Unveiling Market Insights: Analysing Spending Behaviour and Identifying Opportunities for Growth

PROJECT REPORT

submitted to the *Manonmaniam Sundaranar Univesity Tirunelveli*, in partial fulfilment of the requirements for the award of the *Degree* in

BACHLEOR OF SCIENCE IN PHYSICS

by

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INTRODUCTION

Wholesaling or distributing is the sale of goods or merchandise to retailer

to industrial, commercial, institutional or other professional businessman to

other wholesalers (wholesale businesses) and related subordinated services. In

general, it is the sale of goods in bulk to anyone, either a person or an

organization, other than the end consumer of that merchandise. Wholesaling is

buying goods in bulk quantity, usually directly from the manufacturer or source,

at a discounted rate. The retailer then sells the goods to the end consumer at a

higher price making a profit.

The consumption and production of marketed food are spatially separated.
Production is primarily in rural areas while consumption is mainly in urban areas.

**We are going to Analyse the consumption and production of wholesaling by creating**

- Empathy Map
- Brain Storming And Idea Prioritization
- Visualisations of KPI's
- Region Wise Detergent paper and grocery
- Region wise Milk

- Channel wise frozen and Delicatessen

- Region wise Delicatessen and Detergent paper

- Channel wise grocery and Detergent paper

- Region Wise Delicatessen

PROJECT FLOW

- Empathy Map

- Brain storming and Idea Prioritization

- Data Preparation

    Prepare the Data for Visualization

- Data Visualizations

    No of Unique Visualizations

- Dashboard

    Responsive and Design of Dashboard

- Story

    No of Scenes of Story

- Performance Testing

    Amount of Data Rendered to Tableau

- Publishing

    Publish Dashboard & Story to Tableau Public

- Project Demonstration & Documentation

    Record explanation Video for project end to end solution

    Project Documentation-Step by step project development procedure

EMPATHY MAP
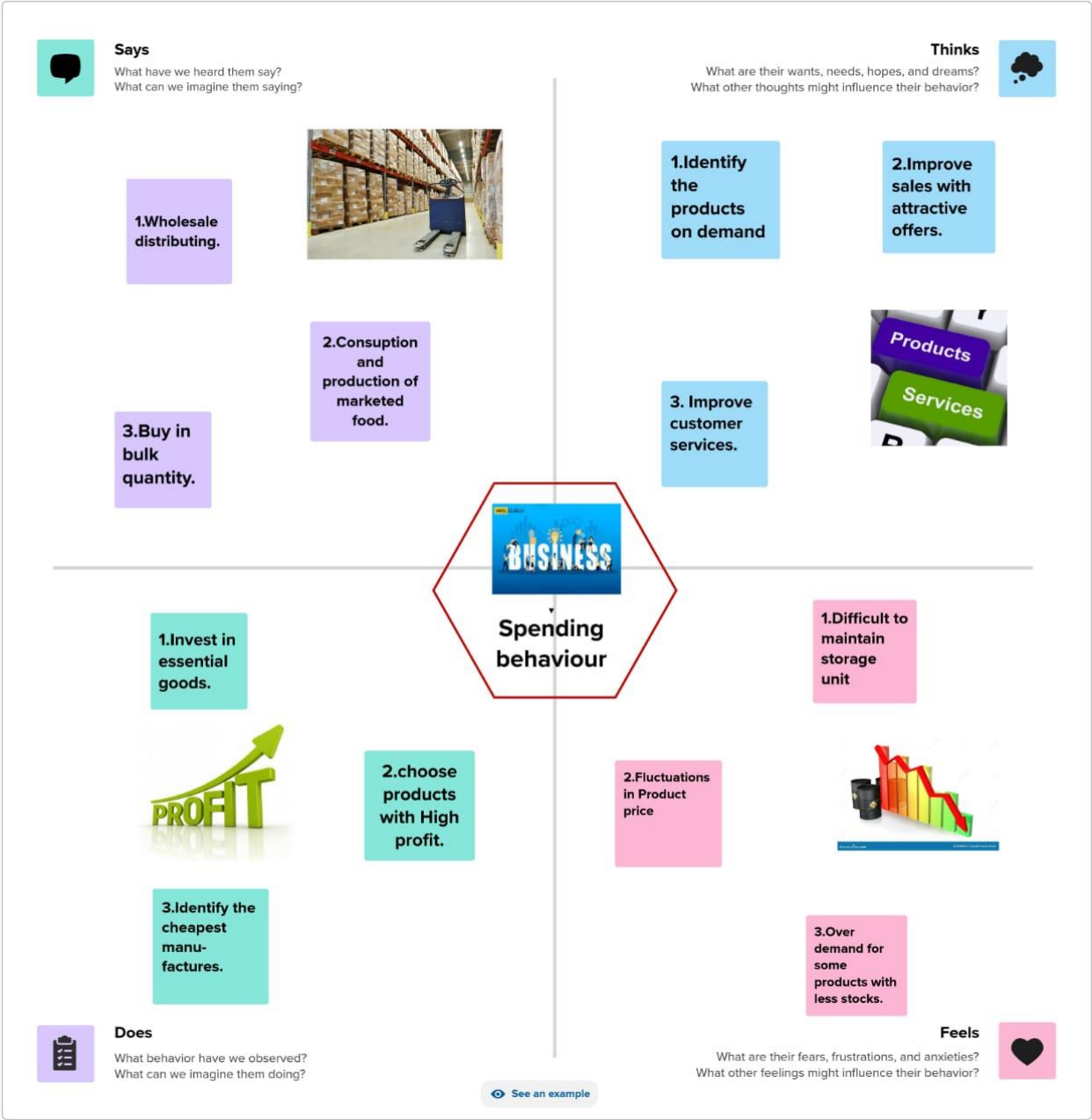
We plot empathy map for spending behaviour

BRAIN STORMING AND IDEA PRIORITIZATION
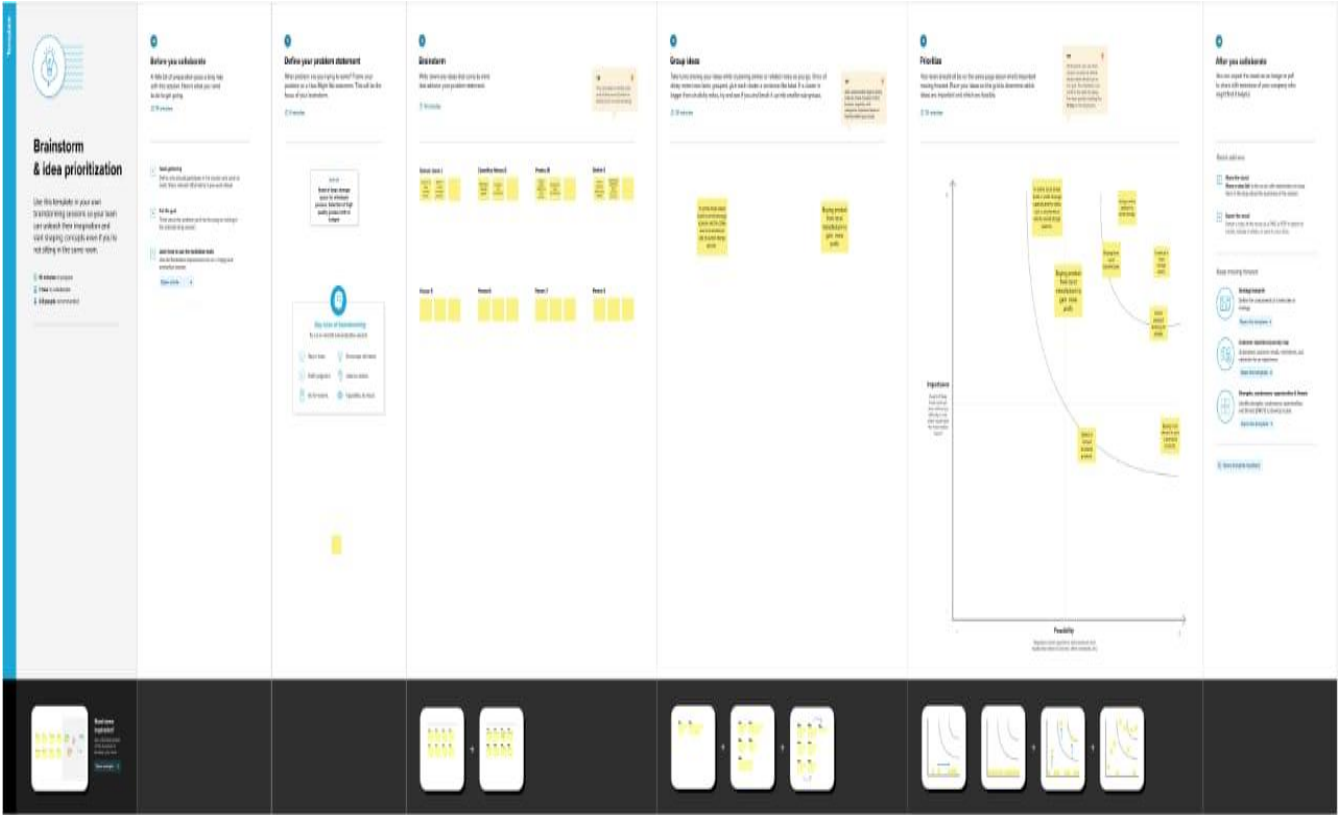
Brainstorming for spending behaviour

DATA PREPARATION

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into our analysis.

DATA VISALIZATION

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

SHEET 1 – KPI

Milk
2,550,357

Sum of Milk.

Sheet 1 represent count for milk

SHEET 2 - KPI

Grocery
3,498,562

Sum of Grocery.
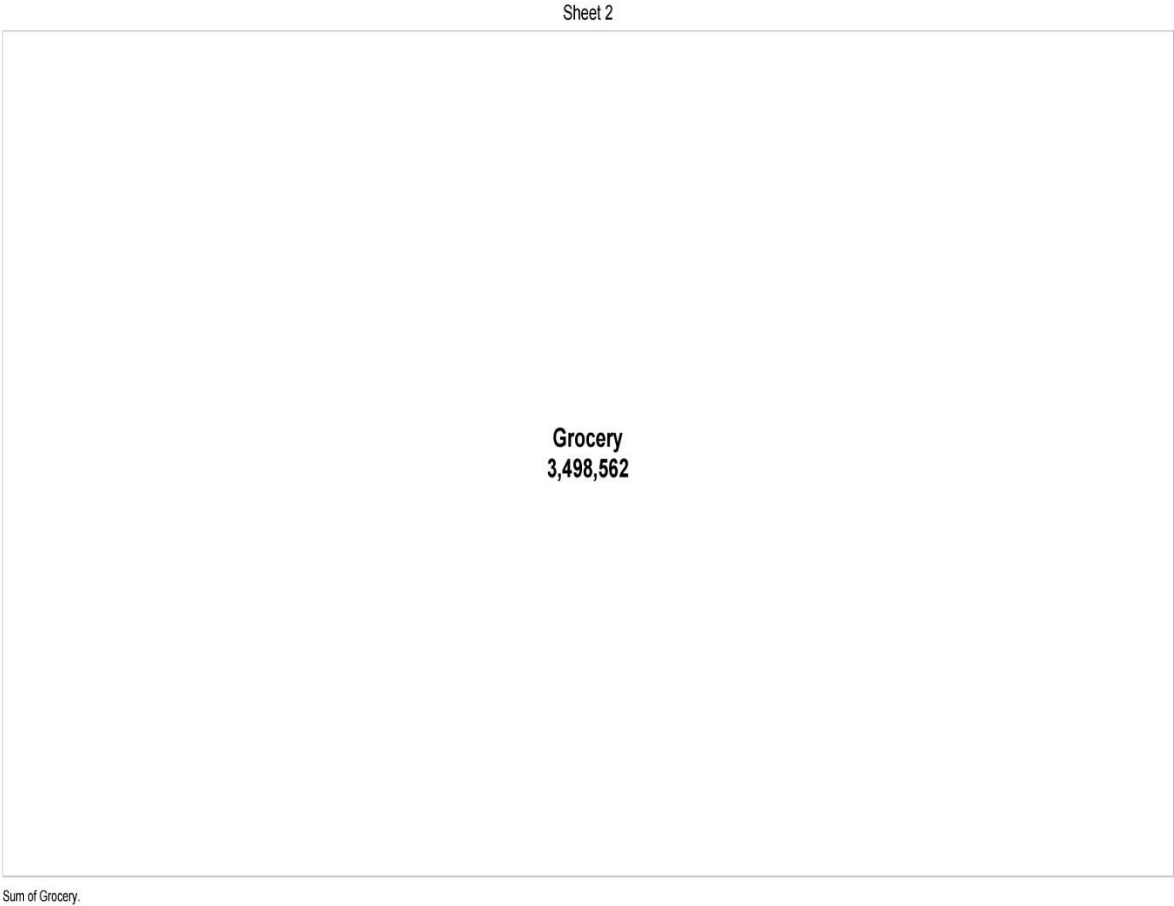
Sheet 2 represent count for grocery

SHEET 3 - KPI

Fresh
5,280,131

Sum of Fresh.
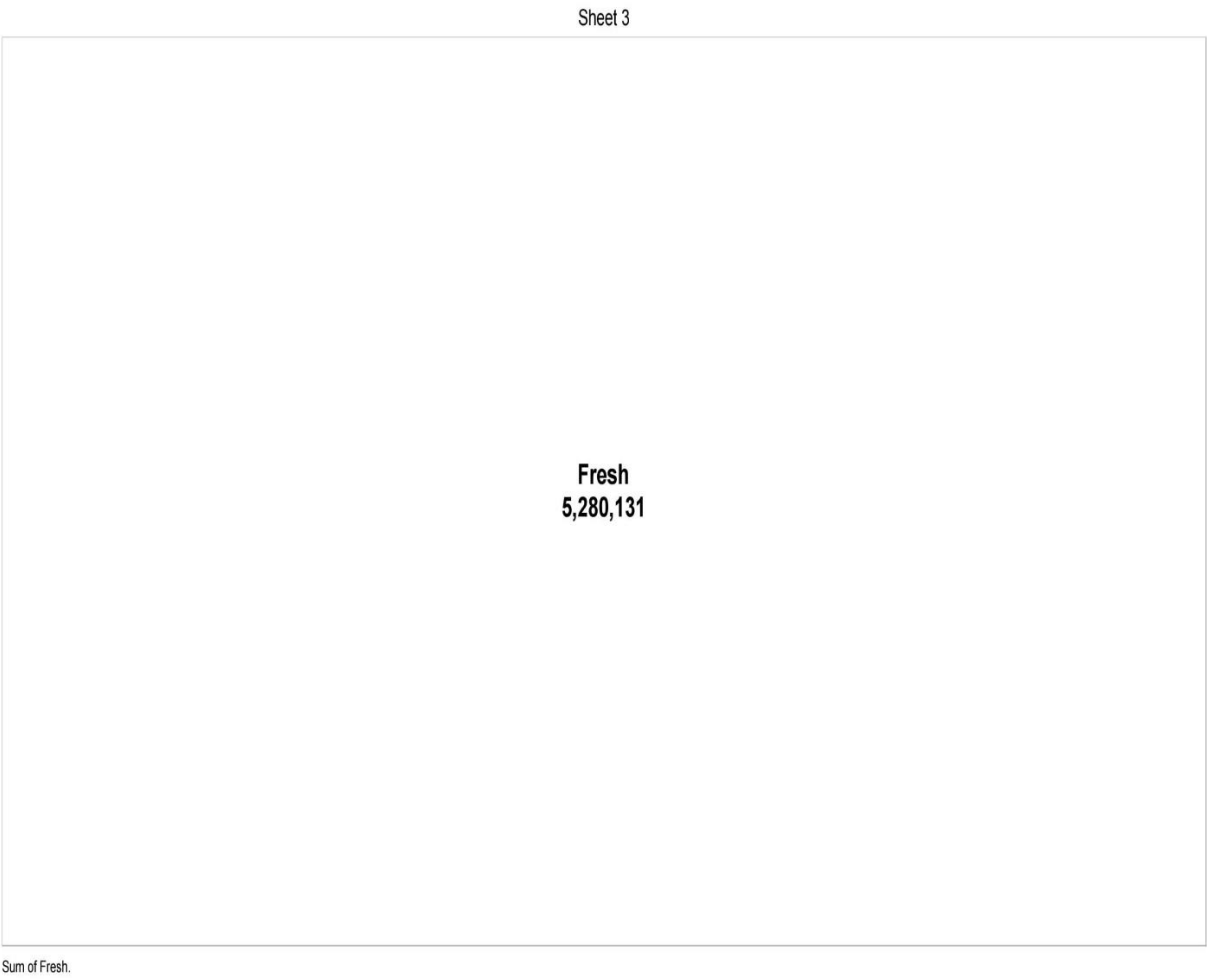
Sheet 3 represent count for fresh

SHEET 4 – Region Wise Detergent paper and grocery

Sheet 4

Region

Measure Names
- Detergents Paper
- Grocery

890,410

204,136

173,311

Grocery and Detergents Paper for each Region. Color shows details about Grocery and Detergents Paper. For pane Sum of Detergents Paper: The marks are labeled by Detergents Paper.
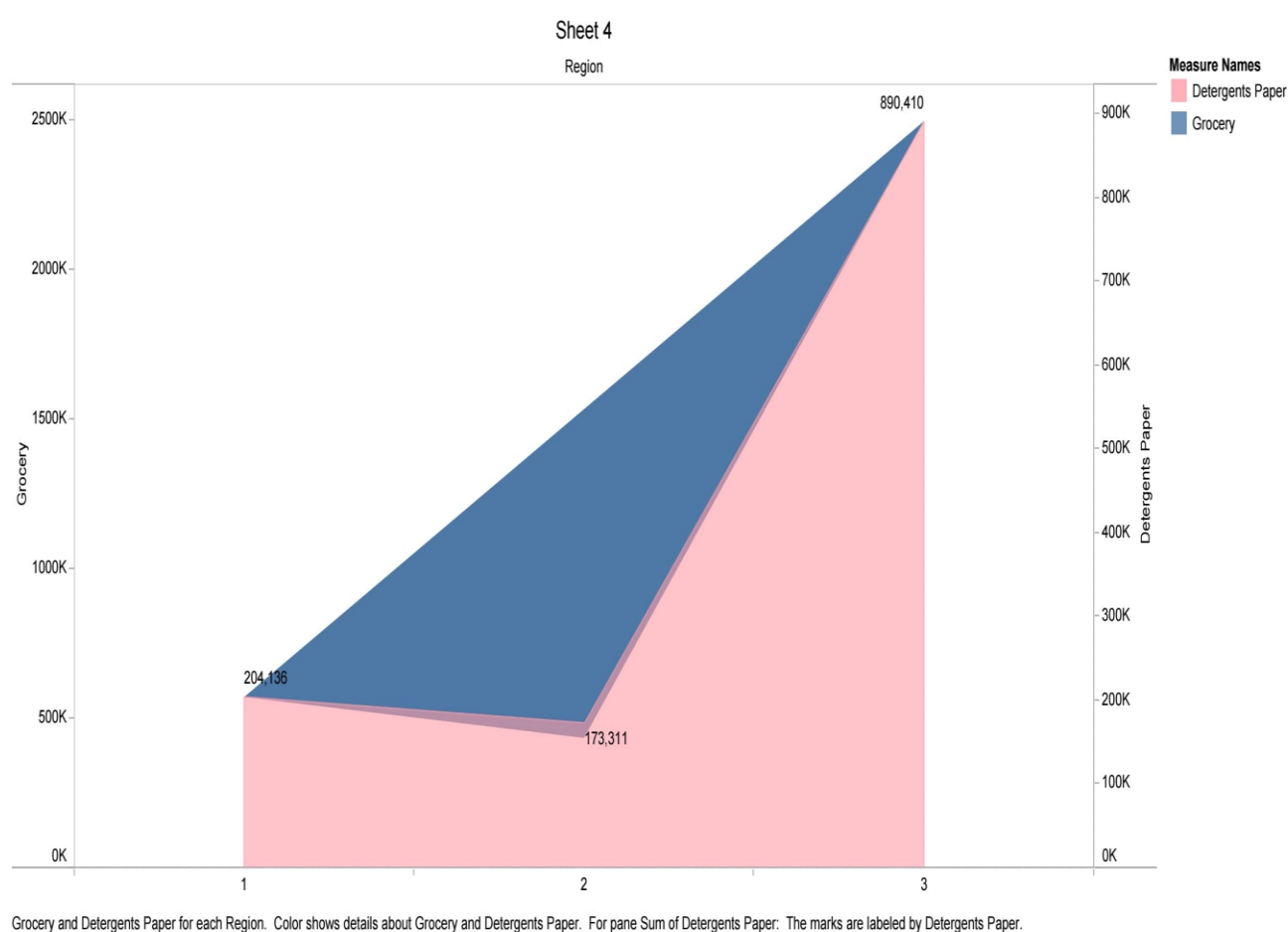
Sheet 4 represent grocery and Detergent paper for different region

SHEET 5 - Channel wise grocery and Detergent paper

Sheet 5

Detergents Paper

Channel 0K 50K 100K 150K 200K 250K 300K 350K 400K 450K 500K 550K 600K 650K 700K 750K 800K 850K 900K 950K 1000K 1050K

Measure Names
Detergents Paper
Grocery

1 | 235,587 | 1,180,717

2 | 2,317,845 | 1,032,270

0K 200K 400K 600K 800K 1000K 1200K 1400K 1600K 1800K 2000K 2200K 2400K

Grocery

Grocery and Detergents Paper for each Channel. Color shows details about Grocery and Detergents Paper. For pane Sum of Grocery: The marks are labeled by Grocery. For pane Sum of Detergents Paper: The marks are labeled by Detergents Paper.

Sheet 5 represent grocery and Detergent paper for separate channels

SHEET 6 – Region wise Milk

Sheet 6

Milk
2,550,357

Region
1
2
3

16.56%
1

9.38%
2

74.06%
3

% of Total Milk and Region. Color shows details about Region. Size shows sum of Milk. The marks are labeled by % of Total Milk and Region.
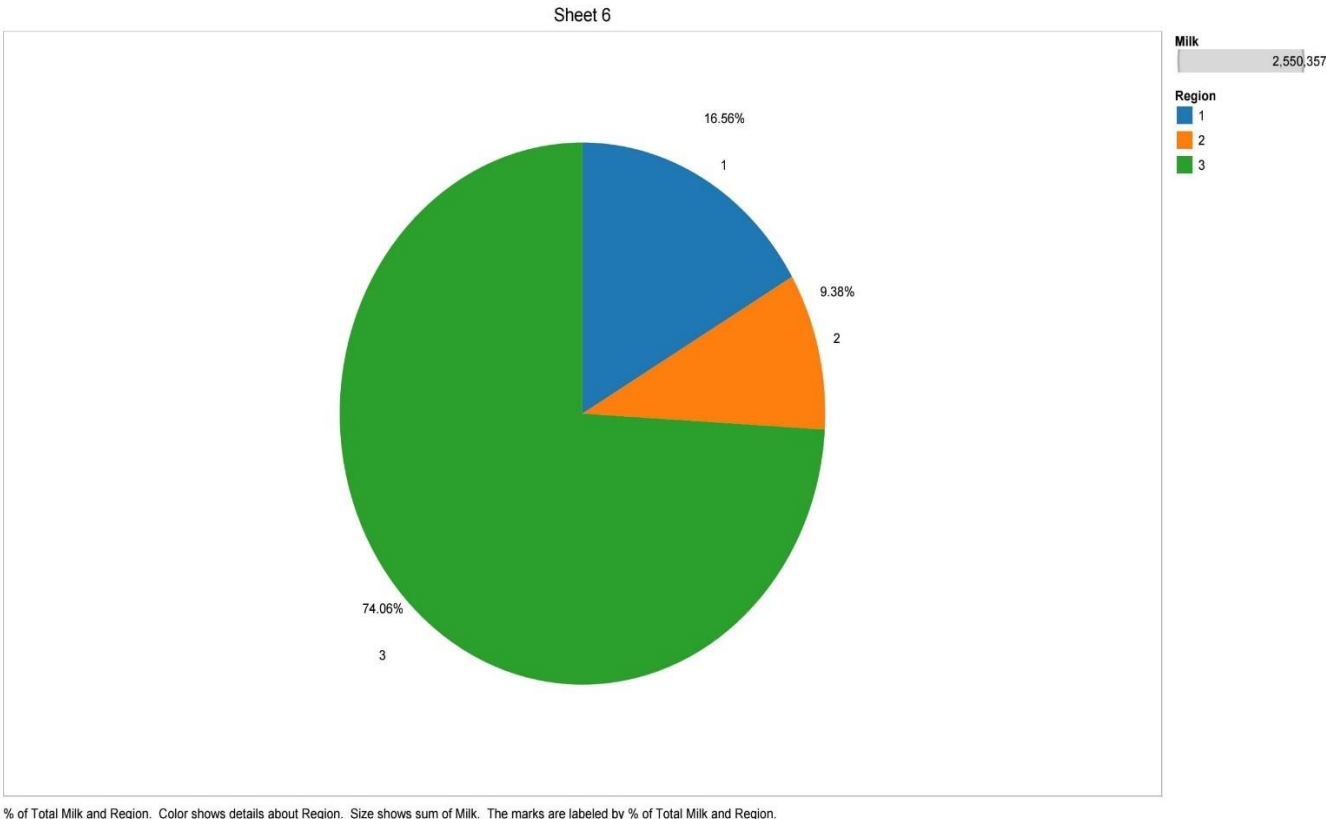
Sheet 6 represent milk percentage for separate region.

SHEET 7 - Channel wise frozen and Delicatessen
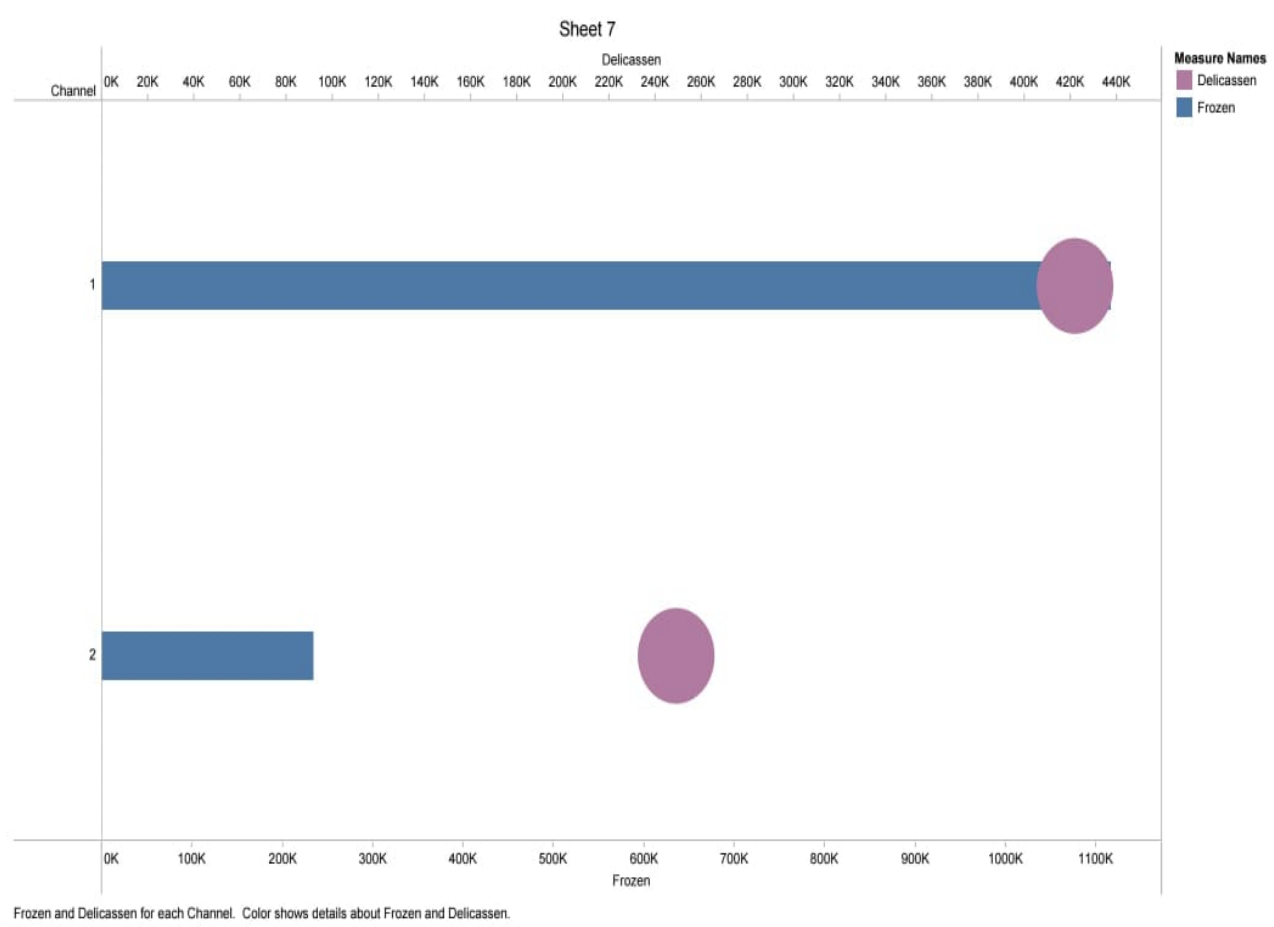
Sheet 7 represent frozen and Delicatessen for seprate channel

SHEET 8 - Region Wise Delicatessen

Sheet 8

Sum of Delicassen and sum of Delicassen for each Region.

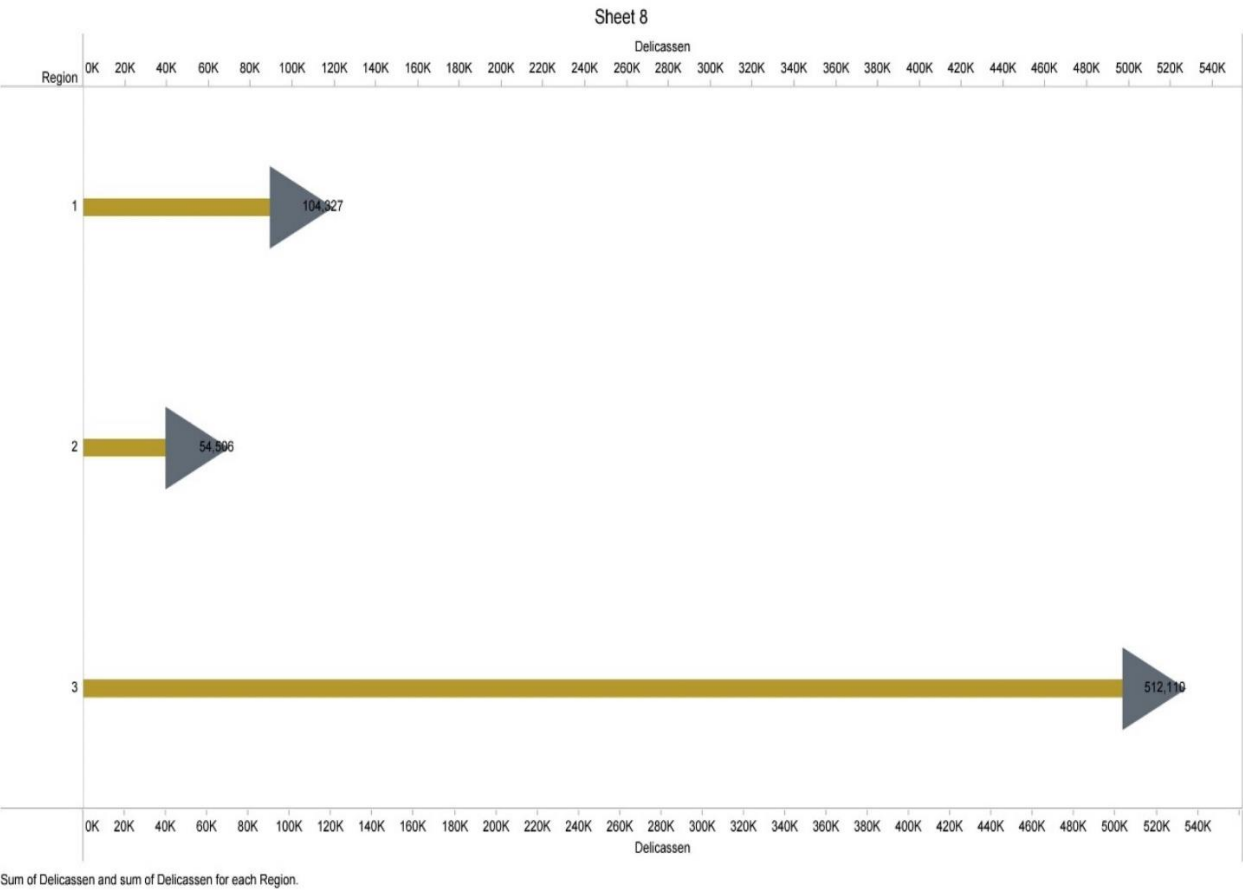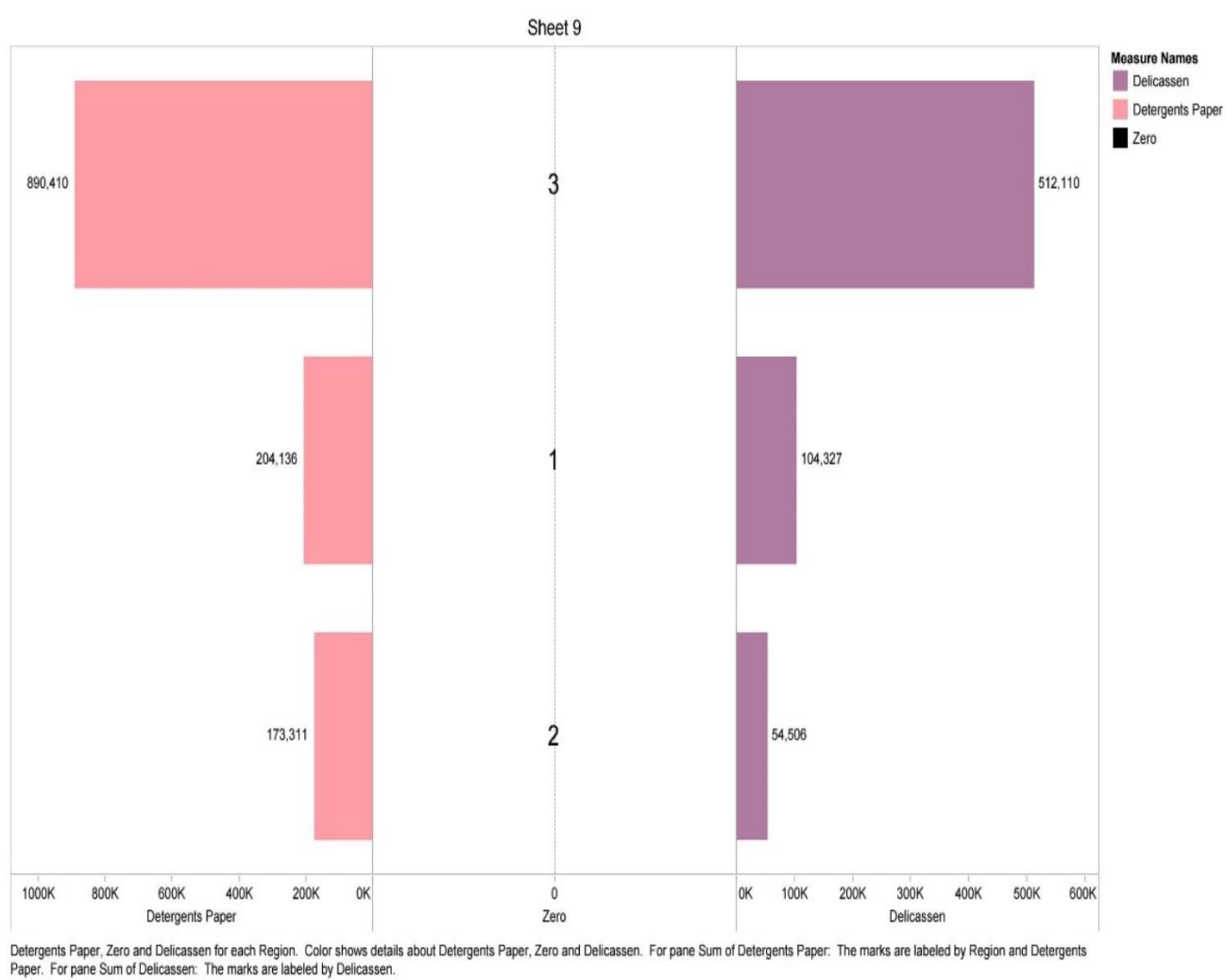Sheet 8 represent Delicatessen for separate region

SHEET 9 - Region wise Delicatessen and Detergent paper

Sheet 9

	Measure Names
	Delicassen
	Detergents Paper
	Zero

890,410   3   512,110

204,136   1   104,327

173,311   2   54,506

1000K 800K 600K 400K 200K 0K   Detergents Paper   0   Zero   0K 100K 200K 300K 400K 500K 600K   Delicassen

Detergents Paper, Zero and Delicassen for each Region. Color shows details about Detergents Paper, Zero and Delicassen. For pane Sum of Detergents Paper: The marks are labeled by Region and Detergents Paper. For pane Sum of Delicassen: The marks are labeled by Delicassen.

Sheet 9 represent Delicatessen and Detergent paper for seprate region

DASHBOARD

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data, and are typically designed for a specific purpose or use case. Dashboards can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

Wholesaler Customer Analysis
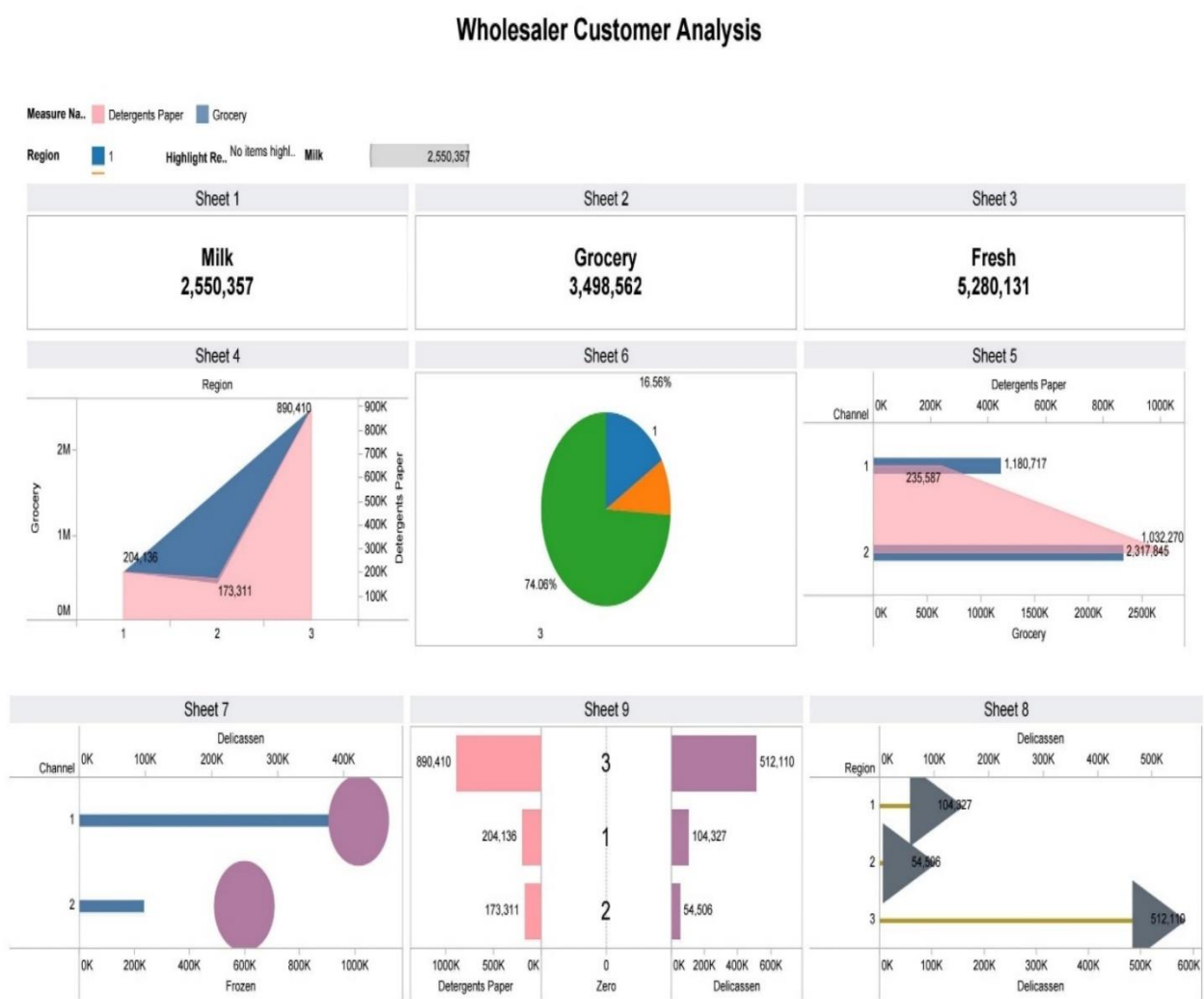
<div align="center">**STORY**</div>

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis in a logical and systematic way, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

The below is the link for story.

https://drive.google.com/file/d/1tkDpb3DvtybsG669D HIxkDMvho2sF6Qz/view?usp=drivesdk

Publish Dashboard & Story to Tableau Public

We have published the results of our analysis in Tableau Public and given the link below.

https://public.tableau.com/app/profile/samuel.josan.j/v izzes

PROJECT DEMONSTRATION

Video explanation of our work have been recorded and the link for access is given here.

https://youtu.be/-ysY5LesdV0?si=qyjLPX249sHrcAWO

RESULTS AND DISCUSSIONS

We have studied the spending behaviour by creating Charts

- Empathy Map

- Brain Storming And Idea Prioritization

- KPI's

- Region Wise Detergent paper and grocery

- Region wise Milk

- Channel wise frozen and Delicatessen

- Region wise Delicatessen and Detergent paper

- Channel wise Grocery and Detergent Paper

- Region wise Delicatessan

Above tableau knowledge help to develop my father transport bussiness.

THANK YOU