PGPBABI Oct. 2019 BATCH

Group 2

Tableau- Vintage Art Assignment

Preparers

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| Date of Preparation | Brief Description of Assignment | Prepared By |
| 9th Jan, 2020 | Tableau Data presentation on Vintage Art Data Set | * Avni Tandon * Hari Sellappan * Ilyas Viquar * Nishitha Ramesh * Usha Parupudi |

# **Tableau Public Link**

<https://public.tableau.com/profile/avni.tandon#!/vizhome/VintageArtgroupassignment_15781539081300/VintageArtStoryBoard>

# **Introduction**

Data set Vintage Art was provided which had the sale information for different auction houses. Details of art categories, subcategories, art types, painting sizes, etc were given to us.

# **Missing Value Treatment**

* We found lots of null values in the dataset. For the missing values in Current Auction Price column, we calculated the profit/loss for each art type and took the mean of the same and added that to the acquisition cost to get the missing value for the Current Auction Price.
* There were 504 records with "0" value in the Current Auction Price. It was unclear if these were not sold or these paintings were pending for evaluation on pricing, or they were freebies. It was decided to filter these entries while creating graphs with Current Auction Price variable.
* There were a few missing values in art nationality and we filled them using art category logic. We modified the date format as well. There were 104 null entries for Prominent Color which we ignored for our analysis.
* We used R to impute the missing values. Some of the variables that were not considered in our analysis: CID, Border of the art piece, brush, brush size, brush fineness, Good Art Check, Auction House Guarantee, and Painting area size.

# **Summary**

A total of 5 stories were created based on the Total Number of Sales, Acquisition Cost, Current Auction Price, Auction House & Overall Profit/Loss. We sliced & diced the data from the Auction House to the ZIP code level.

Based on our analysis following are our key findings:

1. Christie Auction House recorded the maximum sales.
2. American Art was the most preferred by the buyers.
3. Dark Art I category had the highest sales.
4. Silver was the most preferred color.
5. Art Type: Type 17 was the most preferred art form.
6. Painting size 9inch X 12inch was most sold.
7. Buyers from Texas bought the maximum paintings.
8. Zip Code wise, Florida recorded the highest sales for the paintings.
9. Overall Oklahoma was the most profitable state for the auction houses.
10. VINTAGE ART SALE BUSINESS IS A LOSS-MAKING PROPOSITION.