

ASSIGNMENT 5 STAR BUGS DATASET

DATA VISUALIZATION
DUSANE ASHISH CHANDRAKANT
M. TECH (ACDS)

{ PRN : 170847980003 }

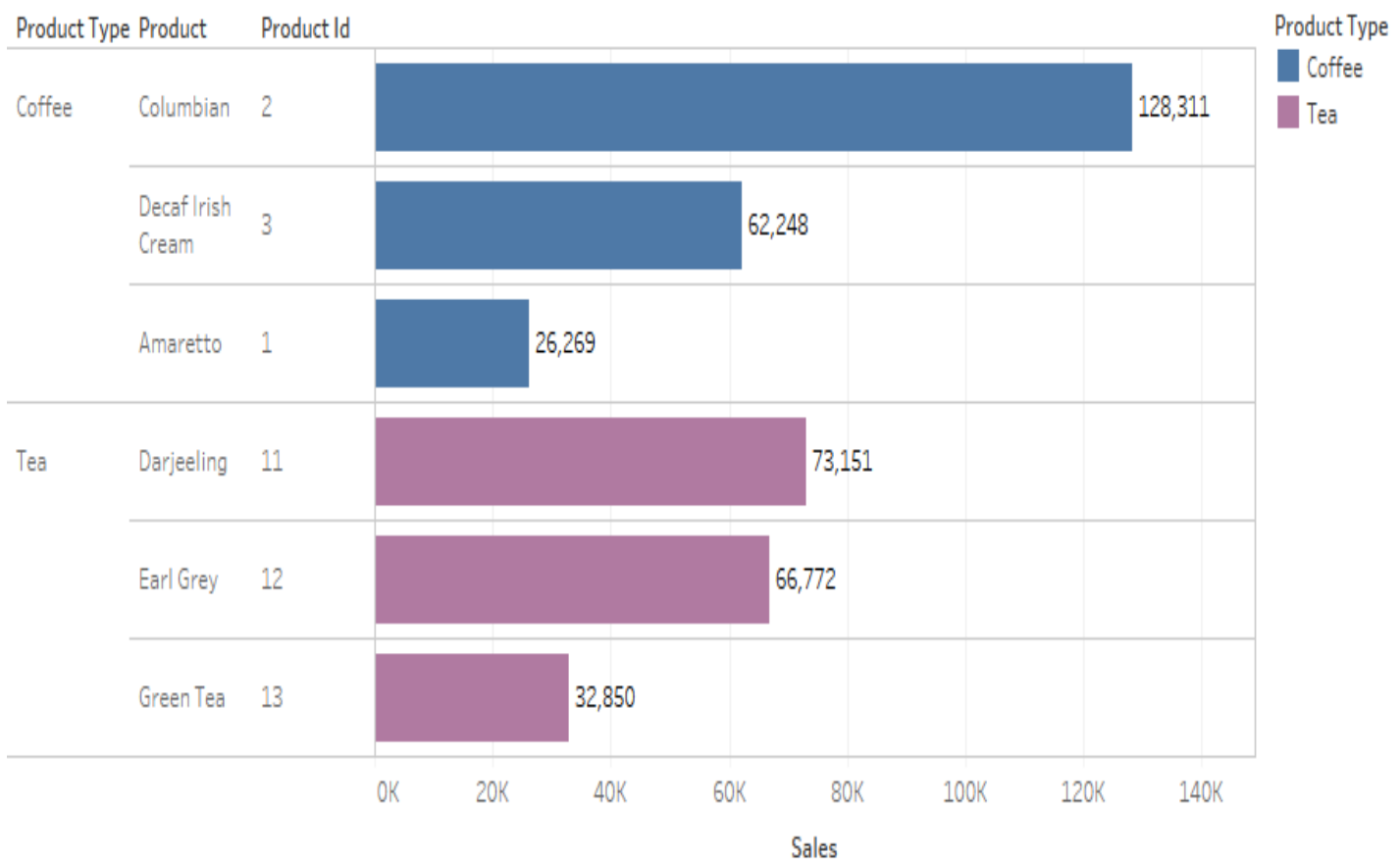
Date: 13-04-2018

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



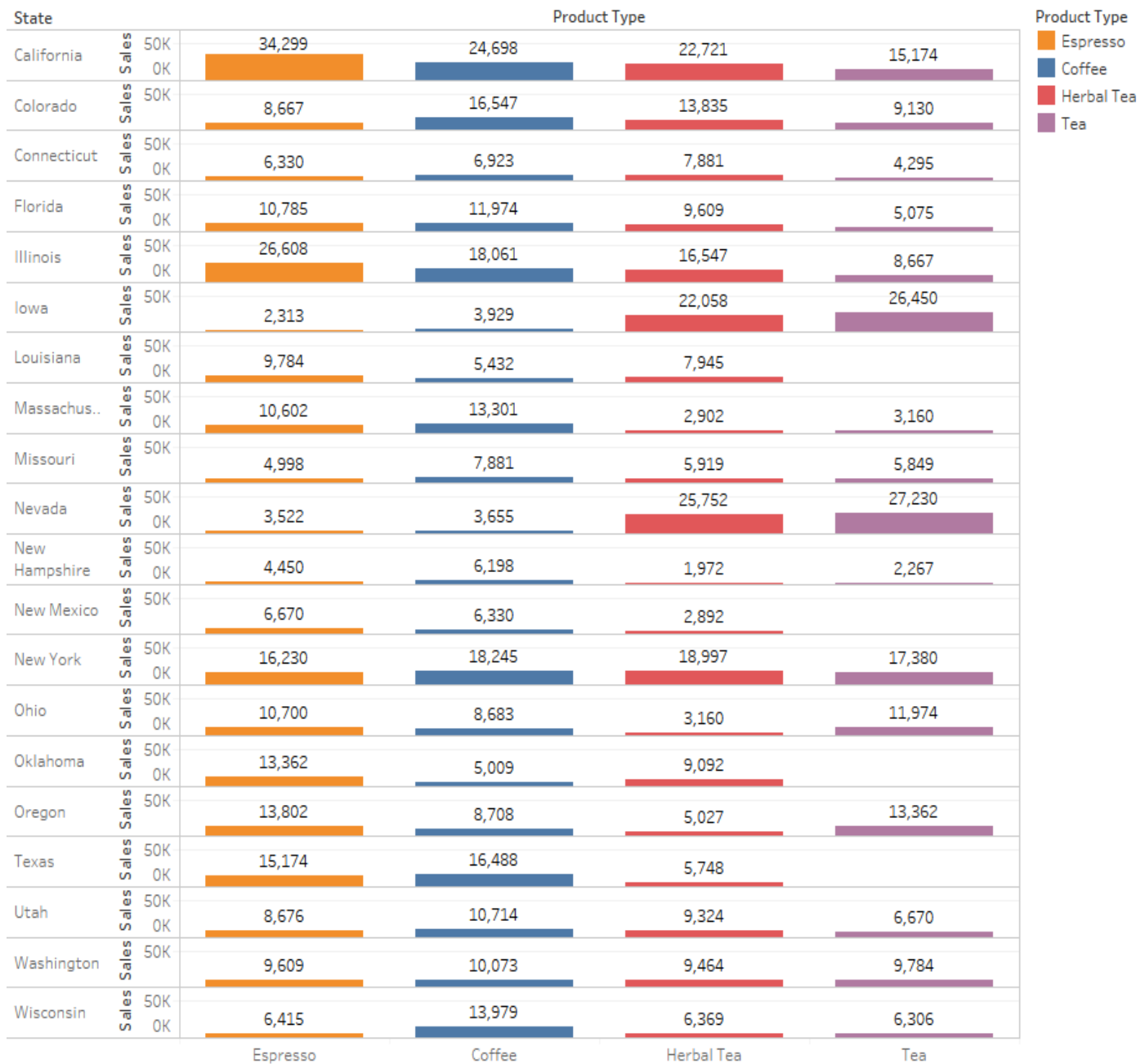
Sum of Sales for each Product Id broken down by Product Type and Product. Color shows details about Product Type. The marks are labeled by sum of Sales. The view is filtered on Product Type, which keeps Coffee and Tea.

➤ Explanation :-

- Horizontal bar chart:- To see the comparison between different product types over sales

2. Total sales distribution across product types.

TOTAL SALES DISTRIBUTION ACROSS PRODUCT TYPES.



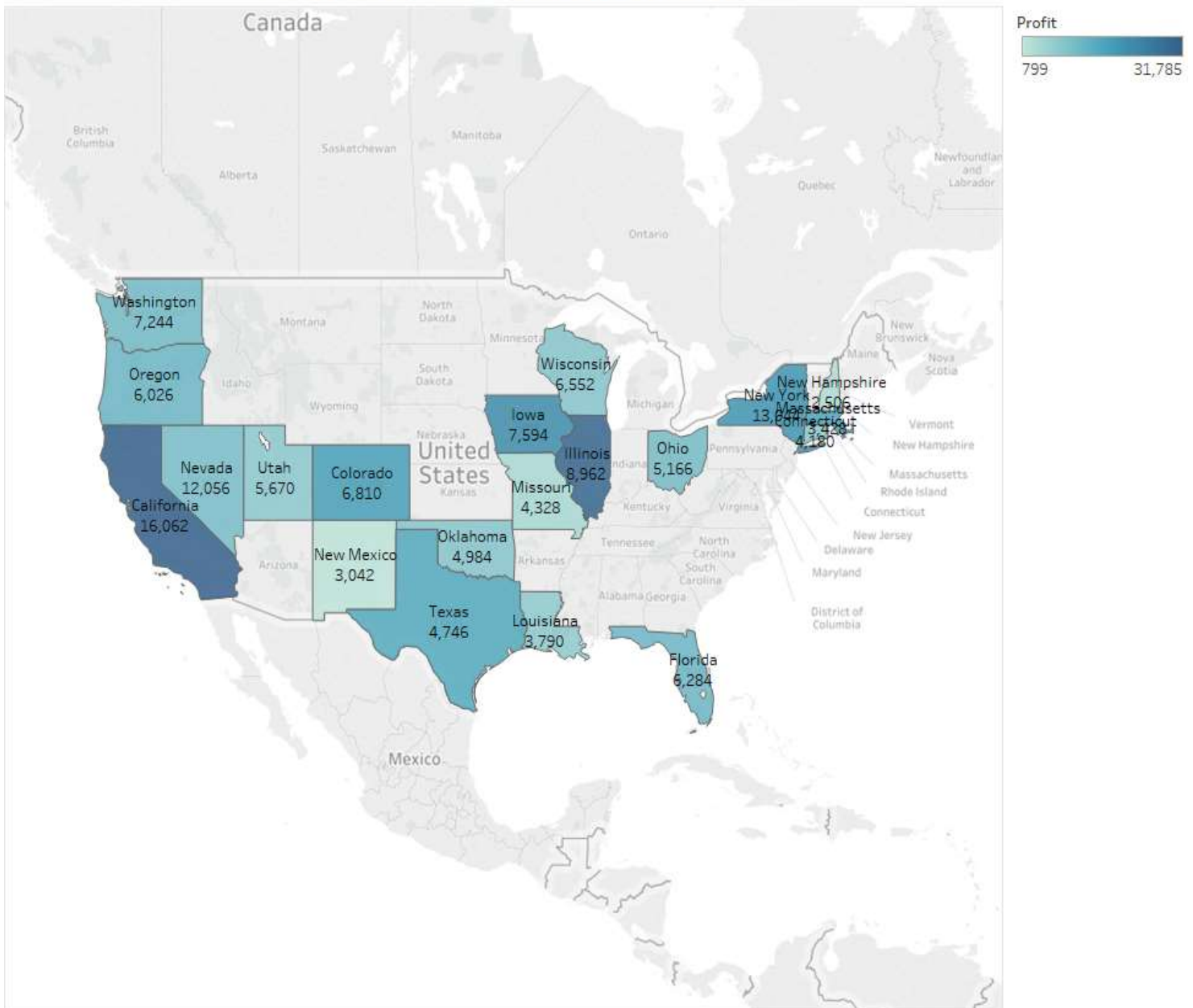
Sum of Sales for each Product Type broken down by State. Color shows details about Product Type. The marks are labeled by sum of Sales. The view is filtered on Product Type, which keeps Coffee, Espresso, Herbal Tea and Tea.

➤ **Explanation :-**

➤ **Bar Chart :-** To see the comparison between all product types over sales.

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

STATE MAPS ACROSS WITH SALES & PROFIT



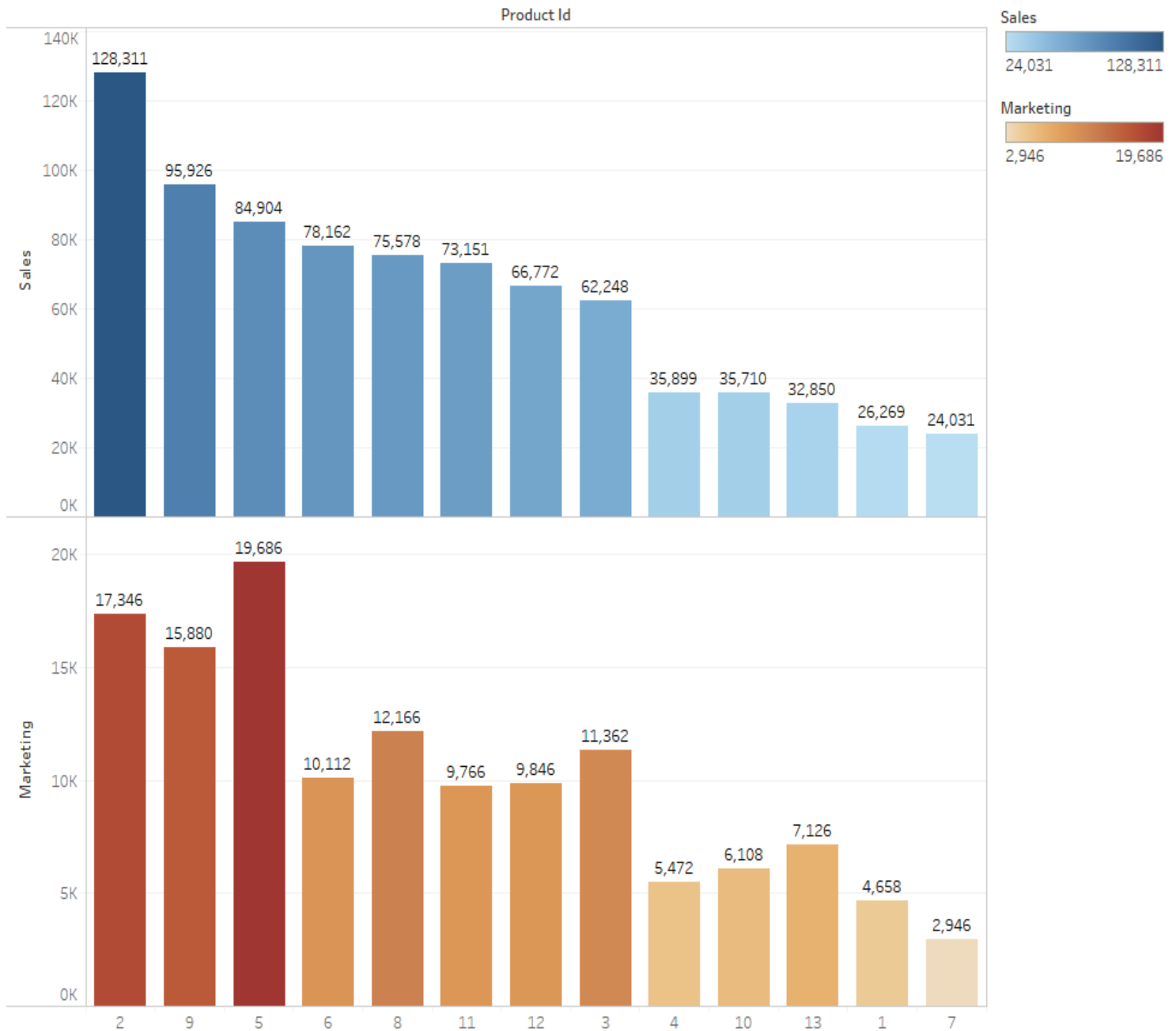
Map based on Longitude (generated) and Latitude (generated). Color shows sum of Profit. The marks are labeled by State and sum of Marketing. Details are shown for State. The data is filtered on Product Type and Marketing. The Product Type filter keeps Coffee, Espresso, Herbal Tea and Tea. The Marketing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

➤ **Explanation :-**

➤ **Map :-** Map is use to see the location of the state and sales distribution across product types.

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

RELATION BETWEEN SALES AND MARKETING EXPENSES BY PRODUCT ID



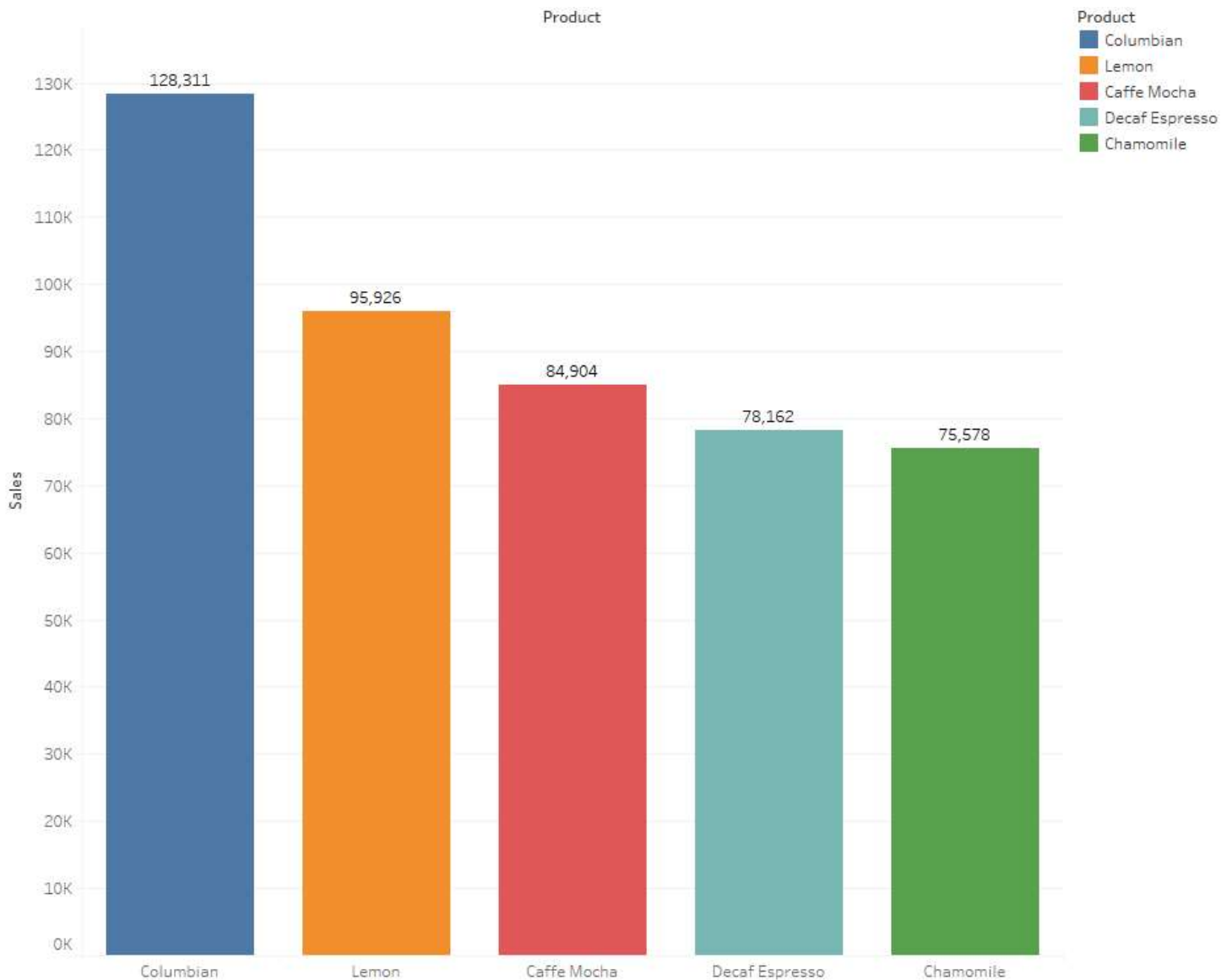
Sum of Sales and sum of Marketing for each Product Id. For pane Sum of Sales: Color shows sum of Sales. The marks are labeled by sum of Sales.
For pane Sum of Marketing: Color shows sum of Marketing. The marks are labeled by sum of Marketing.

➤ Explanation :-

- Bar Chart :- To show the comparison between sum(sales) and sum(Marketing Expenses) by product ID

5. Show top 5 products by Sales.

TOP 5 PRODUCTS BY SALES



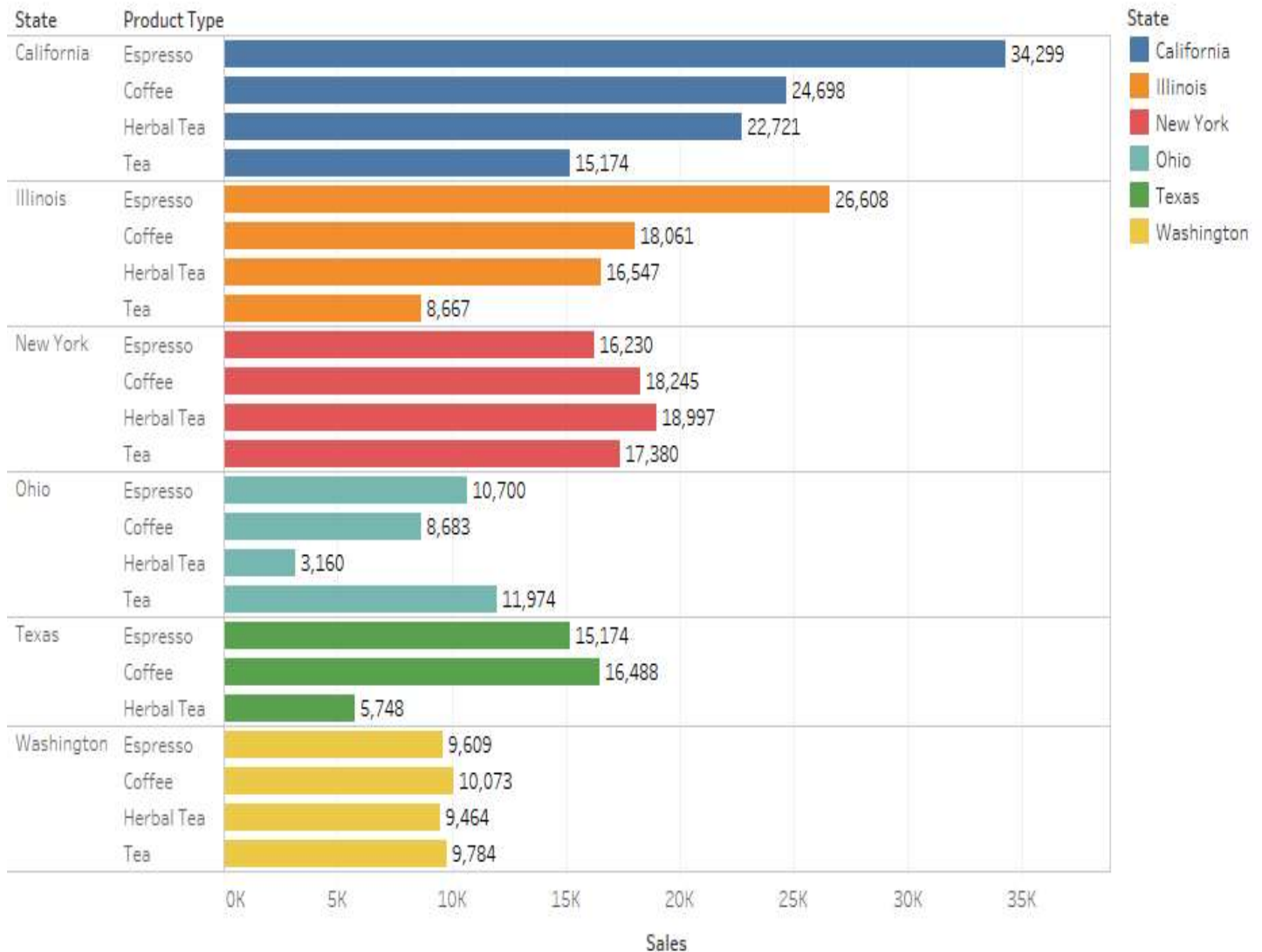
Sum of Sales for each Product. Color shows details about Product. The marks are labeled by sum of Sales. The view is filtered on Product, which keeps Caffe Mocha, Chamomile, Colombian, Decaf Espresso and Lemon.

➤ Explanation :-

- Horizontal bar chart:- To show comparison between different products and which product has maximum sales.

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.