

RAJALAKSHMI ENGINEERING COLLEGE
(Autonomous)

RAJALAKSHMI NAGAR, THANDALAM, CHENNAI-602105



***AD23632 - FRAMEWORK FOR DATA AND VISUAL
ANALYTICS***

LABORATORY RECORD NOTEBOOK

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Year / Branch / Section : III- AIML

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Academic Year : 2025-2026

INDEX

<i>S. No.</i>	<i>Title</i>	<i>Page No.</i>
<i>1)</i>	<i>PYTHON IMPLEMENTATION</i>	<i>3</i>
<i>2)</i>	<i>Power BI</i>	<i>13</i>
<i>3)</i>	<i>TABLEAU</i>	<i>16</i>
<i>4)</i>	<i>SUMMARY</i>	<i>19</i>

PYTHON IMPLEMENTATION :-

```
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns

jsmart = pd.read_csv("jsmart.csv")

print("Dataset preview:")
print(jsmart.head())
print("\nAvailable columns:", list(jsmart.columns))

plt.figure(figsize=(10,6))
jsmart['Country'].value_counts().head(10).plot(kind='bar', color='skyblue',
edgecolor='black')
plt.title("Top 10 Countries by Orders")
plt.xlabel("Country")
plt.ylabel("Number of Orders")
plt.xticks(rotation=45)
plt.show()

plt.figure(figsize=(6,6))
jsmart['Segment'].value_counts().plot(
    kind='pie',
    autopct='%1.1f%%',
    startangle=90,
    cmap='Set3'
)
plt.title("Distribution of Market Segments")
plt.ylabel("") # remove extra label
plt.show()

plt.figure(figsize=(8,5))
plt.hist(jsmart['lon'], bins=20, alpha=0.7, label="Longitude", color="orange",
edgecolor="black")
plt.hist(jsmart['lat'], bins=20, alpha=0.7, label="Latitude", color="green",
```

```
edgecolor="black")
plt.title("Geographic Distribution (Lon/Lat)")
plt.xlabel("Values")
plt.ylabel("Frequency")
plt.legend()
plt.show()

plt.figure(figsize=(8,5))
sns.countplot(x="Ship Mode", data=jsmart, palette="Set2", edgecolor="black")
plt.title("Orders by Shipping Mode")
plt.show()

plt.figure(figsize=(10,6))
sns.countplot(x="Region", hue="Segment", data=jsmart, palette="Set3",
edgecolor="black")
plt.title("Orders by Region and Segment")
plt.xticks(rotation=45)
plt.show()

plt.figure(figsize=(8,5))
sns.boxplot(x="Ship Mode", y="lon", data=jsmart, palette="Set2")
plt.title("Longitude Distribution by Shipping Mode")
plt.show()

plt.figure(figsize=(8,6))
sns.heatmap(jsmart.corr(numeric_only=True), annot=True, cmap="coolwarm",
linewidths=0.5)
plt.title("Correlation Heatmap")
plt.show()
```

OUTPUT :-

Dataset preview:

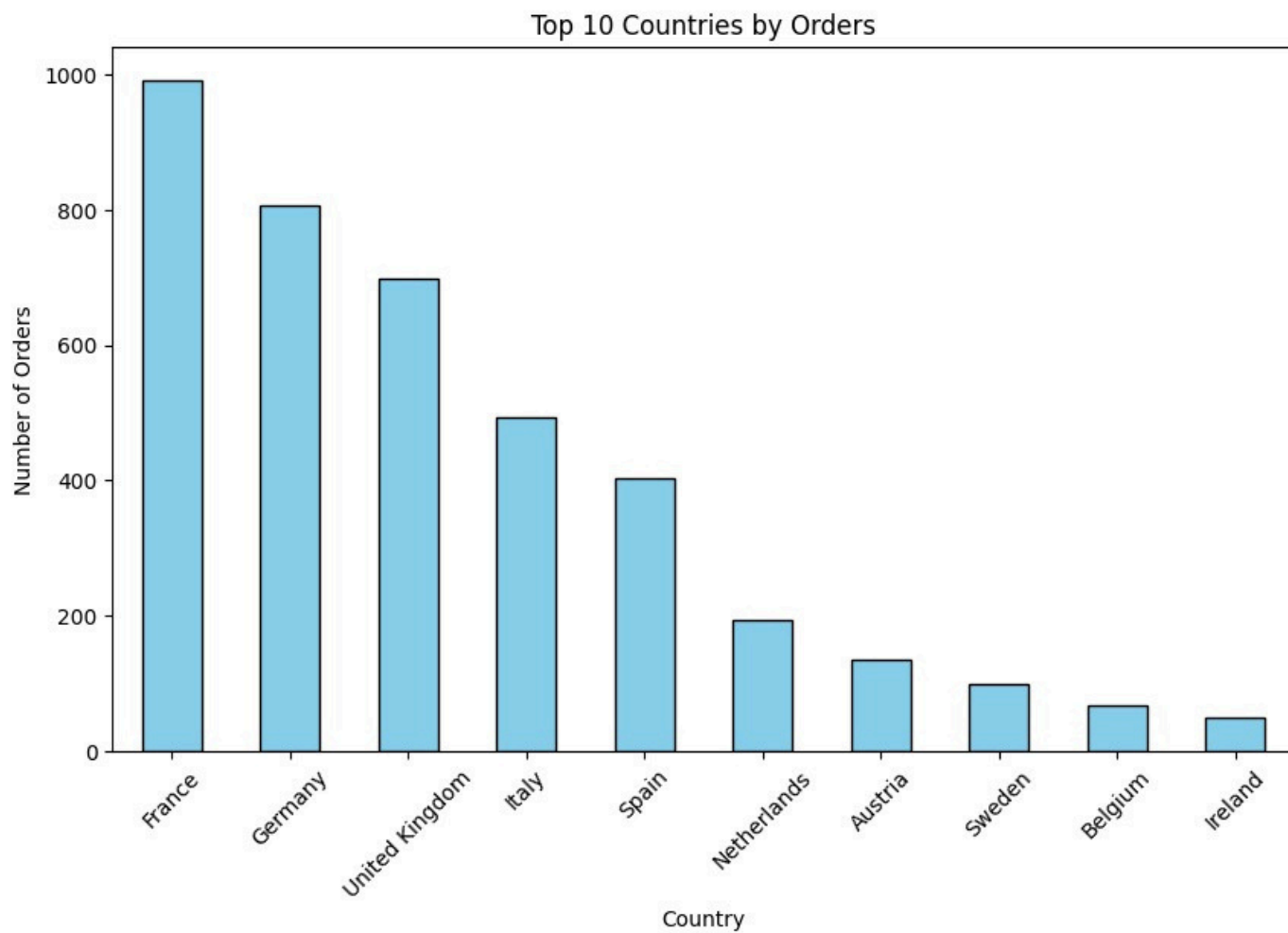
	OrderID	OrderDate	Customer Name	City	Country \
0	BN-2011-74070391	1/2017	Ruby Patel	Stockholm	Sweden
1	AZ-2011-90503131	3/2017	Summer Hayward	Southport	United Kingdom
2	AZ-2011-6674300	1/4/2017	Devin Huddleston	Valence	France
3	BN-2011-28197141	4/2017	Mary Parker	Birmingham	United Kingdom
4	AZ-2011-617423	1/5/2017	Daniel Burke	Echirolles	France

	State	Region	Segment	Ship Date	Ship Mode \
0	Stockholm	North	Home Office	1/5/2017	Economy Plus
1	England	North	Consumer	1/7/2017	Economy
2	Auvergne-Rhône-Alpes	Central	Consumer	1/8/2017	Economy
3	England	North	Corporate	1/9/2017	Economy
4	Auvergne-Rhône-Alpes	Central	Home Office	1/7/2017	Priority

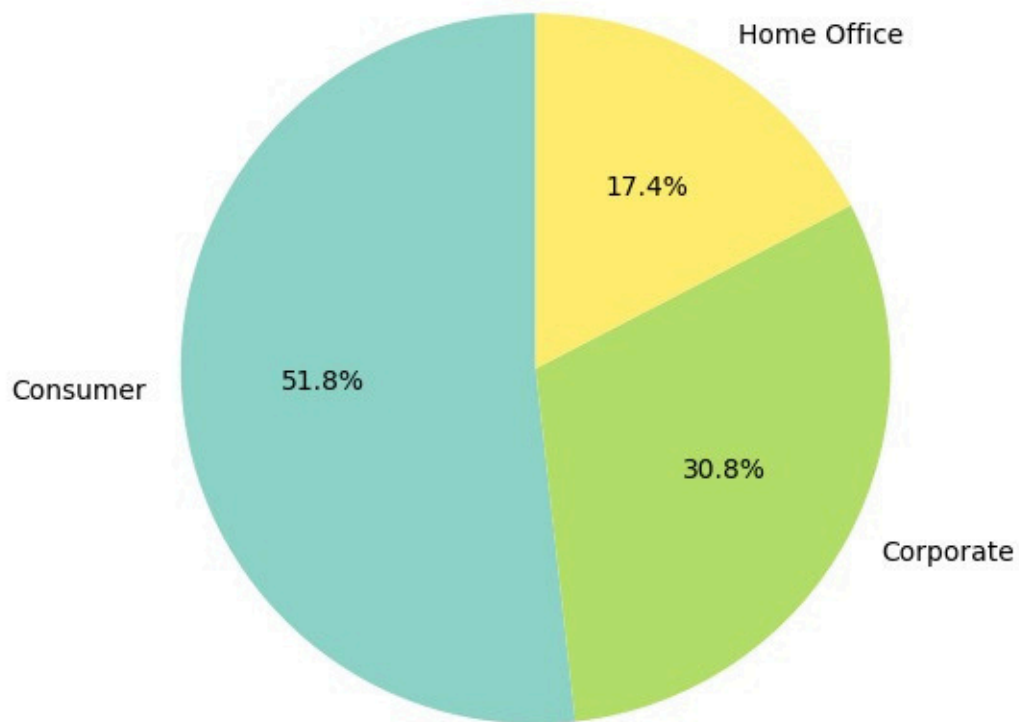
	lon	lat
0	18.06858159	59.329324
1	-3.01011353	53.645708
2	4.89236044	44.933393
3	-1.89040152	48.6243
4	5.71803445	45.142151

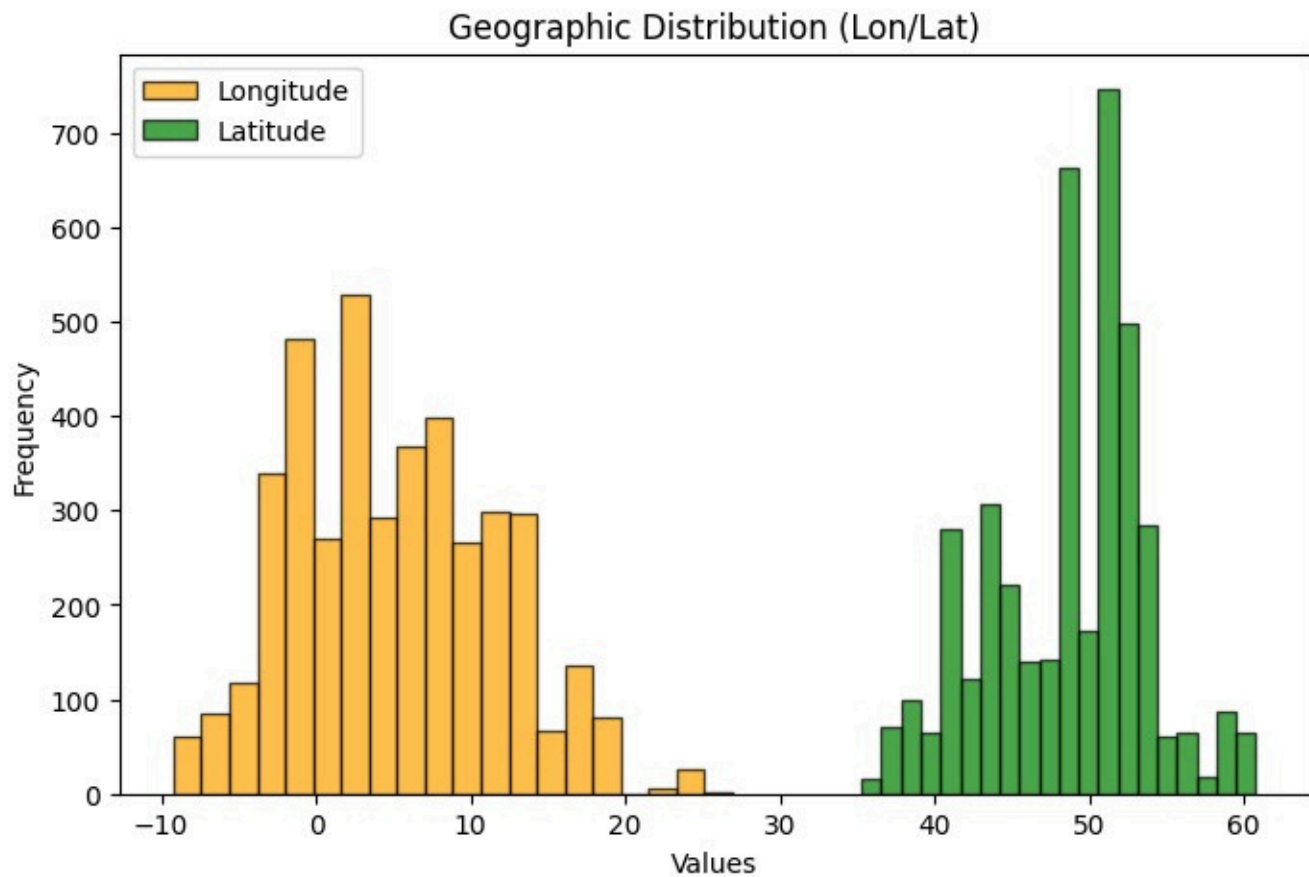
Availablecolumns:['Order ID', 'Order Date', 'Customer Name', 'City', 'Country', 'State','Region','Segment', 'Ship Date', 'Ship Mode', 'lon', 'lat']

^^



Distribution of Market Segments

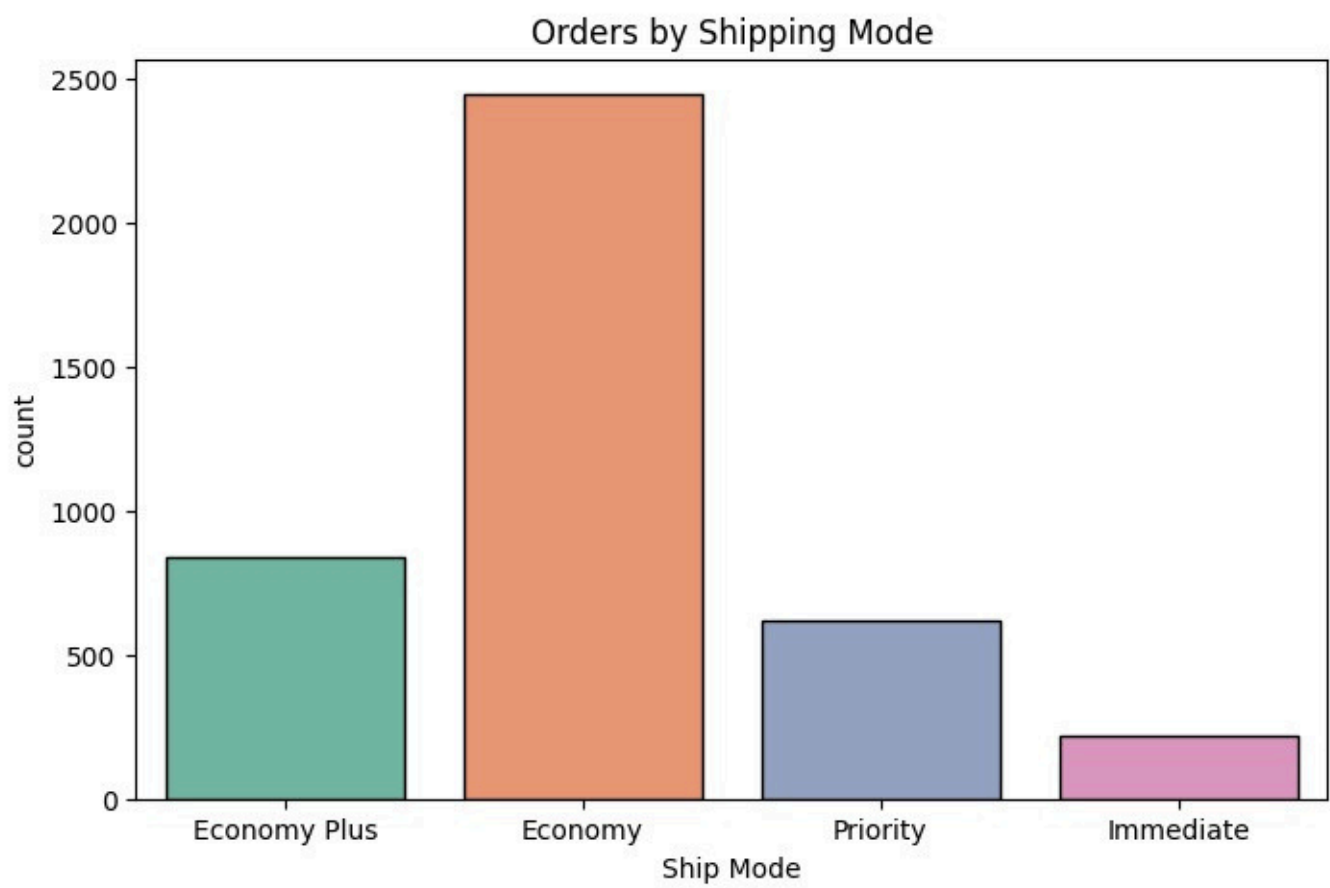


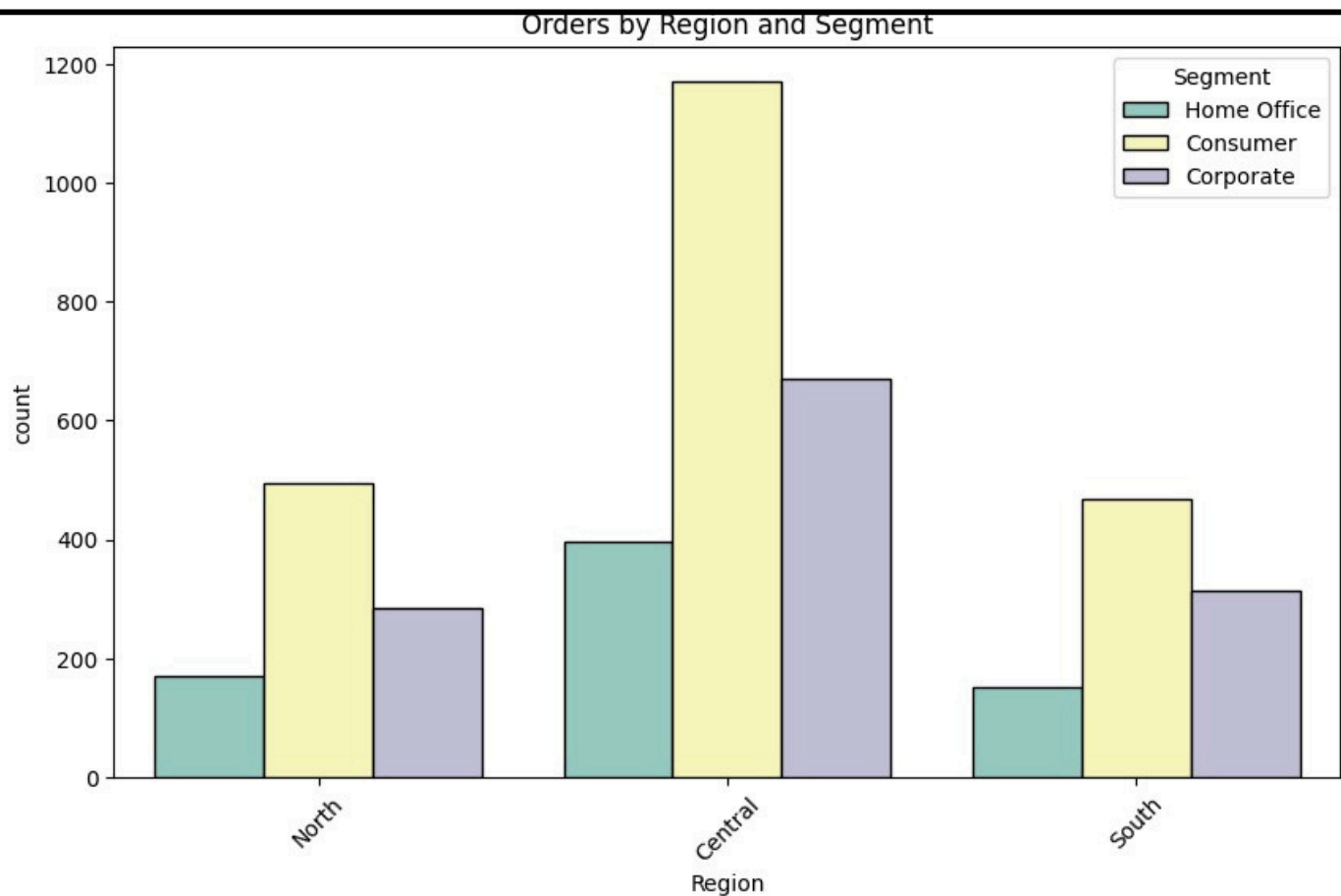


/tmp/ipython-input-3560960110.py:57: FutureWarning:

Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

```
sns.countplot(x="Ship Mode", data=jsmart, palette="Set2", edgecolor="black")
```

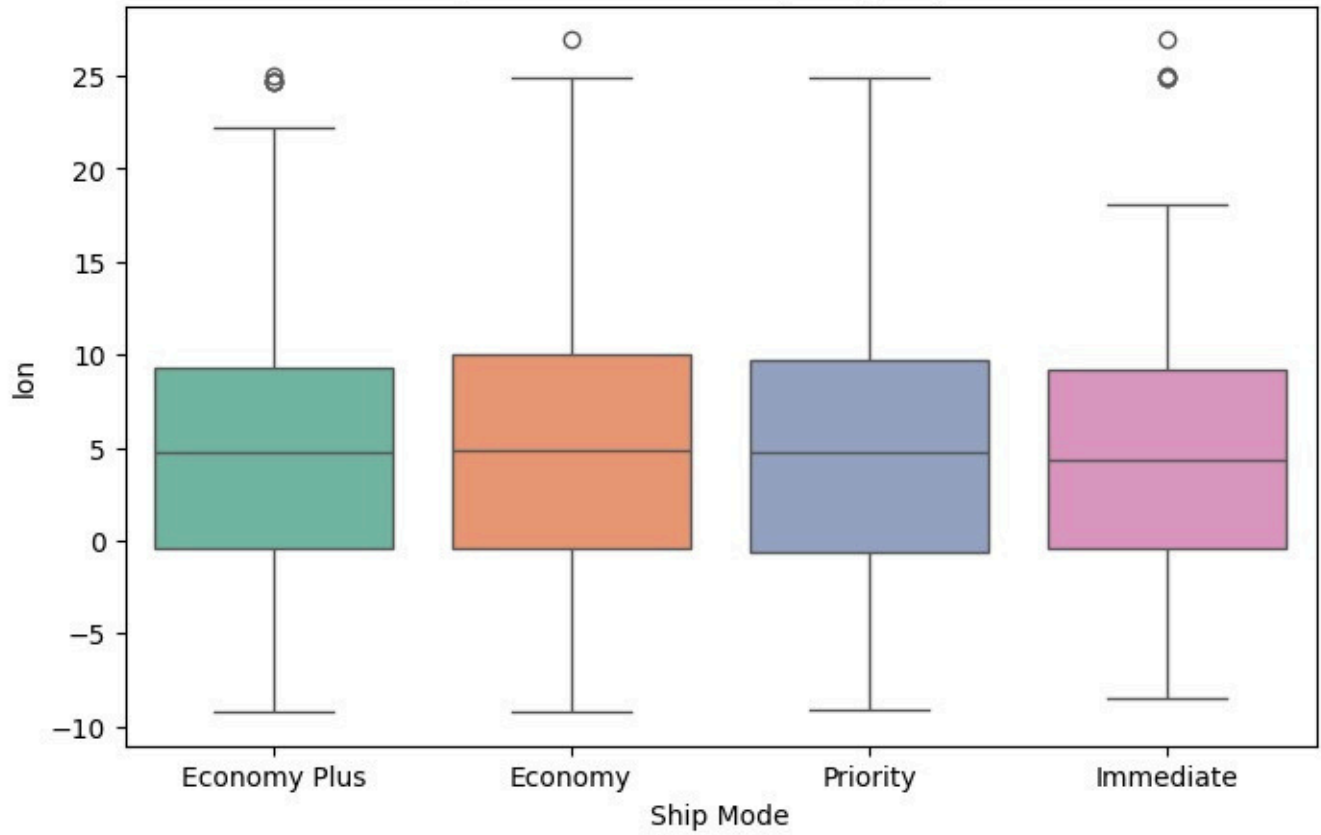


/tmp/ipython-input-3560960110.py:74: FutureWarning:

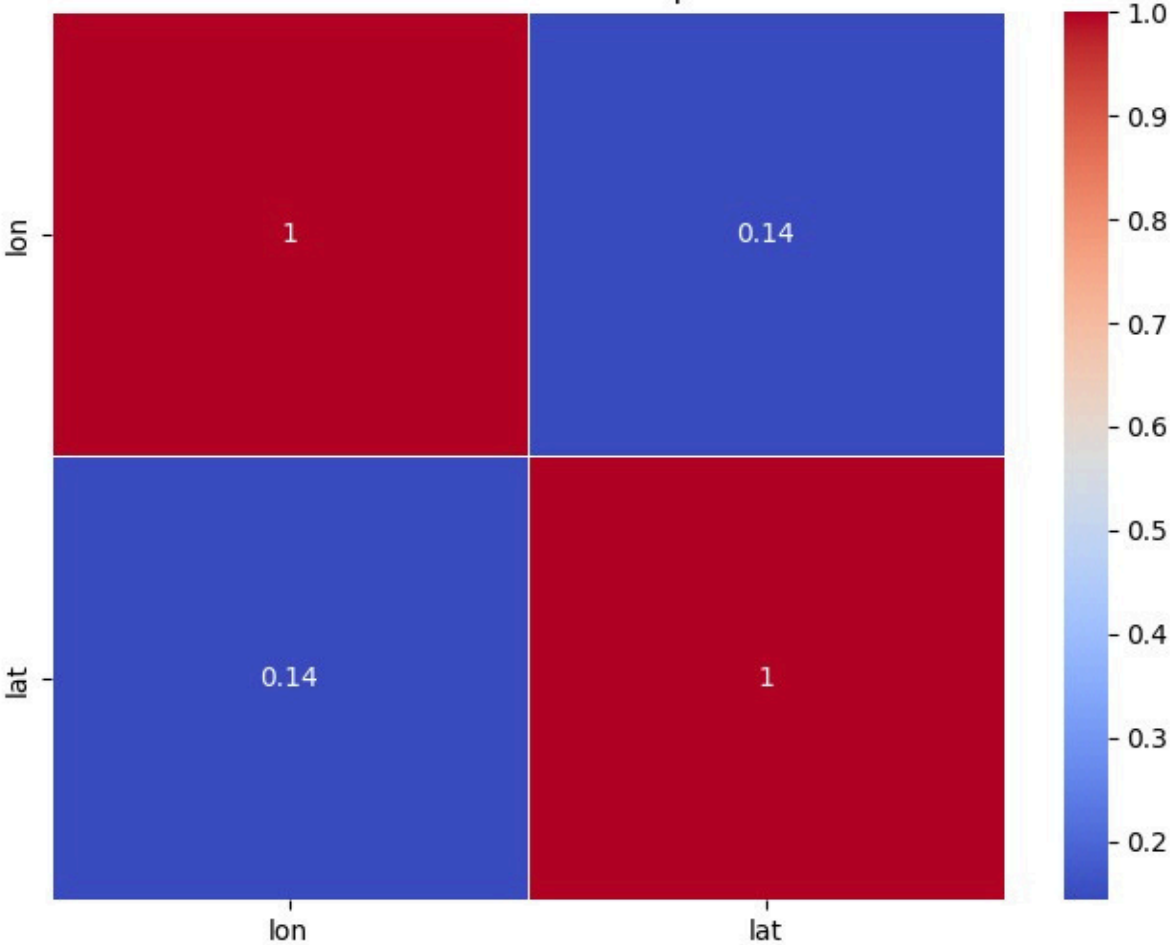
Passing `palette` without assigning `hue` is deprecated and will be removed in v0.14.0. Assign the `x` variable to `hue` and set `legend=False` for the same effect.

```
sns.boxplot(x="Ship Mode", y="lon", data=jsmart, palette="Set2")
```

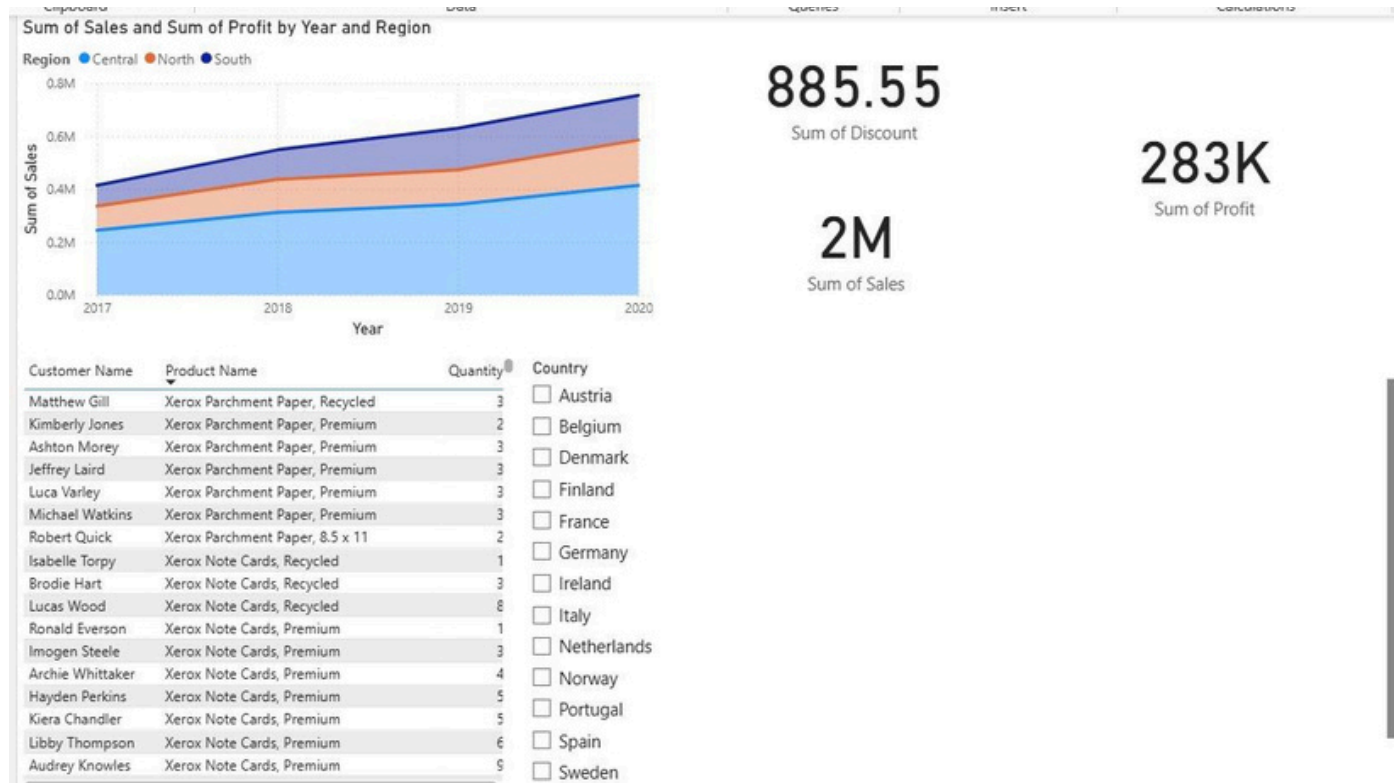
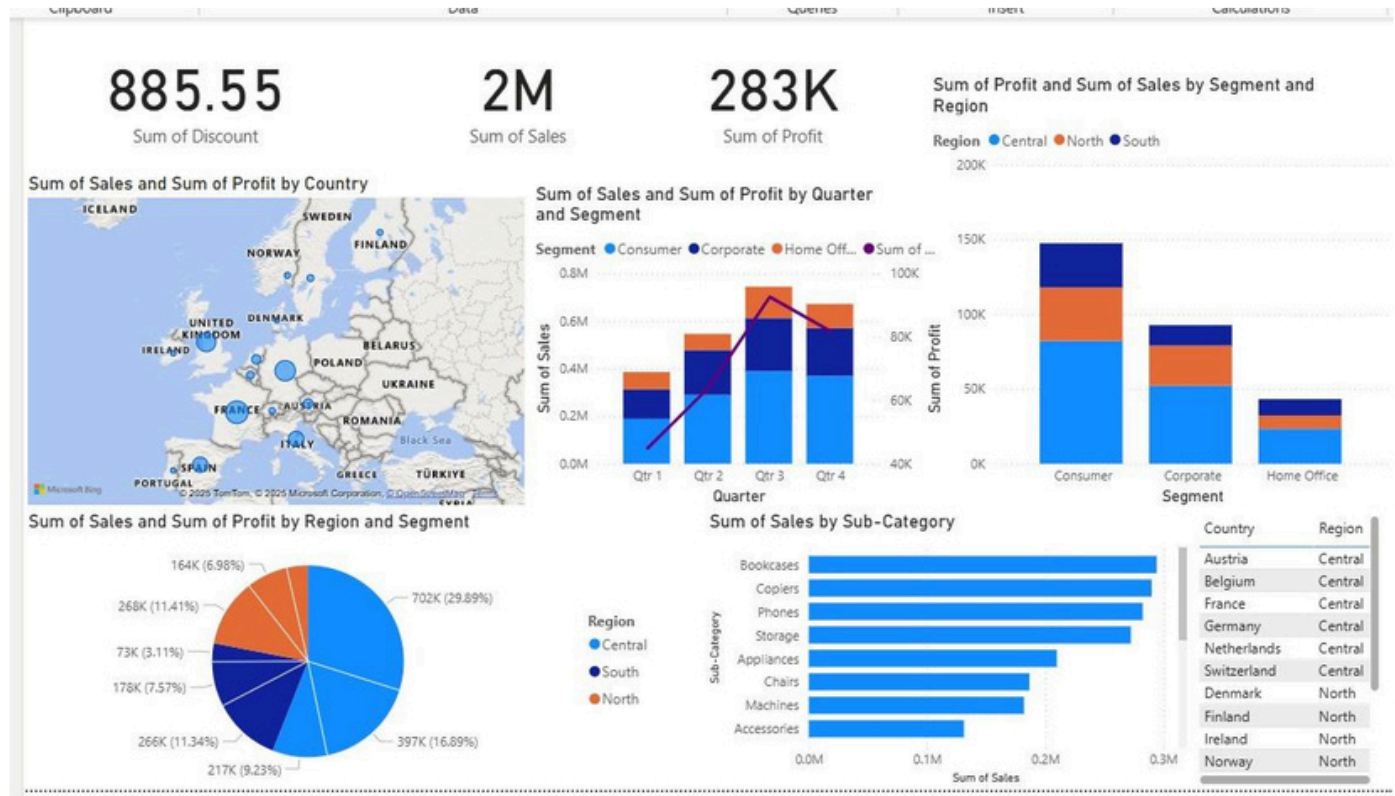
Longitude Distribution by Shipping Mode



Correlation Heatmap



POWER BI :-



EXPLAINTATION :-

Sum of Discount, Sales, and Profit

These key metrics show the overall performance indicators of the business.

Sum of Discount (885.55) indicates total discounts given to customers.

Sum of Sales (2M) represents the total revenue generated.

Sum of Profit (283K) reflects the net earnings after expenses.

Sales and Profit by Country (Map Visual)

This map visual displays geographic sales and profit distribution across European countries.

Larger circles denote higher sales volume.

It helps identify top-performing markets like France and Germany.

Useful for regional strategy and expansion planning.

Sales and Profit by Quarter and Segment

This clustered bar and line chart compares quarterly sales with profit trends.

Segments include ***Consumer***, ***Corporate***, and ***Home Office***.

Q3 shows the highest sales and profit peak.

It highlights seasonality and segment contribution.

Profit and Sales by Segment and Region

This stacked bar chart shows how each region contributes to total profit and sales.

The ***Central*** region dominates overall performance.

The ***North*** and ***South*** regions follow with smaller shares.

Segment analysis aids in targeted marketing and budgeting.

Sales and Profit by Region and Segment (Pie Chart)

This pie chart illustrates proportional sales by region and segment.

The ***Central Region (29.89%)*** leads in sales share.

Each segment's contribution helps in balancing regional operations.

- Ideal for identifying underperforming areas.

Sales by Sub-Category

This horizontal bar chart breaks down sales by product sub-categories.

Bookcases, ***Copiers***, and ***Phones*** are top-selling items.

It shows which product lines drive revenue growth.

Useful for inventory and supply chain planning.

Sales and Profit by Year and Region

This area chart shows year-wise sales and profit trends across regions from 2017–2020.

Sales increased steadily over time across all regions.

The ***Central Region*** maintained the highest growth.

Indicates consistent business expansion.

Customer and Product Details Table

Displays individual customer purchase data including product name and quantity.

Helps identify top customers and frequently purchased items.

Useful for loyalty programs and customer segmentation.

Enhances personalized sales strategies.

Country Filter Panel

Allows filtering dashboard data by selected European countries.

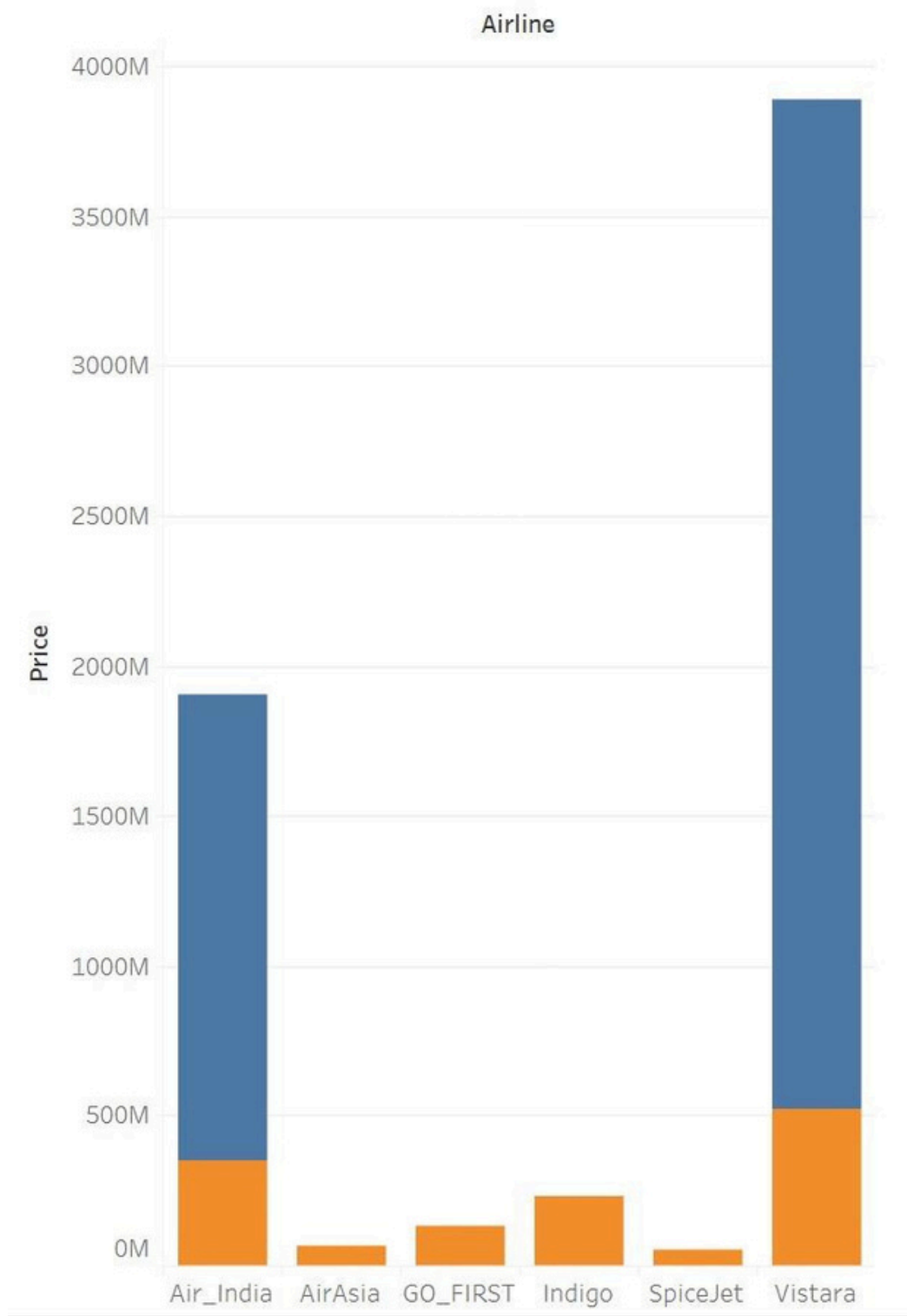
Dynamic filtering updates all visuals instantly.

Helps compare performance between countries.

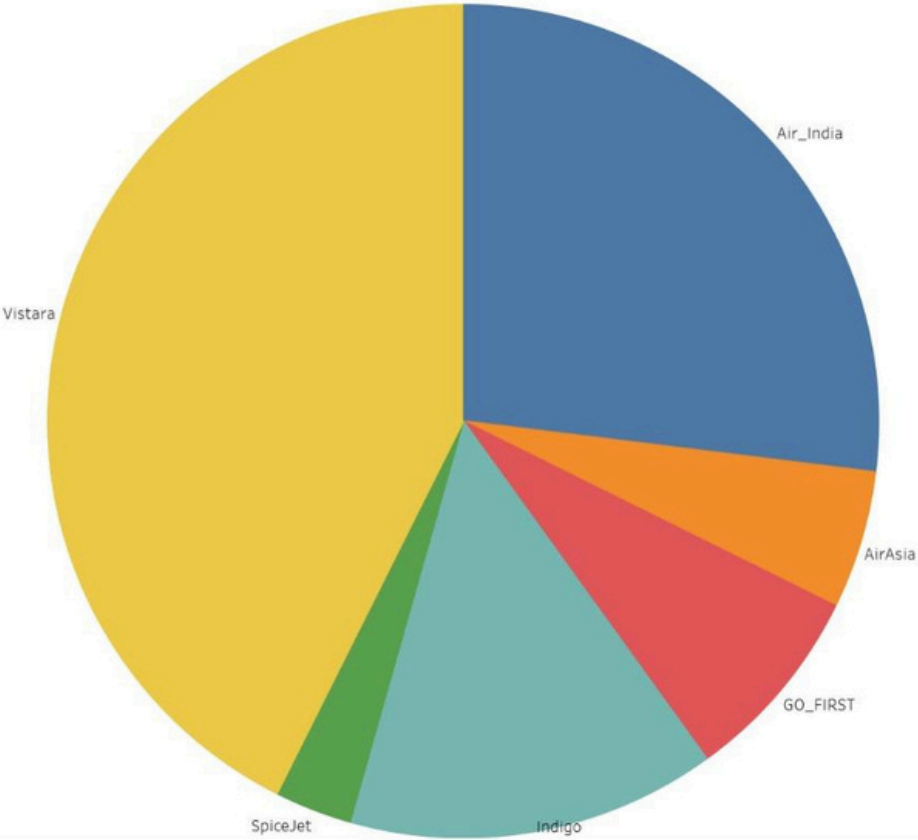
Enables focused regional analysis.

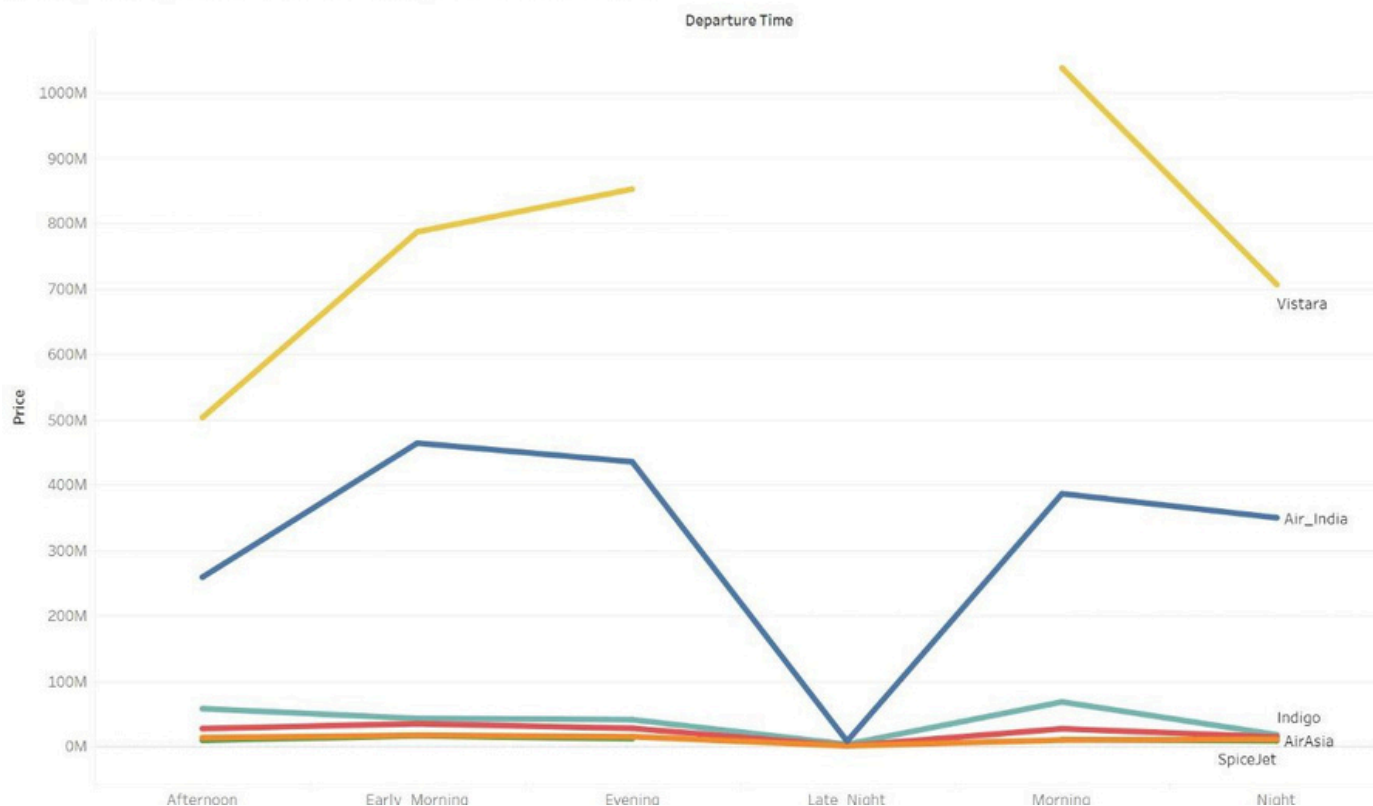
TABLEAU:-

Sheet 1



Edit and test your data source changes in this scratchpad





EXPLAINTATION :-

Airline vs Price (Bar Chart)

This bar chart compares the total flight prices across different airlines.

Vistara and **Air India** show the highest total prices among all airlines. Low-cost carriers like **AirAsia** and **SpiceJet** have much smaller price totals.

The chart helps identify premium vs budget airline pricing trends.

Airline Price Distribution (Pie Chart)

The pie chart illustrates each airline's share of the total flight price.

Vistara holds the largest portion, indicating its dominance in pricing or bookings.

Air India follows as the second major contributor.

Airlines like **GO_FIRST**, **Indigo**, and **SpiceJet** occupy smaller shares, reflecting budget options.

Airline Price by Departure Time (Line Chart)

This line chart shows how flight prices vary by ***departure time*** for each airline.

Vistara maintains consistently high prices across all time slots.

Air India shows fluctuating prices, peaking in early morning and morning slots.

Budget airlines remain relatively stable with lower prices across all times.

SUMMARY :-

The data visualization project effectively demonstrates how analytical dashboards can reveal key business insights using Power BI and Tableau.

In ***Power BI***, sales and profit data were analyzed across regions, quarters, and product segments, highlighting trends like Central region dominance and Q3 profit peaks. The interactive visuals—such as maps, bar charts, and pie charts—helped identify top-performing countries, profitable customer segments, and product categories driving growth.

In ***Tableau***, airline data was examined to understand pricing variations among major Indian airlines. Vistara and Air India emerged as premium carriers with the highest prices, while budget airlines like SpiceJet and AirAsia showed more economical trends. The departure-time analysis further revealed that flight prices fluctuate based on schedule and airline strategy.

Overall, both tools provided dynamic insights into performance, helping in ***data-driven decision-making, comparative analysis, and strategic planning*** through intuitive visual storytelling.