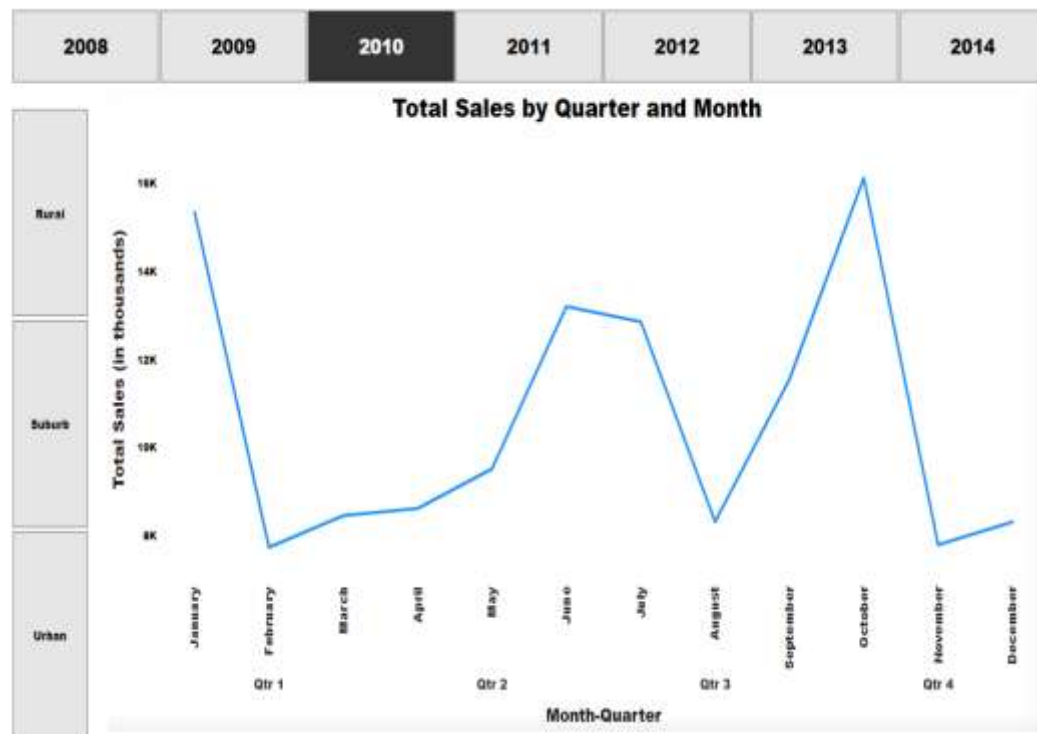


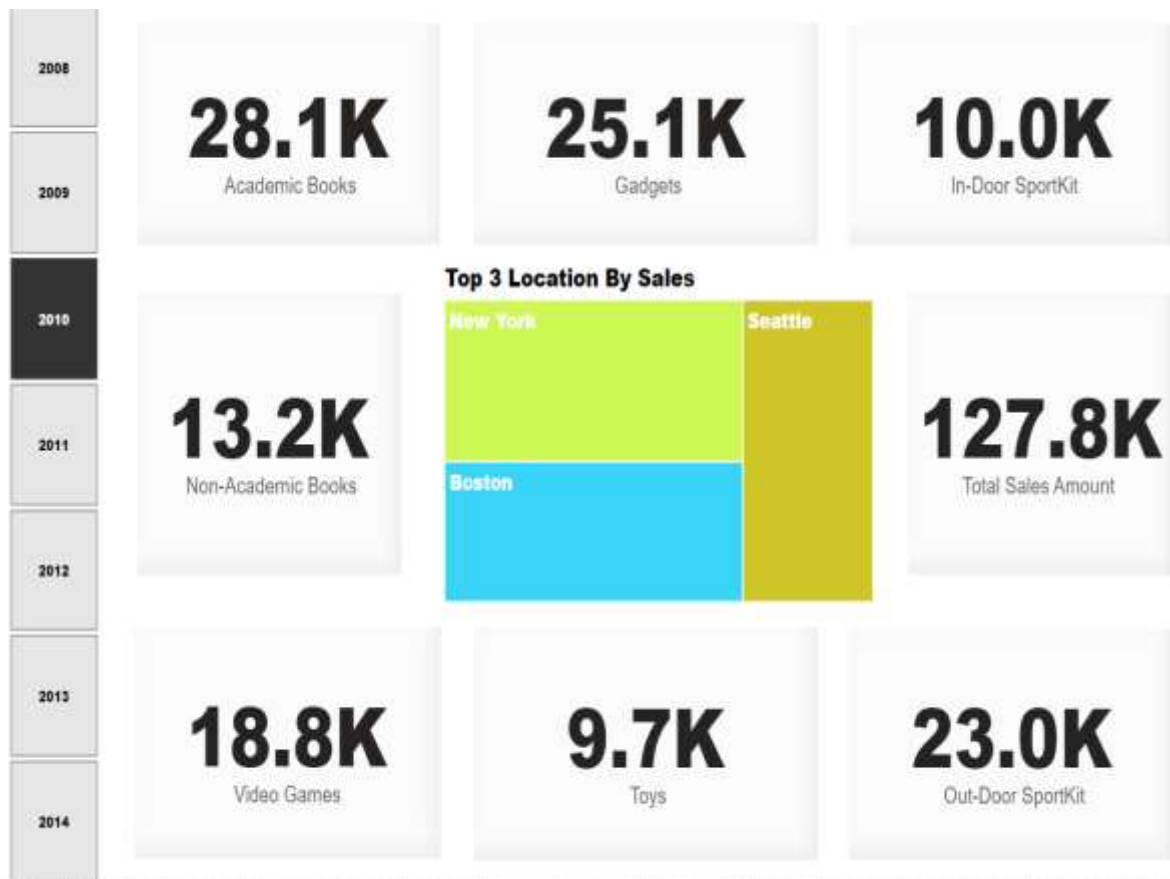
Problem Statement:

There are many stores in which a survey was conducted based on students i.e. how much they are spending on different kind of purchases like Video games, Indoor games, Toys, Books, Gadgets etc. By using data set (Student Survey), try to extract the meaningful Insights.

Visualisation:



In this visualisation I have used slicers for years and store settings and plotted a line graph of total sales according to month and quarter, we can use the year slicers for checking out the sales in particular year in accordance with rural, urban and suburban setting.



In this visualisation I have used slicers for years and cards for denoting total sales for an particular categories which is toys, gadgets, academic books, non-academic books etc. and have used tree map for showcasing the top three cities based on sales amount for the selected year.



In this visualisation I have used slicers for years, age and location, and cards for denoting total sales for an particular categories which is toys, gadgets, academic books, non-academic books etc. we can find out in which location which item is preferred most.

Insights:

- We can observe a decrease in sales in as we move from 2008 to 2014
- Most of the age group prefer academic books and gadgets rather than toys.
- 15-22 age group are the most active in all the years.
- We can notice that for almost all the years the sales in first quarter are good then in between second and third quarter they start to hit the bottom line.
- Age group 7-10 prefers gadgets, academic books mostly and other age groups prefer video games and outdoor sport kit along with academic books.