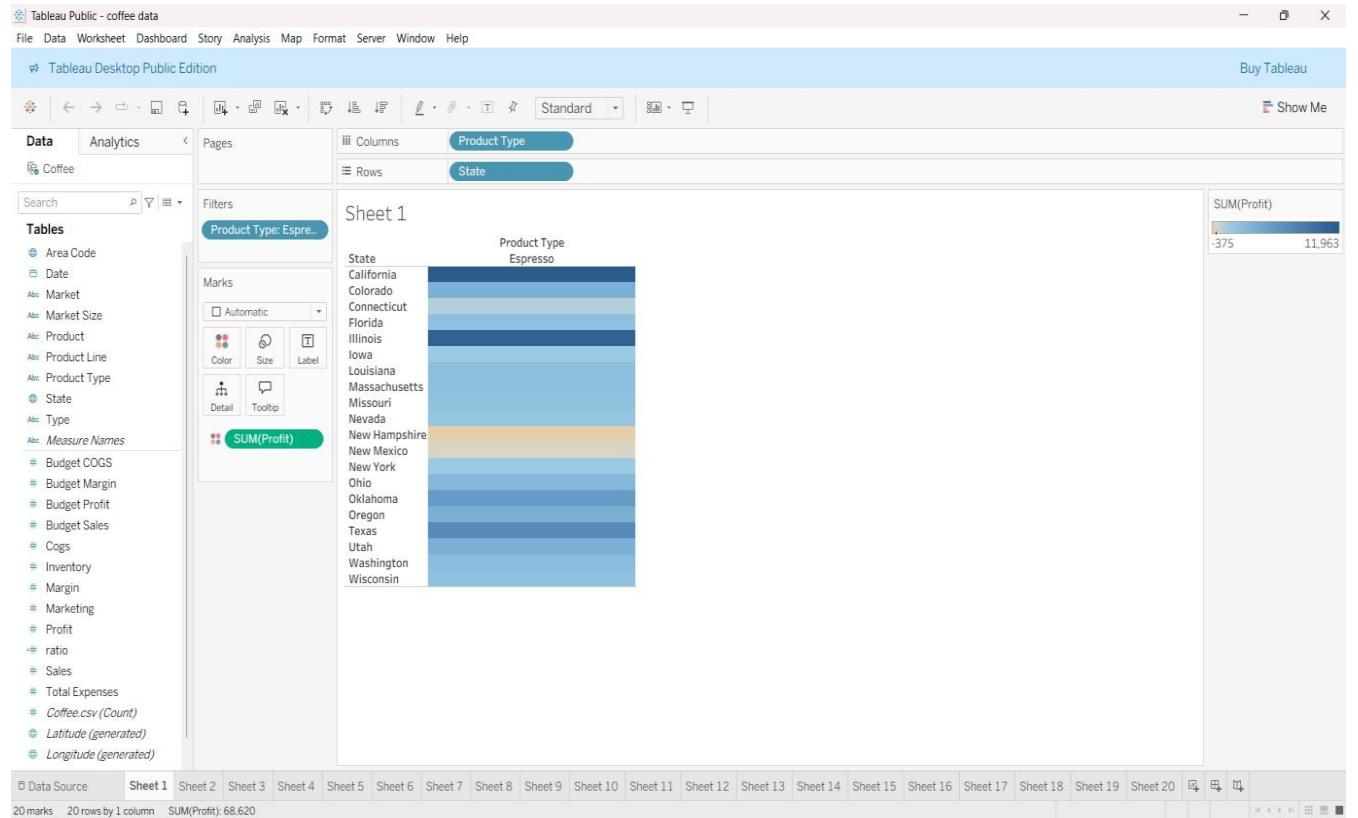


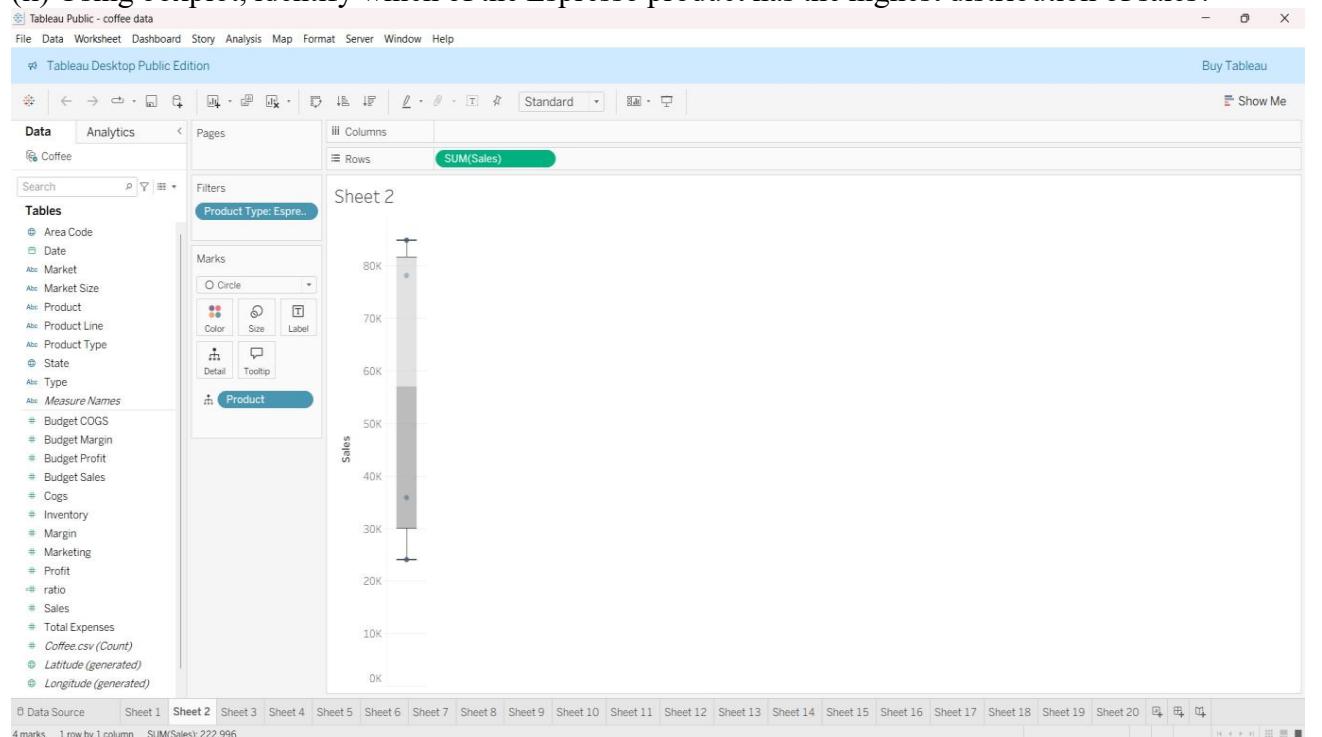
COFFEE CHAIN DATASET

Submitted By : Jai Aadhavan V ENG23AM0134

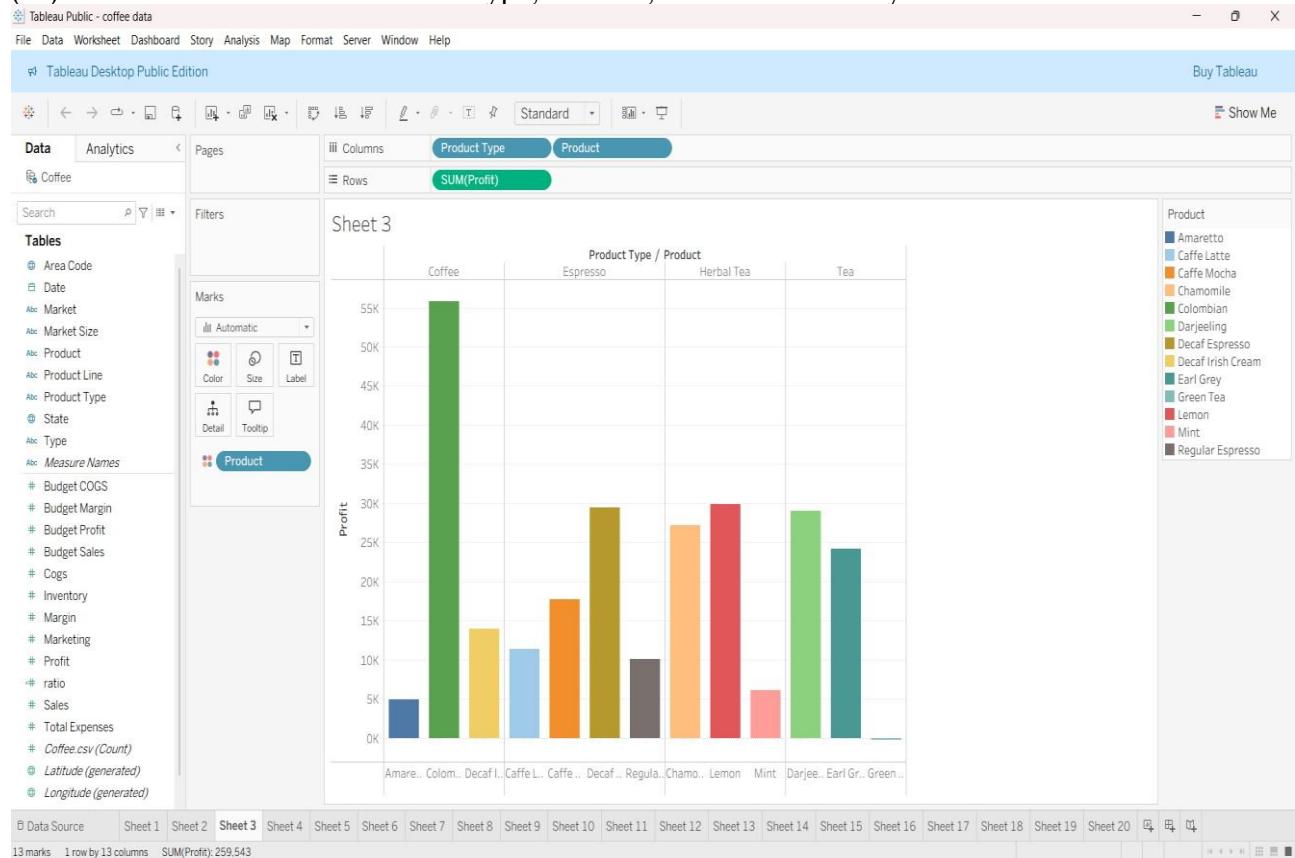
(i) Create a heat map for Product Type, State, and Profit. Identify which state has the lowest profit for Espresso?



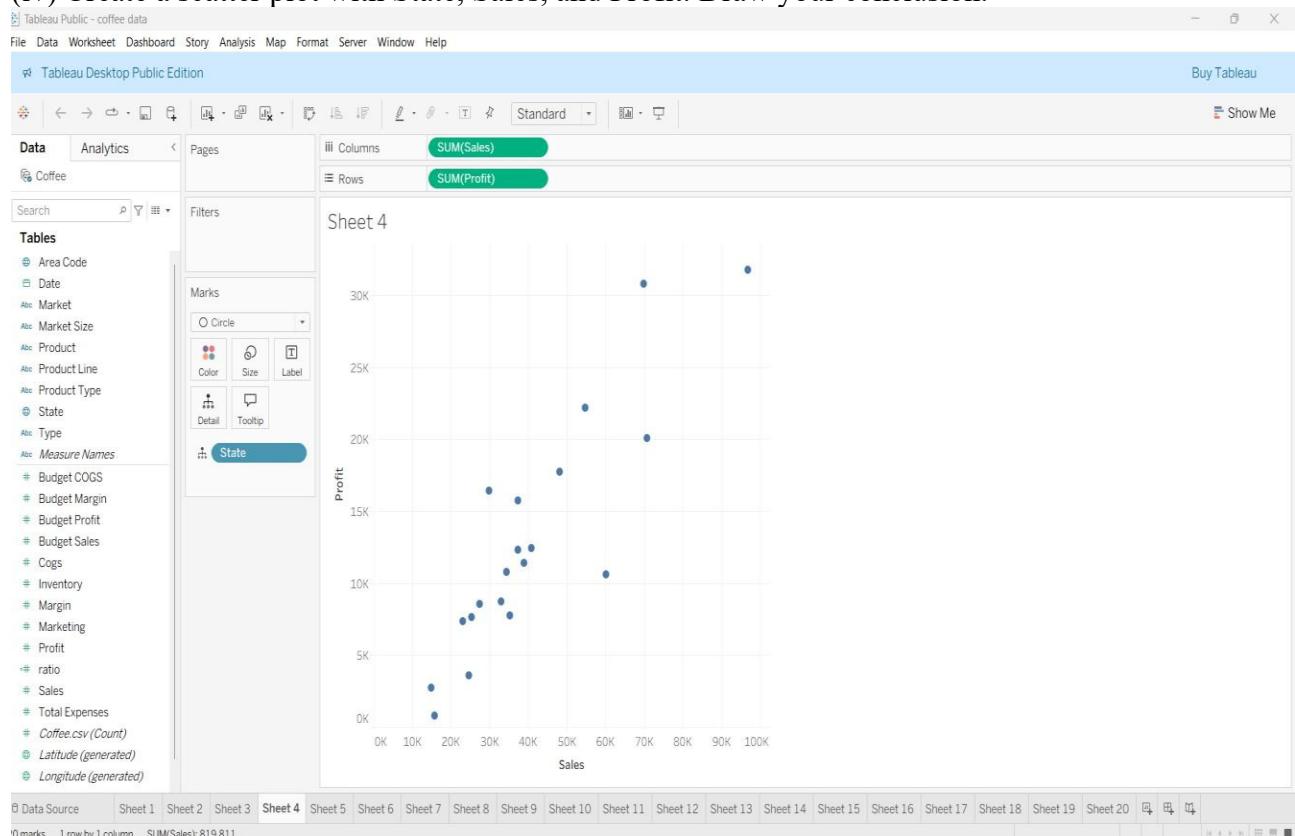
(ii) Using boxplot, identify which of the Espresso product has the highest distribution of sales?



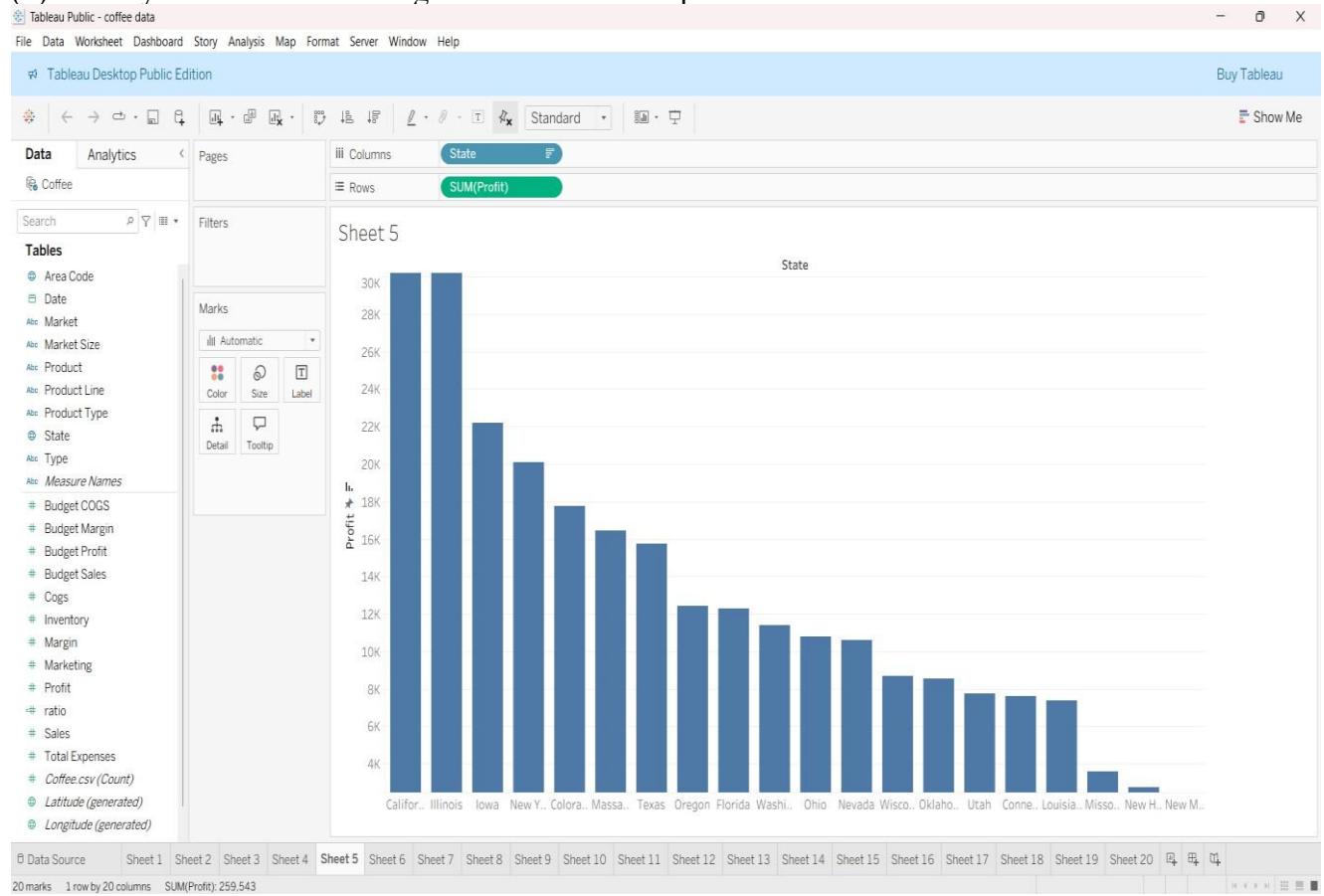
(iii) Create a bar chart with Product Type, Product, and Profit. Write your conclusion.



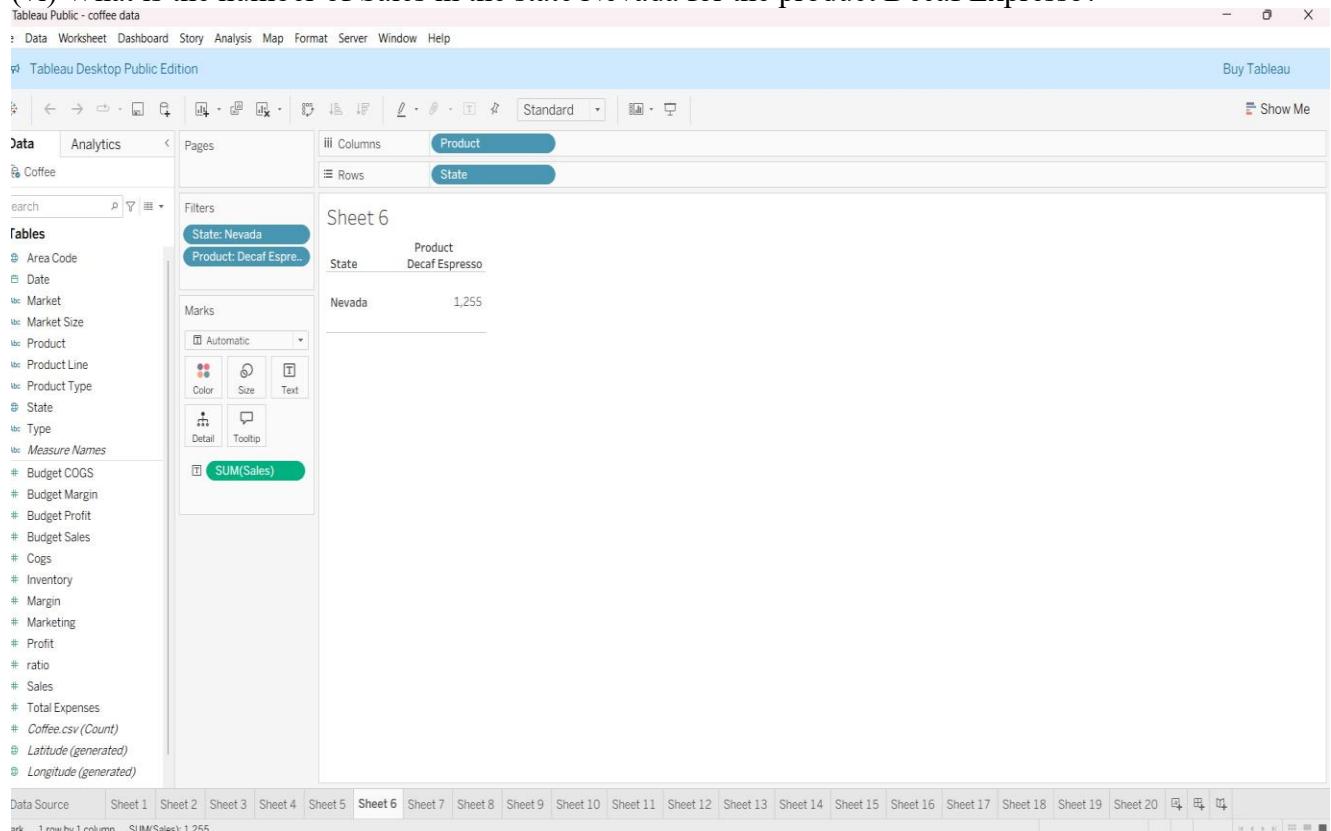
(iv) Create a scatter plot with State, Sales, and Profit. Draw your conclusion.



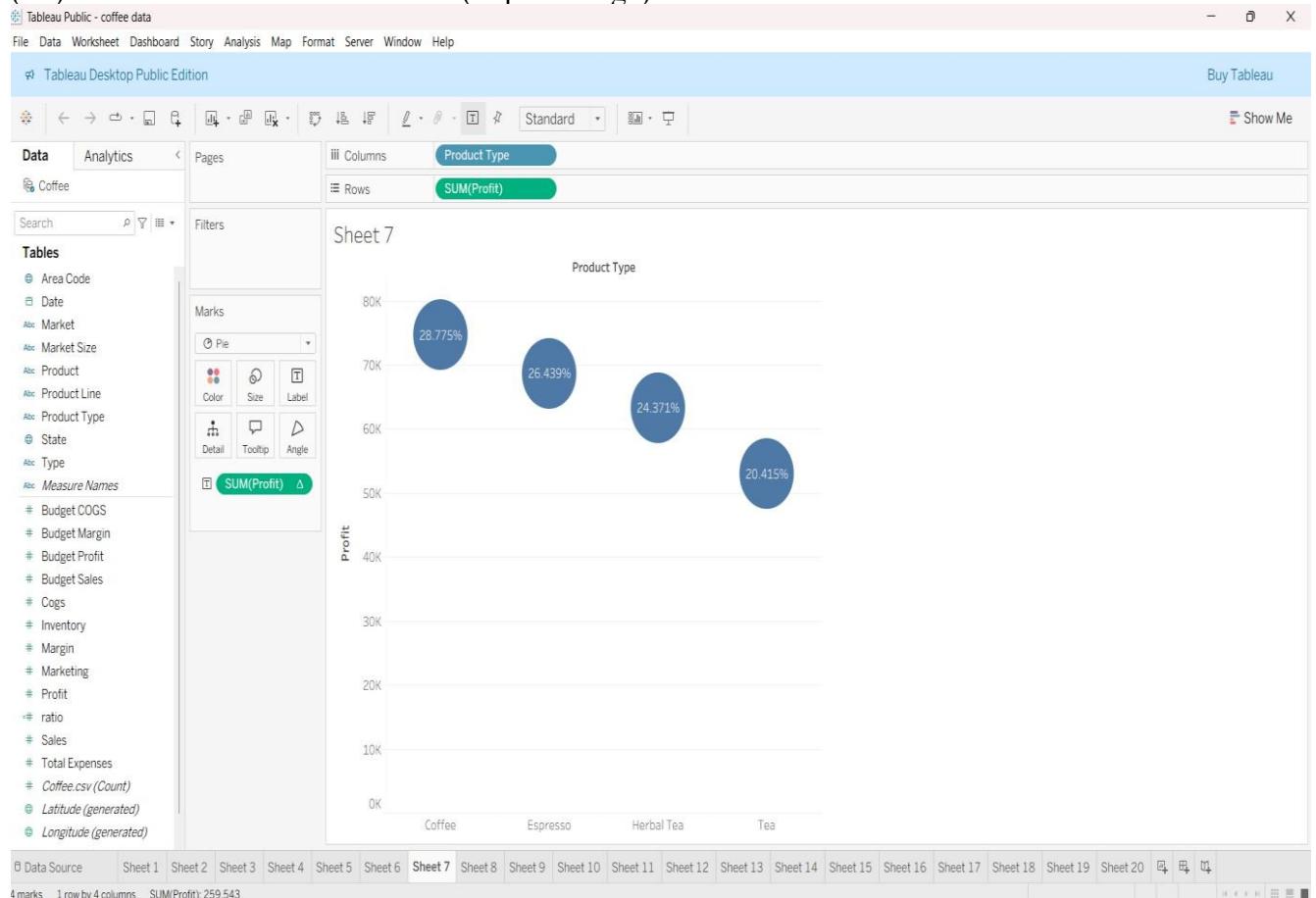
(v) Identify the state with the highest and the lowest profit in the market?



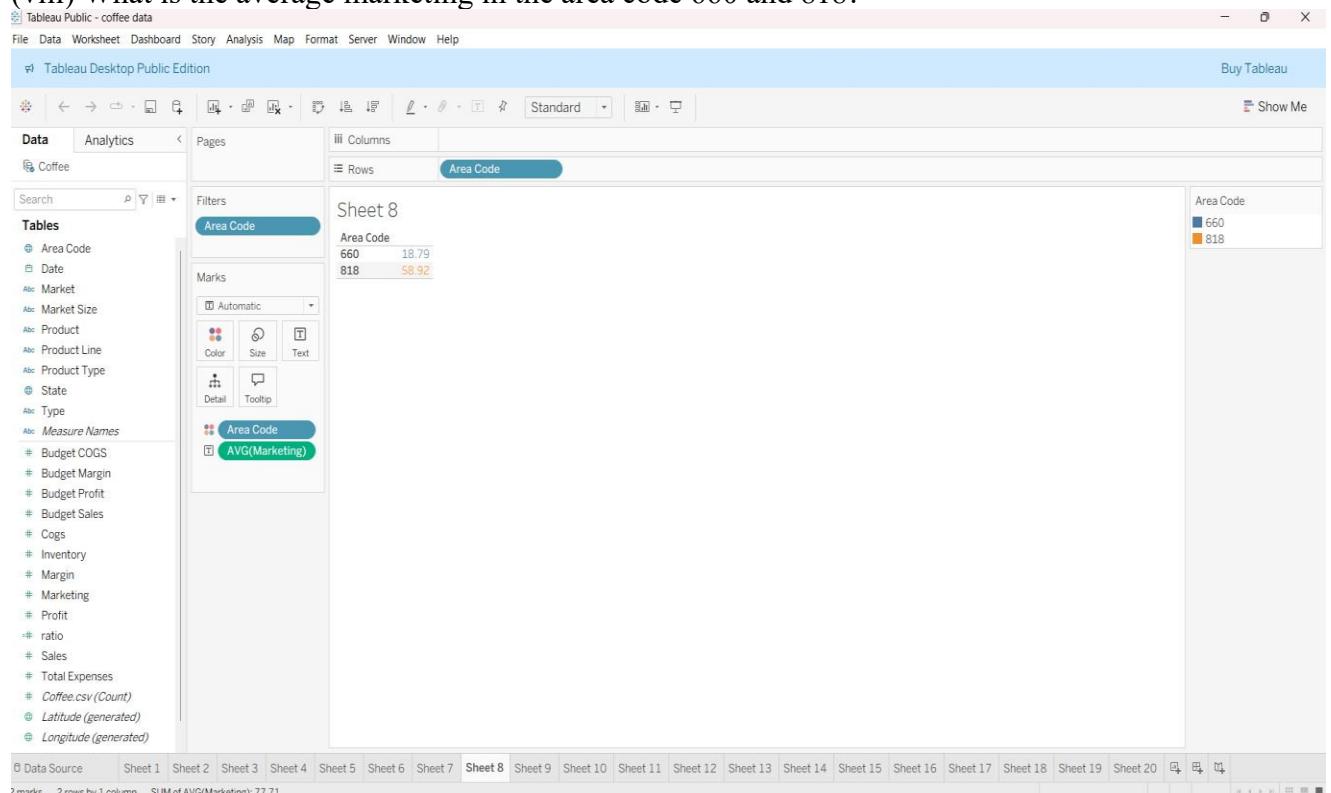
(vi) What is the number of Sales in the state Nevada for the product Decaf Espresso?



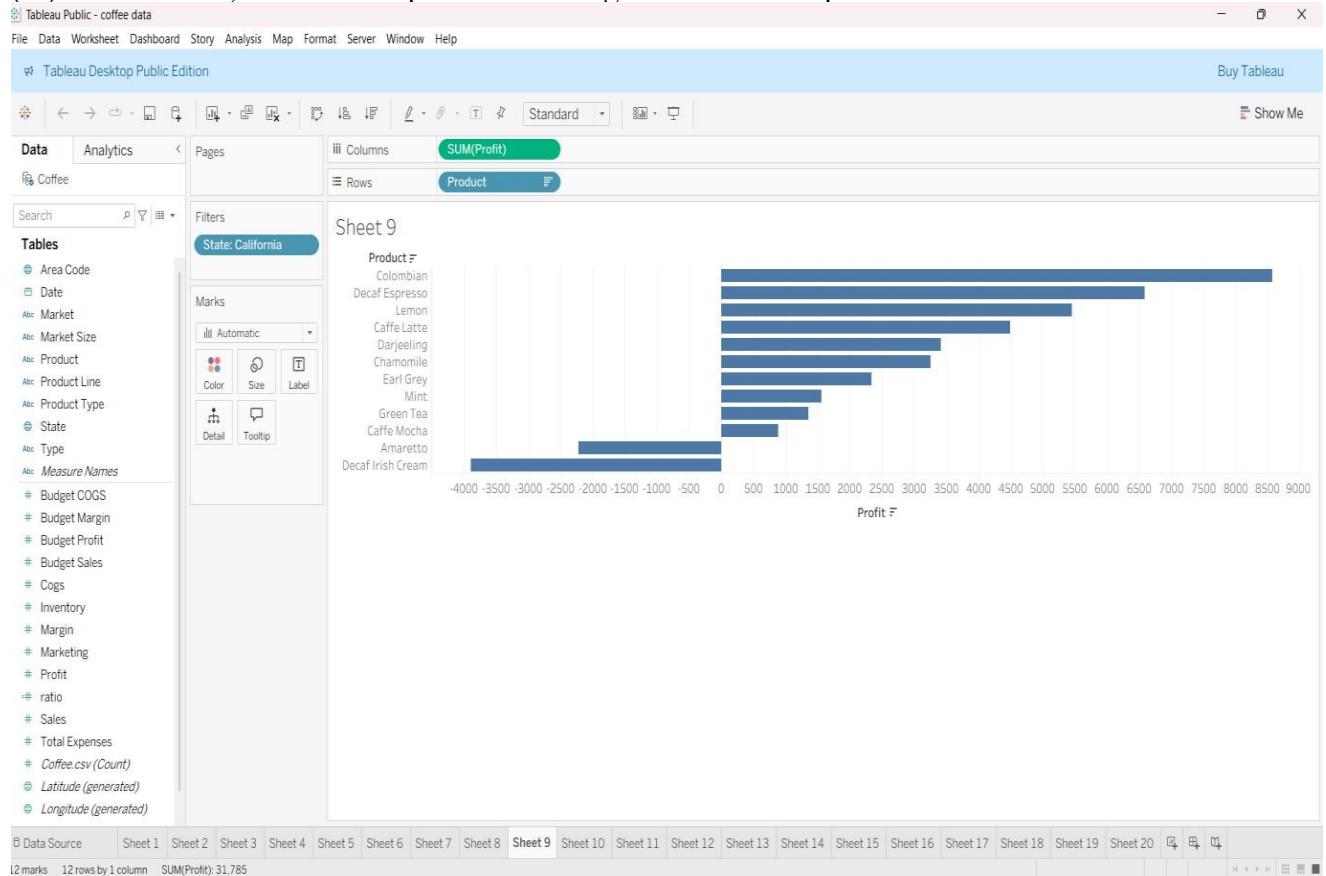
(vii) What is the contribution of tea (in percentage) to the overall Profit?



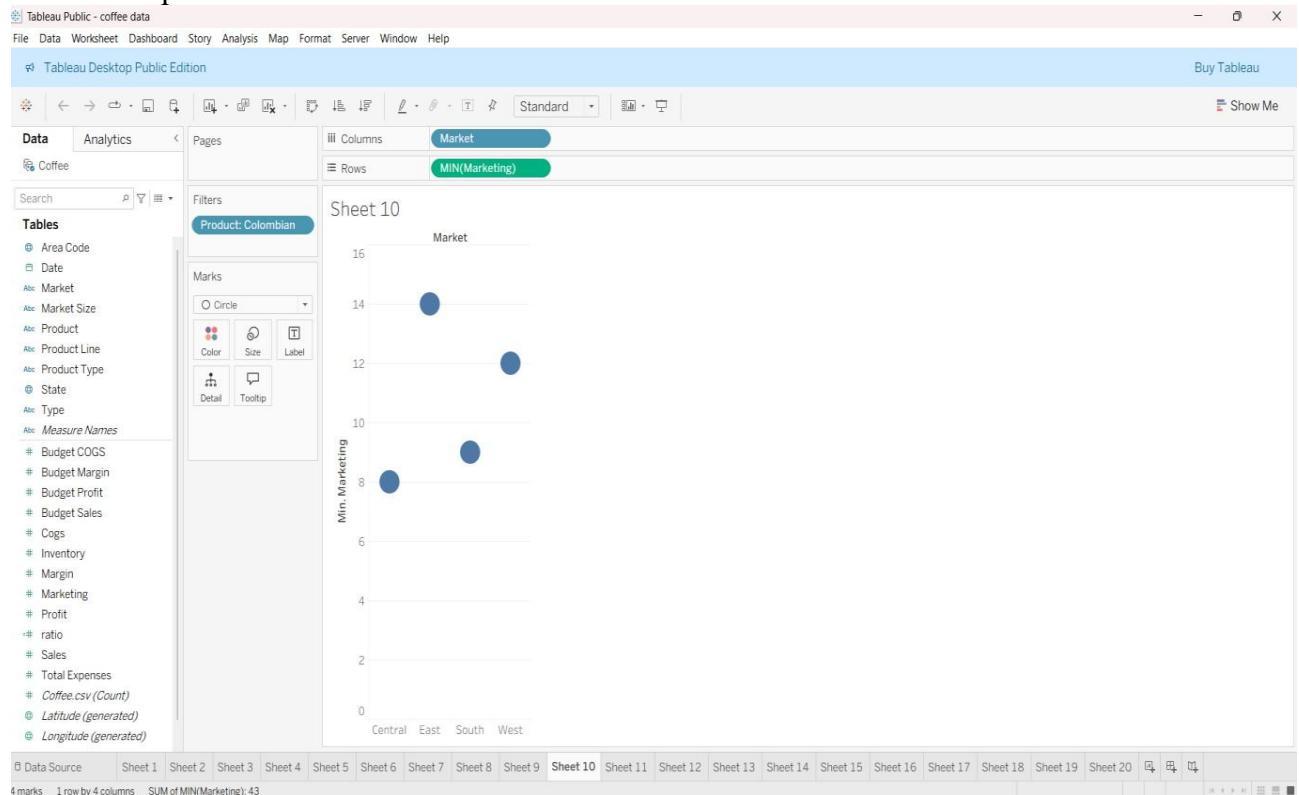
(viii) What is the average marketing in the area code 660 and 818?



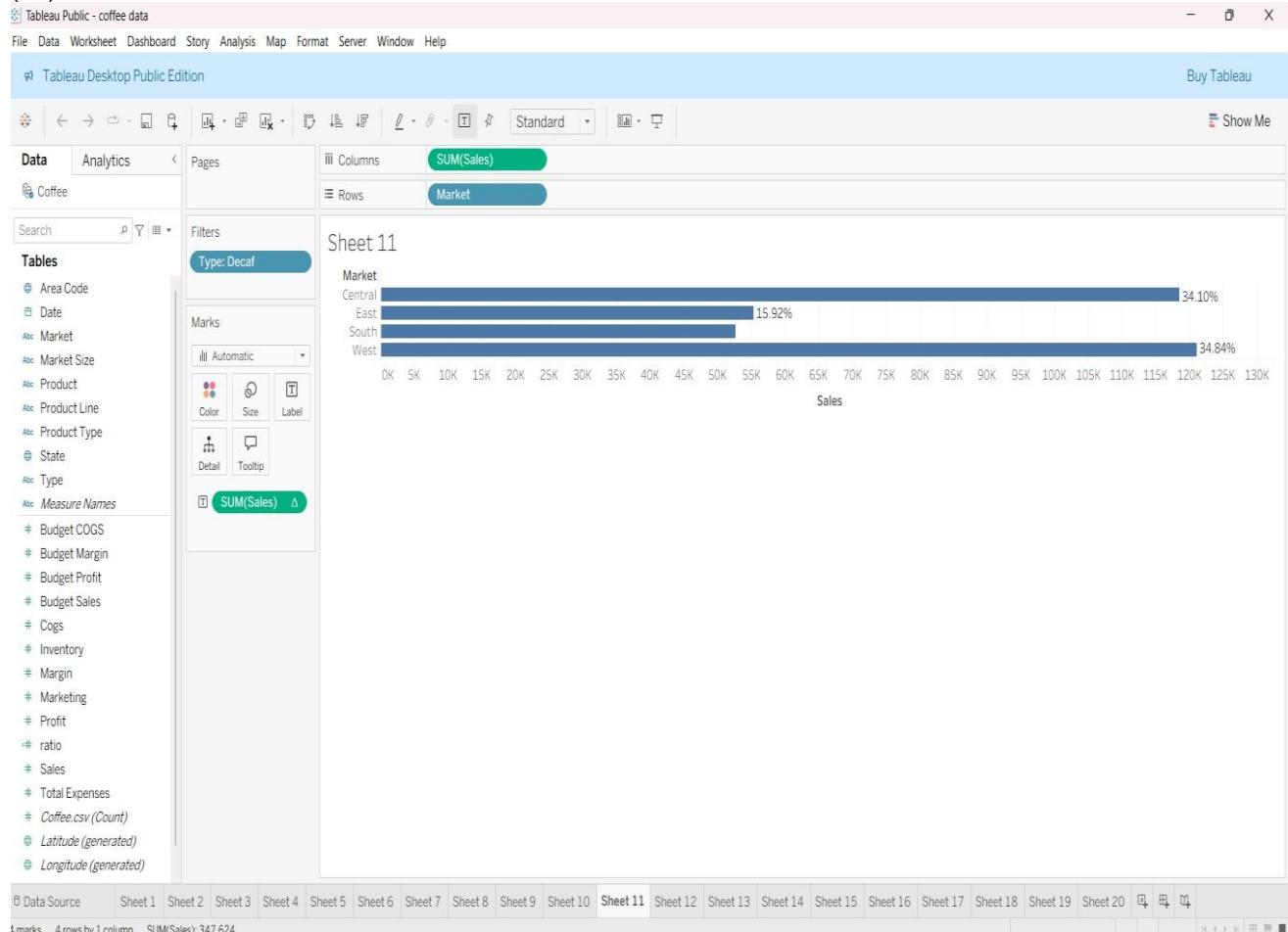
(ix) In California, which is the product with highest and lowest profit?



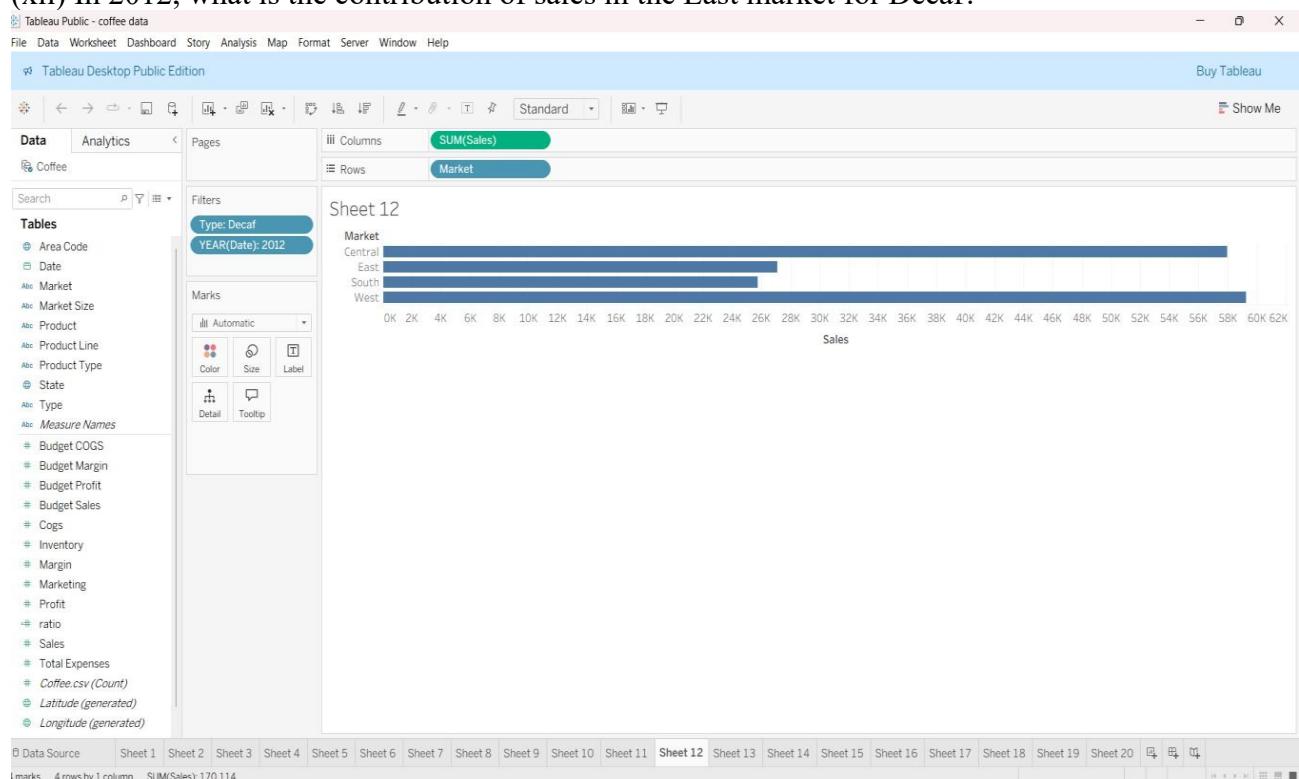
(x) Identify through side-by-side circles, the minimum marketing for the Coffee Beans Colombian product.



(xi) What is the contribution of sales in the East market for Decaf?



(xii) In 2012, what is the contribution of sales in the East market for Decaf?



(xiii) What is the average profit for all the products starting with C?

The screenshot shows the Tableau interface with the following details:

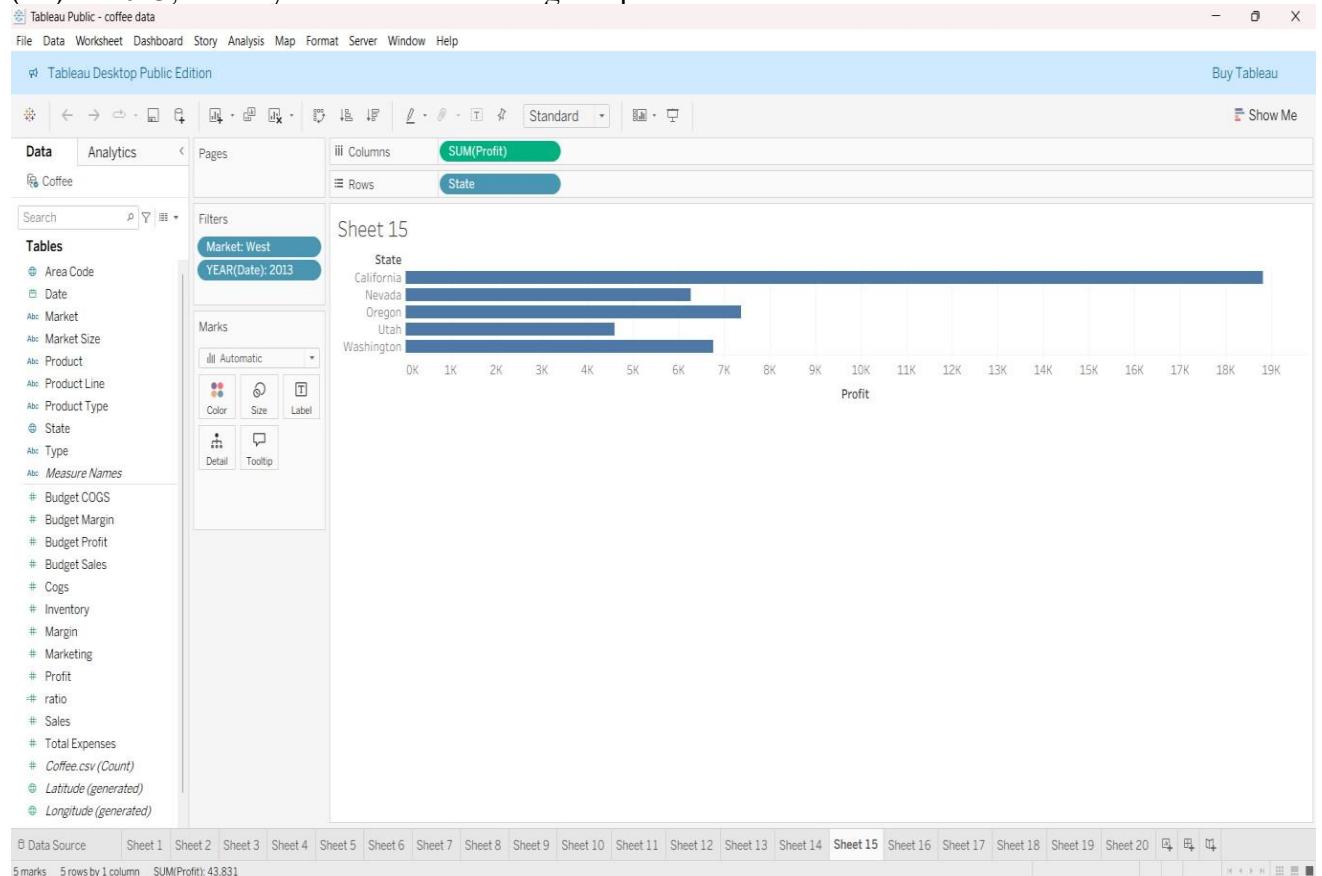
- Top Bar:** Tableau Public - coffee data, File, Data, Worksheet, Dashboard, Story, Analysis, Map, Format, Server, Window, Help, Buy Tableau, Show Me.
- Left Panel (Tables):** Area Code, Date, Market, Market Size, Product, Product Line, Product Type, State, Type, Measure Names, Budget COGS, Budget Margin, Budget Profit, Budget Sales, Cogs, Inventory, Margin, Marketing, Profit, ratio, Sales, Total Expenses, Coffee.csv (Count), Latitude (generated), Longitude (generated).
- Middle Panel (Sheet 13):** Shows a single value of 71.85 in the AVG(Profit) field under the Marks card.
- Bottom Panel:** Data Source, Sheet 1, Sheet 2, Sheet 3, Sheet 4, Sheet 5, Sheet 6, Sheet 7, Sheet 8, Sheet 9, Sheet 10, Sheet 11, Sheet 12, Sheet 13, Sheet 14, Sheet 15, Sheet 16, Sheet 17, Sheet 18, Sheet 19, Sheet 20, and a note: mark 1 row by 1 column SUM of AVG(Profit): 71.85.

(xiv) In the Central region, the Top 5 Products by sales contributed _____% of the total sales.

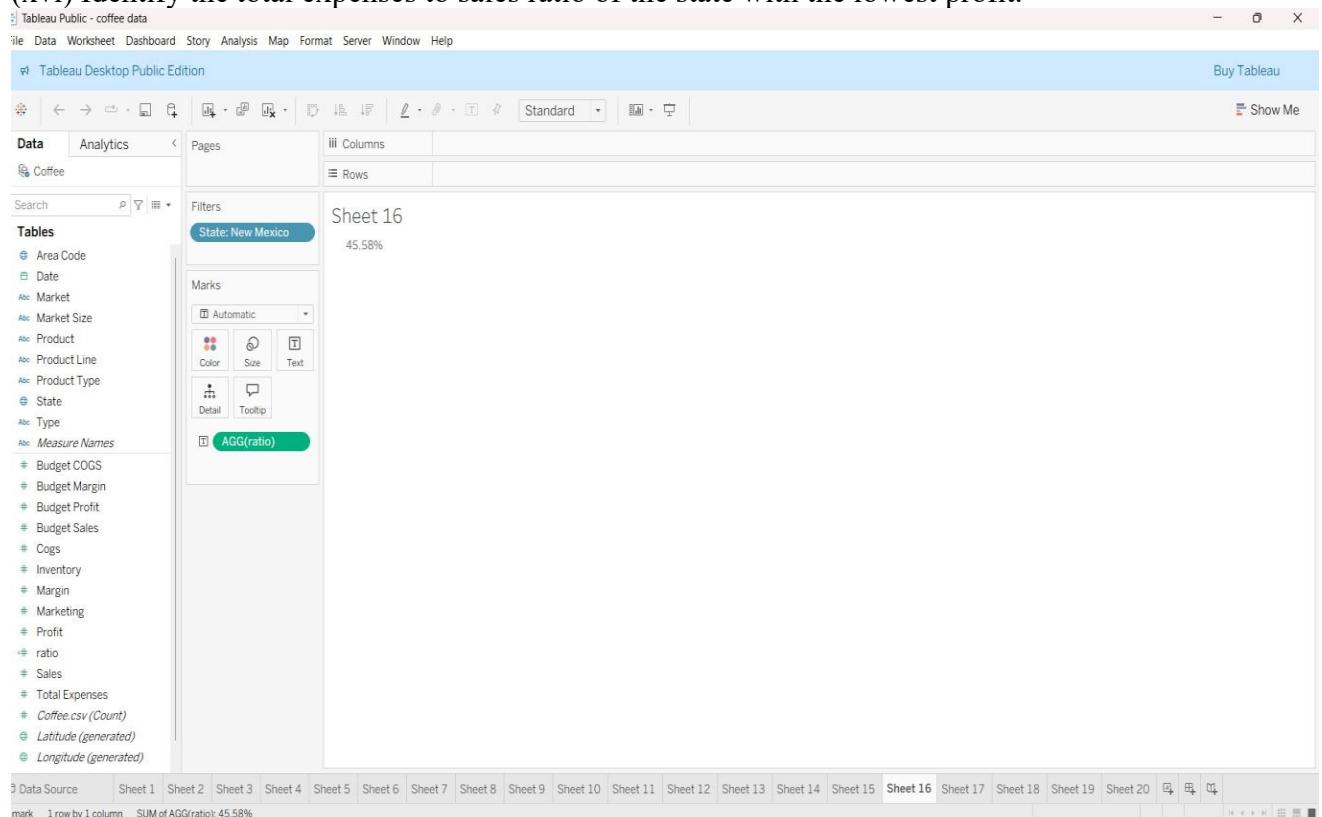
The screenshot shows the Tableau interface with the following details:

- Top Bar:** Tableau Public - coffee data, File, Data, Worksheet, Dashboard, Story, Analysis, Map, Format, Server, Window, Help, Buy Tableau, Show Me.
- Left Panel (Tables):** Area Code, Date, Market, Market Size, Product, Product Line, Product Type, State, Type, Measure Names, Budget COGS, Budget Margin, Budget Profit, Budget Sales, Cogs, Inventory, Margin, Marketing, Profit, ratio, Sales, Total Expenses, Coffee.csv (Count), Latitude (generated), Longitude (generated).
- Middle Panel (Sheet 14):** A horizontal bar chart titled "Sheet 14" showing sales for five products: Chamomile, Caffe Mocha, Colombian, Decaf Espresso, and Lemon. The x-axis is labeled "Sales" and ranges from 0K to 38K. The bars show sales values of approximately 35K, 28K, 25K, 22K, and 20K respectively.
- Bottom Panel:** Data Source, Sheet 1, Sheet 2, Sheet 3, Sheet 4, Sheet 5, Sheet 6, Sheet 7, Sheet 8, Sheet 9, Sheet 10, Sheet 11, Sheet 12, Sheet 13, Sheet 14, Sheet 15, Sheet 16, Sheet 17, Sheet 18, Sheet 19, Sheet 20, and a note: marks 5 rows by 1 column SUM(Sales): 147.165.

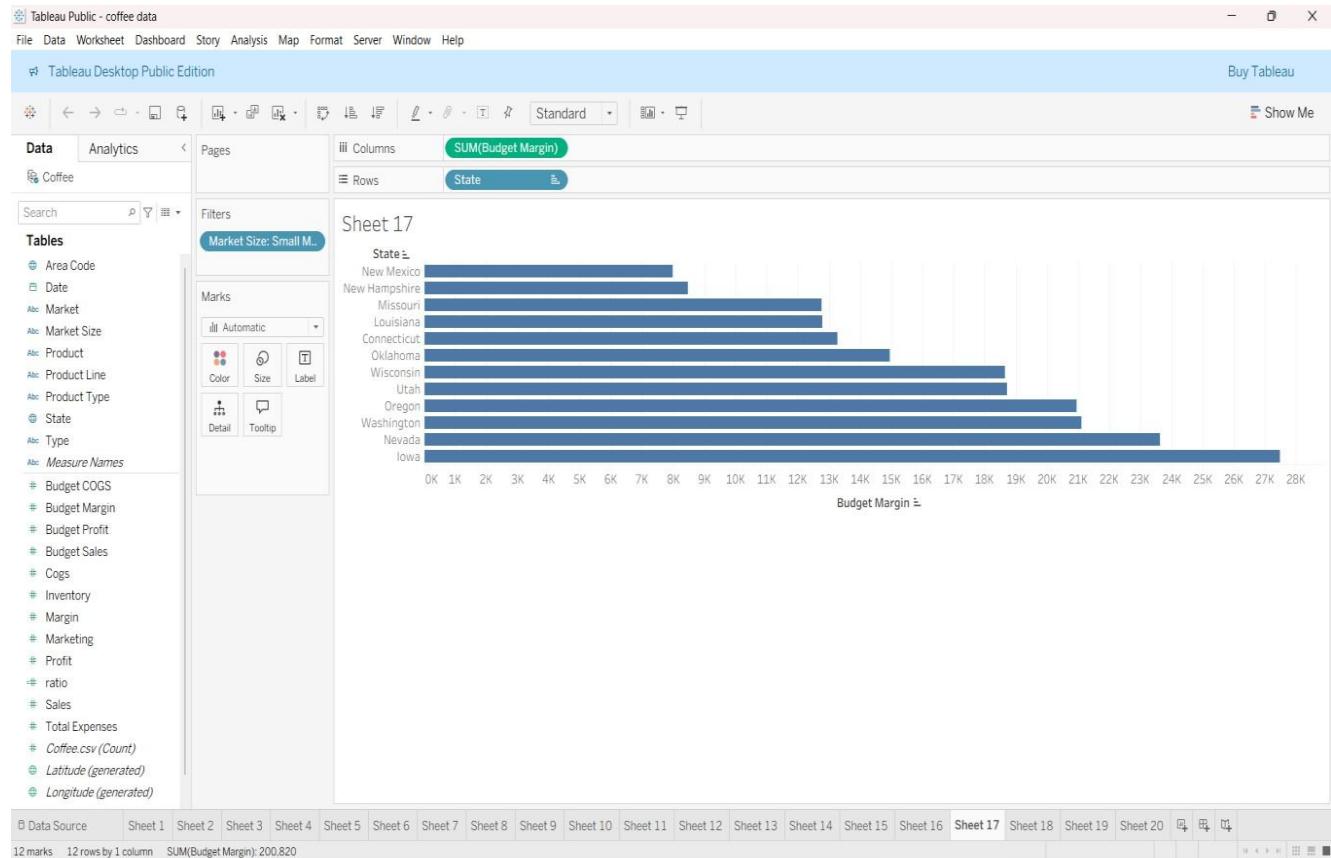
(xv) In 2013, identify the state with the highest profit in the West market.



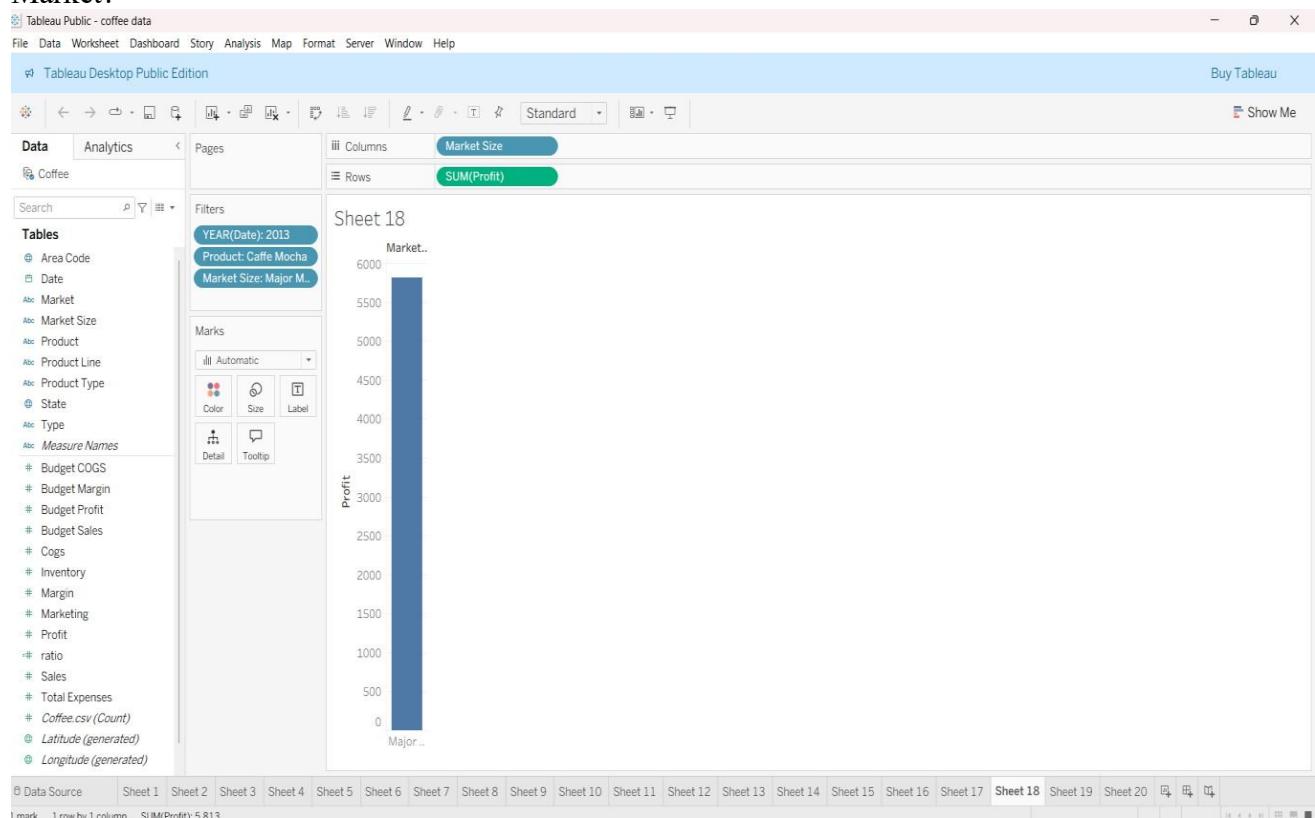
(xvi) Identify the total expenses to sales ratio of the state with the lowest profit.



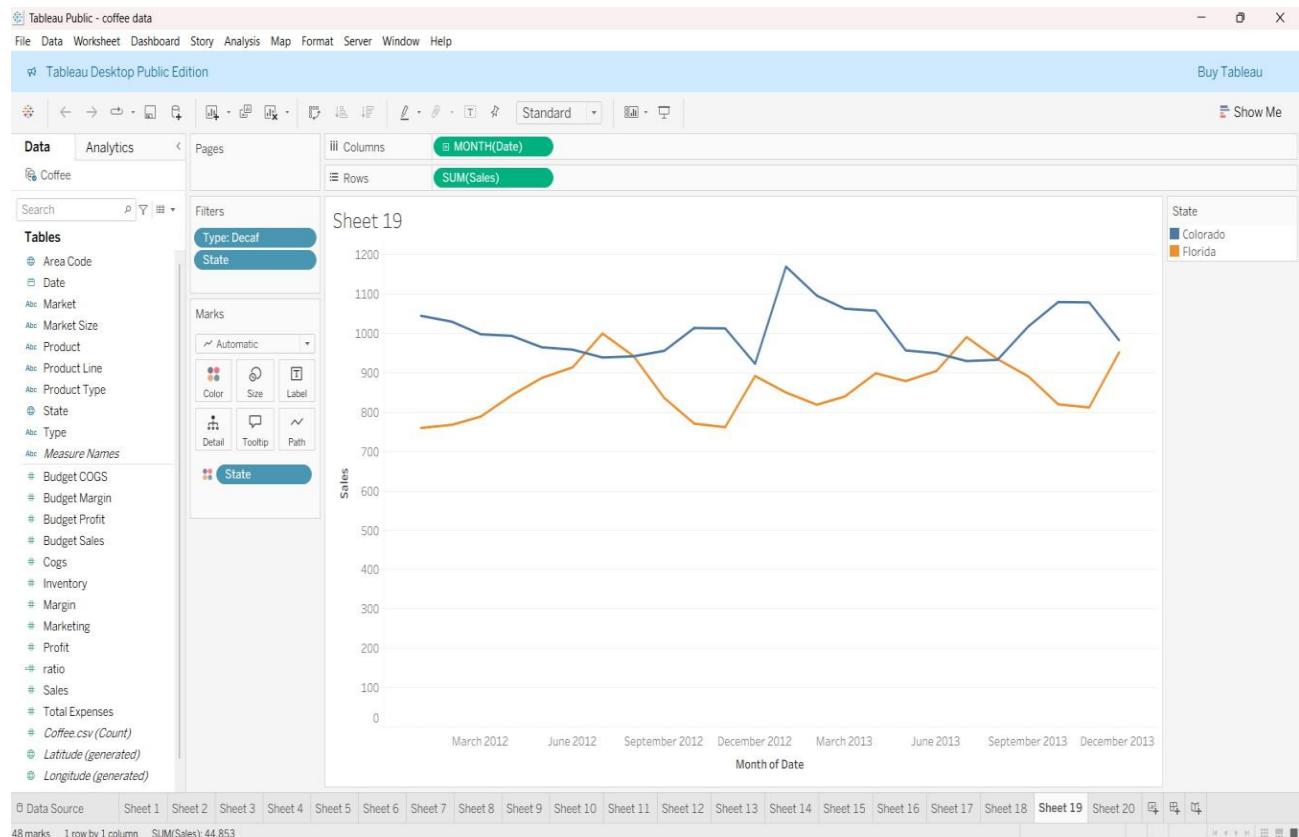
(xvii) What is the distinct count of area codes for the state with the lowest budget margin in small markets?



(xviii) In 2013, what is the percentage of total profit for Caffe Mocha falling under Major Market?



(xix) In which month and year did the sales cross \$1,100 for Decaf in Colorado as well as Florida?



(xx) Using tree maps, identify the market with its size having maximum budget sales.

