Data Analysis Portfolio

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Meat Data

Data Source

- Taken from OECD dataset:
  - Link: https://data.oecd.org/agroutput/meat-consumption.htm?platform=hootsuite

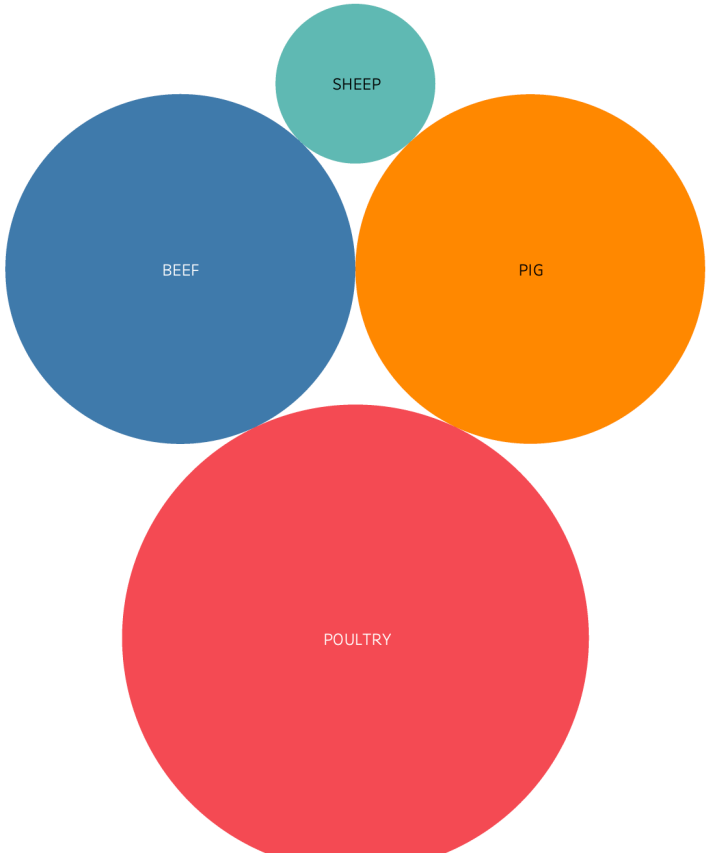
- Columns:
  1. ID (added for selection purposes)
  2. Location (country)
  3. Indicator (only MEATCONSUMP)
  4. Subject (type of meat)
  5. Measure (kg per capita or THND_TONNE)
  6. Frequency (only A for annual)
  7. Time (year)
  8. Value

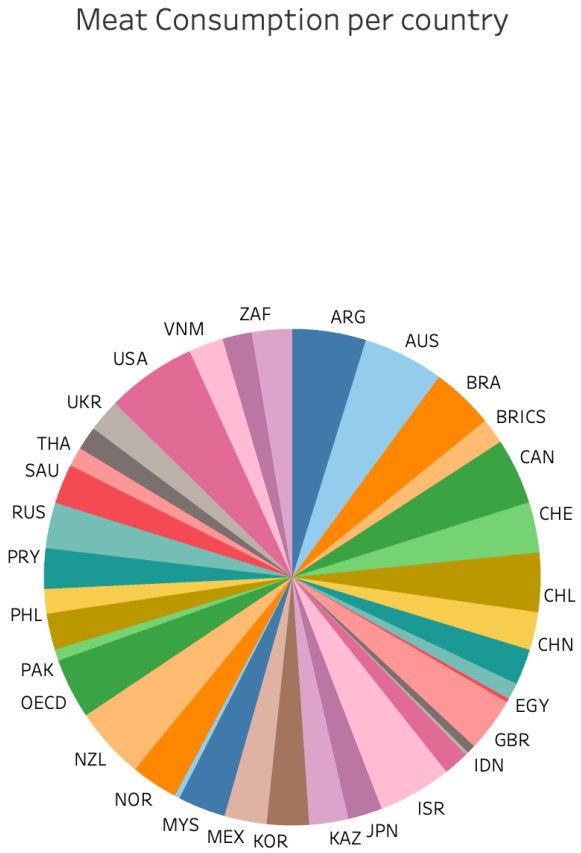
How I will structure the analysis

- Focus understanding which countries eat which type of meat and how much.
- While a thousand tonnes is interesting data, it isn’t appropriately scaled and makes it unfeasible to compare betweens countries of different sizes.

Analysis

Story 1





- With this visualization I can quickly at a glance see the meat consumption of kg per Capita per meat type. With the country filter on the right side highlighting which countries consume more meat. This quickly shows us the breakdown per country and per type of meat.

leau.com/shared/54P7KR2KY?:display_count
are_link

Analysis

- We can see that overall, with all countries selected that poultry is the most eaten meat.
- We could add additional charts with Tableau to ascertain particular questions such as:
  - Is X type of meat correlated in consumption with Y type of meat? Is there a negative correlation?

Shopping Data

Data Source

- Taken from another user on Kaggle:
  - Link: https://www.kaggle.com/datasets/shedai/retail-data-set

- Columns:
  1. **DocumentID**
  2. **Date**
  3. **SKU**
  4. **Price**
  5. **Discount**
  6. **Customer**
  7. **Quantity**

How I will structure the analysis

- I think a two-pronged approach might be the best.
    1. I want to learn which customers are high-price purchasers
    2. Which SKUs are popular and selling

Simple Custom Function

TotalSpent

```
([Price]-[Discount])*[Quantity]
```

Utilized a simple function in tableau to get the net amount spent rather than the gross amount which would've been summed before any discounts were factored in.

Customers Focus

- This one is fairly straightforward.

The trend of sum of TotalSpent for Customer. The view is filtered on Customer, which keeps all values.

Customers Focus (slide 2)

- We can see that there are a few high spenders. These are customerID numbers 414 & 418 for the top 2 then ID 359 for the third.
  - These comprise of the top three each spending:

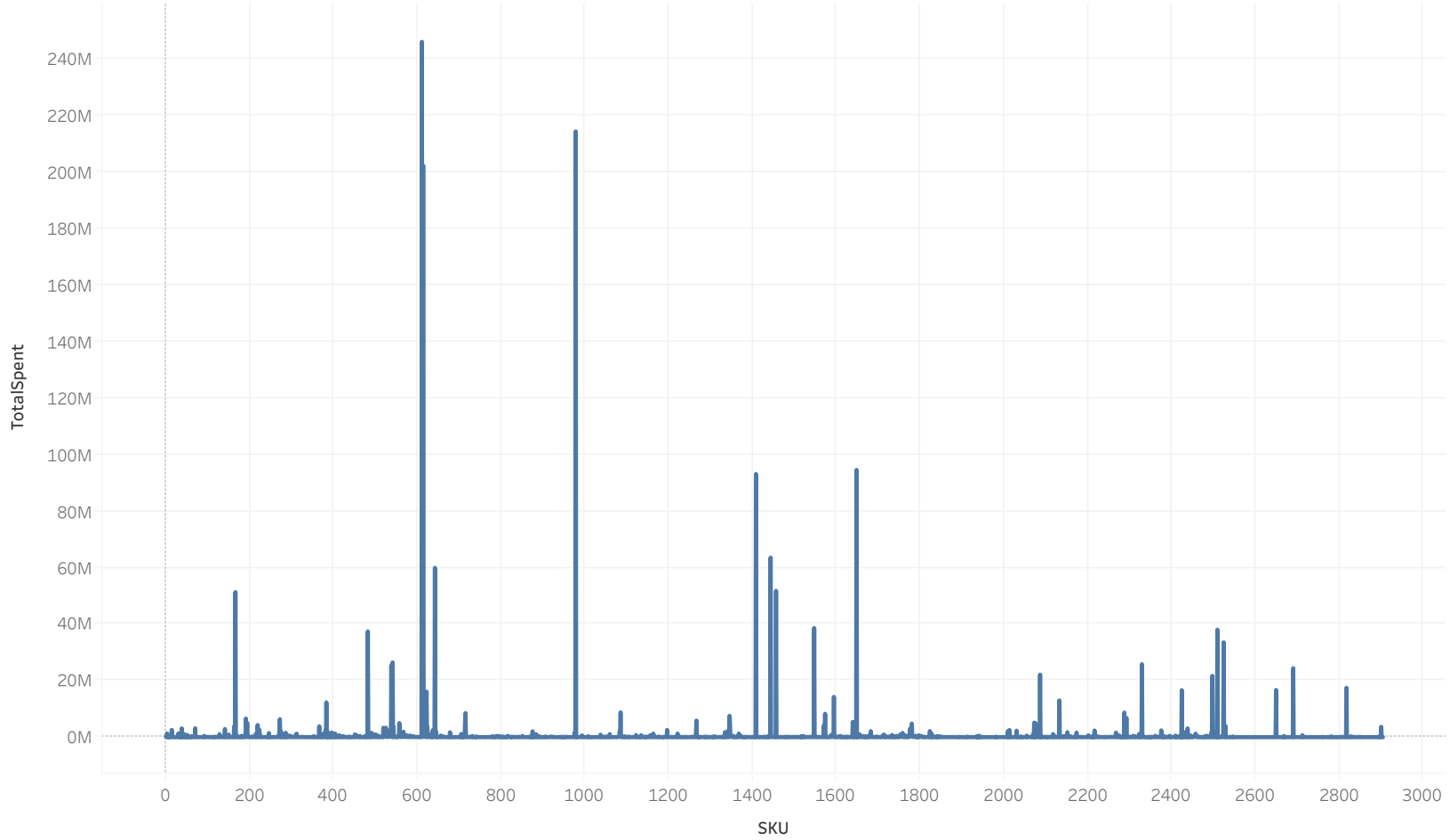
Customer	Total Spent
414	513,773,037.09
418	438,245,796.70
359	209,593,181.37

  - Which altogether sums up to around 1.16 billion dollars worth of sales, post-discount
- Being conscientious of your high-value clients and attentive to their needs and desires is what is key to keeping them!

SKUs Focus

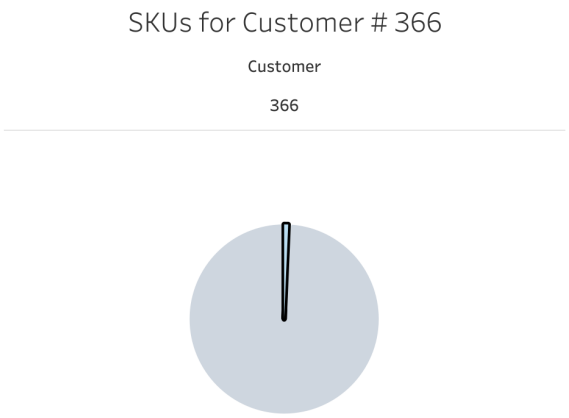
Through this we can see that SKUs 611, 614, 978, 1408, and 1648 are the highest 5 peaks in the visualization

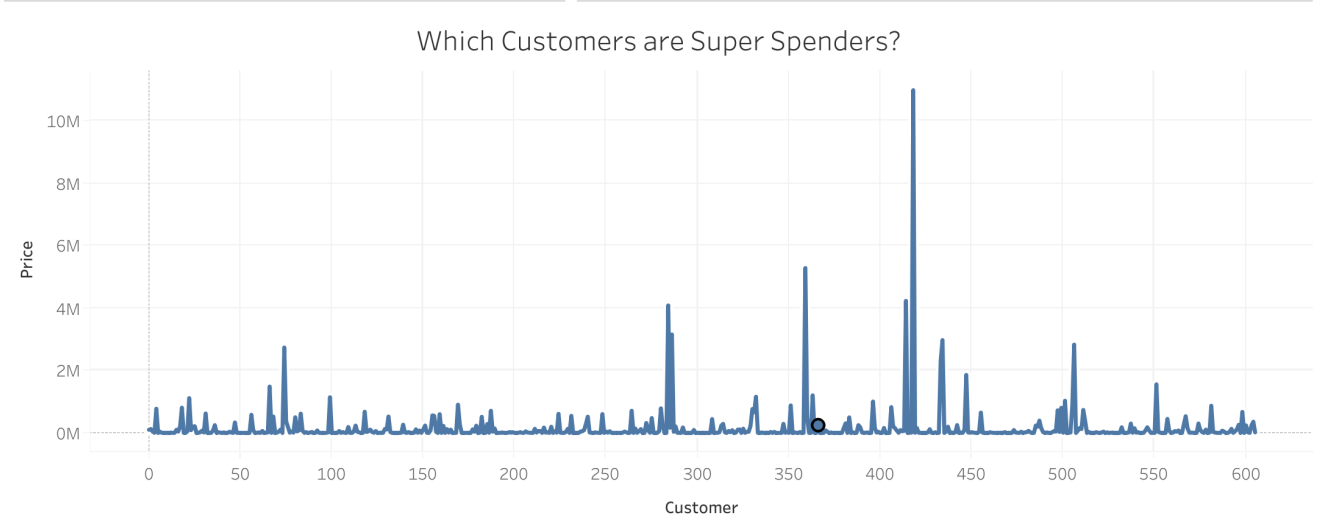
SKUsPopular



The trend of sum of TotalSpent for SKU.

SKUs Focus (slide 2)





In this overall visualization, we can see the total spenders and then the breakdown of SKUs per customer along with all the customers that purchased that SKU.

see: https://public.tableau.com/views/VisualizingSpendingHabits/SpendersAndWhat?:language=en-US&:display_count=n&:origin=viz_share_link

Analysis

- While the last visualization shows all the data, there could be nicer ways to show the data. If I spaced out the data into boxes, it might be easier to view or added a 2-D X&Y component, that the visualization could be a little more spatially resolved than just the pie chart.