

# PROJECT REPORT

## 1 . INTRODUCTION

### 1.1 Overview

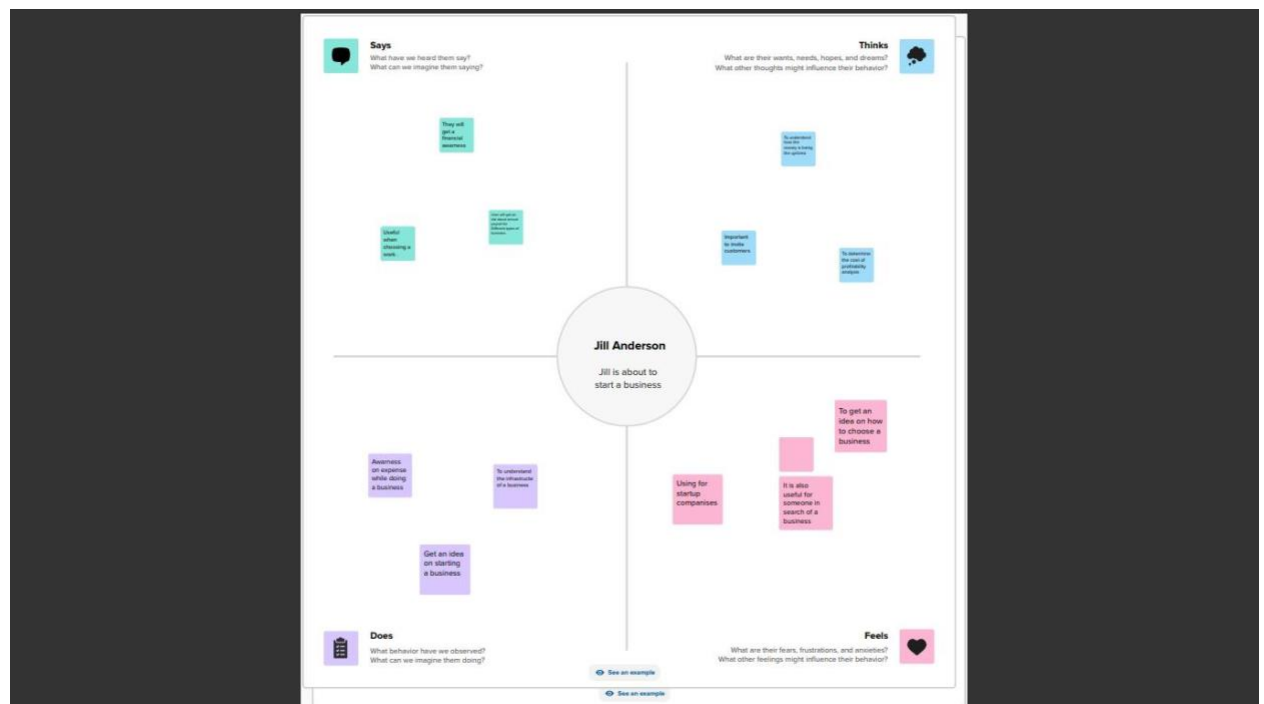
This report delves into the fascinating realm of business expenses and provides a visual exploration of the various expenditures incurred by different businesses. It showcases the distribution of expenses, identifies key cost drivers, and highlights areas of potential optimization or concern.

### 1.2 Purpose

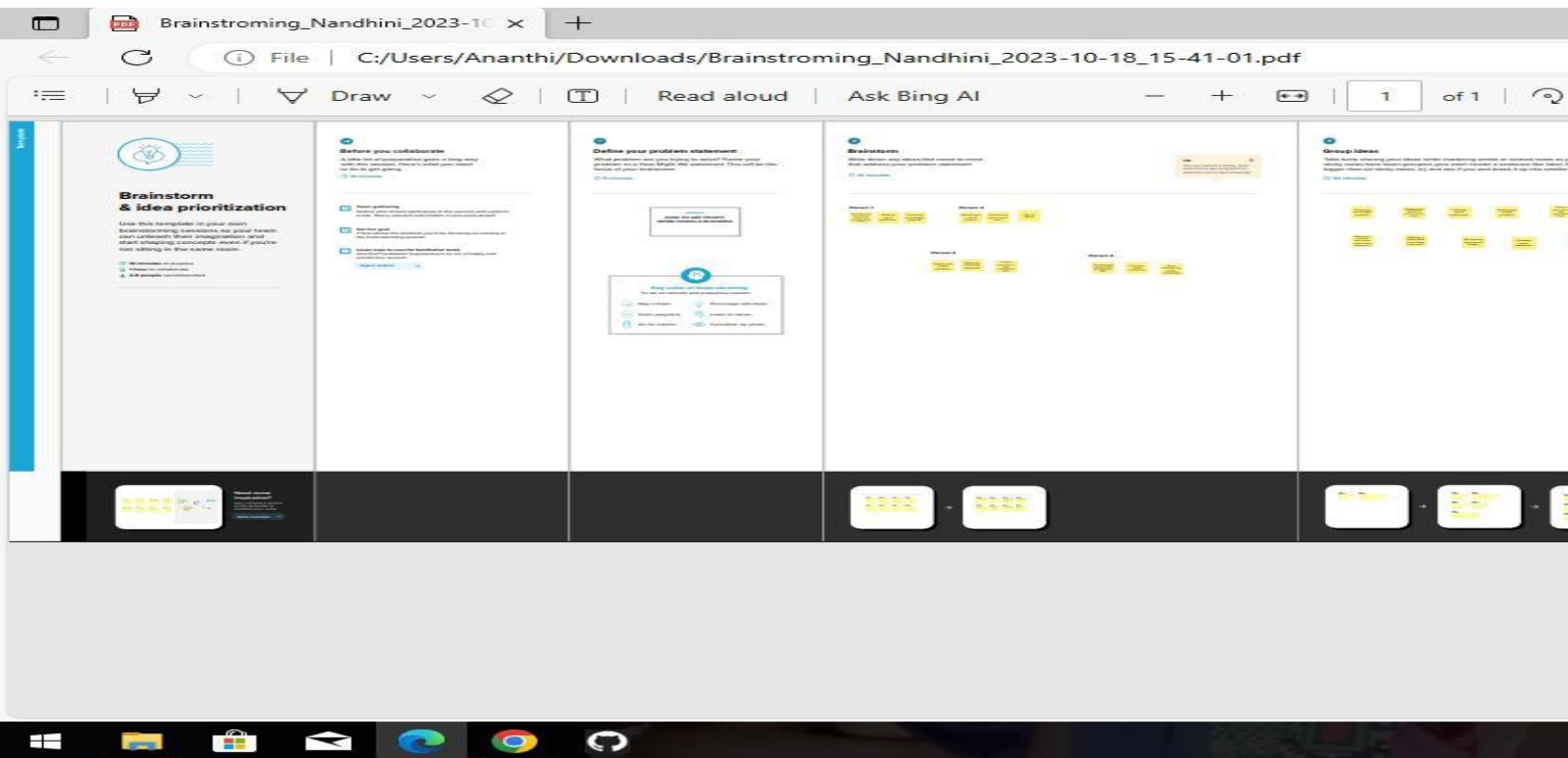
visual representations allow for intuitive analysis, facilitating a deeper understanding of expenditure patterns and their implications for business performance. We can identify the areas of inefficiency or opportunity, and make informed decisions to optimize resources and drive growth.

## 2 . PROBLEM DEFINITION & DESIGN THINKING

### 2.1 Empathy Map :

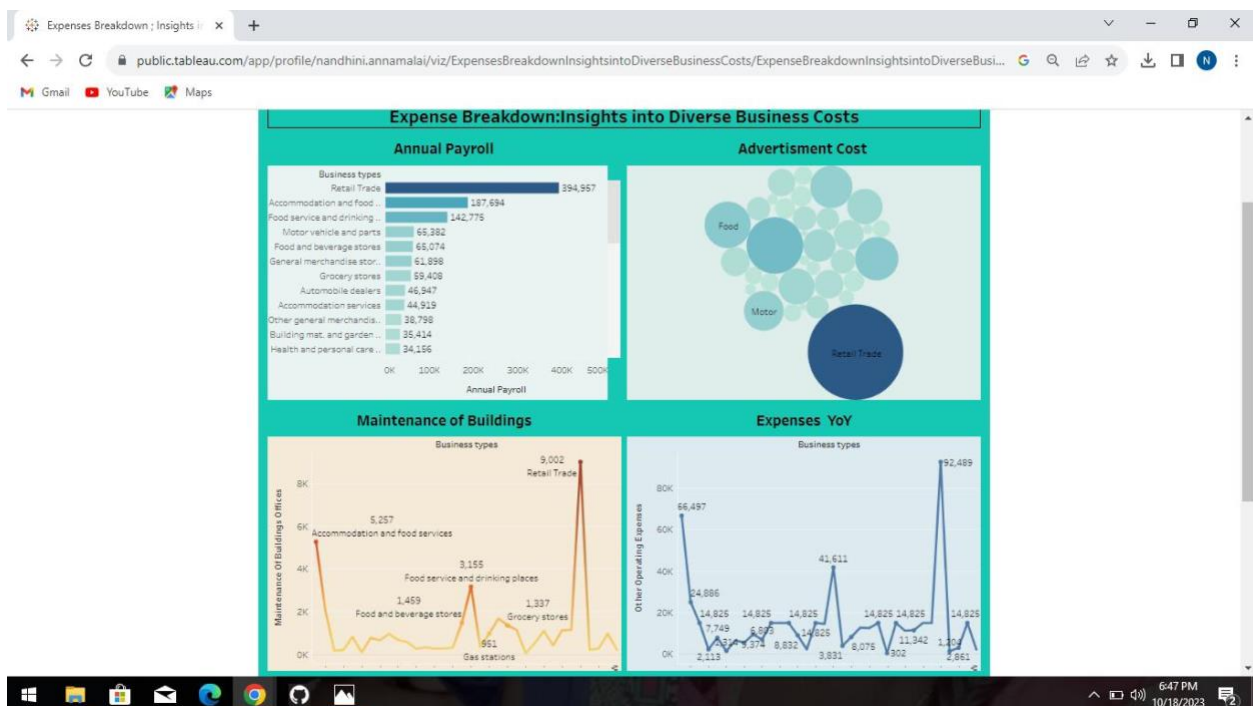


## 2.2 Ideation & Brainstorming Map :



## 3 Result

To extract the insights from the data and put the data in the form of visualizations, Dashboards



Business Expenditure Overview

public.tableau.com/app/profile/handhinii.annamalai/viz/BusinessExpenditureOverview\_16975248315410/BusinessExpenditureOverview

Business Expenditure Overview

Contract Labour vs Employee

Business types

Employer Cost - Contract Labor C.

Business Type	Employer Cost	Contract Labor C.
Accommoda	62,714	6,213
Food servic	24,008	1,539
Accommoda	11,395	737
Health and	2,905	737
Department	5,140	737
Motor vehic	11,790	414
Furniture st	17,639	426
Food and be	15,001	395
Miscellaneous	13,979	268
Sporting, bu	3,388	140
Women's cl	8,779	43
All other ge	717	20
Beer, wine,	1,656	4
Warehouse		

Transportation and Warehousing

Business types

Transportation Shipping Warehousing

Business Type	Transportation Shipping Warehousing
Clothing stores	1,370
Electronic shopping	5,791
Family clothing stores	1,985
Homestore retailers	6,188
Retail Trade	14,392

Fuel

Retail Trade 23.30%

Accommodation and food services 33.30%

Motor vehicle and parts 5.34%

Food service and drinking places 22.70%

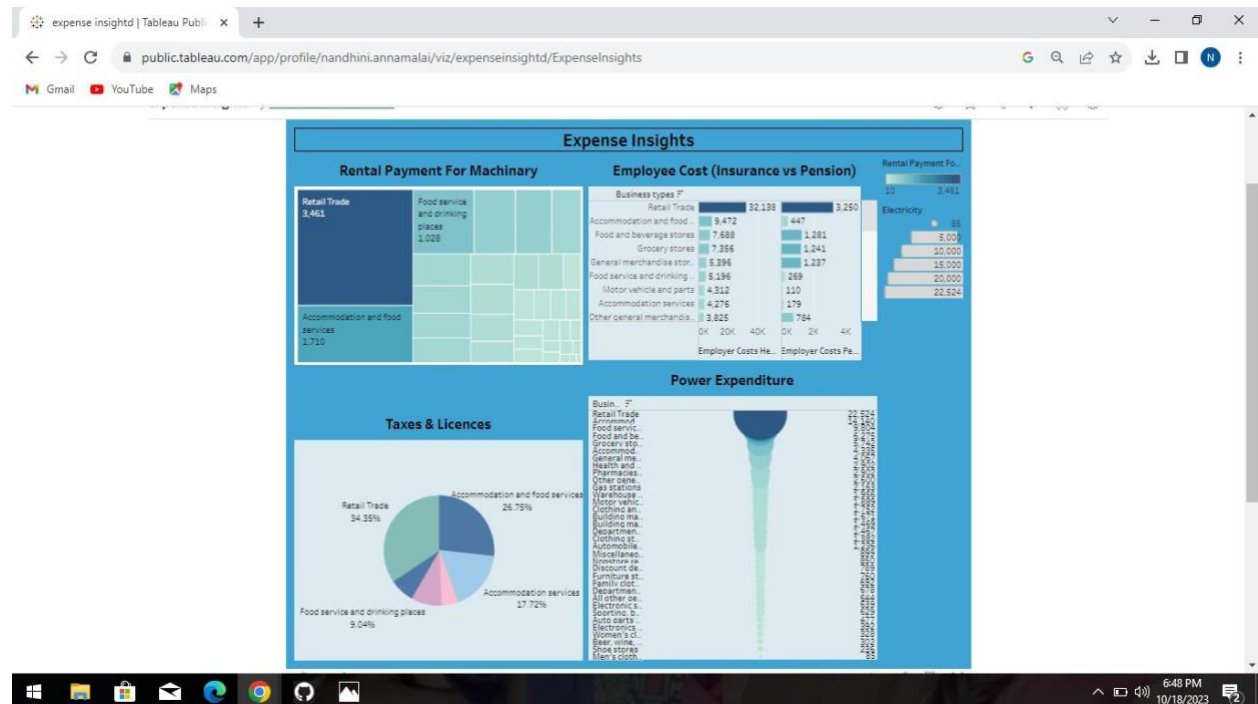
Food and beverage stores 4.50%

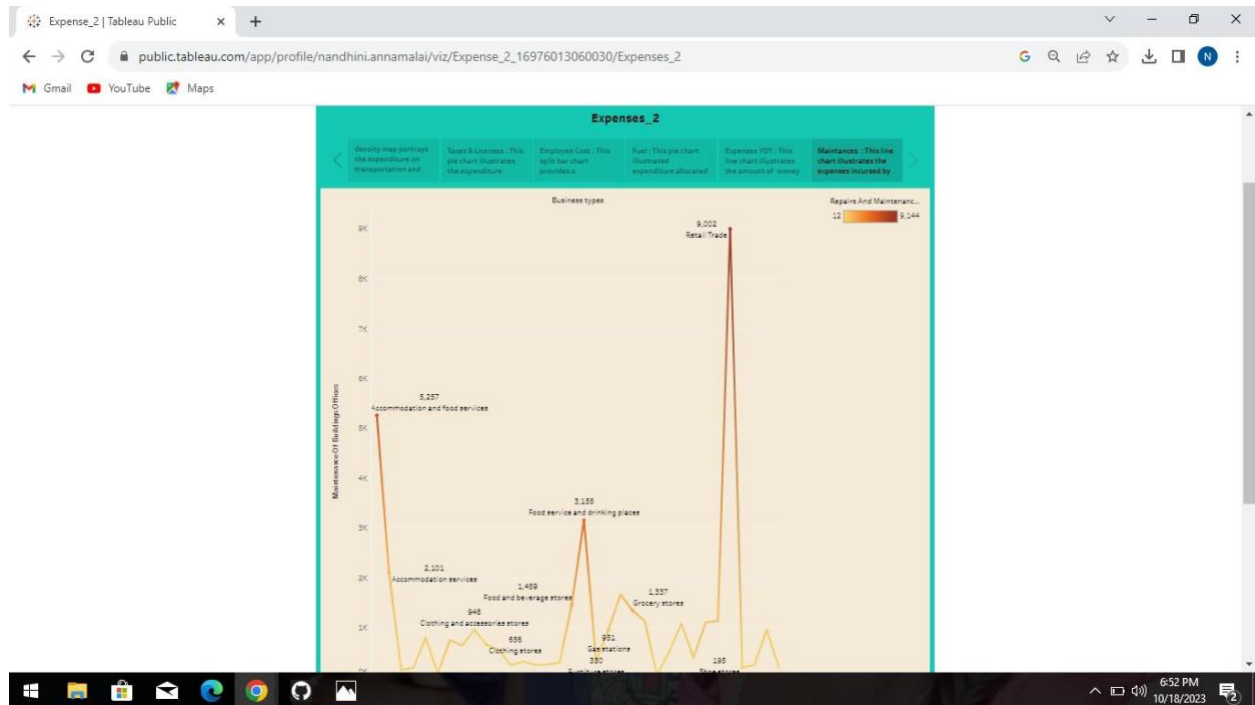
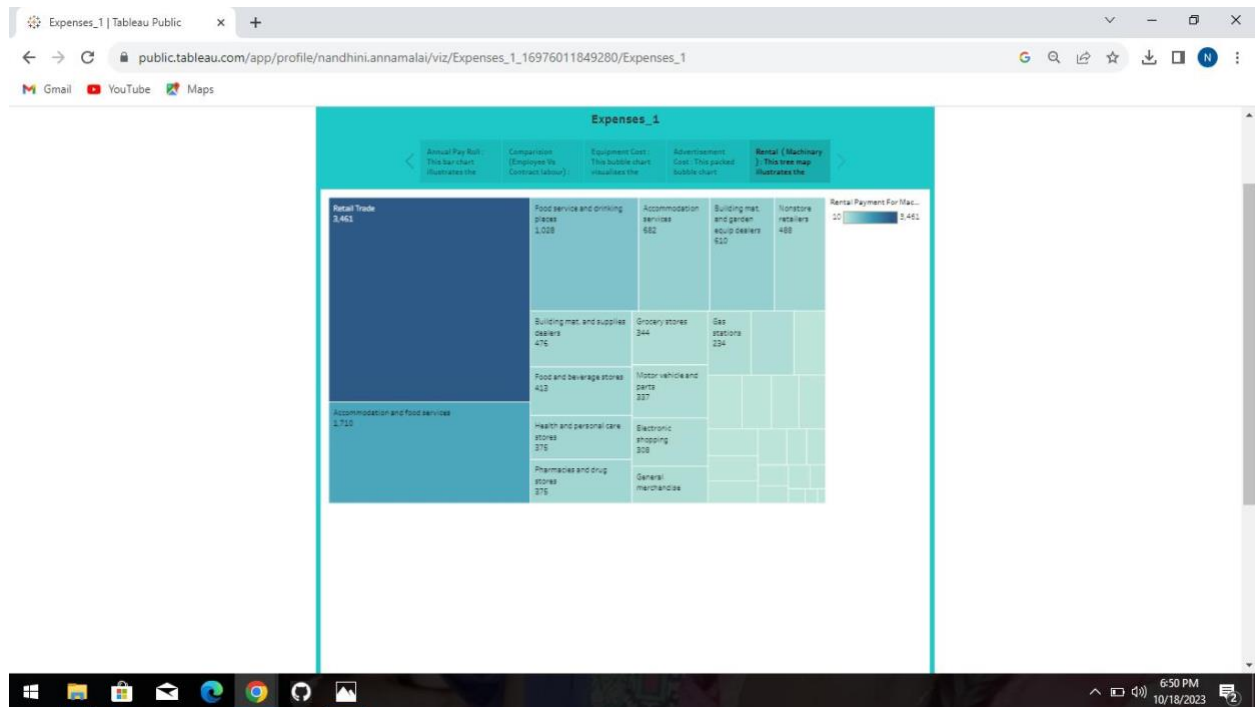
Advertisement Cost

Food

Motor

Retail Trade





The above dashboards are useful in business, finance, manufacturing, healthcare, and many other industries. They are used to track key performance indicators, monitor performance metrics, and

display data in the form of charts, graphs, and tables.

The above data stories explain the context for the data, a body that presents the data and analysis logically and systematically, and a conclusion that summarizes the key findings and highlights their implication.

#### **4 ADVANTAGES & DISADVANTAGES**

##### **ADVANTAGES**

1. Clarity in unpredictable situations.
2. Unpredictable situations and expenditures are an inevitable part of every venture, but
3. trying to predict them will help you anticipate some curve balls.

##### **DISADVANTAGES**

Does not account for all variables

1. The ostensible clarity provided by a cost benefit analysis can give the illusion that you
2. have covered your bases, when actually there is so much more to know.

#### **5 APPLICATIONS**

This solution can be applied in variety of settings, such as business, finance, manufacturing, healthcare, and many other industries.

#### **6 CONCLUSION**

First we created the empathy map and brainstorming map, after that we analysed the given dataset on estimation of business expenses and using the tableau tool we created no. of visualizations and created dashboard and story using the visualization that we made before.

From this we can get a meaningful insights on business expenses.

#### **7 FUTURE SCOPE**

. From using the visualizations and meaningful insights it will be useful to make data-driven decisions rather than making an intuition-driven decision. It will be useful in the future also when starting a company or starting a own business.