

derived the info.
not only viz

Tableau

BI tool

Business Intelligence.

* Derive any Intelligence of business from Data.

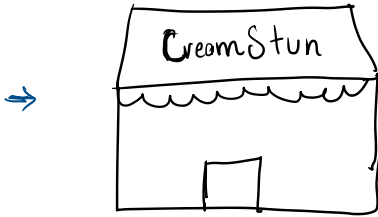
Information

→ Ex → How much profit earned last month.

Information / Insight of business you derive from data.

→ Use Case

Ice Cream



6 months

Questions:

* Are we making profit/loss in last 6 months.

* How much sales in ^{last} month.

* Which flavor is best ~~best~~ seller.

* Cost price / Cost per @ Unit.

* What is the demography of our cust.
↓
Age group.

* Customer's location.

* Seasonal Sales

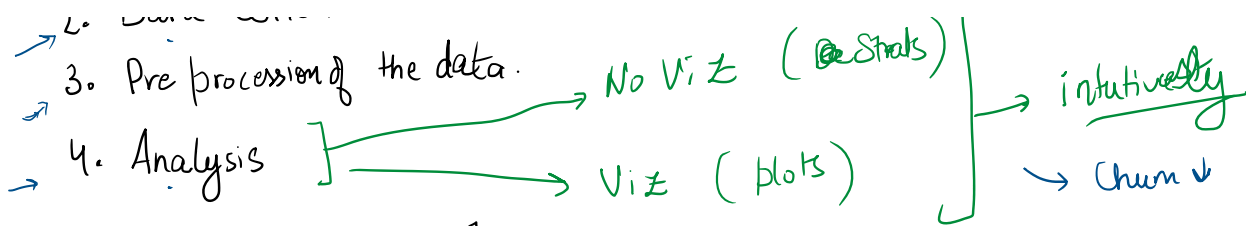
Data

1. Problem Statement.

2. Data Collection.

3. Pre processing of the data.

→ No Viz (Stats) → intuitively



→ How you Got Here.]→

→ Why.

⑤ Conclusion.

⑥ Stake Holders / Clients]→ Recommendation

→ Take Decision.

→ Sample Customers

→ Feedback

→ Card
→ Pin

Netflix ⇒ Every user in Netflix have logging from the home prime.]
↑ Good
→ Why?

Churn ↑ ✓

4. [They found out the users are sharing there acc.]

↓
10 - 1 Sub.

→ Churn Rate ↓

→ How?

→ Data

→ South America.

→ Data types in tableau

Dimension
(Categorical)

Measure
(Numerical)