

ASSIGNMENT 5 STAR BUGS DATASET

DATA VISUALIZATION DUSANE ASHISH CHANDRAKANT M. TECH (ACDS)

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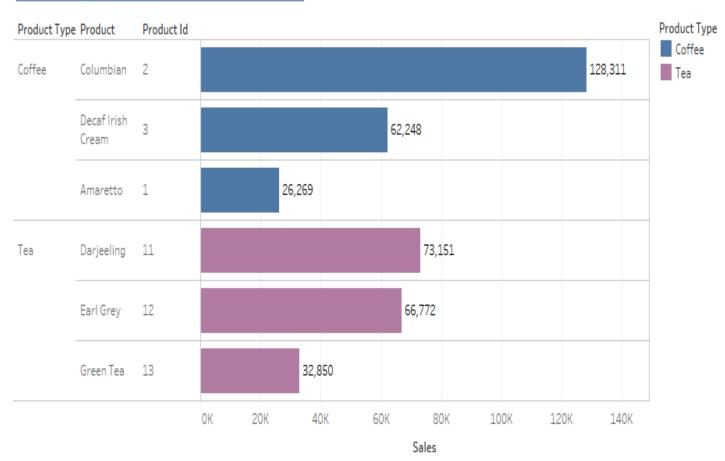
Date: 13-04-2018

Disclaimer: Dataset was designed for educational purposes. Any reference to real facts or real events is purely coincidental.

You are a Data Analyst working for Start Bugs. The company is trying to assess marketing strategy effectiveness and sales distribution across products. You have been supplied with 3 data sets in different format, and CEO asked to show the following:

1. Sales trend across 2 product types, tea and coffee.

SALES TREND ACROSS TEA AND COFFEE



Sum of Sales for each Product Id broken down by Product Type and Product. Color shows details about Product Type. The marks are labeled by sum of Sales. The view is filtered on Product Type, which keeps Coffee and Tea.

Explanation :~

> <u>Horizontal bar chart:-</u>To see the comparison between different product types over sales

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2. Total sales distribution across product types.

TOTAL SALES DISTRIBUTION ACROSS PRODUCT TYPES.

State			Produc	t Type		Pro
California	S 0K	34,299	24,698	22,721	15,174	
olorado	Sa 20K	8,667	16,547	13,835	9,130	
onnecticut	S 0K	6,330	6,923	7,881	4,295	_
orida	S 0K	10,785	11,974	9,609	5,075	
inois	S OK	26,608	18,061	16,547	8,667	
wa	Sales 50K	2,313	3,929	22,058	26,450	
ouisiana	S OK	9,784	5,432	7,945		
lassachus	20 OK	10,602	13,301	2,902	3,160	
Missouri	Sa SOK	4,998	7,881	5,919	5,849	
levada	20 OK	3,522	3,655	25,752	27,230	
lew łampshire	20 OK	4,450	6,198	1,972	2,267	
lew Mexico	Sa SOK	6,670	6,330	2,892		
lew York	20 OK	16,230	18,245	18,997	17,380	
)hio	20 OK	10,700	8,683	3,160	11,974	
)klahoma	20 OK	13,362	5,009	9,092		
regon)	8 20K	13,802	8,708	5,027	13,362	
exas	8 0K	15,174	16,488	5,748		
tah	20 OK	8,676	10,714	9,324	6,670	
/ashington	8 20K	9,609	10,073	9,464	9,784	
Visconsin	20 OK	6,415	13,979	6,369	6,306	
		Espresso	Coffee	Herbal Tea	Tea	

Sum of Sales for each Product Type broken down by State. Color shows details about Product Type. The marks are labeled by sum of Sales. The view is filtered on Product Type, which keeps Coffee, Espresso, Herbal Tea and Tea.

> Explanation :~

> <u>Bar Chart:</u> To see the comparison between all product types over sales.

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3. Sales distribution across product types. Show states map which will indicate Sales on the map and color by profit. In which states the marketing campaigns are effective and which states marketing needs to revised the tools

Canada Profit 799 31,785 Washington 7,244 Wisconsin Oregon 6,552 6,026 7,594 New Hampshire United Ohio Utah Nevada 5,166 Colorado States Massachusetts. 12,056 5,670 6,810 Rhode Island 4,328 Oklahoma New Mexico 4,984 3,042 Maryland Louisiana 4,746 3,790 Mexico

STATE MAPS ACROSS WITH SALES & PROFIT

Map based on Longitude (generated) and Latitude (generated). Color shows sum of Profit. The marks are labeled by State and sum of Marketing. Details are shown for State. The data is filtered on Product Type and Marketing. The Product Type filter keeps Coffee, Espresso, Herbal Tea and Tea. The Marketing filter ranges from 0 to 156.

Explanation :∼

➤ <u>Map :-</u> Map is use to see the location of the state and sales distribution across product types.

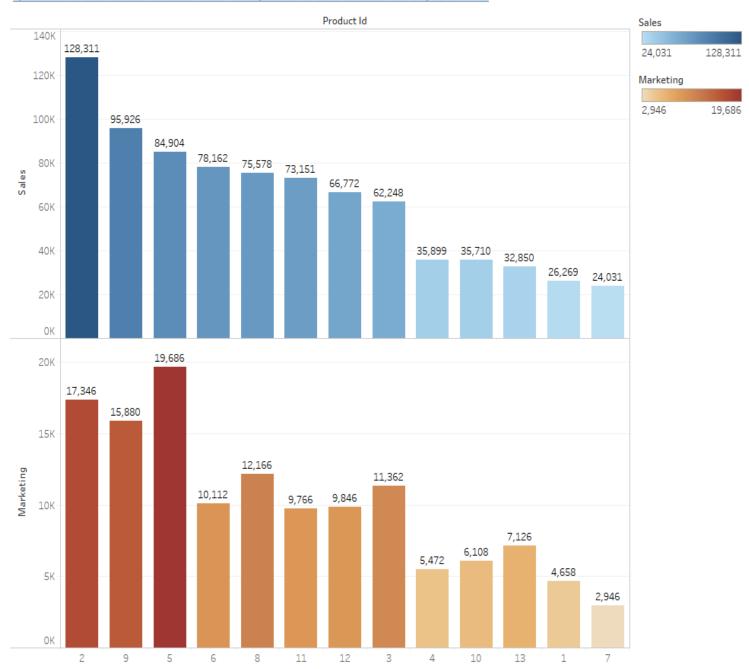
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4. Show relation between Sales and Marketing Expenses by product ID?

RELATION BETWEEN SALES AND MARKETING EXPENSES BY PRODUCT ID



Sum of Sales and sum of Marketing for each Product Id. For pane Sum of Sales: Color shows sum of Sales. The marks are labeled by sum of Sales. For pane Sum of Marketing: Color shows sum of Marketing. The marks are labeled by sum of Marketing.

Explanation:~

> <u>Bar Chart :-</u> To show the comparison between sum(sales) ans sum(Marketing Expenses) by product ID

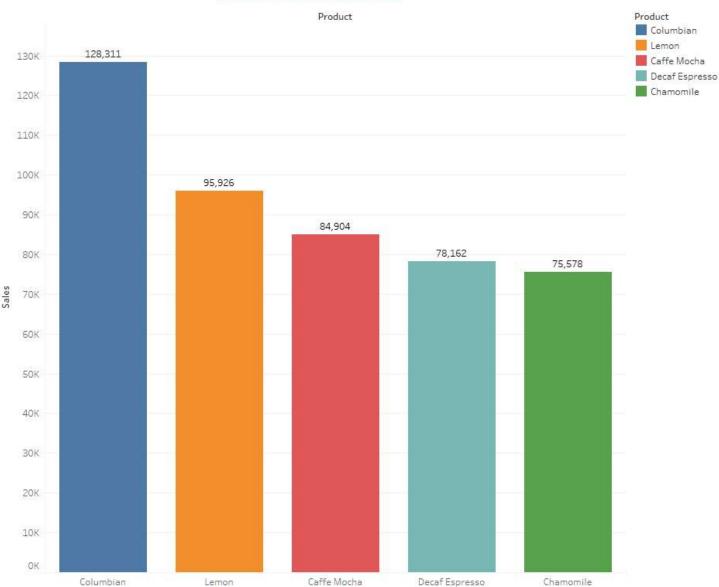
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5. Show top 5 products by Sales.





Sum of Sales for each Product. Color shows details about Product. The marks are labeled by sum of Sales. The view is filtered on Product, which keeps Caffe Mocha, Chamomile, Columbian, Decaf Espresso and Lemon.

> Explanation :~

➤ <u>Horizontal bar chart:</u>-To show comparison between different products and which product has maximum sales.

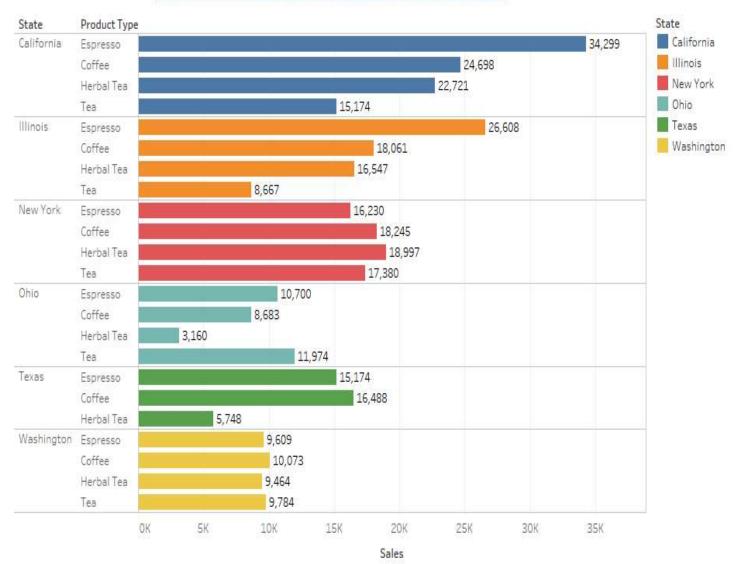
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6. Show product type sales for following states Washington, California, Texas, New York, Ohio, Illinois.

PRODUCT TYPE SALES WITH RESPECT TO STATES



Sum of Sales for each Product Type broken down by State. Color shows details about State. The marks are labeled by sum of Sales. The view is filtered on State, which keeps 6 of 20 members.

Explanation :~

➤ Bar Chart: To show maximum product types sales for different cities.

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