

# Project Report Template

## **1. INTRODUCTION**

### **1.1 Overview**

A brief description about your project

### **1.2 Purpose**

The use of this project. What can be achieved using this.

## **2 Problem Definition & Design Thinking**

### **2.1 Empathy Map**

Paste the empathy map screenshot

### **2.2 Ideation & Brainstorming Map**

Paste the Ideation & brainstorming map screenshot

## **3 RESULT**

Final findings (Output) of the project along with screenshots.

## **4 ADVANTAGES & DISADVANTAGES**

List of advantages and disadvantages of the proposed solution

## **5 APPLICATIONS**

The areas where this solution can be applied

## **6 CONCLUSION**

Conclusion summarizing the entire work and findings.

## **7 FUTURE SCOPE**

Enhancements that can be made in the future.

## **8 APPENDIX**

### **A. Source Code**

Attach the code for the solution built.

## Indroduction

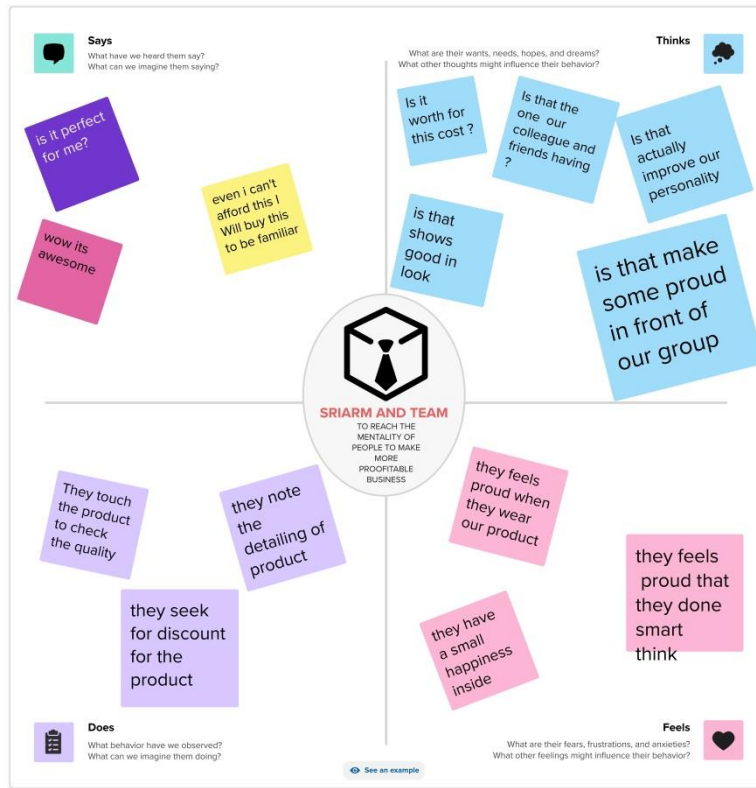
**Tableau** is a powerful tool used for data analysis, visualization. It allows creating amazing and interactive visualization and that too without coding. Tableau is very famous as it can take in data and produce the required data visualization output in a very short time. Basically, it can elevate your data into insights that can be used to drive your action in the future.


Tableau is the fastest and powerful growing visualization tool. It is very easy to use. There are no complex formulas like excel and other visualization tools. It provides the features like cleaning, organizing, and visualizing data, it is easier to create interactive visual analytics in the form of dashboards. These dashboards make it easier for non-technical analysts and end-users to convert data into understandable ones

## Values in Tableau

There are two types of values in the tableau:

- **Dimensions:** Values that are discrete(which can not change with respect to time) in nature called Dimension in tableau. Example: city name, product name, country name.
- **Measures:** Values that are continuous(which can change with respect to time) in nature called Measure in tableau. Example: profit, sales, discount, population.





### Brainstorm & idea prioritization

Use this template in your own brainstorming sessions to generate ideas and prioritize them. It's a simple and effective way to get the most out of your brainstorming sessions.

1. **Brainstorming**  
2. **Idea prioritization**

#### Before you collaborate

1. **Set the scene**  
2. **Set the rules**  
3. **Set the goals**

#### Define your problem statement

1. **Define the problem**  
2. **Define the solution**

#### Brainstorm

1. **Brainstorming**  
2. **Idea prioritization**

#### SRIARM AND TEAM IDEAS

1. **Influence marketing**  
2. **Social media marketing**  
3. **Product marketing**  
4. **Customer experience**  
5. **Service quality**  
6. **Customer loyalty**

#### Priorities

1. **Importance**  
2. **Feasibility**

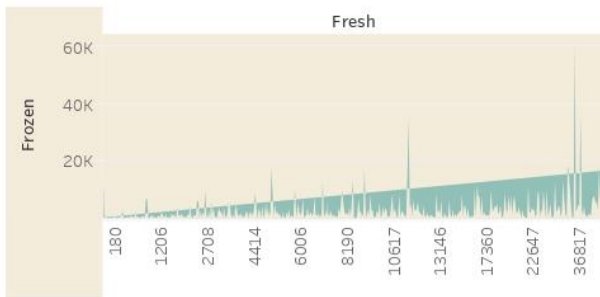
#### After you collaborate

1. **Review**  
2. **Implement**  
3. **Evaluate**

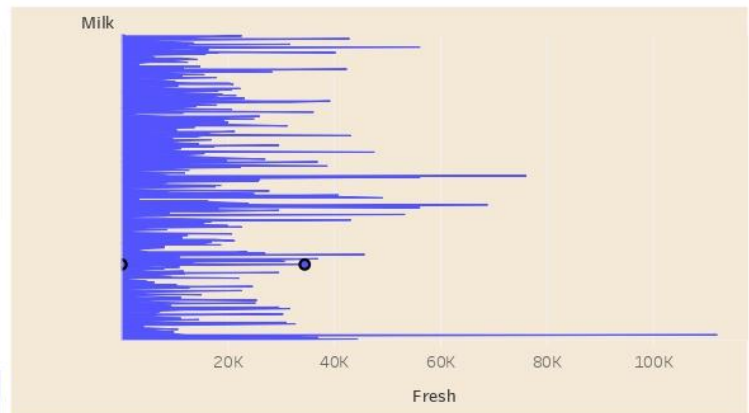
## SRIRAM TEAM DASH

Members: Sriram,jagan,elamvazhuthi,dhanusu

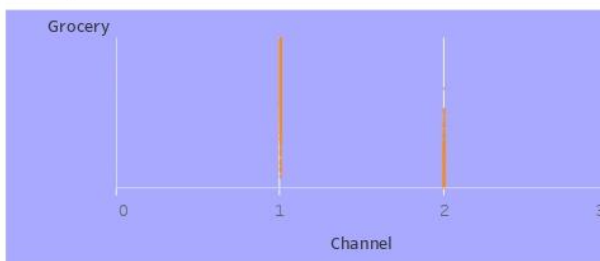
region wise



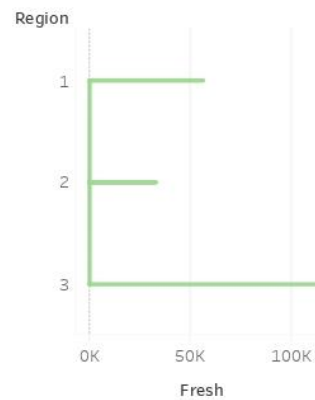
milk



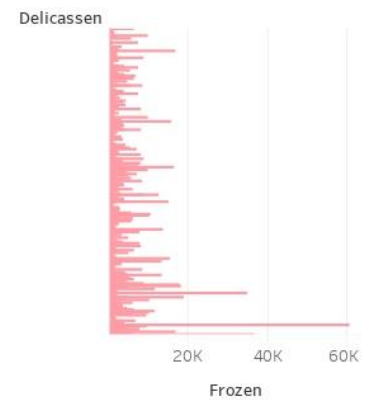
comparison



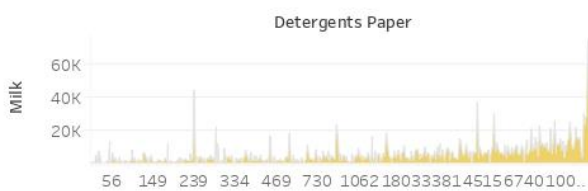
comparison for freshness



final overview



comparison for daily usage products



## Advantages of Tableau

- **Quick calculation-** All the calculations on the tableau done by the backend, so it is relatively faster than any other tool.
- **Interactive dashboards**– Tableau dashboards are very interactive and easy to draw.
- **No manual calculation-** All the calculations done by the tableau only. There is no manual calculation but in some specific cases, we used calculated fields for calculation.
- **A large amount of data-** Tableau can handle a large amount of data. Different types of visualization can be created with a large amount of data without impacting the performance of the dashboards.

## Disadvantages of Tableau

- **High Cost-** tableau is a paid tool for visualization, and it is a reason why people are not using tableau so much.
- **Static and single value parameters-** Tableau's parameters are static and always single value can be selected using a parameter. Whenever the data gets changed, these parameters need to be updated manually every time.
- **Limited Data Preprocessing-** Tableau is strictly a visualization tool. Tableau Desktop allows you to do very basic preprocessing.

## **Application of tableau**

There are many different engaging options, applications and alternatives of the tableau. The short placement creates the setup in no time as this tool promotes running start benefits. Tableau provides perceptive industry rate with clouds hosted editions and also on-premise paid annually. But, this module price depends on the number of users requirements. Now, let us study the different products of this software & its end-users

## **Conclusion**

Tableau is a best way to present and visualize the content now a days data literacy is very important in Business if in case we starts up a company we are also know how to analyses and grow the business or company finally the data literacy with tableau course is very useful for students

## **Futtrue Scope of Tableau**

Tableau is a widely-used data visualization tool that has a strong future scope. It is expected to continue to be a popular choice for businesses and organizations that need to analyze and understand large sets of data. Some of the ways that Tableau is expected to evolve in the future include:

- Increasing integration with other tools and technologies, such as machine learning and artificial intelligence, to provide even more advanced data analysis and insights.
  - Continued development of mobile capabilities, allowing users to access and interact with data from anywhere, at any time.
  - Further advancements in collaboration and sharing capabilities, making it easier for teams to work together on data projects and share insights with others.
- Overall, the future looks bright for Tableau as a powerful and valuable tool for data analysis and decision-making.