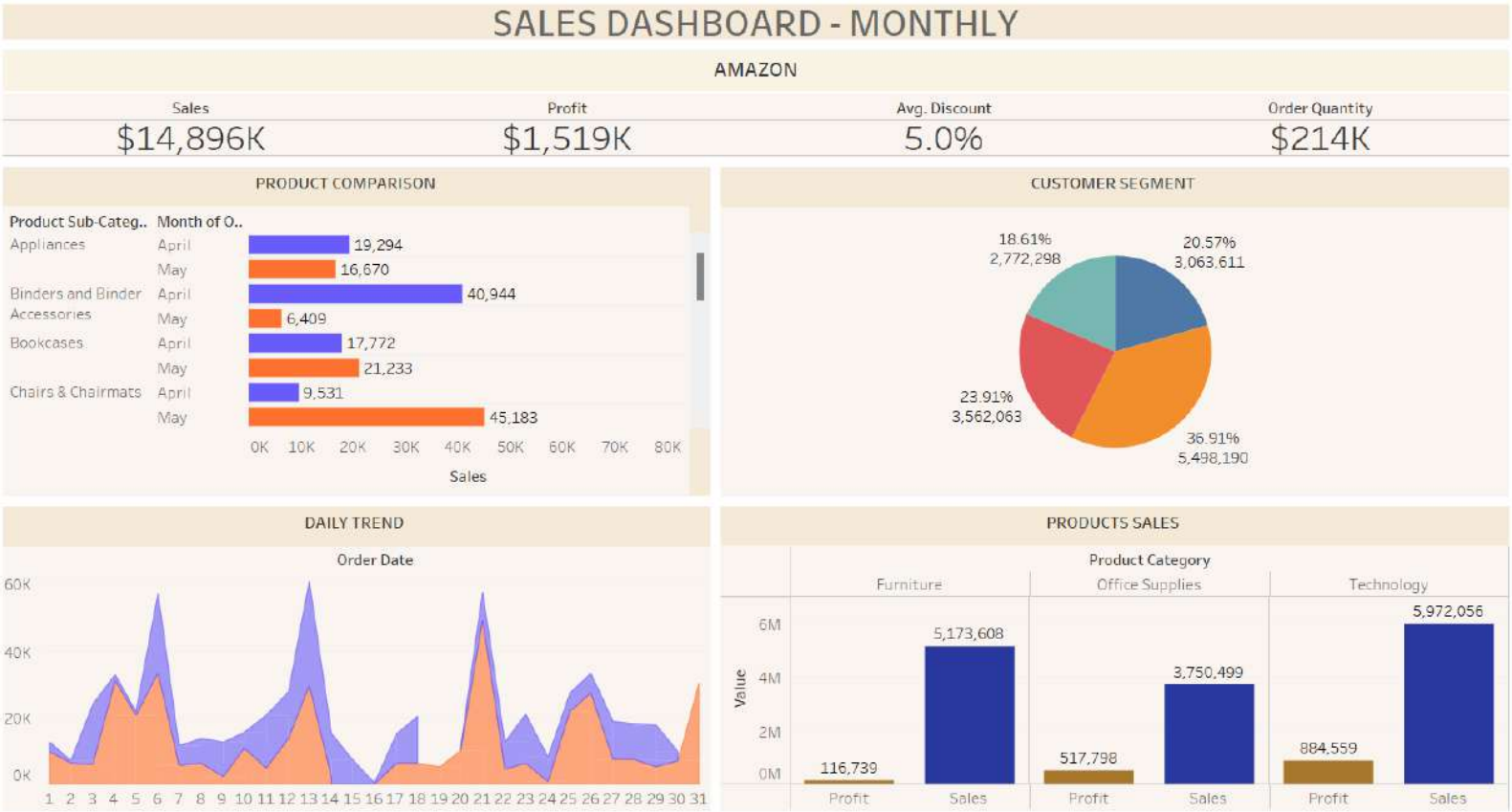
SALES DASHBOARD



GRAPH - 1

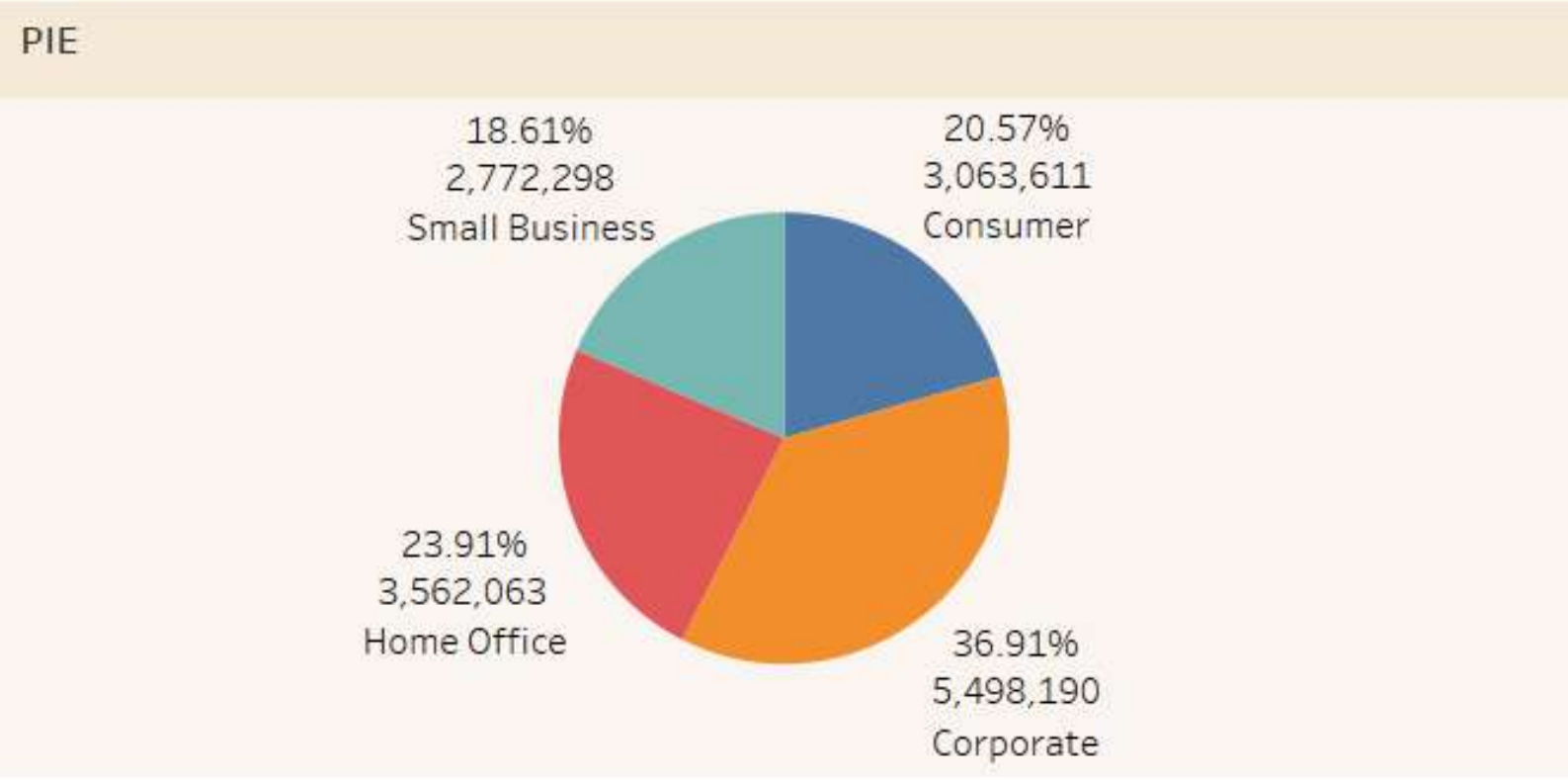
TITLE - PRODUCT COMPARISON IN TERMS OF SALES

OBSERVATION - Comparing sales of products based on sub category wise and there sales

CONCLUSION - We can observe from graph that one of the most selling products based on sub-category are chairs , blinders and accessories also we can observe the most sales in the may month we can conclude that ususally in may every coarporate company offer bonus so we can take this as a point

GRAPH - 2

TITLE - TOTAL SALES BASED ON CUSTOMER SEGMENT

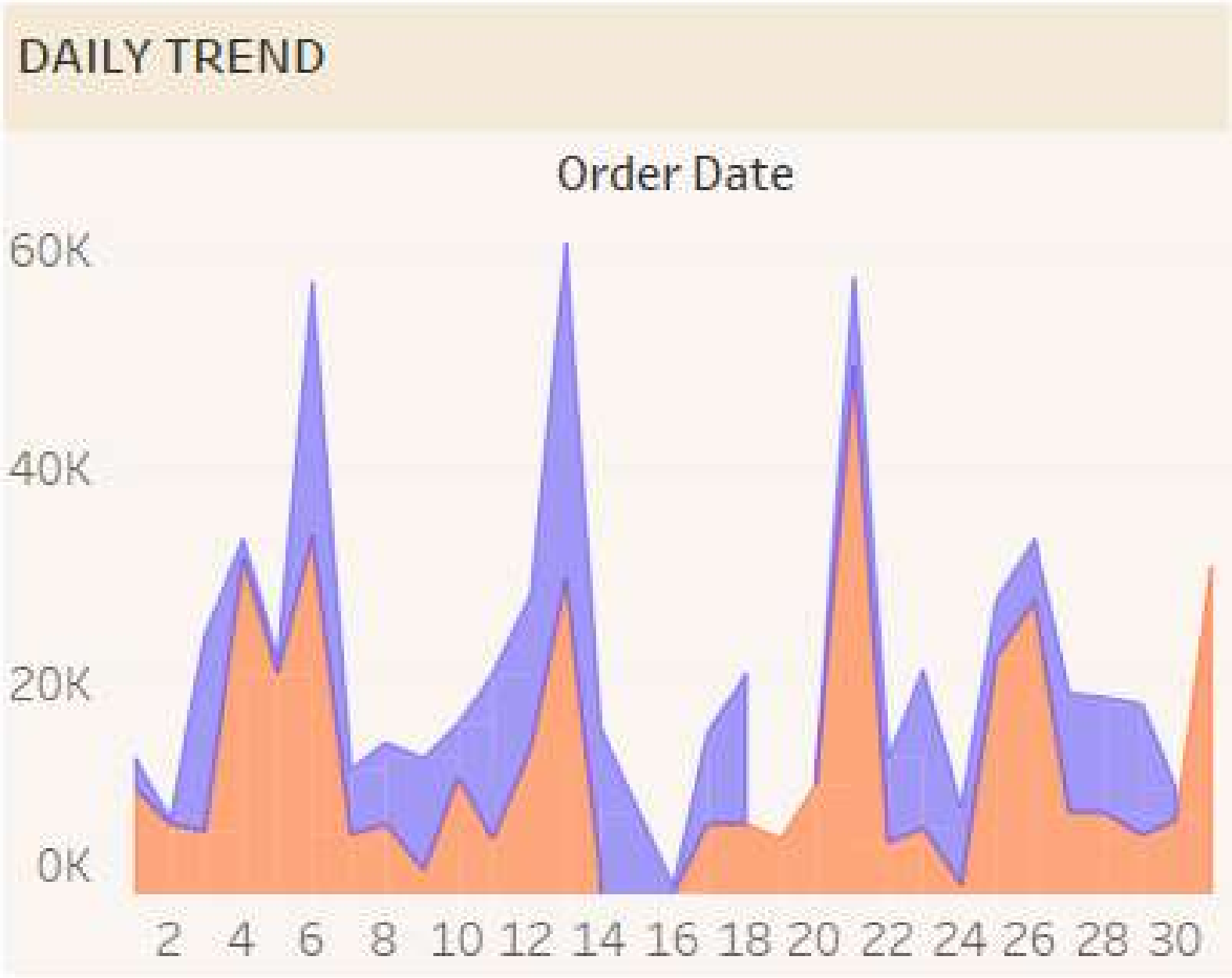


OBSERVATION - Comparing total sales percent based on demand and customer segment of products

CONCLUSION - We can observe from the above pie chart that the top demand are for corporate related products followed by home office supplies , from graph we can conclude that the most profitable products based on sales and customer segment is home office and corporate supplies so company should focus on these segments

GRAPH - 3

TITLE - TOTAL ORDERS BASED ON DATES DAILY BASES



OBSERVATION - Total orders and sales based on dated daily bases in a month

CONCLUSION - We can observe from the graph that the sales are normal during the start of month and then around every weekend the sales goes up and then comes down during weekdays also by end of month we can observe consistent downfall for sales reason being by end of month everyone is on budget which will again be normal once salary is credited or monthly allowences or payment is received

GRAPH - 4

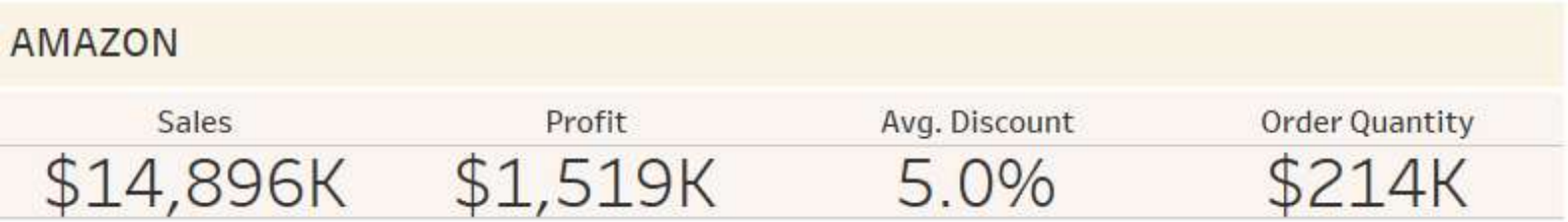
TITLE - COMPARING PROFIT AND SALES DATA FOR DIFFERENT PRODUCT CATEGORY

OBSERVATION - Comparing and observing sales and profit from each product type

CONCLUSION - We can observe from the graph that sales for furniture is almost same to the sales of technology but still the profit in technology is more than that of furniture and also the sales so we can conclude that sales of office supplies and technology are more and also profit margin is also good as compared to furniture so we need to focus on the 2 product category for more profit

GRAPH - 5

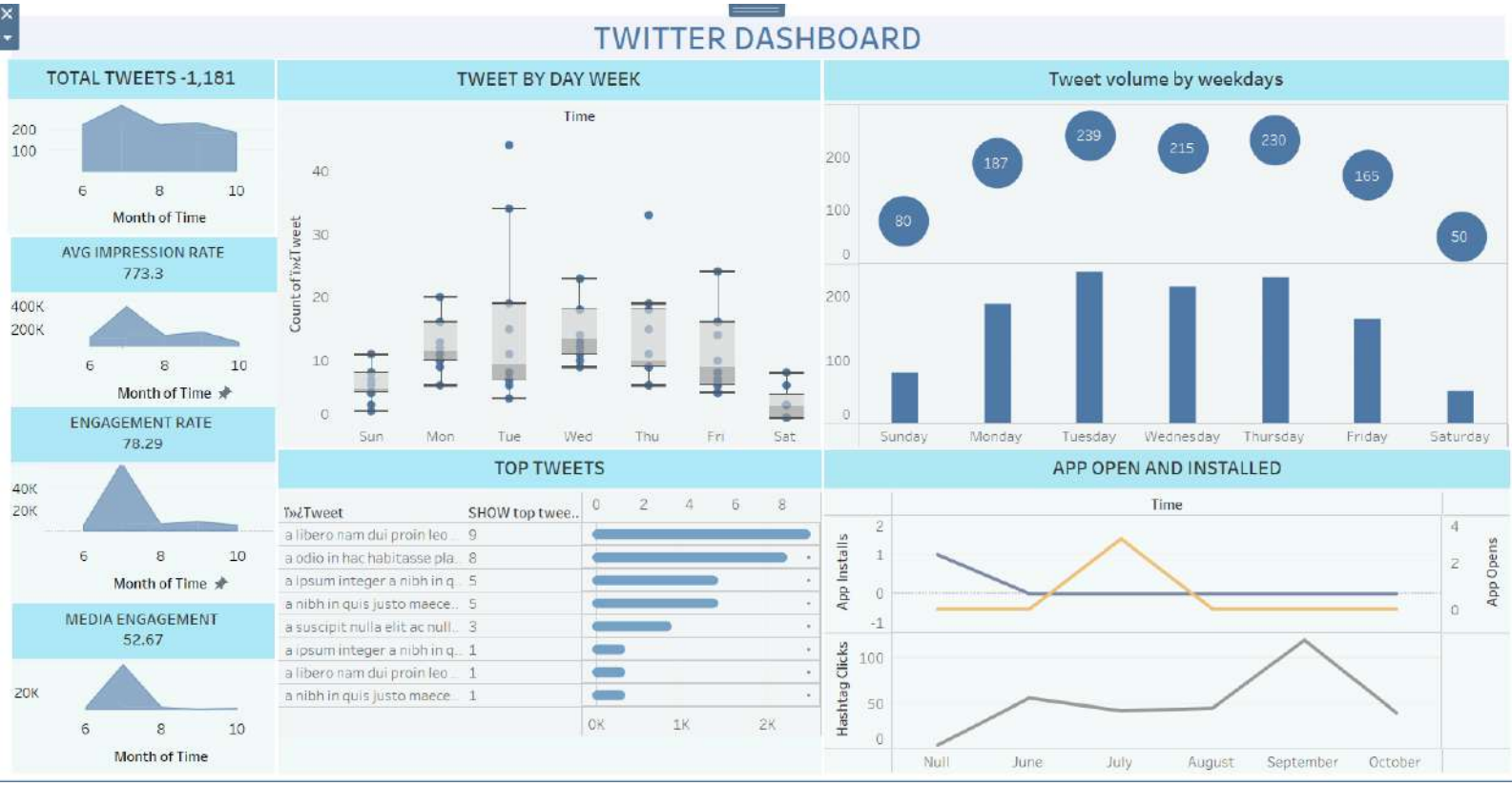
TITLE - TOTAL PROFIT SALES AVG DISCOUNT AND ORDER QUANTITY FOR APRIL MAY MONTH



OBSERVATION - Comparing total profit margin based on total quantity ordered and sales done along with avg. dicount offered on each product

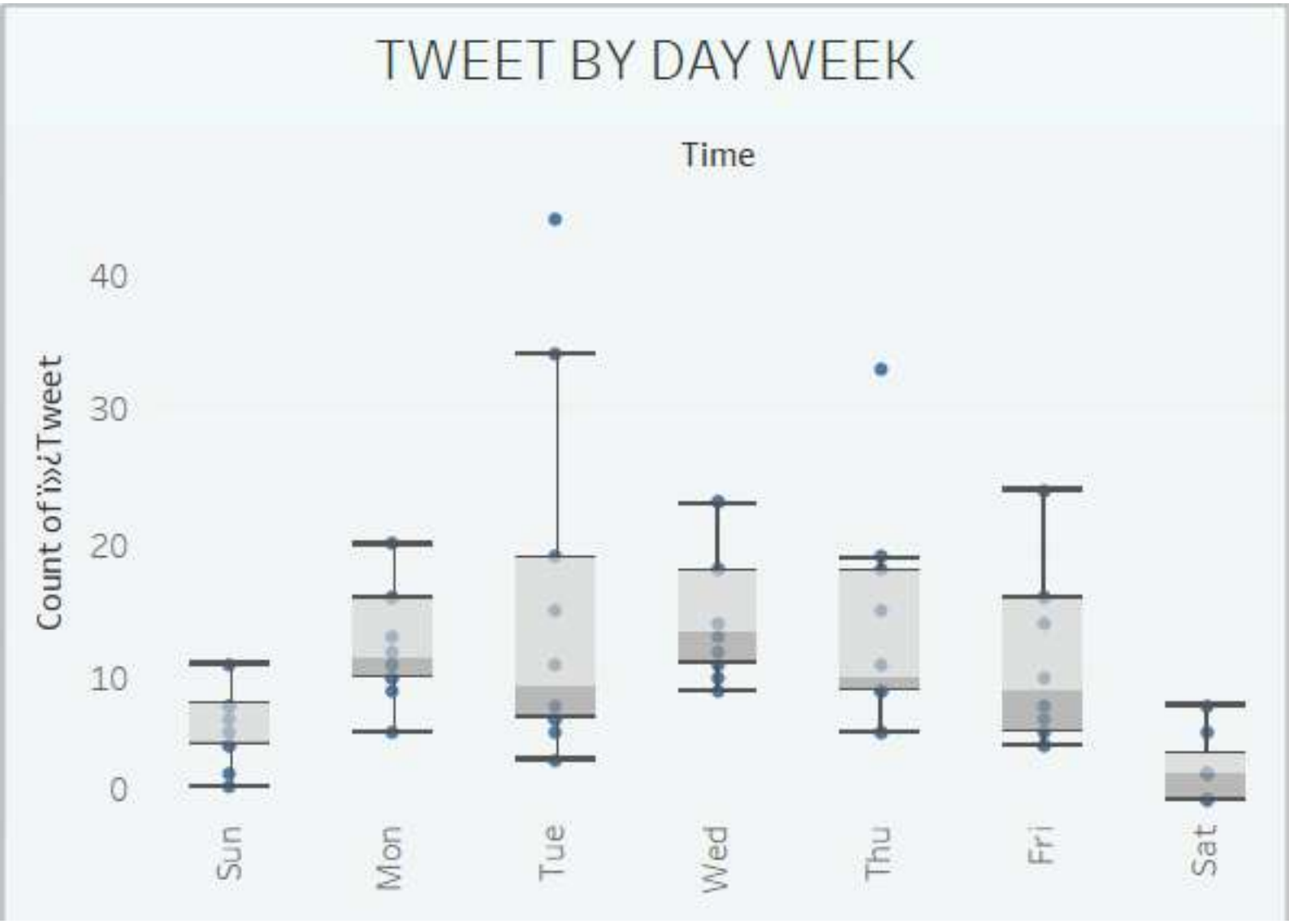
CONCLUSION - We can observe from above graph that the total sales in april, may month is approx 14k and profit made is 1.5k with an average discount offered is 5 % and ordered quantity is 214k we can say that the sales was high but the profit margin is very low in month of april and may we can believe reason to be financial year end and also the tax paying month along with clearing all taxes and due payment for last year

TWITTER - DASHBOARD



GRAPH - 6

TITLE - TWEETS ON WEEK DAYS AND WEEKENDS

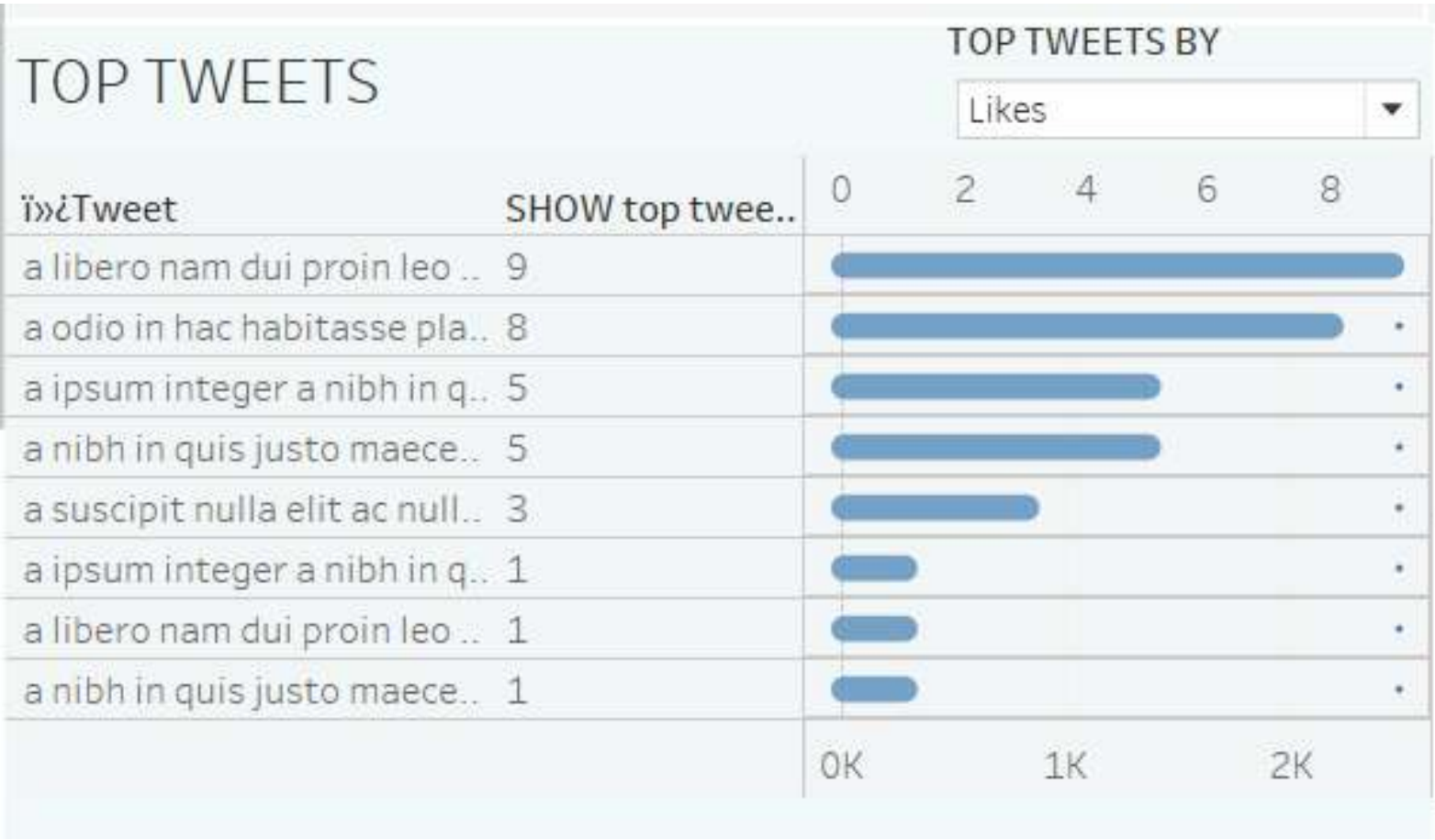


OBSERVATION - Comparing tweets impressions and tweet done on weekdays and weekend

CONCLUSION - based on data we can observe that the weekdays specially monday , wednesday and friday witness more tweets impressions and tweets ration than on weekends so we can conclude that while on weekdays twitter impression is more

GRAPH - 7

TITLE - TOP TWEETS BASED ON LIKES , POPULARITY AND VIEWS

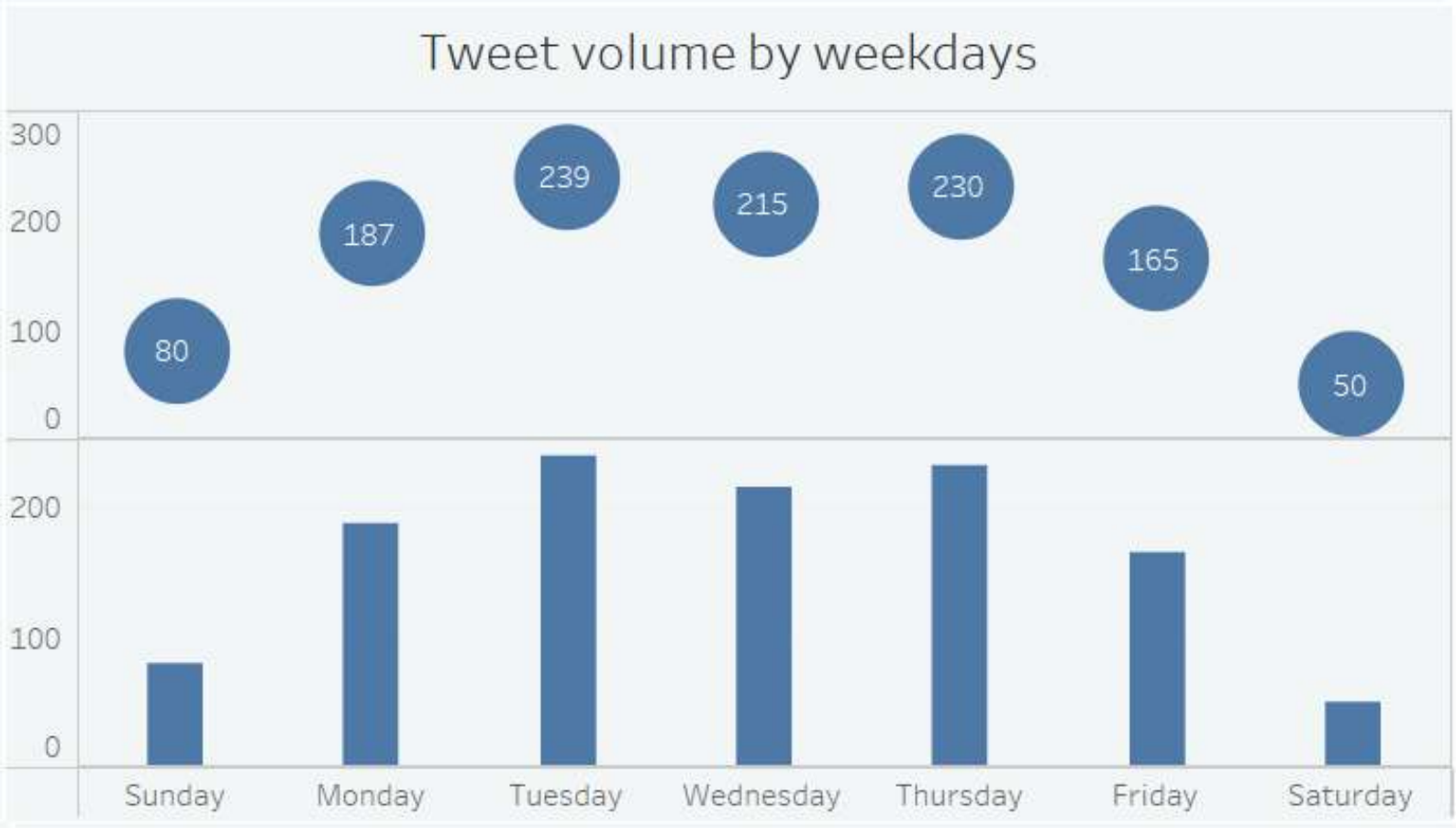


OBSERVATION - Comparing top tweets based on likes , popularity and views along with language based

CONCLUSION - We can observe from thr graph that the top tweets liked based on popularity , and views are mostly in spanish language , all the top 8 tweets are in spanish language and all the tweets refer to the song which hit 3 billion views on youtube so we can cleary conclude that the trending tweets and likes on twitter depends on hot topics and latest news

GRAPH - 8

TITLE - TOTAL TWEET VOLUMES BASED ON WEEKDAYS

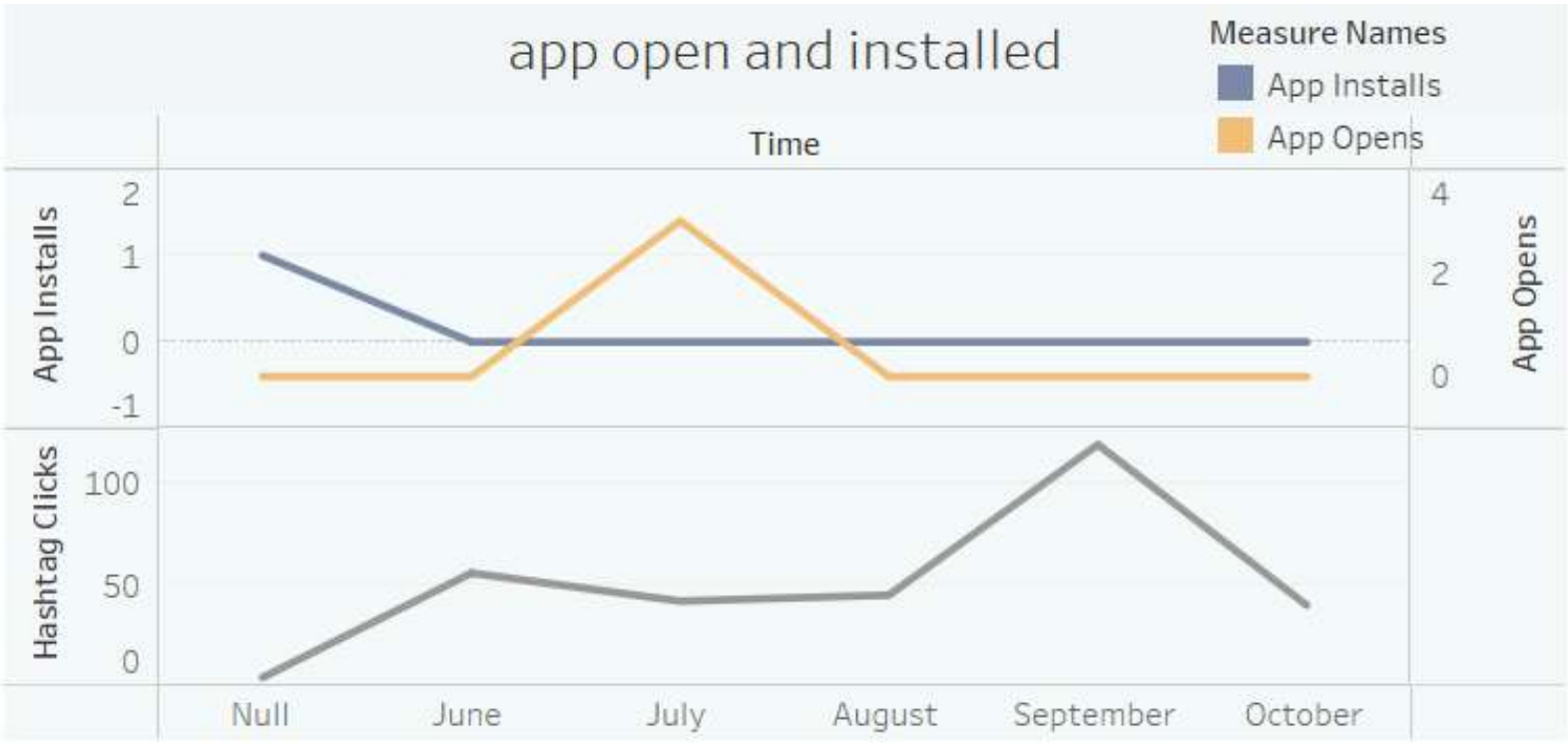


OBSERVATION - Total tweets on weekdays volume based on weekly data comparing the volume on weekdays and weekends

CONCLUSION - We can observe from above graph that the total volume in terms of highest votes of tweets in a week is on weekdays only , we can conclude that the total and most tweet are done on weekdays , starting from monday we can observe the volume of tweets increase and then with time we can notice by mid week tweets volume are high and then by end of week the volume decreases for tweet

GRAPH - 9

TITLE - TOTAL APP OPEN AND INSTALLED TWITTER



OBSERVATION - Total app clicked and total installed twitter app and comparing with hashtags clicked on twitter

CONCLUSION - Based on above graph we can observe that the app opened are than app installed , most of the population only use twitter as open app and not acutally installed it and making an account on it , we can observe this from graph as twitter app opened is more than it is installed where as the hashtags clicked are in total as compared to app opened and installed

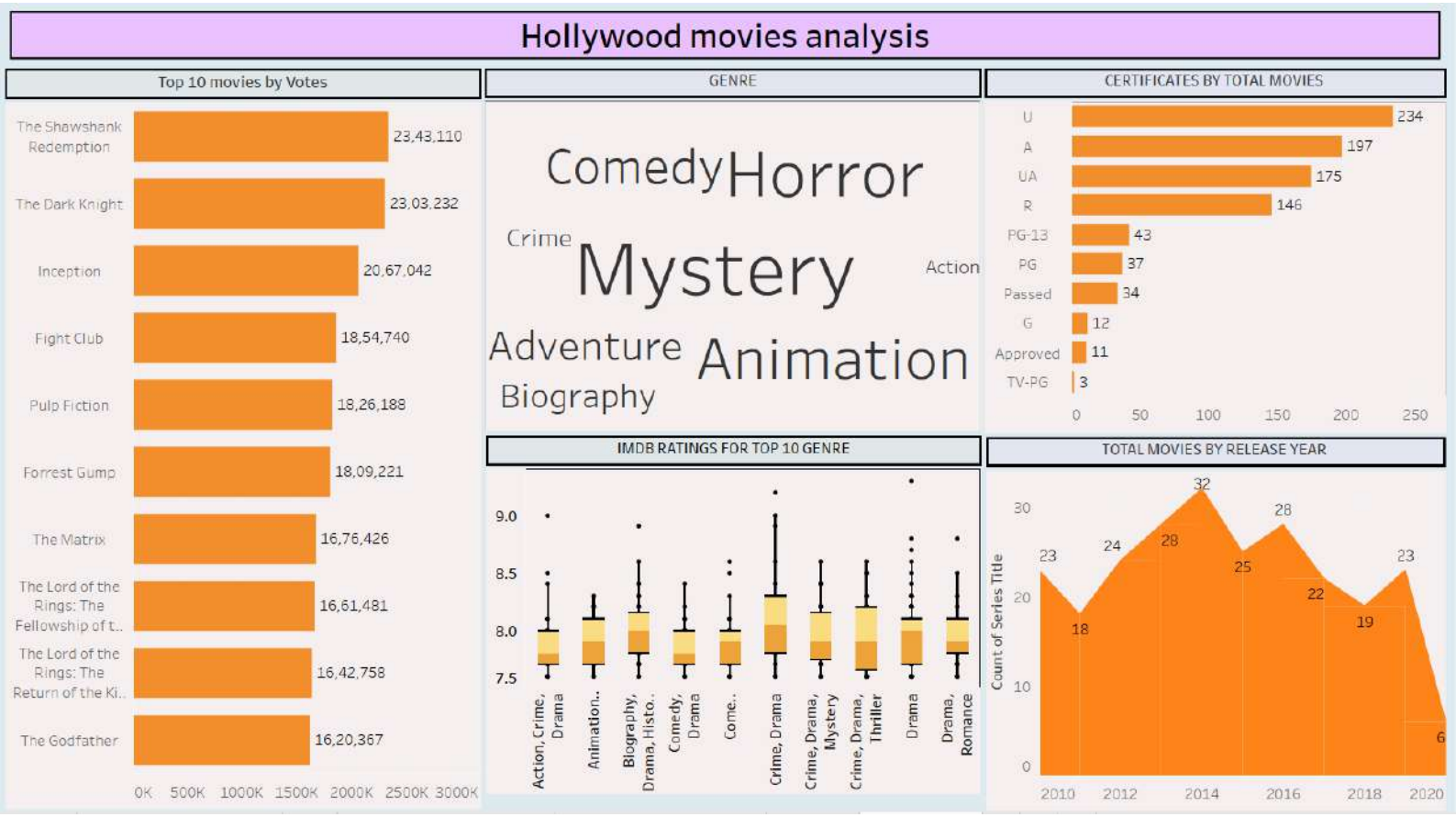
GRAPH - 10

TITLE - COMPARING TOTAL TWEETS, AVG IMPRESSION , ENGAGEMENT RATE AND MEDIA ENGAGEMENT ON MONTHLY BASED

OBSERVATION - Observing overall activites and comparing activities on twitter based on monthy data and like total tweets to engagement acitivites and rate

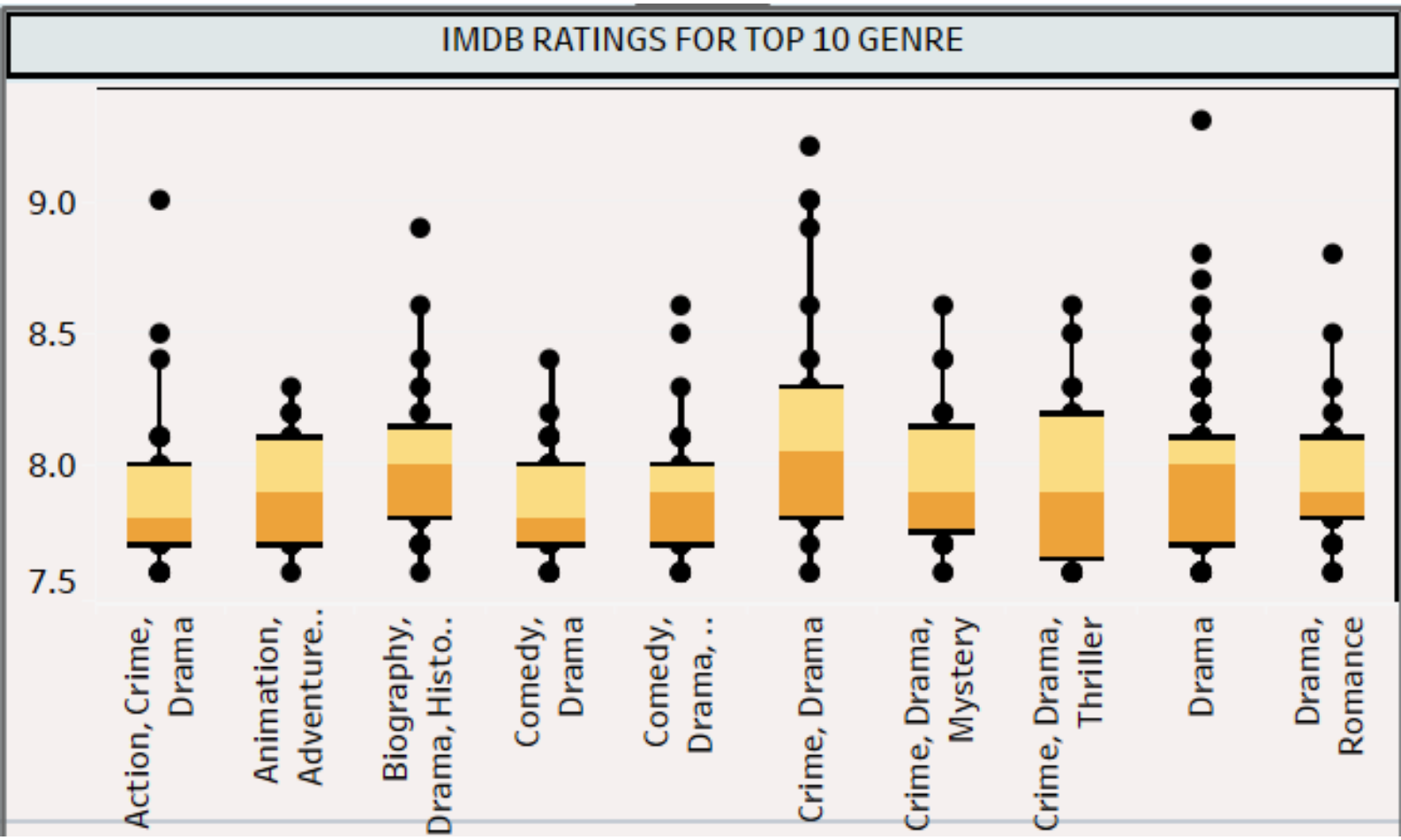
CONCLUSION - We can observe the trend on twitter from above graph as we can measure that total tweets in a month stands on an average 1.8k while avg. impression rate stands at 773. if we compare the engagement rate of general public and media engagement we can observe that media engagement on twitter is 52% while public engagement is only 48 % so we can conclude that the twitter is better source for information for media general

HOLLYWOOD MOVIES ANALYSIS DASHBOARD



GRAPH - 11

TITLE - IMDB RATINGS FOR TOP 10 GENRE

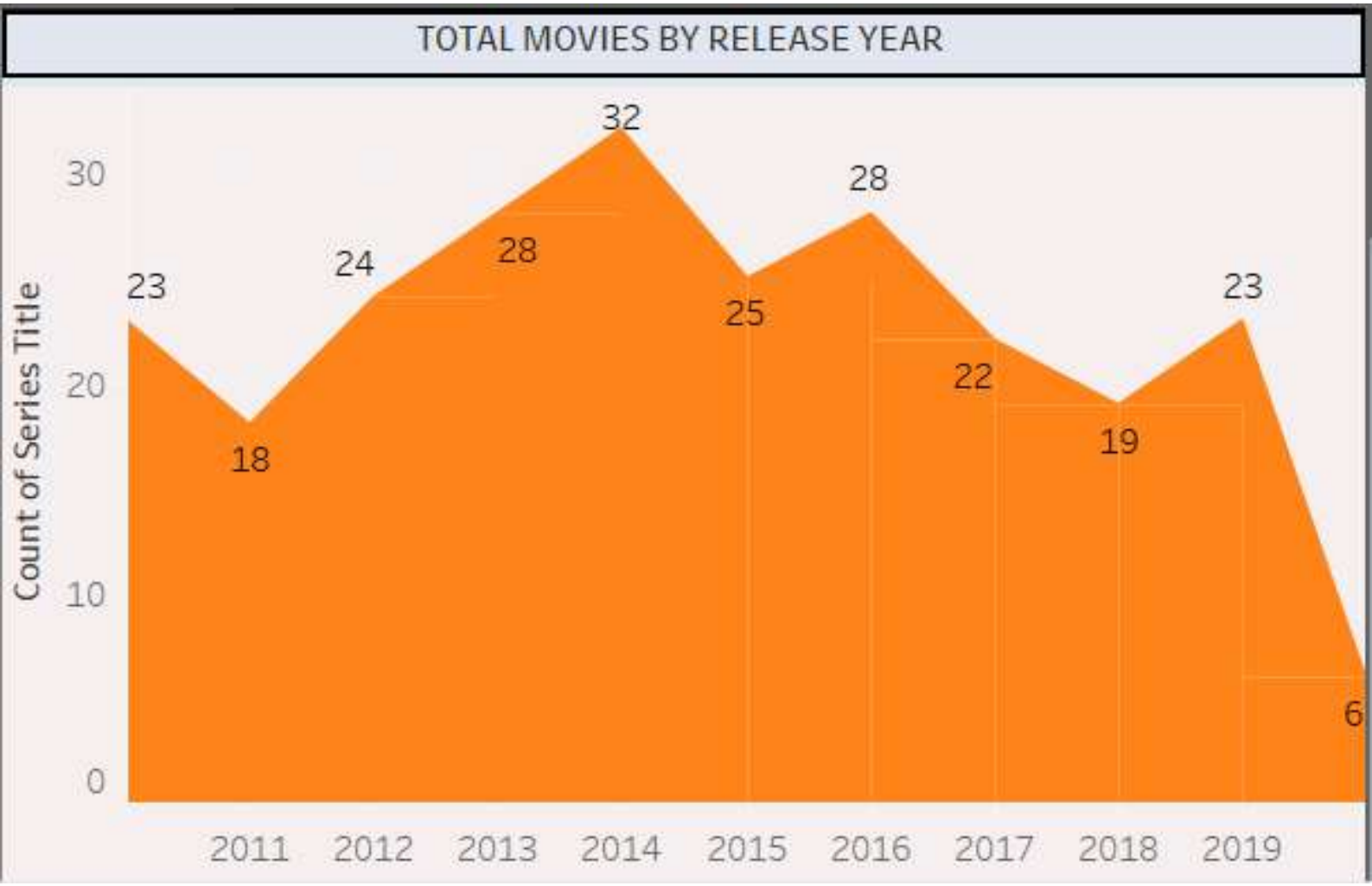


OBSERVATION - IMDB rating for top 10 genre and observing the most commo n genre

CONCLUSION - We can observe from above graph that the top genre with highest IMDB rating is crime and drama followed by action comedy animation and romance , we can conclude that in hollywood movies one of the top focus on genres are on drama , comedy and crime as the most demanded movies are based on above genre

GRAPH - 12

TITLE - TOTAL MOVIES RELEASED IN THE LAST 10 YEARS

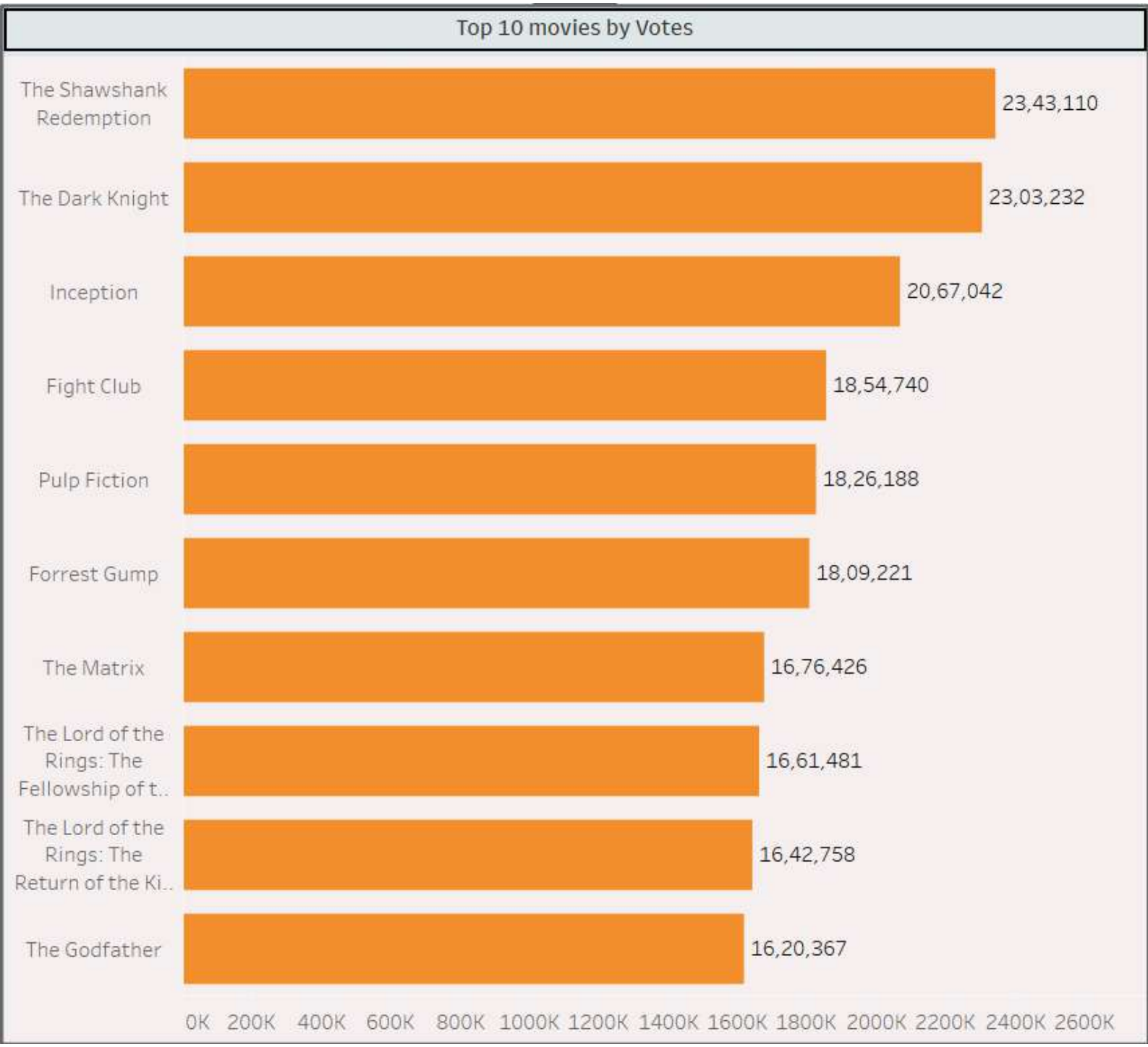


OBSERVATION - Total movies released every year from 2011 to 2020 and observing the trends in release rate increase and decrease

CONCLUSION - From the above graph we can observe that in the year 2011 total movies released are 23 and then the rate increase and decerease with time byt highest release rate was in 2014 when there was sudden boom in T.V. sales also we can observe decline in release rate after 2020 which is drastic decline because of covid situation .

GRAPH - 13

TITLE - TOP 10 MOVIES BY VOTES AND RATING

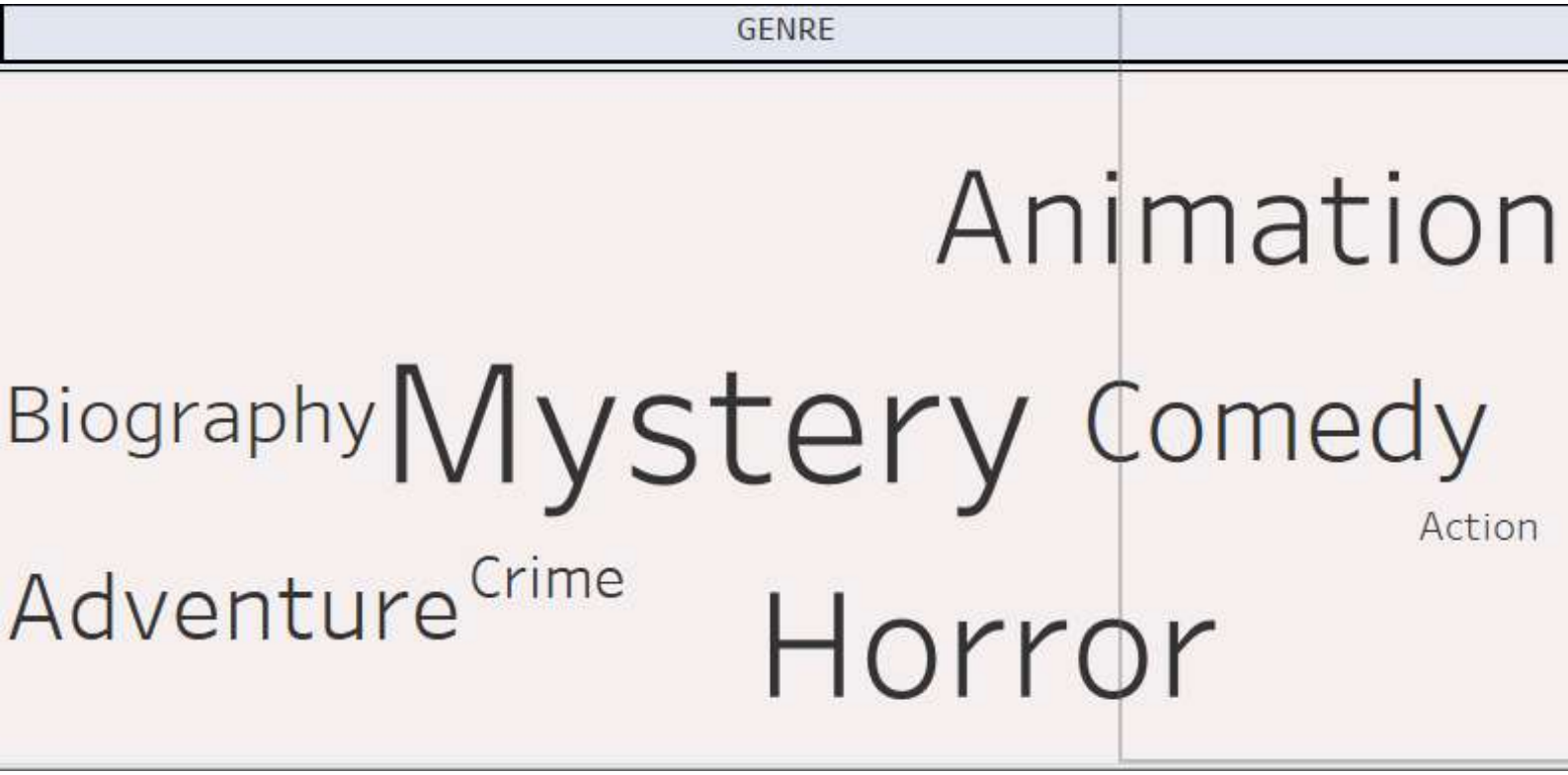


OBSERVATION - Top 10 movies based on votes given by public based on popularity

CONCLUSION - We can observe from above graph that the top 10 movies that received top votes i terms of popularity are THE SHAWSHANK REDEMPTION followed by dark knight in general if we observe all the top movies are animated and action based on drama so we can say focus on such genres and making movies on them can be profitable

GRAPH - 14

TITLE - TOP GENRE USING TEXT GRAPH

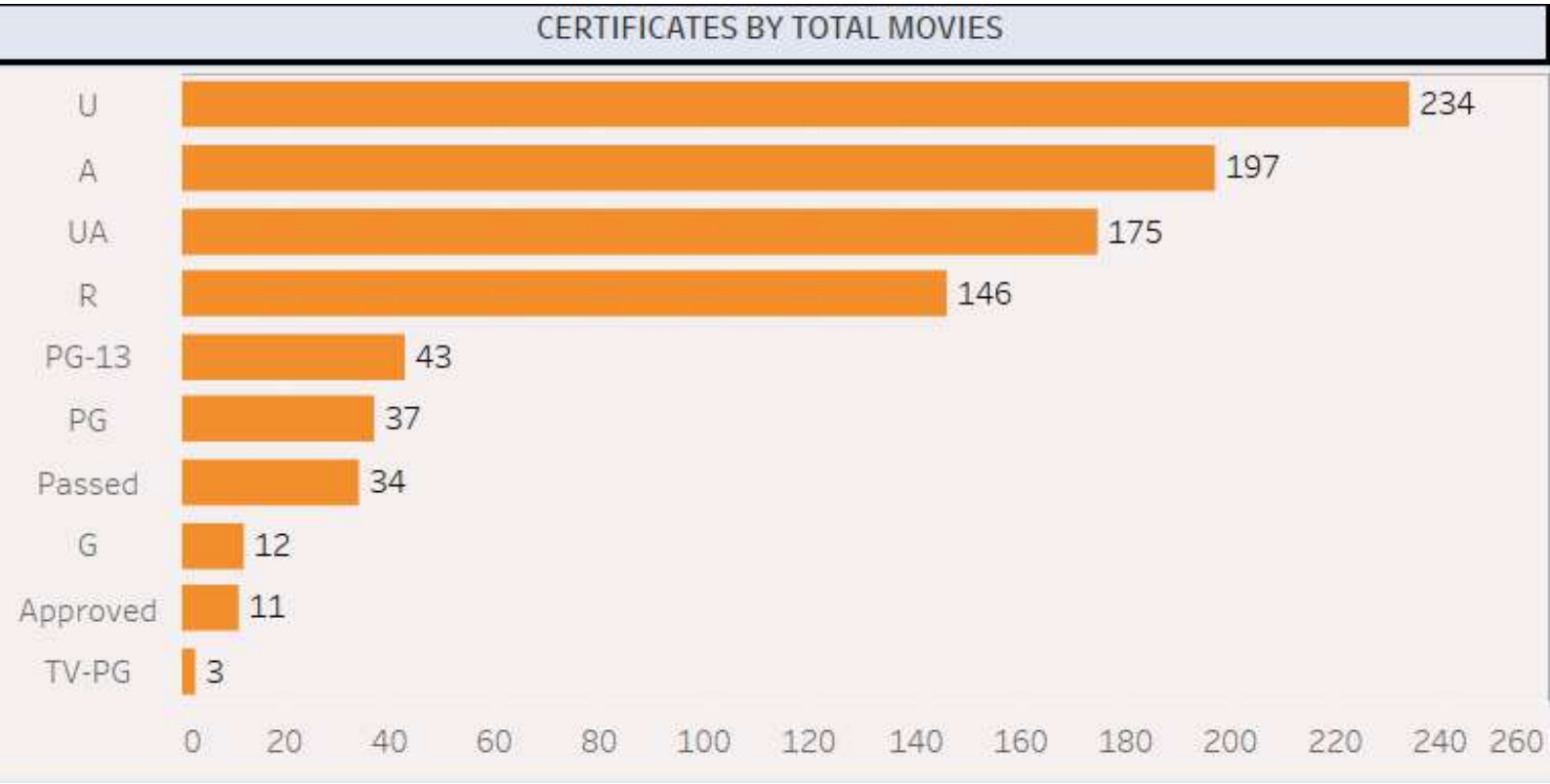


OBSERVATION - Top genre accourding to hollywood movie association with highest ratings and popularity

CONCLUSION - From the graph we can observe that top genres are one with huge bold text type first is mystery followed by horror , comedy , animation and crime . this is presented using hollywood movies association based popularity and ratings also the major part of US focus on animated crime and horror genre

GRAPH - 15

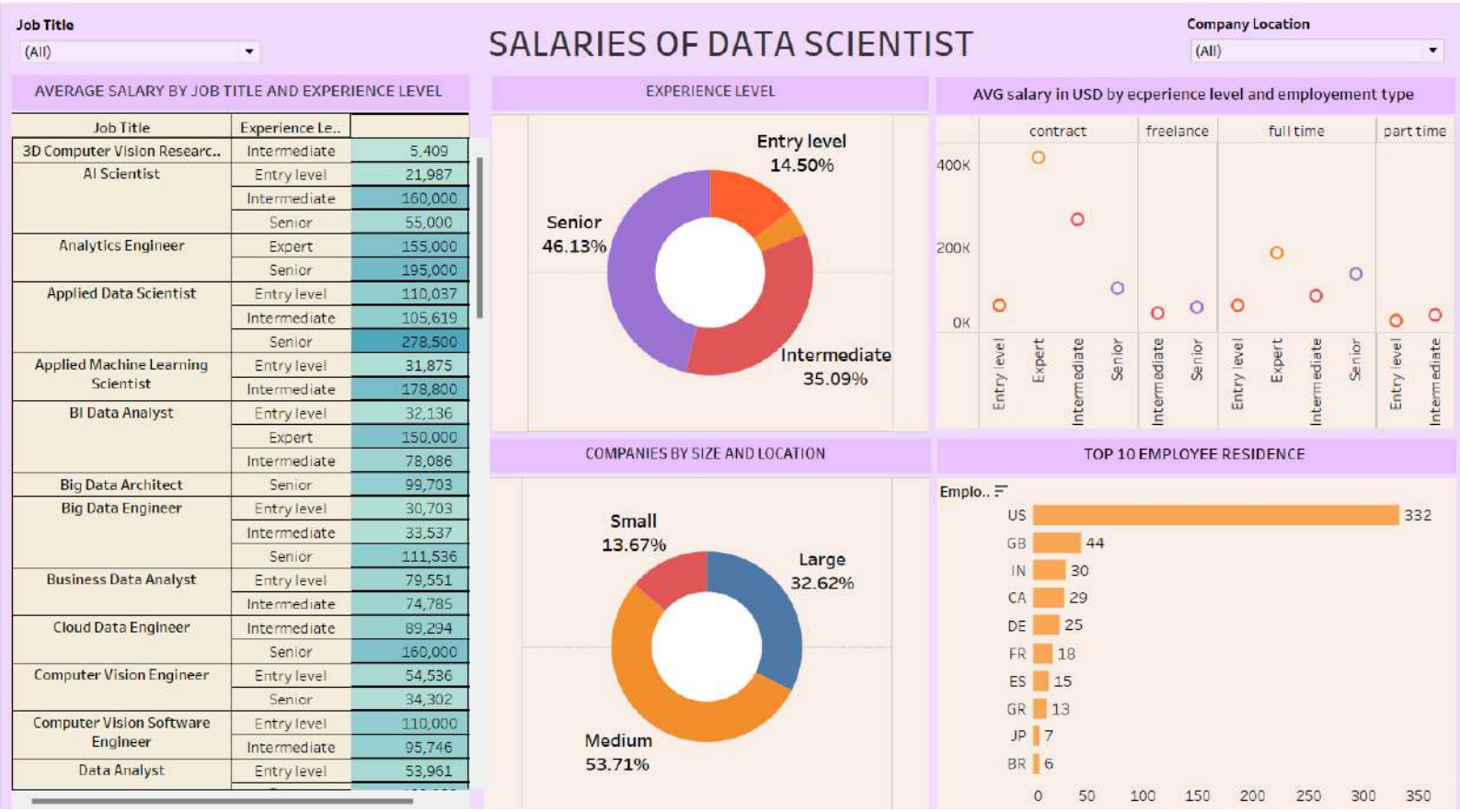
TITLE - CERTIFICATES OF TOP 10 MOVIES



OBSERVATION - Top 10 certificates to movies based on there content based on the movie adult content and parental guidance

CONCLUSION - From above graph we can observe that the top certificate given to movies are U which means universal that is everyone from a child to an adult is fit to watch this movie while seond one is A which is adult content and not fit for childern under 18 years likewise we can conclude that most of the movies approx 77% are U certificates and can be enjoyed by everyone and rest are with restrictions like A and PG parental guidance

DATA SCIENCE SALARY DASHBOARD



GRAPH - 16

TITLE - AVERAGE SALARY BY JOB TITLE

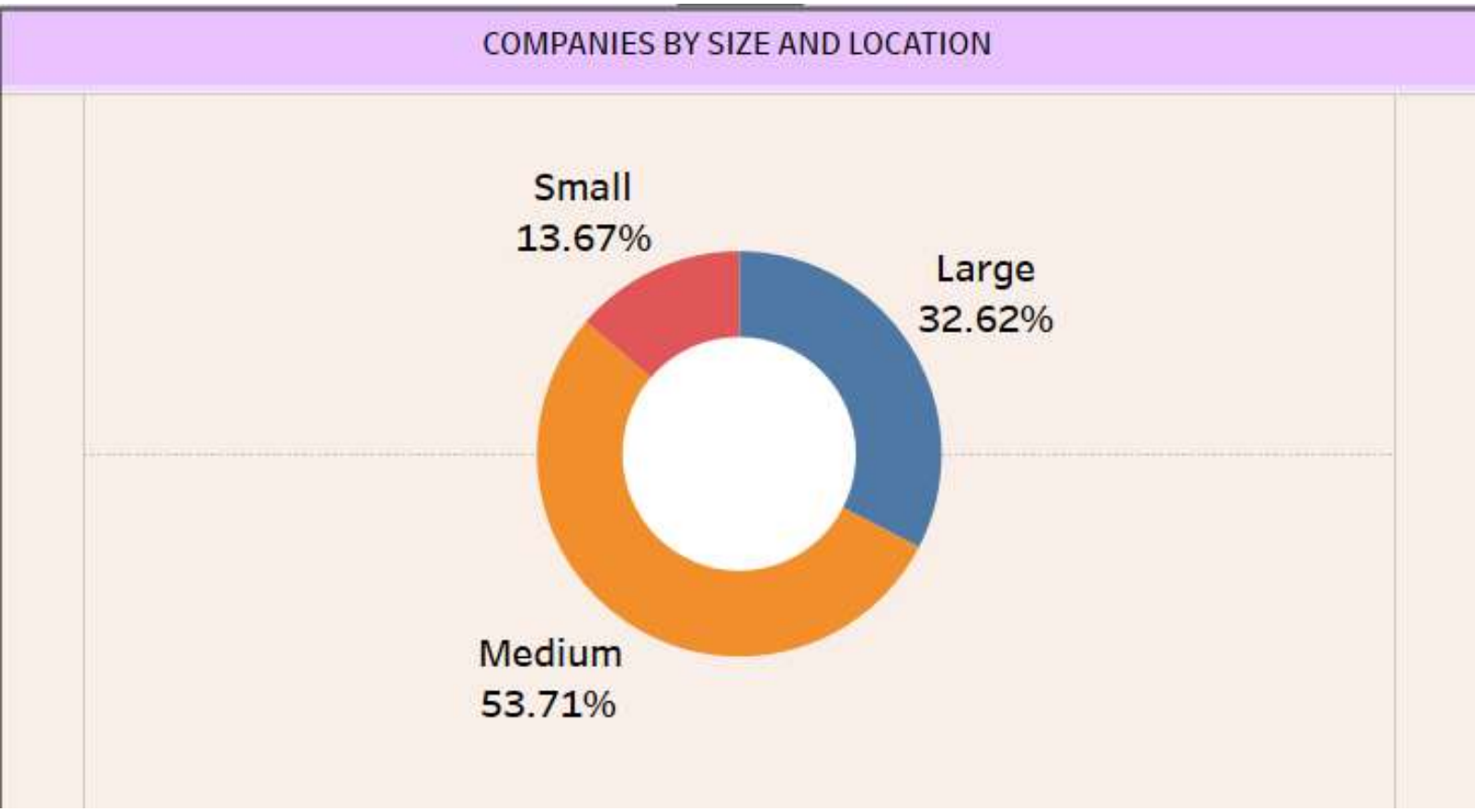
AVERAGE SALARY BY JOB TITLE AND EXPERIENCE LEVEL		
3D Computer Vision Researc..	Intermediate	5,409
AI Scientist	Entry level	21,987
	Intermediate	160,000
	Senior	55,000
Analytics Engineer	Expert	155,000
	Senior	195,000
Applied Data Scientist	Entry level	110,037
	Intermediate	105,619
	Senior	278,500
Applied Machine Learning Scientist	Entry level	31,875
	Intermediate	178,800
BI Data Analyst	Entry level	32,136
	Expert	150,000
	Intermediate	78,086
Big Data Architect	Senior	99,703
Big Data Engineer	Entry level	30,703
	Intermediate	33,537
	Senior	111,536
Business Data Analyst	Entry level	79,551
	Intermediate	74,785

OBSERVATION - Average salary by job title and experience level of data scientist

CONCLUSION - We can observe from the above graph that the highest salary offered based on experience level is to the data scientist (senior) which stands at 278,500 along wth that second highest salary offered is to machine learning scientist with 178,800 so we can observe a trend in which the entry level are offered a package of 3-5 lpa and best offered salary is for senior level employees

GRAPH - 17

TITLE - DATA SCIENCE COMPANIES BY SIZE

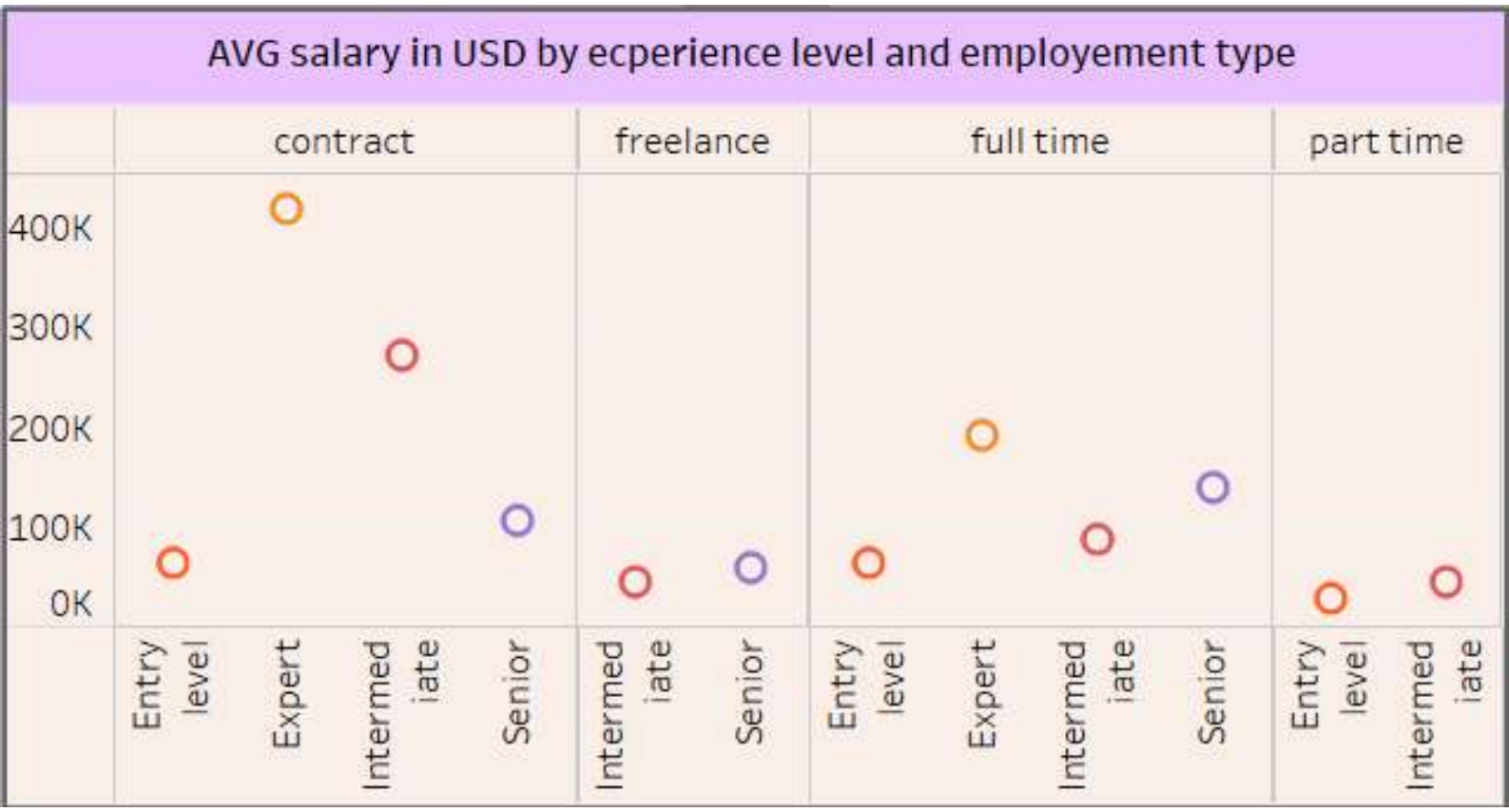


OBSERVATION - Observing the size of all the companies offerning data science jobs into small medium and large

CONCLUSION - From the above pie chart we can observe that the most % holder in terms of size are medium level companies , as medium size companies hold 53% of total companies where as small size stands ar 13% and the second largest holder is large companies with 33% , we can conclude that large companies are less in size and they offer better package thus we can say demand for large companies are more than small companies

GRAPH - 18

TITLE - AVG. SALARY IN TERMS OF EMPLOYMENT TYPE AND EXPERIENCE



OBSERVATION - Comparing avg salary based on employment type as contract , part tim or full time employee based on there experience

CONCLUSION - We can observe from the above graph that the exployess who are on contract bases with experties of that field have more salary package tha that of full time expert level employee , we can conclude that based on exerties and level the contract person gets more package also we can observe and conclude that the salary package are very less for the senior part time employees and for freelancers no matter if they are fresher or experienced

GRAPH - 19

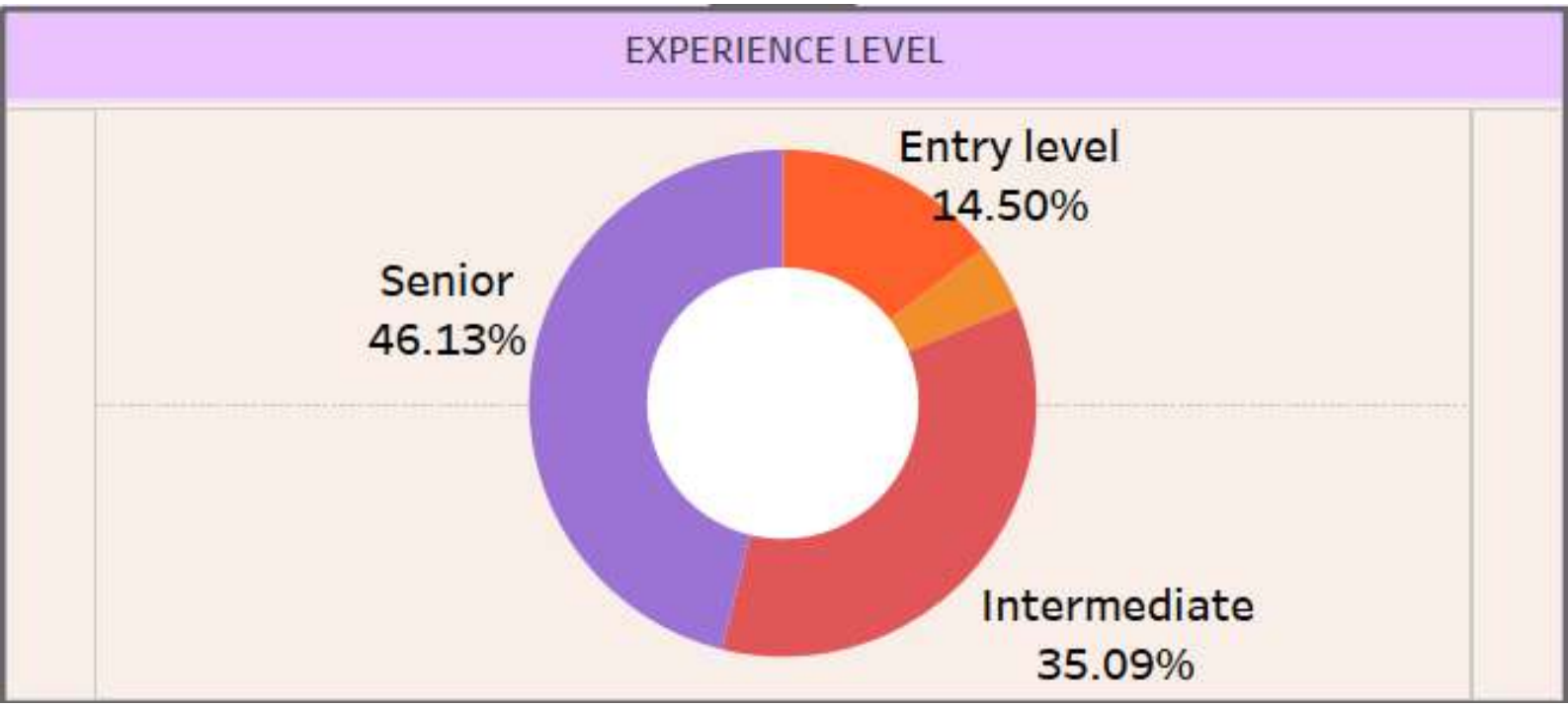
TITLE - TOP STATES WITH MAXIMUM DATA SCIENTIST EMPLOYEE

OBSERVATION - Top 10 states with maximum data scientist and employees working in all 3 (small , medium and large companies) and there residence states

CONCLUSION - From the above graph we can observe that the top 4 states with maximum data scientist employees are US , GREAT BRITAIN , INDIA, CANADA. while US being at the top with maximum of 331% more of data scientist than any other states compared , so we can conclude that developed countries have maximum data scientist jobs along with better pay scale and salary package

GRAPH - 20

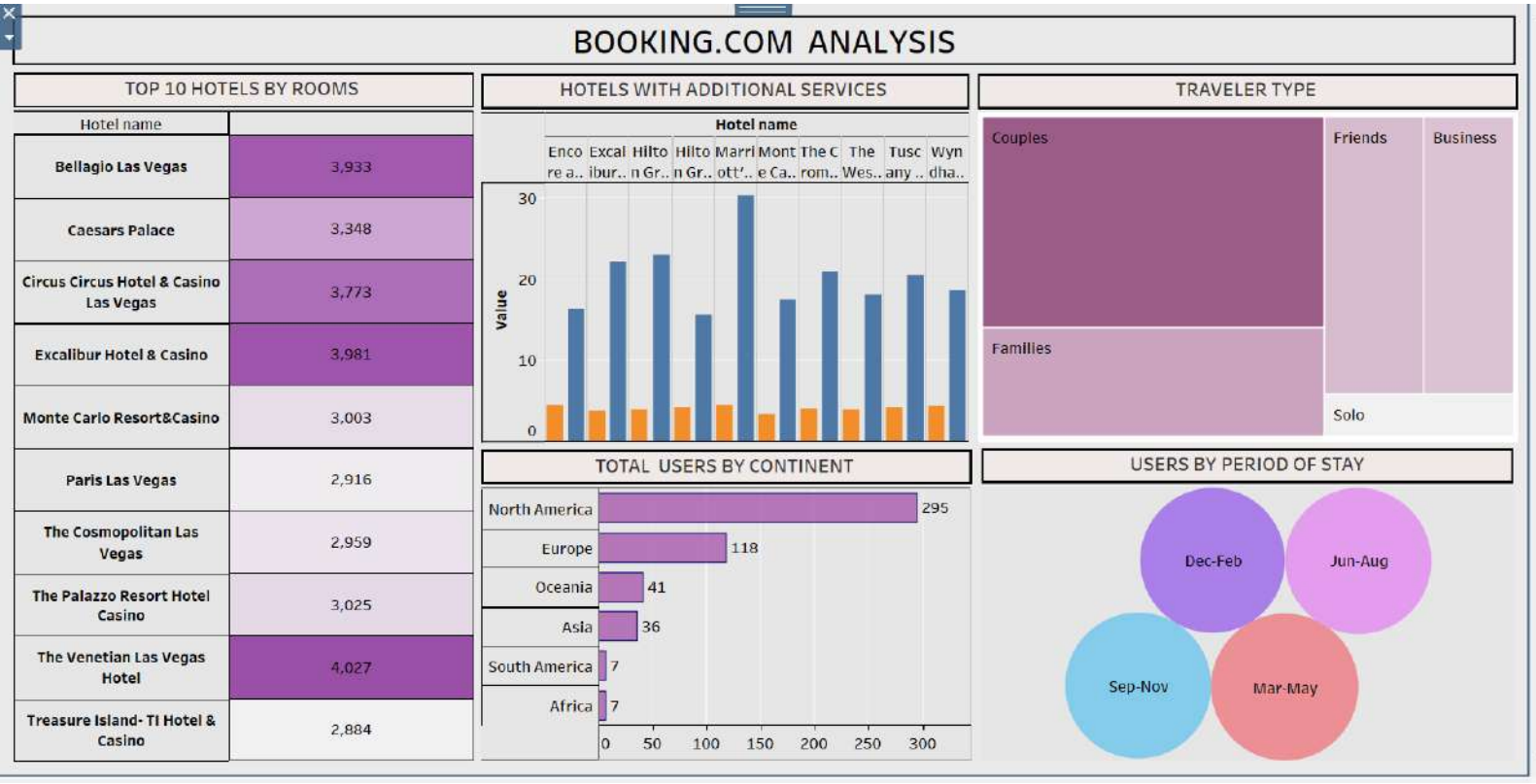
TITLE - COMPARING EXPERIENCE LEVEL IN DATA SCIENCE FEILD



OBSERVATION - Comparing total experience level in terms of percentage for all employees in data science feild on basis of entry , intermediate and senior level

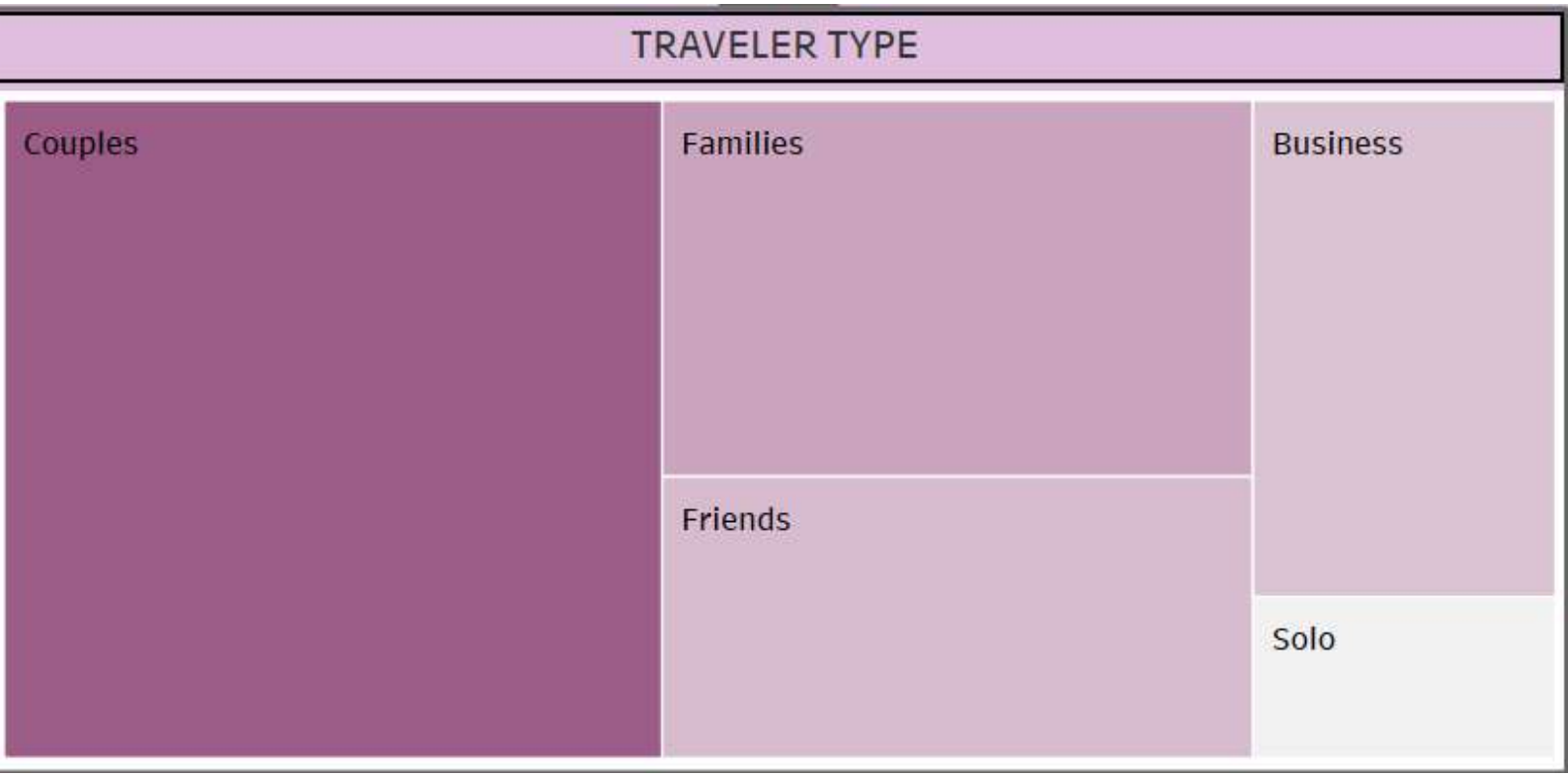
CONCLUSION - From the obove graph we can observe that the most employees are from senior level in terms of data science followed by intermediate and then entry level , as companies only focus on experienced and expert employees to deal with data and work and rest 5% is the freelancers and part time employee so in conclusion we can say that in order to get a better package in terms of data scientist we need to have experience and also proper experties of tools and data

BOOKING.COM ANALYSIS



GRAPH - 21

TITLE - POPULARY TRAVELER TYPE ON BOOKING.COM

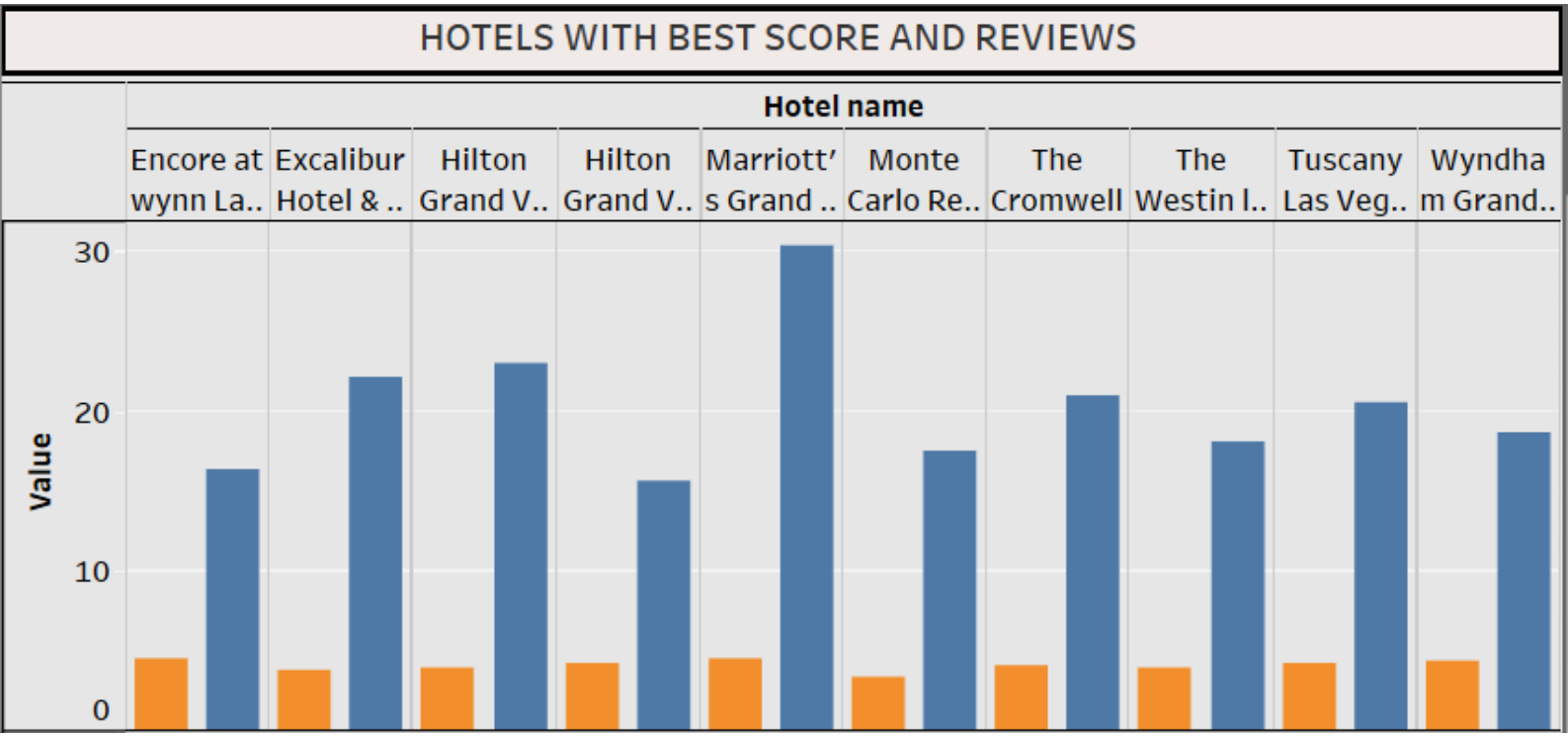


OBSERVATION - Total traveler type based on bookings on booking.com comparing with couples, families buisness etc traveler type

CONCLUSION - We can observe from the above graph that the most bookings that are done on booking. com is from couple traveler type followed by families, friends, buisness and lastly very less solo travelers use booking.com so we can conclude that we should focus on more couple rewards to attracts more couple bookings and imporve rewards and benefits on solo travellers

GRAPH - 22

TITLE - TOP 10 HOTELS WITH TOP SCORE AND REVIEWS



OBSERVATION - Top 10 hotel names with best score and rating on booking.com scores and ratings are given by the travelers

CONCLUSION - Based on above graph we can observe that the top best scores are presented by blue color bar and best reviews are based on yellow color bar , so we can conclude that top 10 hotel with best rating and score are all 5 stars hotels with all facilities hotels like marriott , hilton grand , monte carlo are top 3 hotels

GRAPH - 23

TOP 10 HOTELS WITH AVERAGE ROOM AVAILABILITY

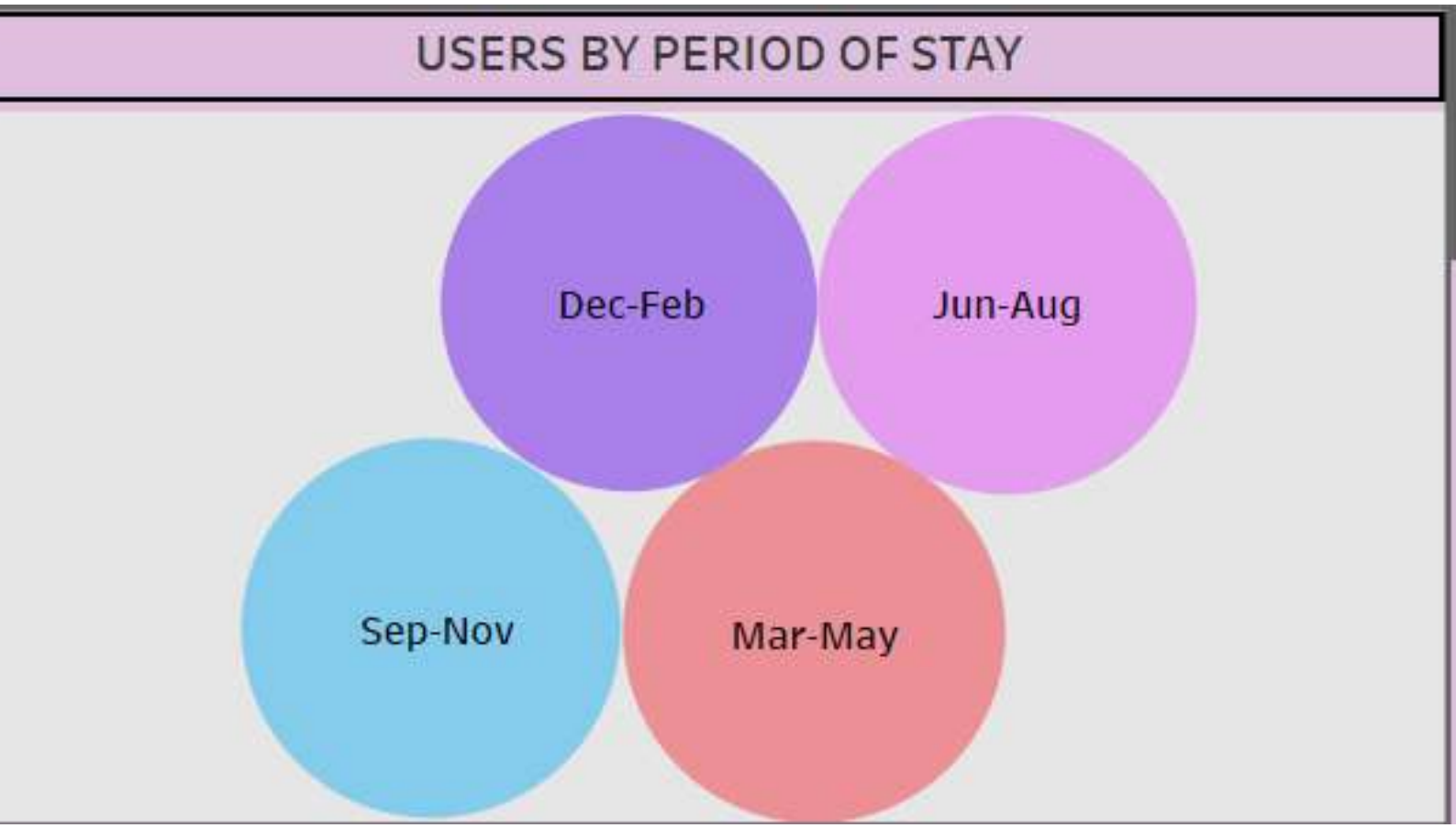
TOP 10 HOTELS BY ROOMS	
Hotel name	
Bellagio Las Vegas	3,933
Caesars Palace	3,348
Circus Circus Hotel & Casino Las Vegas	3,773
Excalibur Hotel & Casino	3,981
Monte Carlo Resort&Casino	3,003
Paris Las Vegas	2,916
The Cosmopolitan Las Vegas	2,959
The Palazzo Resort Hotel Casino	3,025
The Venetian Las Vegas Hotel	4,027
Treasure Island- TI Hotel & Casino	2,884

OBSERVATION - Top 10 hotels with average rooms available per day basis on booking.com

CONCLUSION - Based on above graph we can conclude that top 3 hotels with most rooms available on average bases per day are Bellagio Las Vegas with an average of 3933 rooms available on average bases but the top point hotel with most rooms available is treasure island - TI hotel and casino with almost 4,027 rooms so we can say on an average the top 10 hotels on booking.com have more than 3k room available on average per day basis

GRAPH - 24

TITLE - MOST TRAFFIC(USER) ON APP MONTHLY BASIS

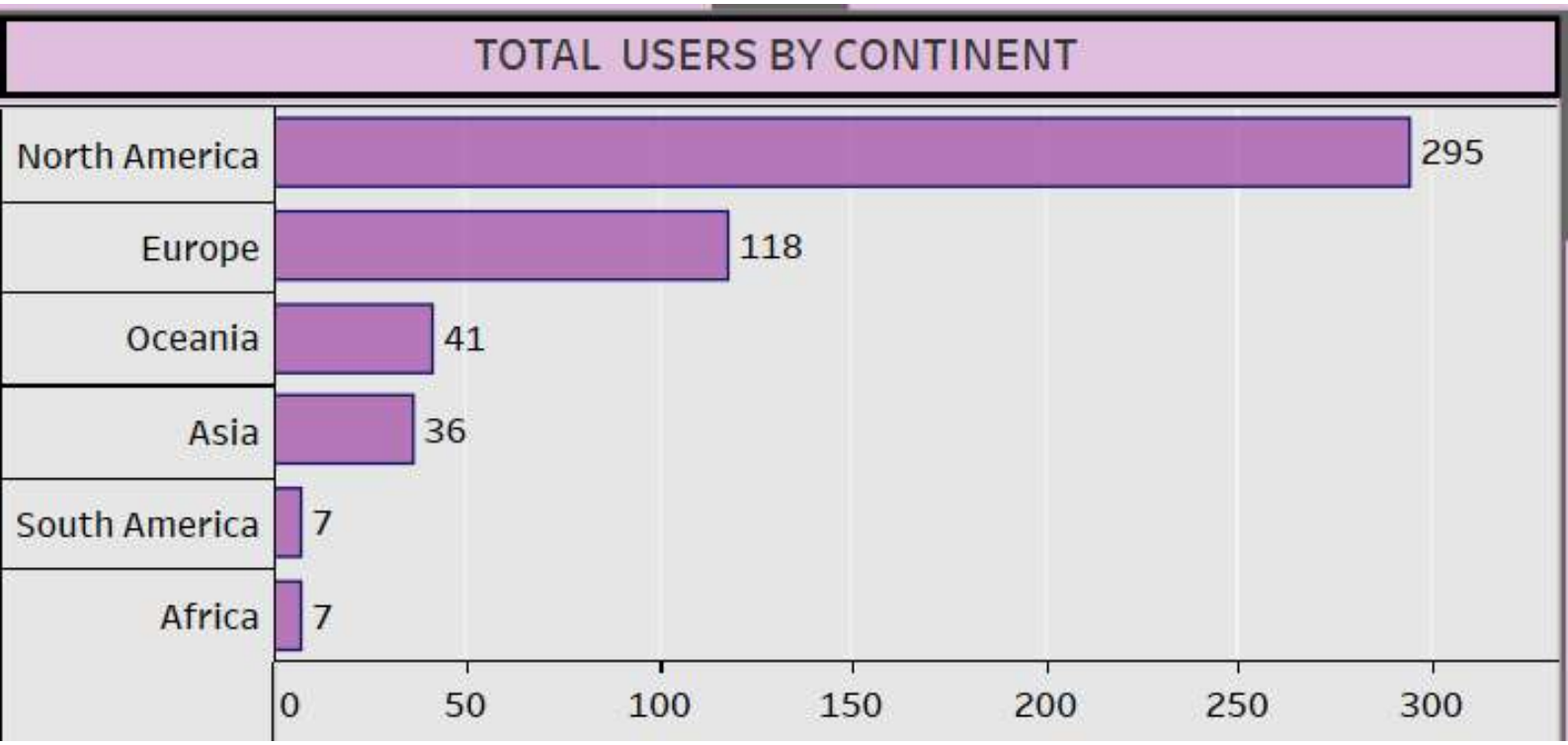


OBSERVATION - Observing the months in which the traffic of users increase n booking.com for hotels and trip booking

CONCLUSION - Based on graph above we can observe that the months during which the users on booking.com increases are equally same as dec-feb because of christmas and new year along with jun to august for spring breaks and like wise we can observe on all seasonal changes in weather to every important event like christmas month the traffic of users on booking.com increases

GRAPH - 25

TITLE - TOTAL USERS ON BOOKING.COM BASED ON CONTINENTS



OBSERVATION - Total users on booking.com divided based on there continents and their app usage

CONCLUSION - We can conclude from above graph that the total usage or top users are from NORTH AMERICAN continent with most usage approx 295% more than any other continent , while EUROPE is on second place with approx 118% more users then other continents , so we can conclude that the top continent is north america with most users is also where the booking.com was established and founded by the organisation

HR DASHBOARD

HR DASHBOARD

AVG. MONTHLY INCOME BY DEPARTMENT AND JOB ROLE

Department	Job Role	
Human Resources	Manager	18,089
	Human Resources	4,236
Research & D evelopment	Manager	17,130
	Research Director	16,034
	Healthcare Representative	7,529
	Manufacturing Director	7,295
	Research Scientist	3,240
	Laboratory Technician	3,237
Sales	Manager	16,987
	Sales Executive	6,924
	Sales Representative	2,626

0K 5K 10K 15K

GENDER AND JOB ROLE

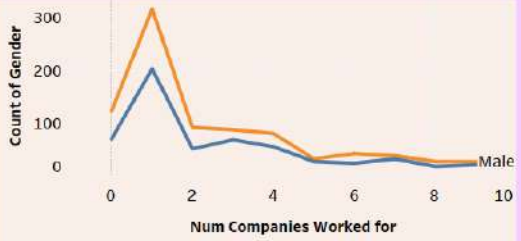
Job Role	Gender	
	Female	Male
Sales Executive	132	194
Research Scientist	114	178
Laboratory Technician	85	174
Manufacturing Director	72	73
Healthcare Representative	51	80
Manager	47	55
Sales Representative	38	45
Research Director	33	47
Human Resources	16	36

AGE BY DEPARTMENT AND JOB ROLE

Department	Job Role	Female	Male
Human Resources	Human Resources	34.44	35.97
	Manager	50.50	47.71
Research & D evelopment	Healthcare Representative	38.90	40.39
	Laboratory Technician	35.27	33.52
	Manager	47.50	44.73
	Manufacturing Director	38.64	37.96
	Research Director	41.91	45.47
	Research Scientist	33.99	34.39
Sales	Manager	47.32	47.39
	Sales Executive	37.83	36.25
	Sales Representative	30.05	30.62

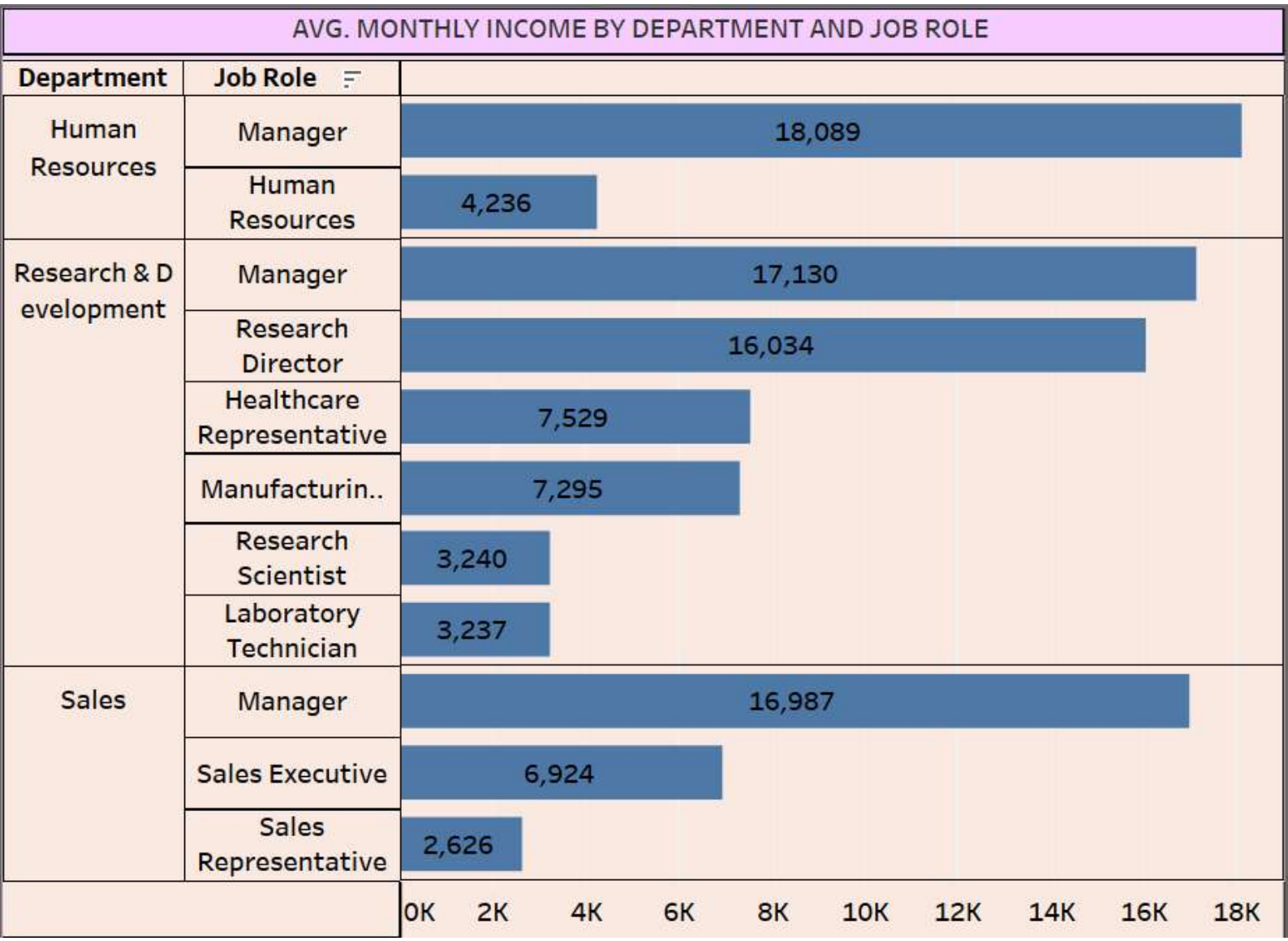
PERCENTAGE OF GENDER IN COMPANY

NUMBER OF COMPANIES WORKED FOR



GRAPH - 26

TITLE - AVG. MONTHLY INCOME COMPARISON



OBSERVATION - Comparing average monthly income of employees based on there job roles and department

CONCLUSION - Based on above graph we can observe that the different department and different job roles have a varience is pay scale, but in all the departments the managers are getting better pay scale than any other job roles , sales , human resourse , and research and development managers are getting the top salary package

GRAPH - 27

TITLE - EMPLOYEES AGE BY JOBROLE AND DEPARTMENT

AGE BY DEPARTMENT AND JOB ROLE			
Department	Job Role	Female	Male
Human Resources	Human Resources	34.44	35.97
	Manager	50.50	47.71
Research & Development	Healthcare Representative	38.90	40.39
	Laboratory Technician	35.27	33.52
	Manager	47.50	44.73
	Manufacturing Director	38.64	37.96
	Research Director	41.91	45.47
	Research Scientist	33.99	34.39
Sales	Manager	47.32	47.39
	Sales Executive	37.83	36.25
	Sales Representative	30.05	30.62

OBSERVATION -Comparing Avg age of employees in different department and job roles

CONCLUSION - We can observe from above graph that the avg age in almost all the departments based on job roles are in mid 35 and we can also observe that the highest age is in HR deparment under manager job role that is 50 years. we can conclude that the most important job roles are offered to the one with great experience and thus the managers with high salary package are the one with maximum age

GRAPH - 28

TITLE - TOTAL MALE FEMALE IN DIFFERENT DEPARTMENTS

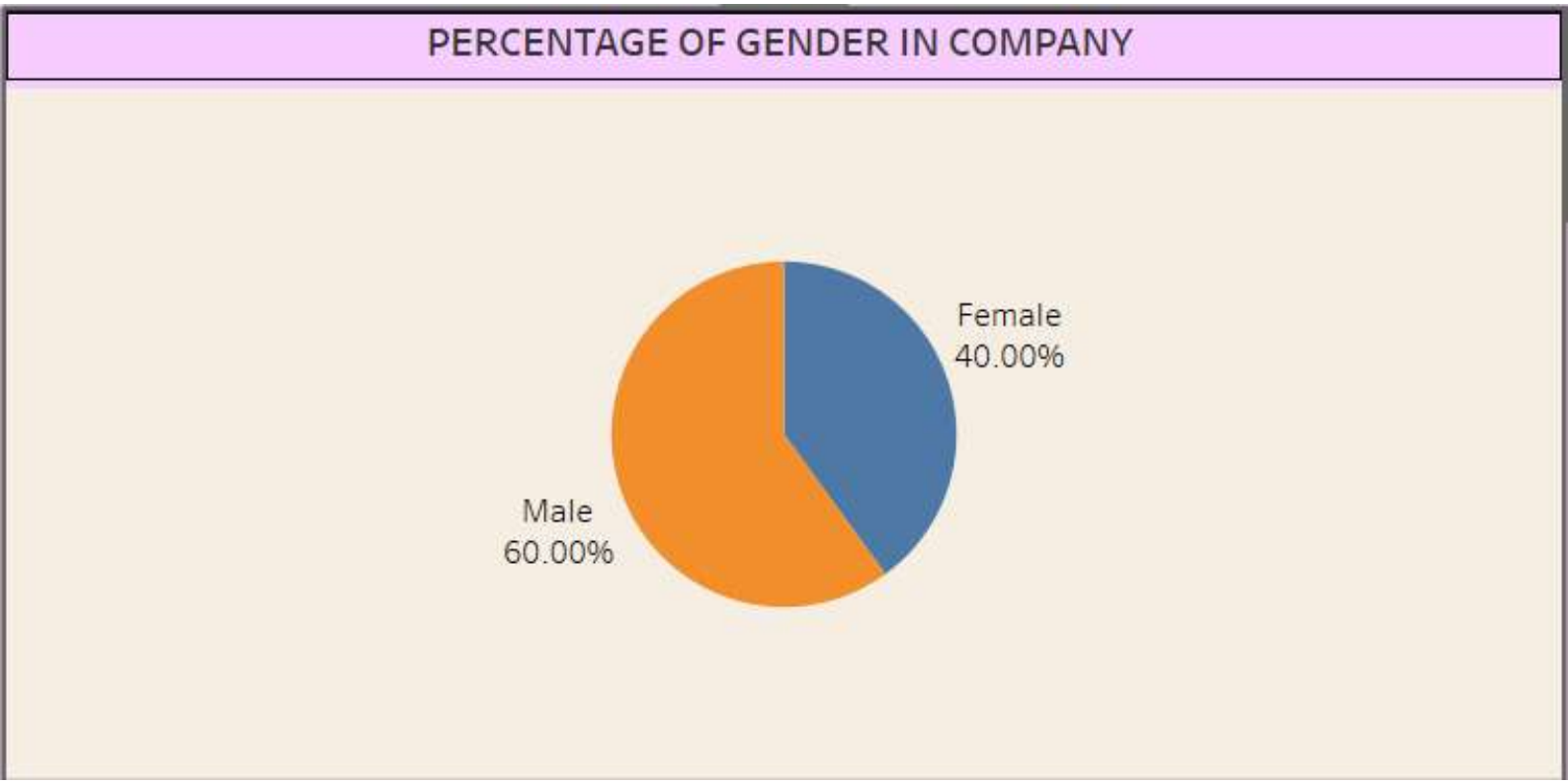
GENDER AND JOB ROLE		
Job Role	Gender	
	Female	Male
Sales Executive	132	194
Research Scientist	114	178
Laboratory Technician	85	174
Manufacturing Director	72	73
Healthcare Representative	51	80
Manager	47	55
Sales Representative	38	45
Research Director	33	47
Human Resources	16	36

OBSERVATION - Comparing total male to female ratio in different department based on job role and gender

CONCLUSION - Based on above graph we can observe that the in almost all the deparments the ratio of male workers are more than female and there is vast difference in my departments like sales and research scientist so as an organisation we should include and empower more female employees and also should hire female employees

GRAPH - 29

TITLE - COMPARING TOTAL PERCENTAGE OF GENDERS

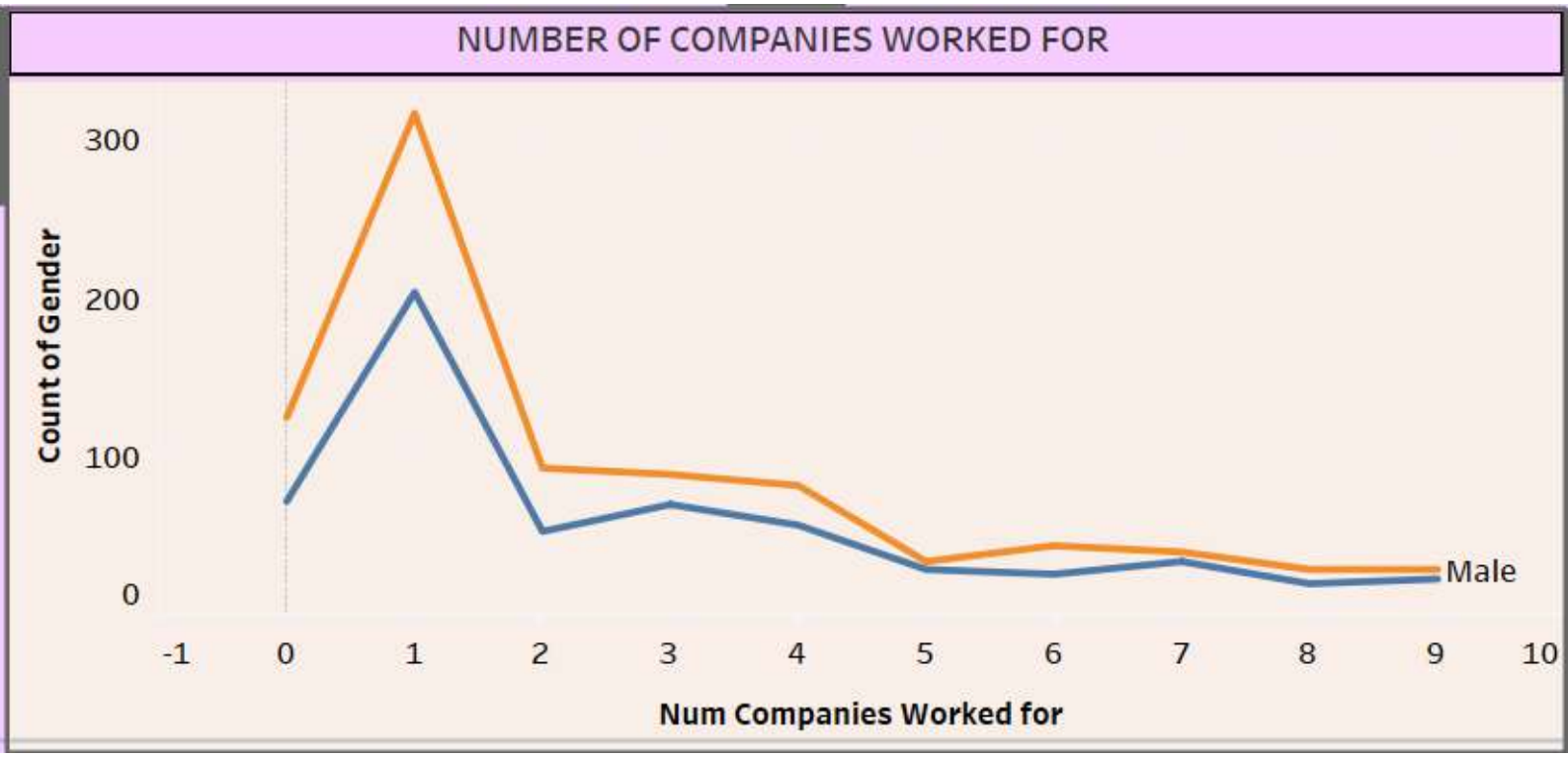


OBSERVATION - Comparing total percentage of male to female ration in terms of percentage using a pie chart

CONCLUSION - Based on graph we can observe that the male to female ration is 60:40 here male employees are more in company by 20 % so we can concluded by obove graphs that in every job role also in every department we can observe more male employees and also all the high paying post and roles are domimated by males again so we should empower females and this will show good effects on company growth and reputation

GRAPH - 30

TITLE - EMPLOYEES TOTAL COMPANIES THEY WORKED FOR



OBSERVATION - Observing total companies employees have previously worked for and based on their department and job role with gender

CONCLUSION - Based on above graph we can observe that the total count of employees who previously worked for different companies as we can see total of 300 employess have worked with more than 9 companies before joining current department so the data shows the top employees with high salary and better job role like manager so we can conclude that both male and females swich jobs for better package and job role and males are more prompt to swich companies more frequently for better package and role