



BUSA8090 Data and Visualisation for Business Report (Part A&B)

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Unit Code:

BUSA8090

Unit Name:

Data and Visualisation for Business

Assignment Title:

Assignment_2

Due Date:

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Date of Submission:

03/11/2022

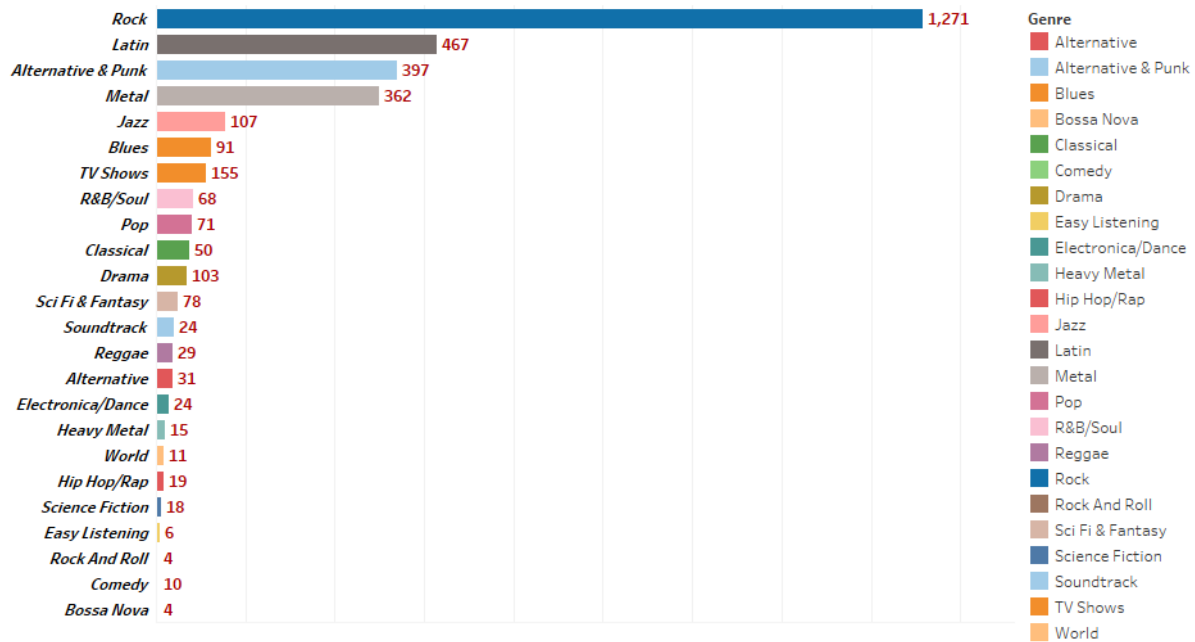
PART A

1. Most popular genre:

Solution

The top selling Genre that sells the most to customers in Europe and Asia is ROCK genre with total sales (Unit price * Quantity) as 1271

Top Genre

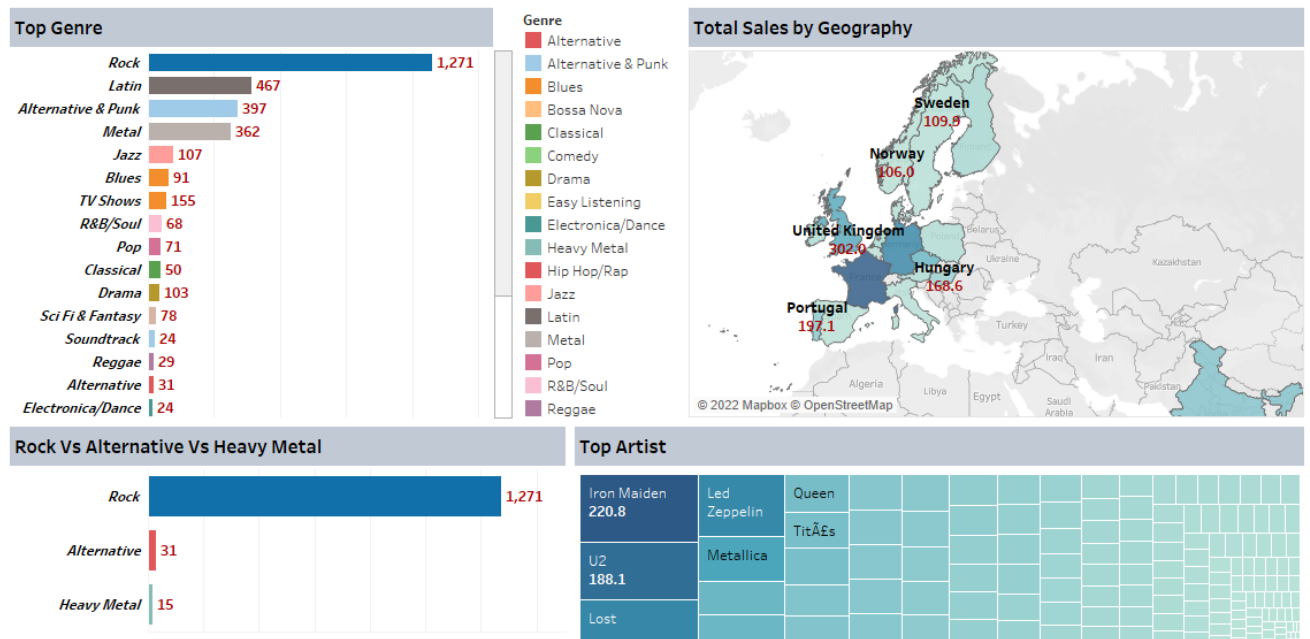


Visualizations:

1. One visualisation relevant to the data;

Solution

Used variety of charts on the dashboards



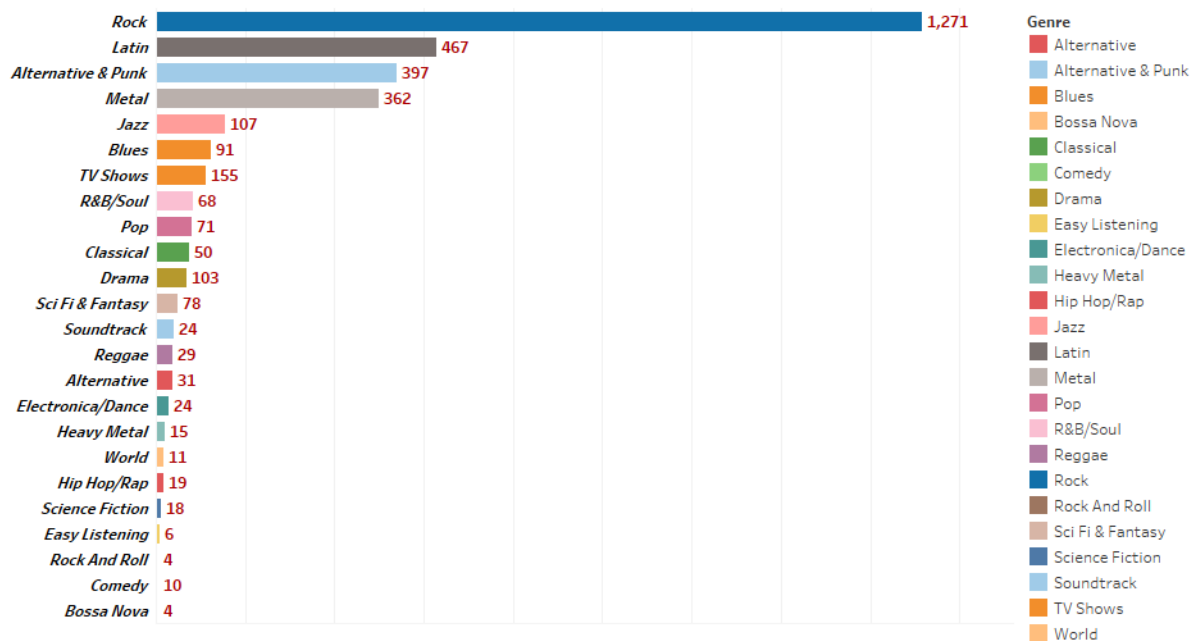


2. Genre on colours - like shown

Solution

Genres are represented by distinct colour palette in tableau

Top Genre



3. Specifically explain the context of Europe and Asia:

Solution

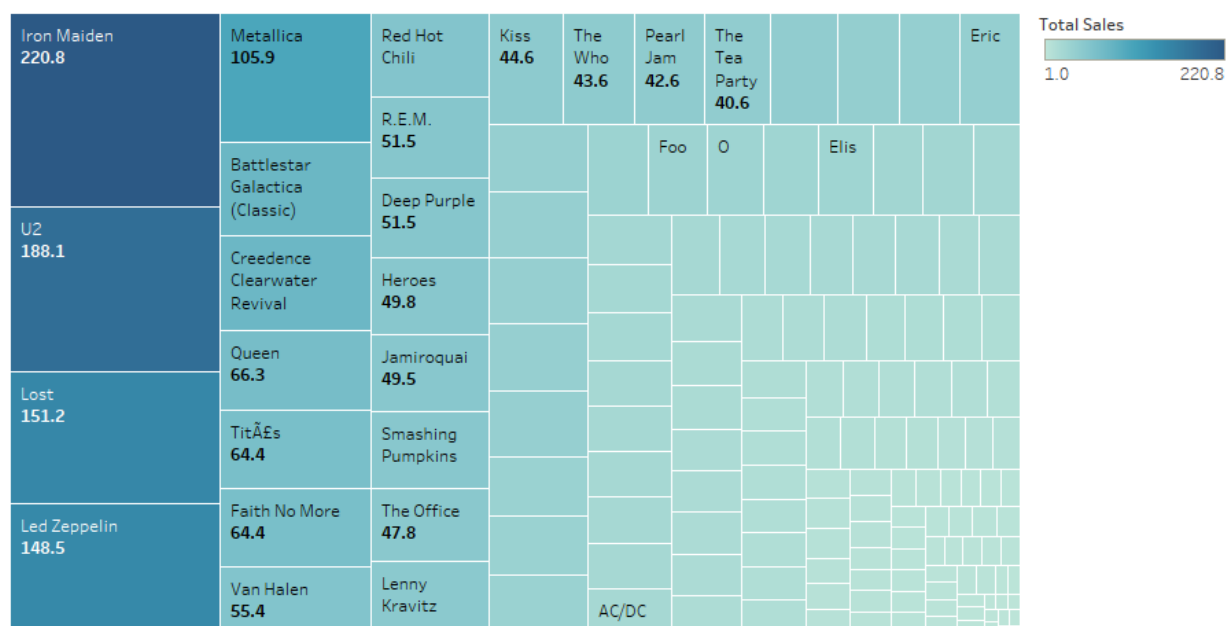
Ans- Applied the filters that keep only Europe and Asia region on the dashboard charts result.

2. Top 20 artists:

Solution

The top selling artist is Iron Maiden with highest sales of 220.8

Top Artist



3. Sales distribution by Geography:

Solution

Plotted the map graph representing total sales by each country. The sales distribution across the countries says that France loves to listen to music and showing the highest number of music sales of 562.5

Total Sales by Geography

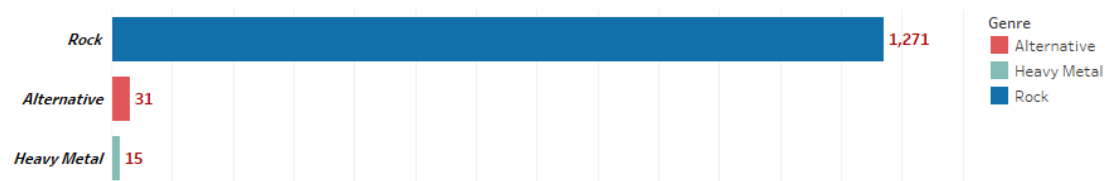


4. Compare the sales distribution; sales distribution of Rock tracks compared to Alternative and Heavy Metal tracks.

Solution

The total sales of Rock track is 1271 while Alternative has 31 and Heavy metal has 15. The total sales. The sales of Alternative is just 2.5 % of the Rock track sales while the sale of heavy metal is just 1.2 % of the Rock track sales.

Rock Vs Alternative Vs Heavy Metal



5. Decision-making visualisation; required to do any one visualisation which can be used as predictive analytics to improve business decision-making.

Solution

We have performed a trend analysis using the p value and r value. The company is JetBrains s.r.o for the region Asian and Europe.

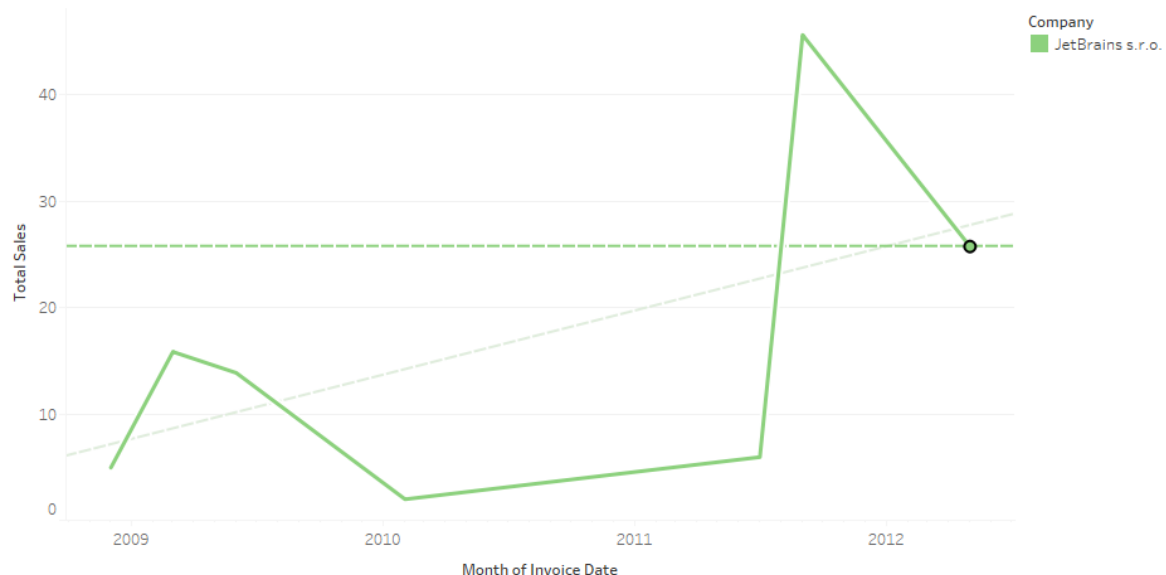
P-value: 0.207576

Equation: $\text{Total Sales} = 0.0165224 * \text{Month of Invoice Date} + -650.222$

Coefficients

<u>Term</u>	<u>Value</u>	<u>StdErr</u>	<u>t-value</u>	<u>p-value</u>
Month of Invoice Date	0.0165224	0.0114193	1.44688	0.207576
intercept	-650.222	460.676	-1.41145	0.217203

Trend Analysis of JetBrains s.r.o



Consider any one stakeholder of the Music Sales Store and complete one visualisation for predictive analysis so that the stakeholder can make decisions for the business.

Graph

Part B

- Description of the four data analytics processes for data governance. Some of the tableau features that can help to provide visualisation according to the data governance principles.**

The four data analytics processes for data governance are data discovery, data cleansing, data transformation, and data visualization. Data discovery refers to the process of identifying and understanding the data that is available for analysis. The process of identifying and eliminating possible issues is known as data cleansing. The process of transforming data into a format suitable for analysis is known as data transformation. Finally, data visualization involves creating graphical representations of the data.

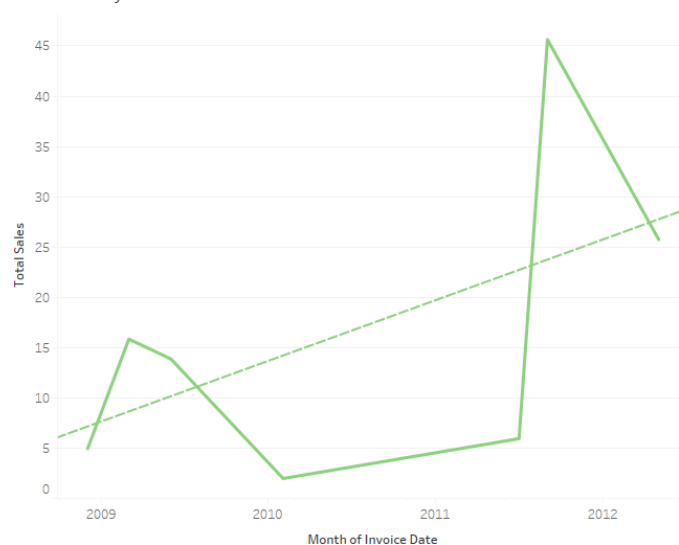
Some Tableau features that can help in visualising data as per governance principles include a Multipurpose Dashboard to help users monitor and act on data; a Data View to help users see data in its rawest form; a Data Quality Scorecard to help users track the quality of their data, and a Data Catalog to help users find and understand data.

- Ethics is an important aspect of Data visualisation.**

There are a few ethical values that I have kept in mind while creating data visualisations. Firstly, I have always maintained honesty and transparency in my work. This means being truthful about the data that is being represented, and not manipulating it in any way to suit my own agenda. Secondly, I always strive to be objective in my visualisations, presenting the data in an unbiased way as possible. This is important in order to maintain the integrity of the data and to ensure that viewers can form their own opinions about it. Lastly, I have always respected the privacy of individuals and organisations whose data I am working on. This means ensuring that any personal or sensitive information is anonymised and not used in a way that could be harmful or intrusive.

3. Discussion of Task

Trend Analysis of JetBrains s.r.o



Trend Analysis of JetBrains s.r.o

Artist	Genre	Month of Invoice Date						
		Dece mbe..	Marc h 20..	June 2009	Febru ary ..	July 2011	Septe mbe..	May 2012
Green Day	Alternative ..			5.94				
Heroes	Drama						9.95	
Iron Maiden	Metal							11.88
	Rock							13.86
Lenny Kravitz	Metal						4.95	
R.E.M.	Alternative ..				1.98			
Spyro Gyra	Jazz			7.92				
Stone Templ..	Rock	4.95						
The Office	TV Shows						7.96	
The Who	Rock					5.94		
U2	Pop			15.84				
Van Halen	Rock						12.87	
Velvet Revol..	Rock						1.98	
Vin�cius De ..	Latin						1.98	
Zeca Pagodin..	Latin						5.94	

The trend line has a positive slope suggesting that the sales in the recent two years were higher than the previous years. Looking at the detailed table then we see that sales in May 2012 were lower than in September 2011 but still higher than in the previous years. The company can thus invest in the marketing of music tracks to increase sales as they are able to maintain a good sales percentage.