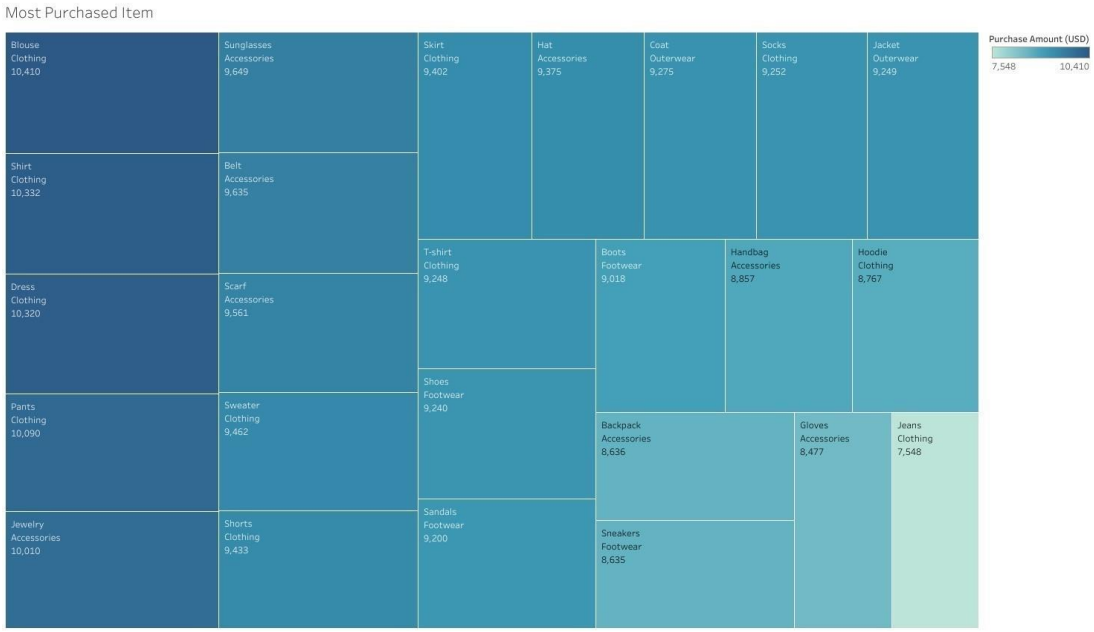
Goal

The goal of this visualisation is to identify the most purchased item for the company and determine the most profitable product category based on customers purchasing behaviour.

Image



Insight

This visualisation can suggest that the most purchased item is the blouse, and the clothing category is the most popular and frequently purchased when aggregating sales. This insight can guide strategic decisions related to inventory management and marketing efforts.

Data Abstraction

- Dataset Type: Quantitative
- Item: Clothing Items
- Attributes:
    - Items Purchased
    - Product Categories
    - Purchase History
    - Purchase Amounts

This data abstraction involves aggregating quantitative information related to clothing items, including items purchased, product categories, and their purchase history. The attributes further specify the data

components, such as individual items purchased and the corresponding purchase amounts. The data type is considered quantitative and continuous, allowing for division based on specific values.

To represent this abstraction, a Tree Map visualization is utilized. The Tree Map effectively displays the total sales for each clothing item, providing insights into the popularity and sales volume of various product categories. The hierarchical structure of the Tree Map, combined with colour hues, enhances the clarity of data representation. This visualization method allows for a detailed view of sales volumes, with each subdivision corresponding to specific value ranges, offering nuanced insights into the most popular product categories within the company.

Task abstraction

This section involves identifying customer preferences, analysing purchase behaviour, and evaluating the effectiveness of various categorical products. The visualisation employs channels like clear blue and green hue scheme, along with interactive filters, facilitating exploration and comparison of customer-purchased items and product categories. Furthermore, within the visualisation, two distinct dimensions come into view: the size of the tree map chart signifies spatial regions, and the aspect relates to the characteristics of two-dimensional shapes. The representation highlights categories and purchase amounts that offers valuable insights into the hierarchical data. This data enables stakeholders to assess the performance of items, aiding in strategic decisions for the future. A discovery such as the significant purchases of blouses suggest potential success in targeting a female consumer base, challenging the assumption of a predominantly male customer base. The primary target is to compare items for profitability and understand customer behaviour for the company.

URL

The dataset obtained from https://www.kaggle.com/datasets/iamsouravbanerjee/customer-shopping-trends-dataset?resource=download. Within the downloaded archive the updated version of CVS was used for this visualisation. The data includes information on customer purchased items and product categories. Moreover, the tool that has been used for this visualisation was Tableau as it brings out a clear representation to bring out the desired results. The data is organised in a structured format which provides efficient analysis and enables us to create a meaningful visualisation.