# Final Year Project Report

**Forage – Project 2**

# Tata Data Visualisation: Empowering Business with Effective Insights virtual experience programme

**TATA**

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Roll No – 726

A report submitted in part fulfillment of the degree of

**BSc in Data Science and Business Analytics 2022-23**

**Supervisor:** "Supervisor Name"



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# Declaration

This report has been prepared on the basis of my own work. Where other published and unpublished source materials have been used, these have been acknowledged.

Word Count:

Student Name: Anushka Sawant

Date of Submission: 28/11/2022

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## Project Introduction:

Being a consultant, an online retail store has requirements to review its data and provide insights that would be valuable to the CEO and CMO of the business. The business has been performing well and the management wants to analyze what the major contributing factors are to the revenue so they can strategically plan for next year.

## Certificate:

## Task 1: Framing the business scenario.

### Task Introduction:

The first thing to do is to draft questions that will be important and relevant to the CEO and CMO. This preparation will act as a guide to developing the presentation. The questions were framed both quantitatively and qualitatively.

### Task:

Created a set of 8 questions for CEO and CMO

Answered 8 MCQs on the portal itself.

### Resources

● Word Document

## Task 2: Choosing the right visuals

### Task Introduction:

 The senior management wants to understand how their business is performing and what areas are the key strengths of the company. They are also focused on identifying opportunities that would lead to growth and generate more revenue in the future.

### Task:

Answered 5 Multiple Choice Questions on the portal itself where we need to select the

perfect visual on the basis of the scenarios given and its requirements.

**Resources**

## Task 3: Creating Effective Visuals.

### Task Introduction:

The first thing to do is to draft questions that will be important and relevant to the CEO and CMO. This preparation will act as a guide to developing the presentation. The questions were framed both quantitatively and qualitatively. A dataset was provided to use as the basis for exploration. Reviewed this data, taking note of what information has been provided, what insights can garner, and what is relevant to both the CEO and CMO respectively.

### Task:

Performed data cleaning and removed blanks from the data. Created Power BI dashboard on the same data. This dashboard answered all the questions enlisted.

### Resources

- Power BI

## Task 4: Communicating Insights and Analysis.

### Task Introduction:

Presenting findings to the CEO and CMO. They are interested in the thought process and how the data is handled, cleaned and visualized.

### Task:

Presenting the analysis of all four questions from the previous task. Presenting well-versed findings from the data and the conclusions made from your analysis.

### Resources

- Word Document
- MP4