

Tableau Final Project

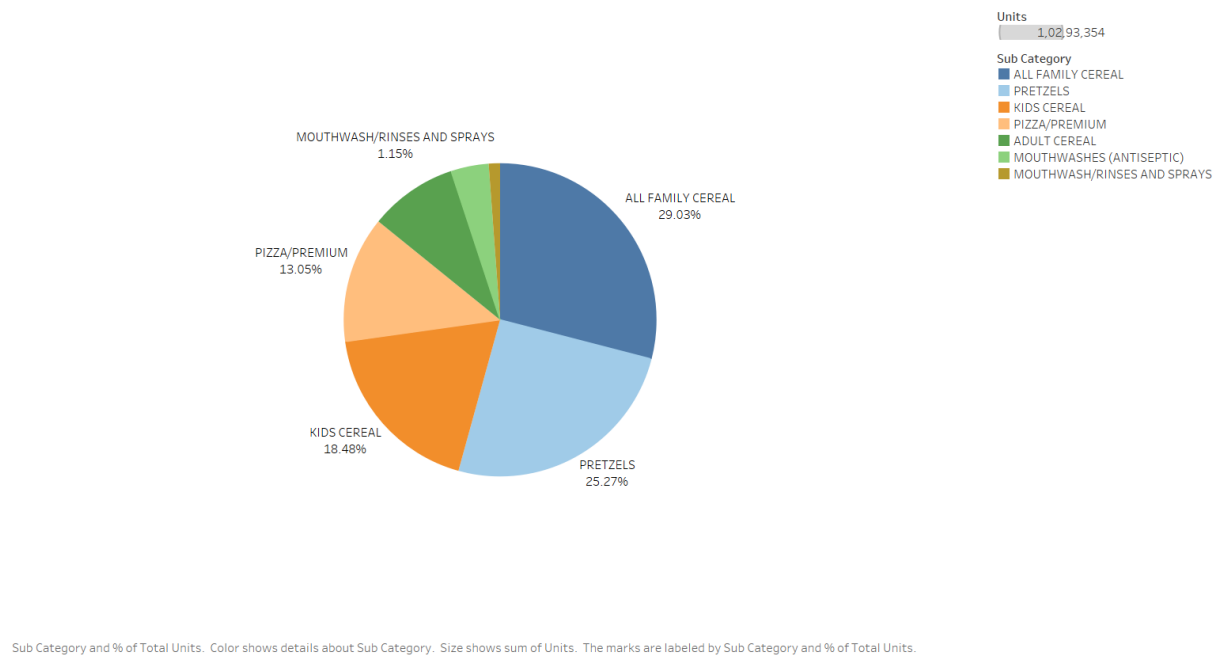
Akhil Varma Vegesna

We are using the provided dataset and added the additional msa dataset and used combiner and added relations to tables. Below is the way I added relations



I have performed EDA by understanding each column and analysing and visualizing sales and revenue trends. The following are the sheets I have created.

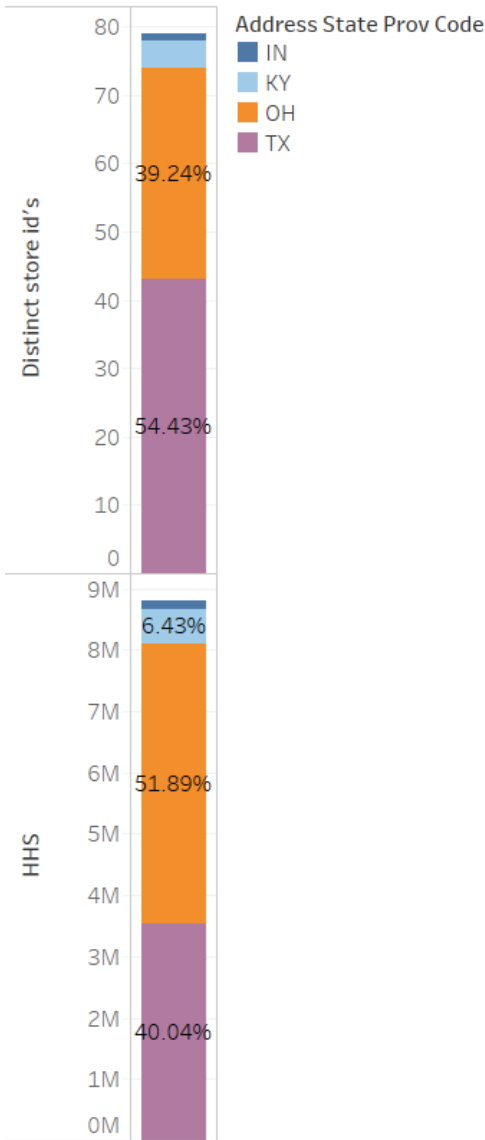
Units sold in each sub category



This shows the units sold in each subcategory across all years.

We see more sales in cereals, pretzels and low sales in mouthwashes. This could be explained by the fact that mouthwashes are not as frequently used as cereals.

Number of
stores and
purchasing
households
in each
state

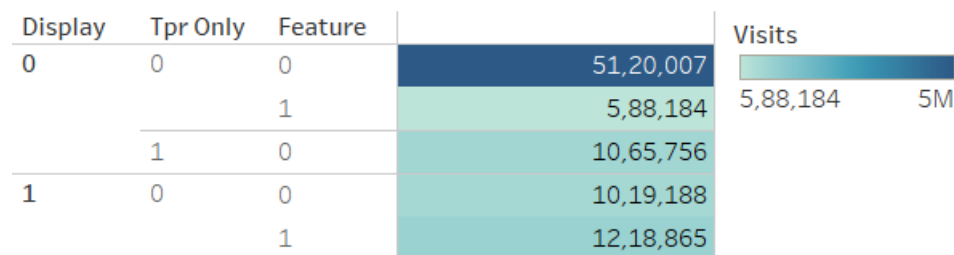


Count of Store Id
and sum of HHS.
Color shows details
about Address State
Prov Code. For pane
Count of Store Id:
The marks are
labeled by % of Total
Count of Store Id.
For pane Sum of
HHS: The marks are
labeled by % of Total
HHS.

This is a dual plot showing number of stores and number of households in each state.

We see that state Texas has most store but only contributes to 40% of households. Whereas Ohio has around 40% of stores but contributes to 52% of Households. These stores are more popular in Ohio and less popular in Kentucky and Indiana

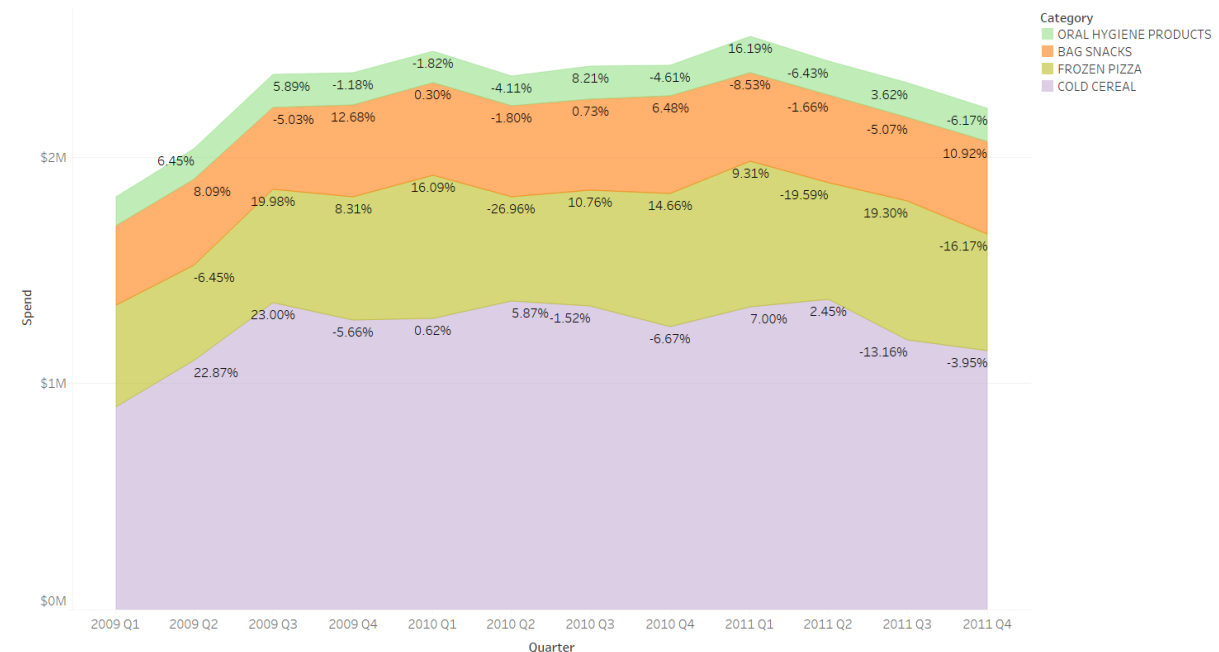
Display, TPR only, Feature effect on store visits



Sum of Visits broken down by Display, Tpr Only and Feature. Color shows sum of Visits. The marks are labeled by sum of Visits.

This shows the revenue generated with different promotional features employed. We see that the promotional features do not really affect the revenue because most sales happened without any of the promotional features.

Amount spend in each category per quarter

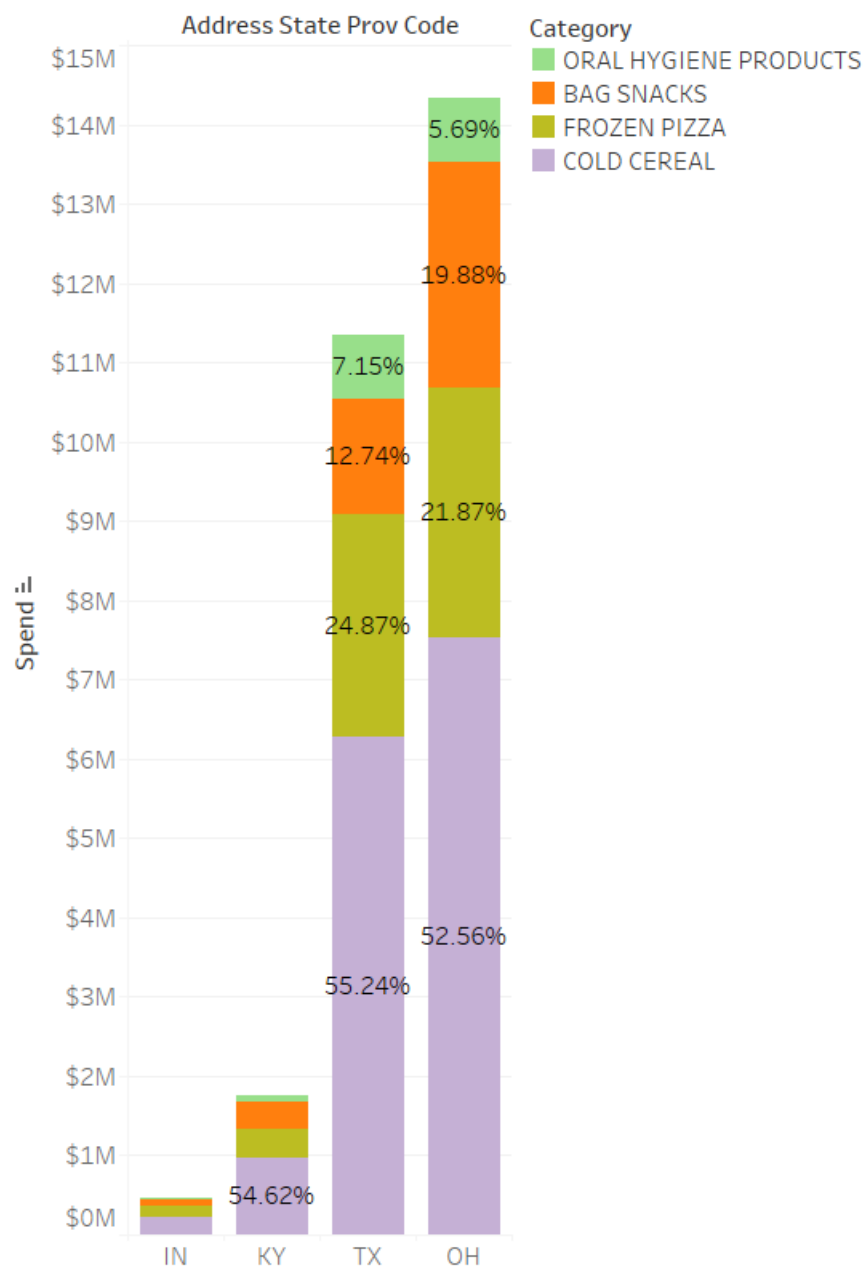


The plot of sum of Spend for Week End Date Quarter. Color shows details about Category. The marks are labeled by % Difference in Spend. The data is filtered on Week End Date, which ranges from 14-01-2009 to 31-12-2011.

This is a time series plot for revenue generated for each category across each quarter.

We see more revenue during first quarter of each year. We also see that revenue generated has slightly increased over the past years.

Statewise amount spend
in each category

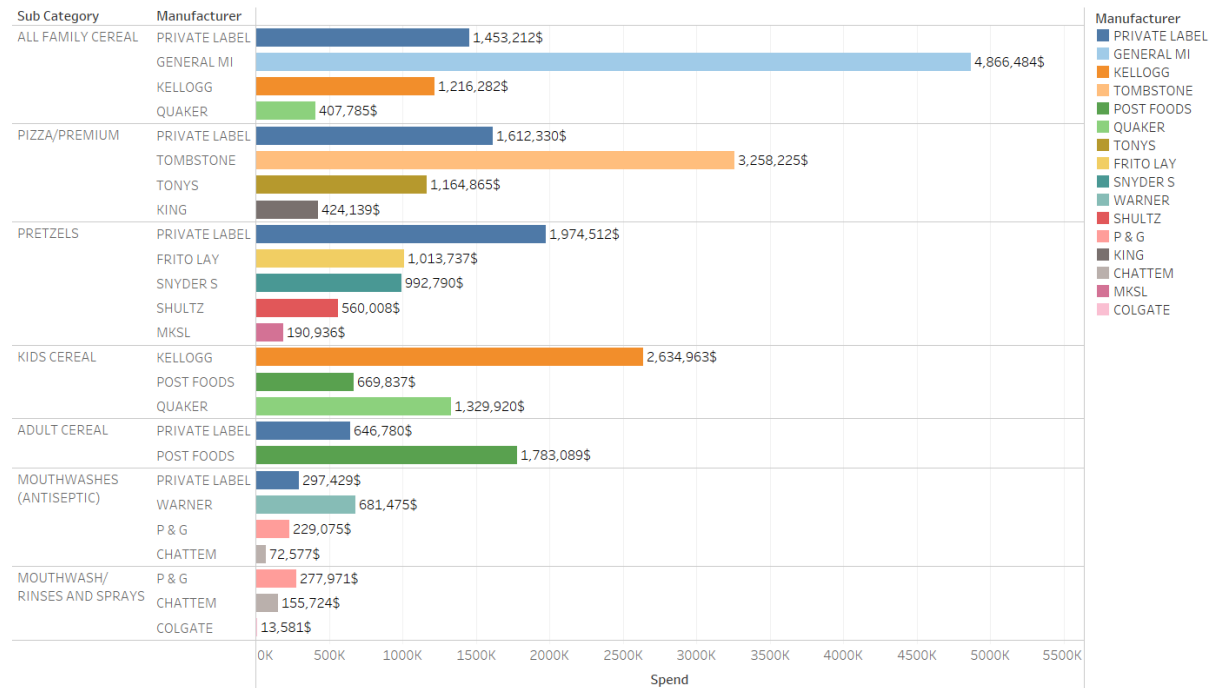


Sum of Spend for each Address State Prov Code. Color shows details about Category. The marks are labeled by % of Total Spend. The data is filtered on Action (Category,QUARTER(Week End Date)), which keeps 53 members.

This bar plot shows number of sales generated for each state for each category. It shows the percentage of revenue generated among each category.

We see cold cereal and frozen pizza to be generating most revenue

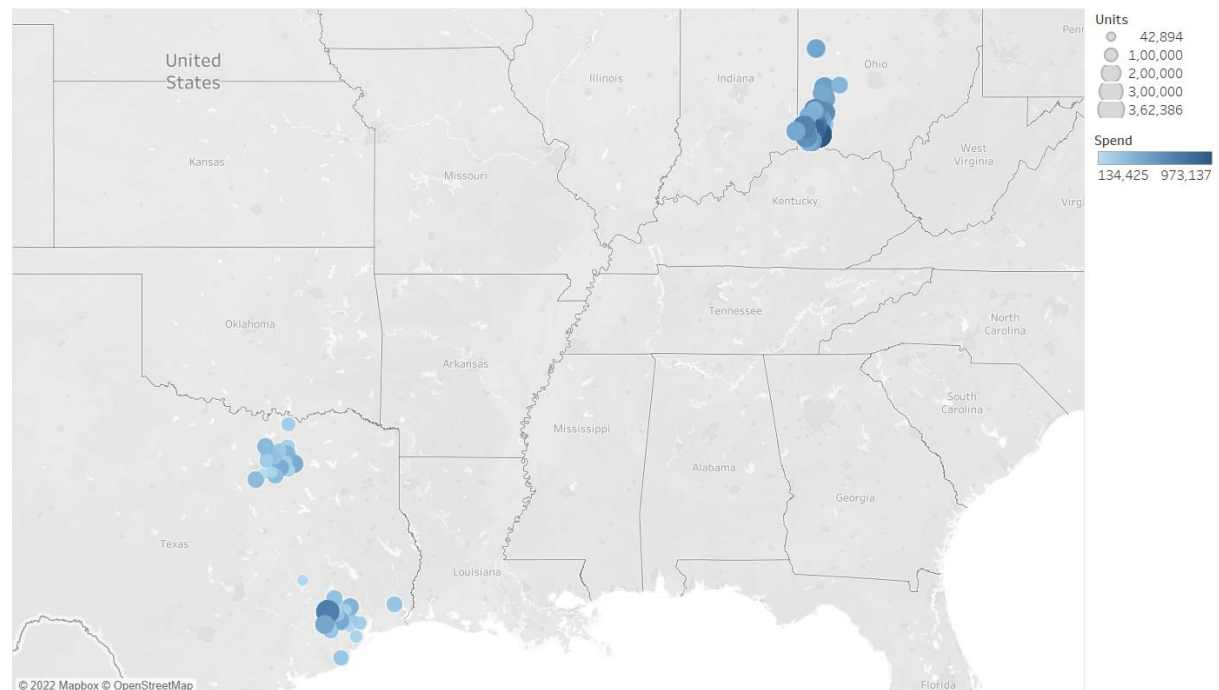
Amount spend in each Sub category & Manufacturer



Sum of Spend for each Manufacturer broken down by Sub Category. Color shows details about Manufacturer. The marks are labeled by sum of Spend. The view is filtered on sum of Spend, which keeps non-Null values only.

This shows revenue generated by each subcategory and manufacturers in each subcategory. We saw that cold cereal; frozen pizza are the highest grossing products. We see that top manufacturers for each subcategory in this page

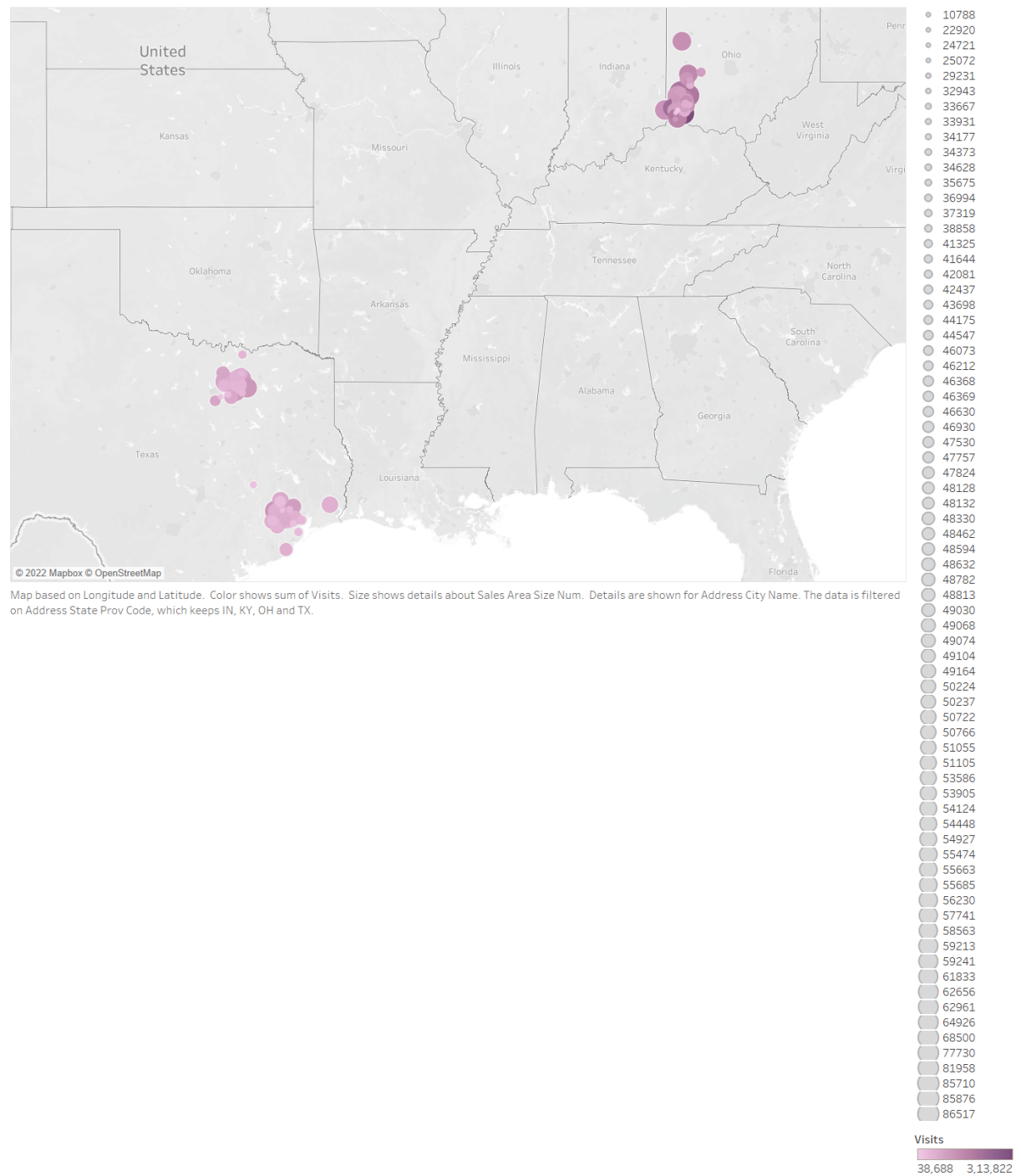
Statewise units sold and amount spend



Map based on Longitude and Latitude. Color shows sum of Spend. Size shows sum of Units. Details are shown for Column4. The data is filtered on Address State Prov Code, which keeps IN, KY, OH and TX.

We see the number of units sold and revenue brought. Darker the colour more revenue and bigger the circle, more sales. We can see the city of the store when we hover over map.

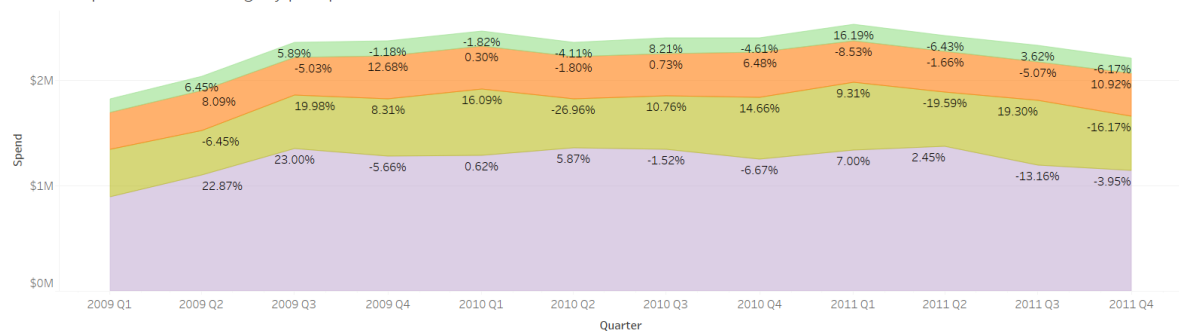
Statewise visits and store size



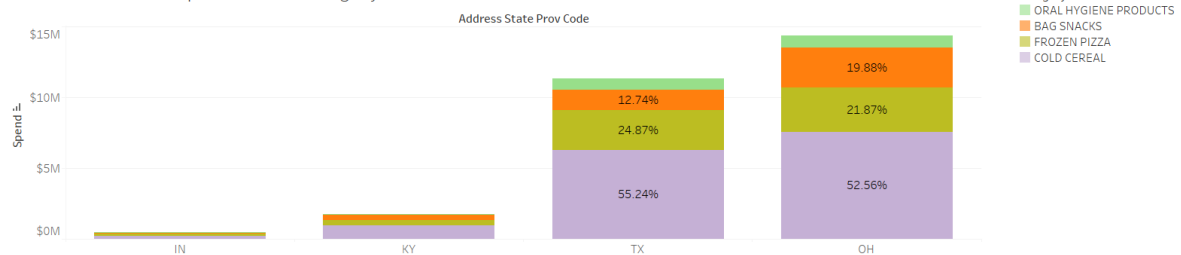
We see the number of visits for each store and store size represented by size of circle.
We see certain city stores bringing more revenue and we can see city name when we hover over the map

Based on the sheets, I have created two dashboards. First dashboard has revenue spend in each category per quarter trend analysis and bar plot for revenue generated in each category state wise. We have a category legend when one is selected, it works as a feature to show specific data.

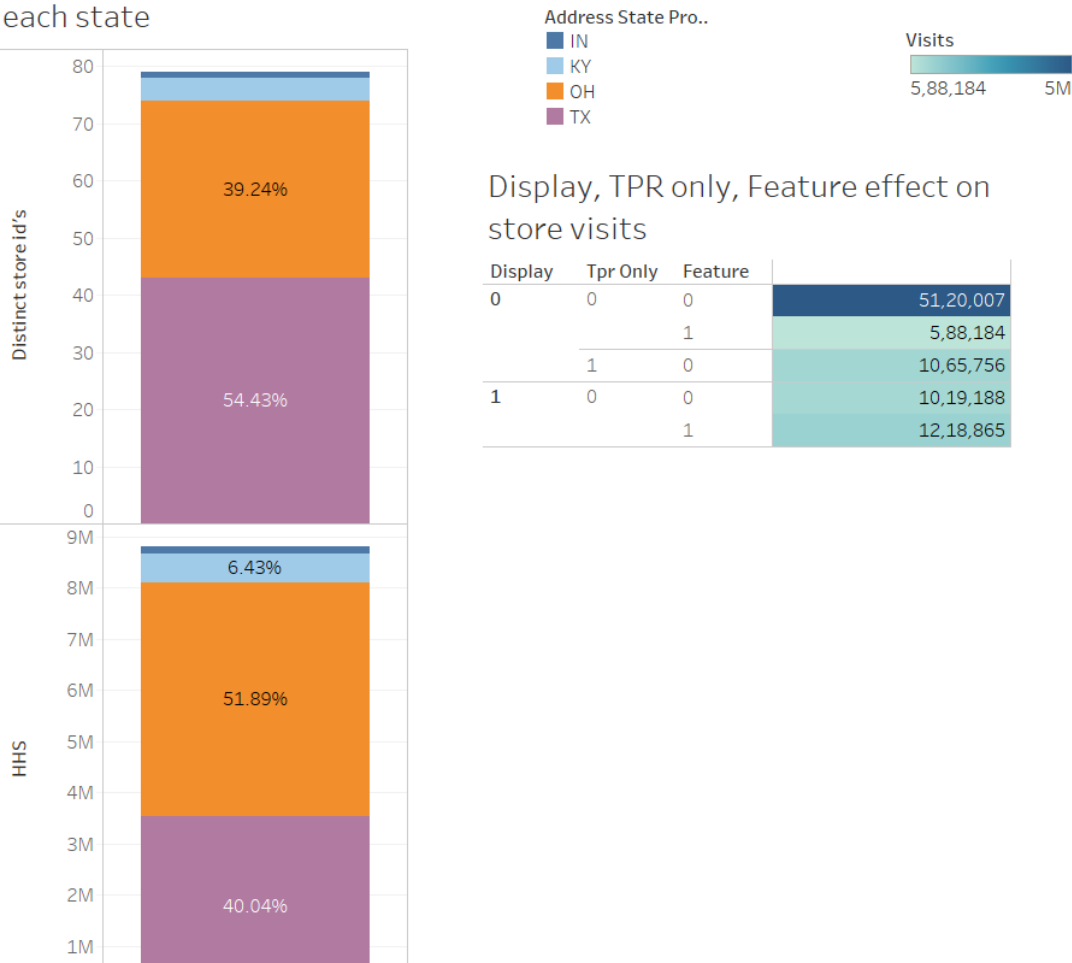
Amount spend in each category per quarter



Statewise amount spend in each category



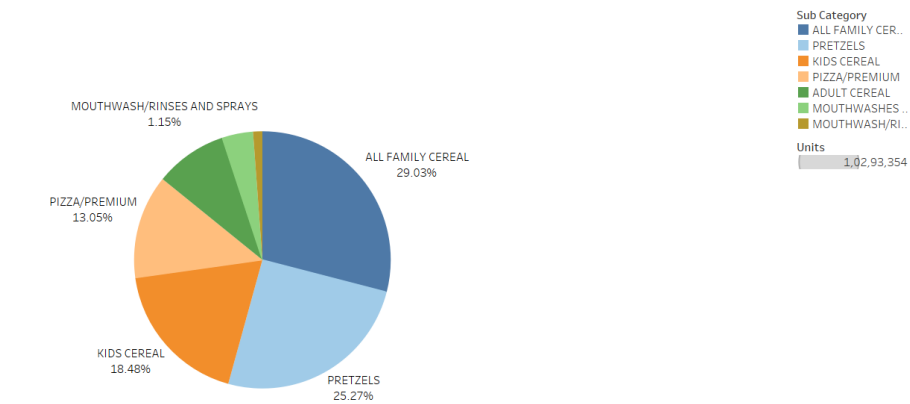
Number of stores and purchasing households in each state



Based on all sheets and dashboards, I have created the final story board.

Final Project

Units sold in each sub category	Households and factors effecting ..	Revenue trends and analysis	Amount spend in each Sub categor..	Statewise units sold and amount ..	Statewise visits and store size	Recommendation
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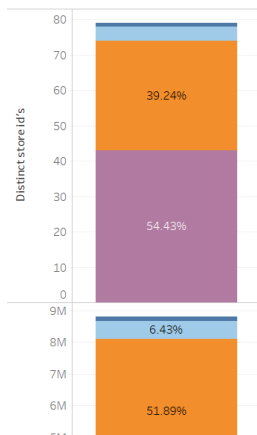


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Final Project

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Number of stores and purchasing households in each state



Address State Pro..

IN
KY
OH
TX

Visits
5,88,184 5M

Display, TPR only, Feature effect on store visits

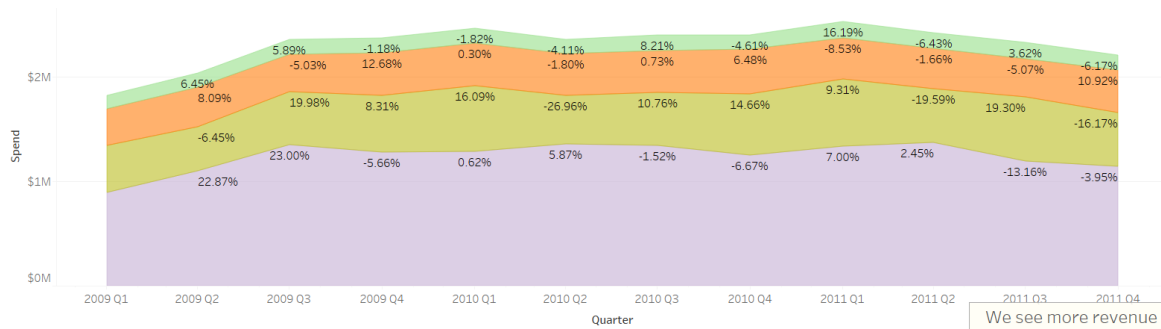
Display	Tpr Only	Feature	
0	0	0	51,20,007
		1	5,88,184
	1	0	10,65,756
1	0	0	10,19,188
		1	12,18,865

We see that state Texas has most store but only contributes to 40% of households. Whereas Ohio has around 40% of stores but contributes to 52% of Households. These stores are more popular in Ohio and less popular in Kentucky and Indiana

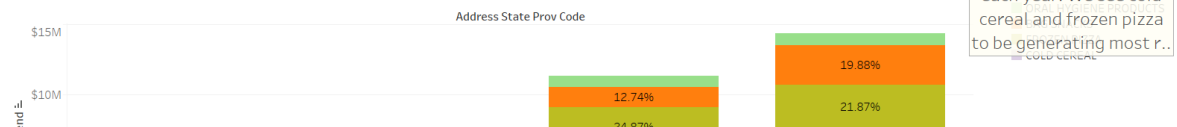
Final Project

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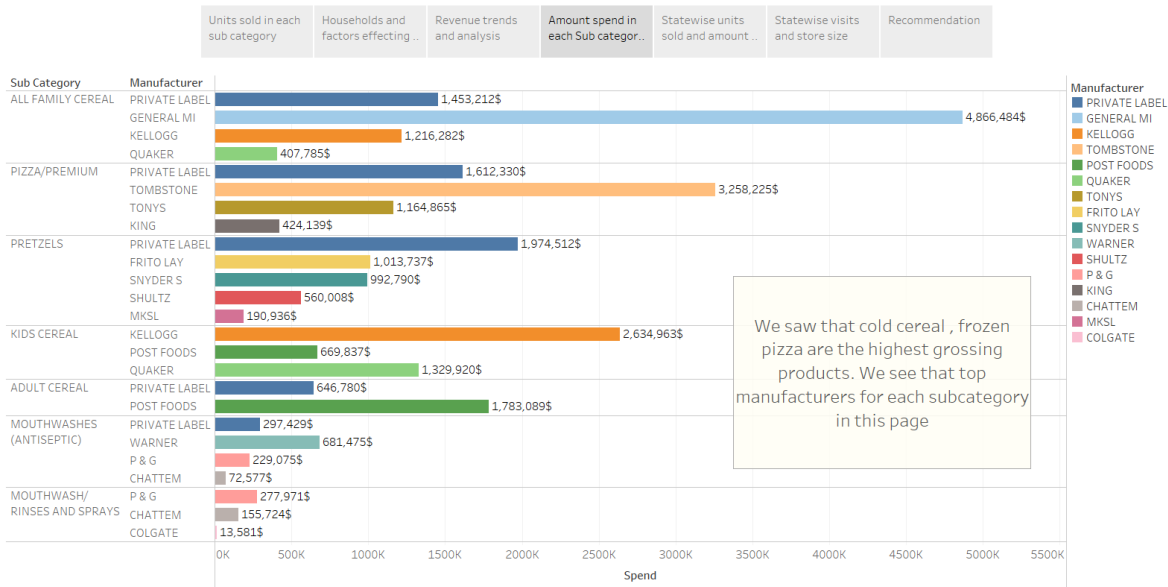


Statewise amount spend in each category

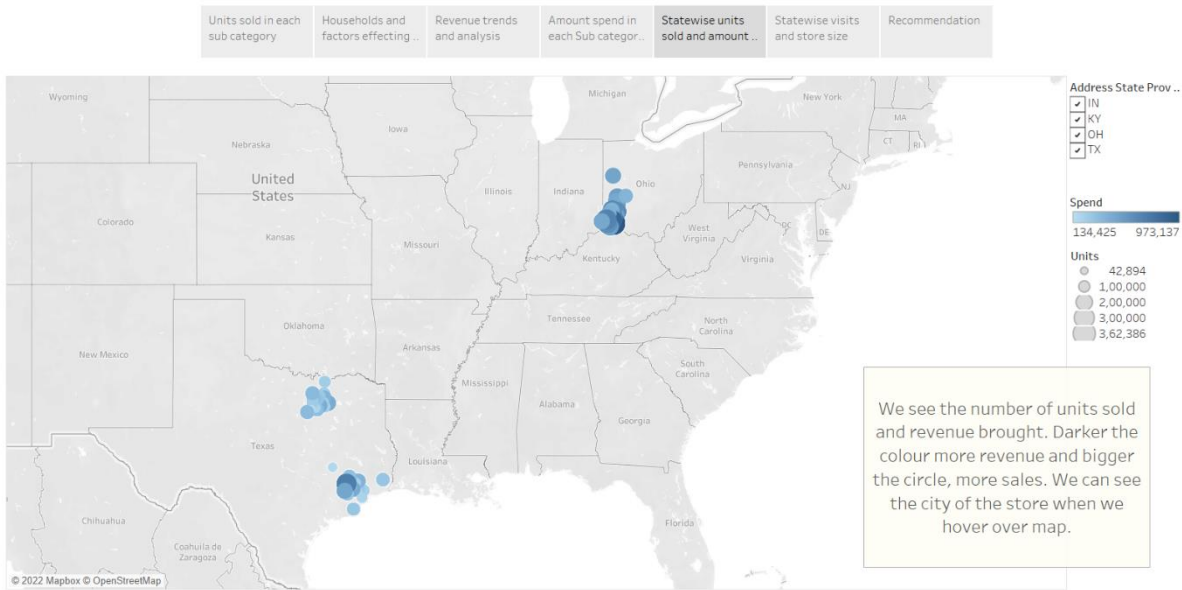


We see more revenue during first quarter of each year. We see cold cereal and frozen pizza to be generating most r..

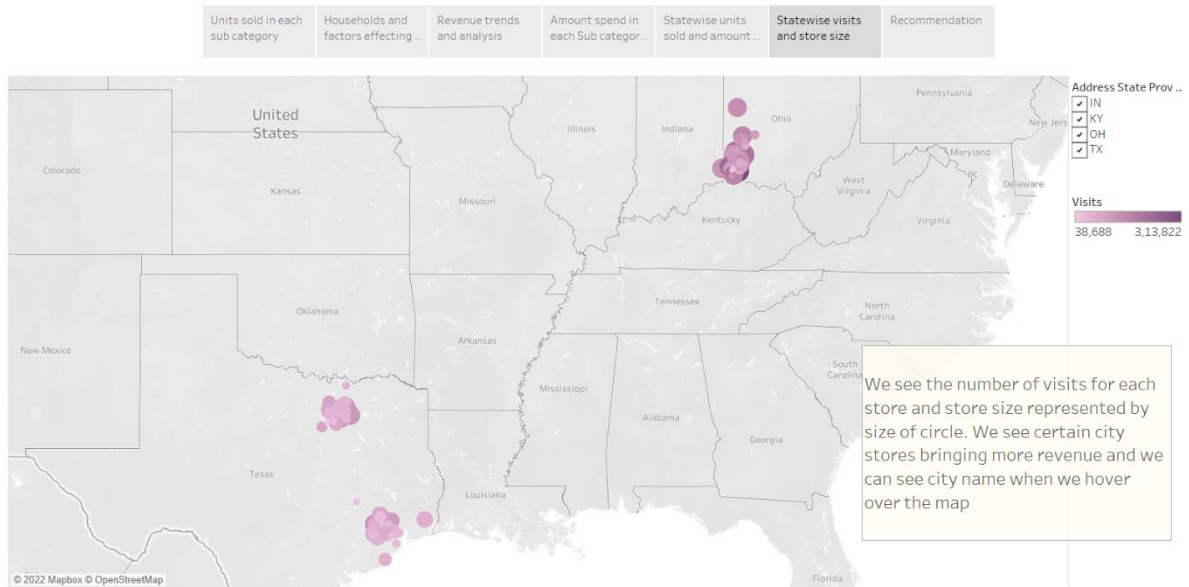
Final Project



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Final Project



Final Project

Units sold in each sub category	Households and factors effecting ...	Revenue trends and analysis	Amount spend in each Sub categor...	Statewise units sold and amount ...	Statewise visits and store size	Recommendation
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1. As cereal and pretzels are very popular in generating revenue, stores should make sure they do not go out of stock.
2. Follow the strategies used in Ohio for promotions and apply them in Texas to increase the sales and attract more customers.
3. Do not invest in display, feature effect and TPR in stores as they do not seem to yield better revenue and follow the promotions and advertisements used for quarter 1 for the rest of the quaters.

Recommendations:

1. As cereal and pretzels are very popular in generating revenue, stores should make sure they do not go out of stock.
2. Follow the strategies used in Ohio for promotions and apply them in Texas to increase the sales and attract more customers.
3. Do not invest in display, feature effect and TPR in stores as they do not seem to yield better revenue and follow the promotions and advertisements used for quarter 1 for the rest of the quarters.