OVERVIEW

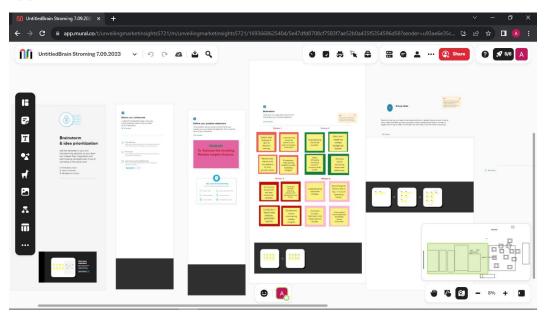
By creating the chart we are able to explain the products through unveiling market insights in a clear and fast manner.

PURPOSE

- *Exploring tableau software.
- *Implementing the software in a effective way
- *Visualization can be obtained effectively through tablueau.

PROBLEM DEFINITION & DESIGN TNINKING

Unveiling market insights: Analysing spending behaviour and identifying opportunities for growth.





RESULTS

• Final Finding (output) of the project along with screenshots.

ADVANTAGE:

- * Tableau provides an intuitive drag and drop interface that makes it accessible to uses with varying levels of technical experts
- * User can perform real time data analysis and make informed decisions as Tableau can handle large data effectively

DISADVANTAGE

- * Tableau can be relatively expensive especially for enterprise level solutions, smaller business on individuals may find it cost prohibition .
- * Handling extremely large datasets on complex calculations can lead to performance issues, requiring optimization.

APPLICATION

- *Business Intelligence
- *Sales and marketing analytics
- *Finance and Accounting
- *Supply chain management

CONCLUSION

Though the data set is complex on the data set is very big in tableau.

We can create data board very easily and within less time.

FUTURE SCOPE IN TABLEAU:

- * AI and Machine learning Integration
- * Cloud Integration
- * Natural language processing
- * Advanced Analytics
- * Global adaptation.