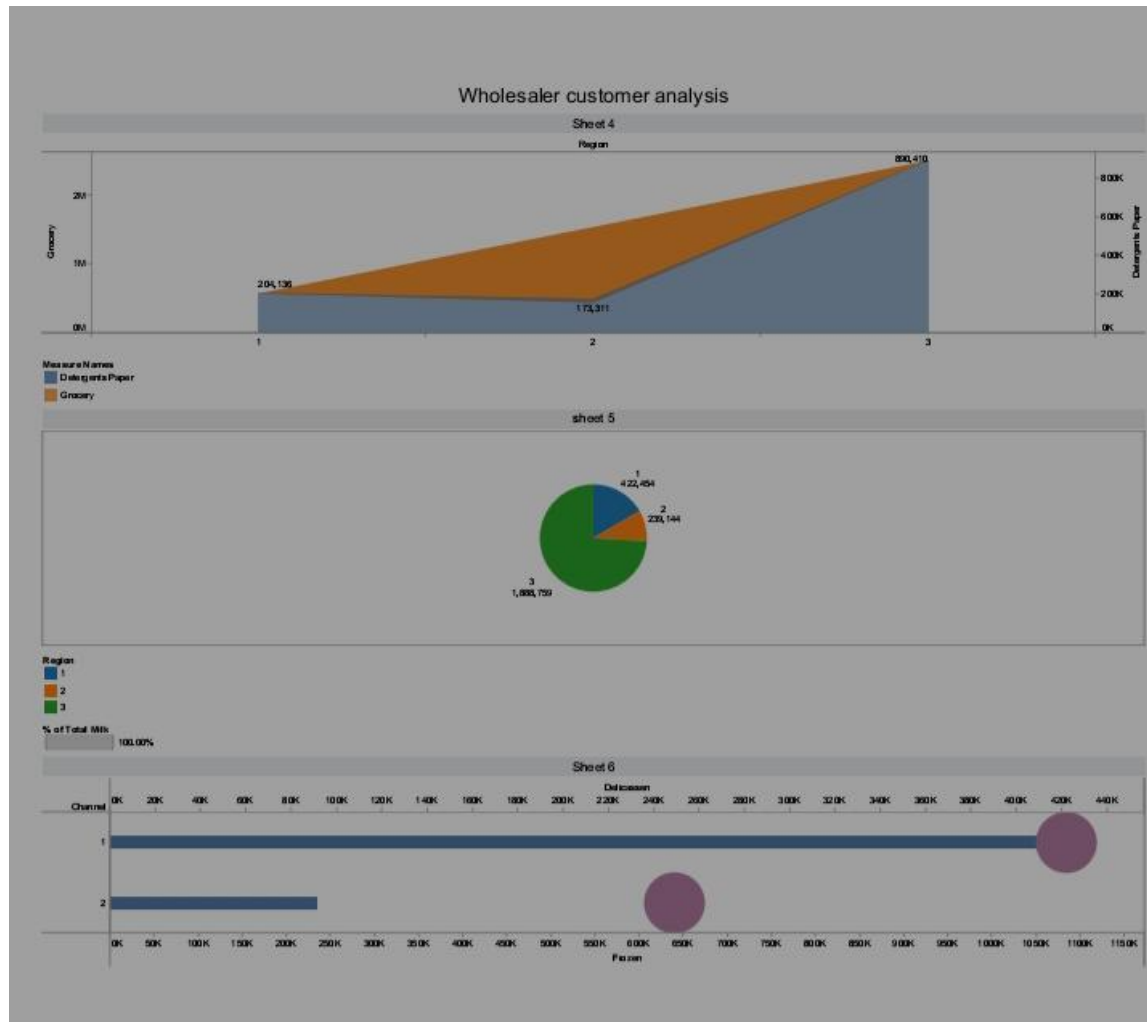
ACTIVITY 01

DASHBOARD 01



ACTIVITY 02

DASHBOARD 02



ACTTIVY 04

STORY 01

Story 1

Wholesaler Customer
Analysis Dashboard

Wholesaler Customer
Analysis Dashboard

Wholesaler Customer Analysis

Sheet 1

Milk
<SUM(MILK)>

Sheet 2

Grocery
3,498,562

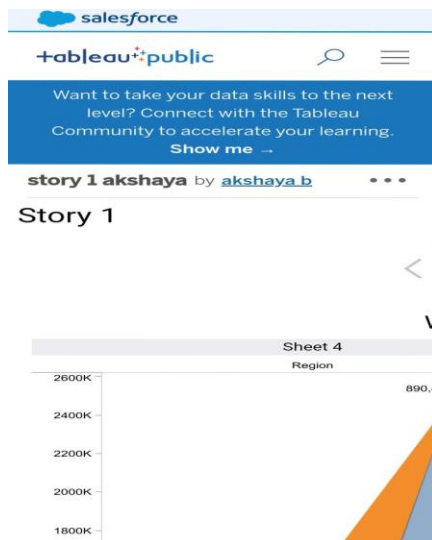
Sheet 3

Fresh
5,280,131



WEB INDEX

- <https://public.tableau.com/app/profile/akshaya.b8143/viz/story1akshaya/Story1?publish=yes>
- <https://public.tableau.com/app/profile/akshaya.b8143/viz/dashboard2akshaya/Dashboard2?publish=yes>
- <https://public.tableau.com/app/profile/akshaya.b8143/viz/dashboard1akshaya/Dashboard1?publish=yes>



○ Advantages

1. Marketing research keeps business unit in touch with the latest market trends and offers guidance for facing market situation with confidence.
2. It facilitates production as per consumer demand and preferences. MR pinpoints the deficiencies as regards product, pricing, promotion, etc.

○ Disadvantages

- While there are important market research advantages, it's equally important for business to be aware of the potential drawbacks.
- The first disadvantage is the cost and time involved.



CONCLUSION

- Marketing research is crucial for ensuring that a company can understand the mindset of its customer.
- Based on the findings of these reports, they can develop product that can fulfill customers requirements.
- This information is then analysed and relevant data points are interpreted to draw conclusions about how the product may be optimally designed and marketed to the market segment for which it is intended.



