CHARTING THE COURSE OF INNOVATION: A START UP ANALYSIS

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PROJECT DESCRIPTION

- Starting a new company can be an exciting and rewarding experience, but it also requires careful planning and analysis to ensure that the business is viable and successful. There are several key areas that you should focus on when conducting a startup company analysis. Conducting a thorough analysis of these areas can help you identify potential challenges and opportunities, and develop strategies to address them. It is also important to regularly review and update your analysis as the business progresses, in order to adapt to changing market conditions.

PURPOSE OF INNOVATION

- The Purpose of Innovation is to come up with the new ideas and technologies that increase productivity and generate greater output and value with the same input.

- According to the aforementioned Stanford Study , innovation has been responsible for up to 85% of all economic growth.

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Standard Show Me

Data Analytics

Sales Commission
Sales Target
Sample - Superstore

Search

Tables

Orders
People
Abc Regional Manager
People (Count)
Returns
Abc Returned
Returns (Count)
Abc *Measure Names*
Profit per Order
Profit Ratio
Abc Sales above Target?
Sales per Customer
Latitude (generated)
Longitude (generated)

Parameters

Base Salary
Churn Rate
Commission Rate
New Business Growth

Pages

Filters

YEAR(Order Date)
Region

Marks

Bar

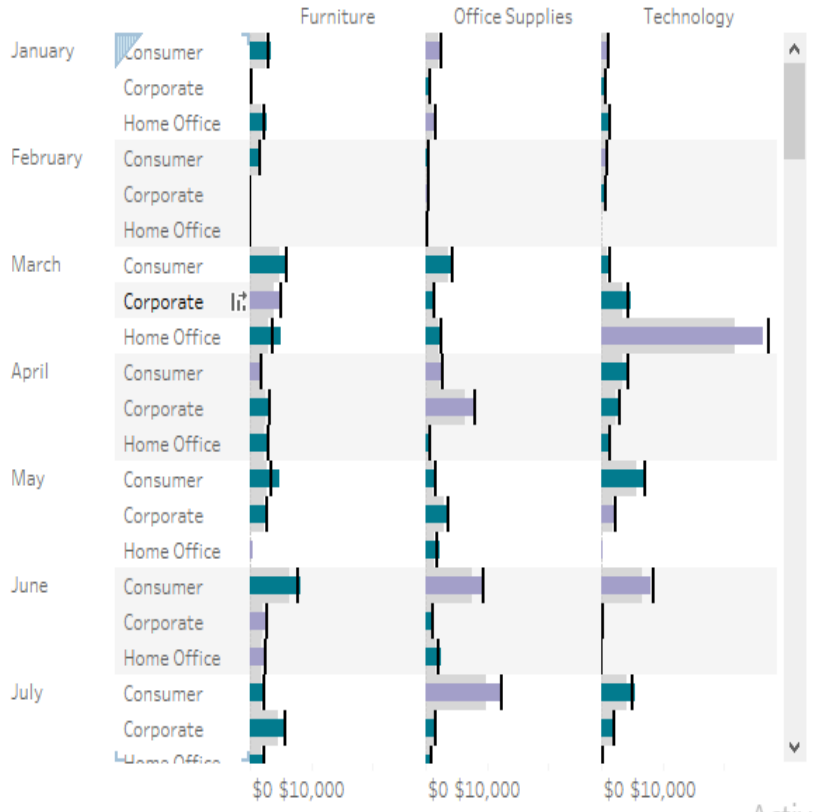
Color Size Label Detail Tooltip

AGG(Sales above Target?)
SUM(Sales Target)
AGG(SUM([Sales])-SUM([Sales Target].[..

Columns: Category, SUM(Sales)

Rows: YEAR(Order Date), MONTH(Order Da.., Segment

Sales Performance vs Target



Year

(All)
2020
2021
2022
2023

Sales above Budget?

Above Target
Below Target

Activate Windows
Go to Settings to activate Windows.

Data Source | Overview | Product | Customers | Shipping | Performance | Commission Model | Order Details | Forecast | What If Forecast

428 marks 144 rows by 3 columns SUM(Sales): $2,326,534

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File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Show Me

Data | Analytics

Sales Commission
Sales Target
Sample - Superstore

Search

Tables

People
- Regional Manager
- *People (Count)*

Returns
- Returned
- *Returns (Count)*

- *Measure Names*
- Profit per Order
- Profit Ratio
- Sales above Target?
- Sales per Customer
- *Latitude (generated)*
- *Longitude (generated)*
- *Measure Values*

Parameters
- Base Salary
- Churn Rate
- Commission Rate
- New Business Growth

Pages

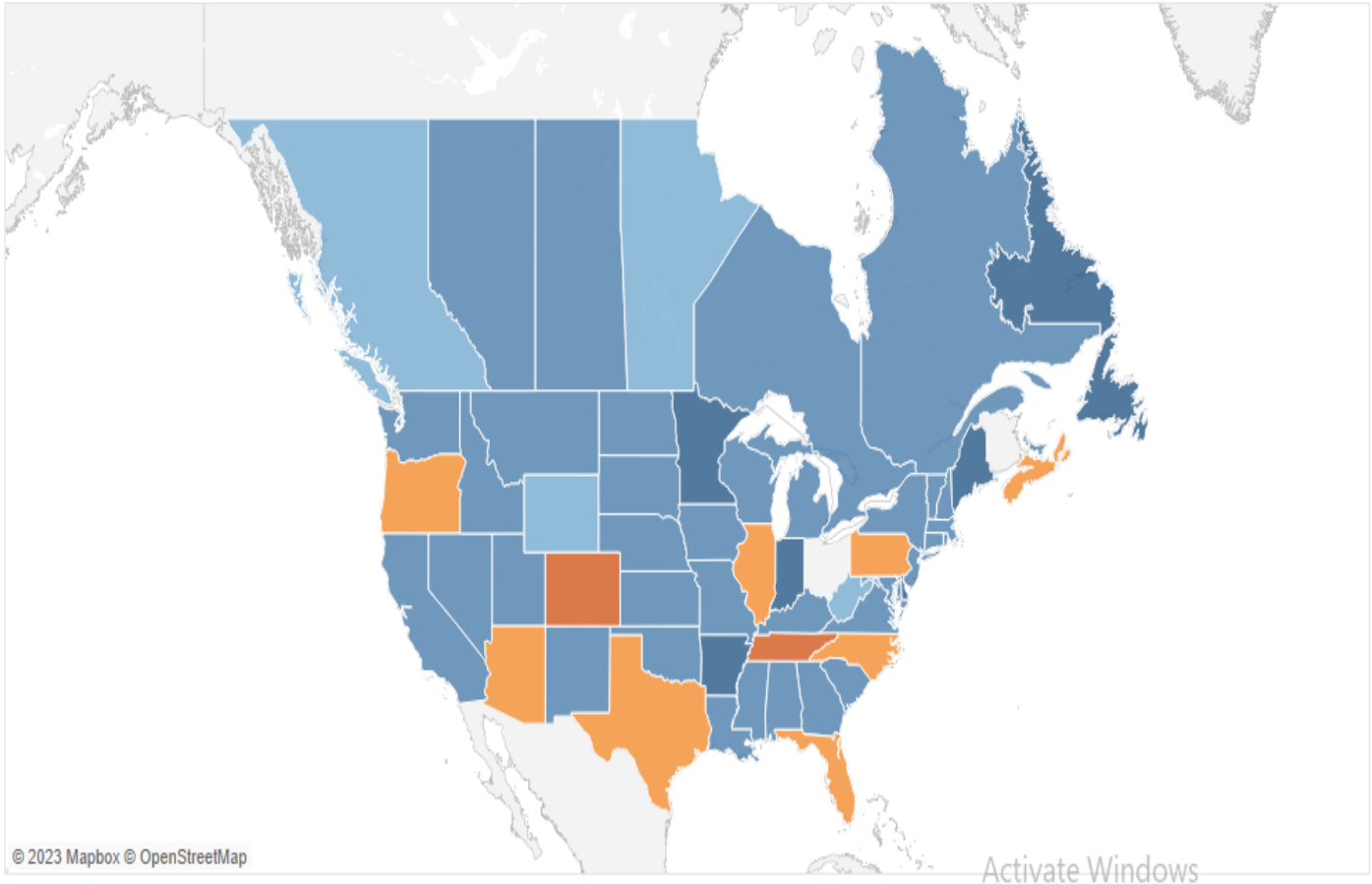
Filters
- Order Date
- Region
- AGG(Profit Ra..
- Order Profita..

Marks
Map
Color | Size | Label | Detail | Tooltip
- AGG(Profit ..
- State/Pr..
- Country..

Columns: Longitude (generated)

Rows: Latitude (generated)

Sales by Geography



Activate Windows
Go to Settings to activate Windows.

Data Source | Overview | Sale Map | Product | Customers | Shipping | Performance | Commission Model | Order Details | Forecast | What If Forecast

57 marks 1 row by 1 column SUM of AGG(Profit Ratio): 1097.3%

Type here to search
38°C ENG 13:49 22-04-2023

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File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Entire View | Show Me

Data | Analytics

Sales Commission
Sales Target
Sample - Superstore

Search

Tables

People
Regional Manager
People (Count)

Returns
Returned
Returns (Count)

Measure Names
Profit per Order
Profit Ratio
Sales above Target?
Sales per Customer
Latitude (generated)
Longitude (generated)
Measure Values

Parameters
Base Salary
Churn Rate
Commission Rate
New Business Growth

Pages

Filters
Region
Order Date

Marks
Automatic
Color | Size | Label
Detail | Tooltip | Path
Segment
Forecast indicator

Columns: MONTH(Order Da..
Rows: Segment | SUM(Sales)

Sales Forecast

Consumer
$60,000
$40,000
$20,000
$0

Corporate
$60,000
$40,000
$20,000
$0

Home Office
$60,000
$40,000
$20,000
$0

2020 2021 2022 20
Order Date

Segment, Forecast indicator
Consumer, Actual
Consumer, Estimate
Corporate, Actual
Corporate, Estimate
Home Office, Actual
Home Office, Estimate

Activate Windows
Go to Settings to activate Windows.

Data Source | Overview | Sale Map | Product | Customers | Shipping | Performance | Commission Model | Order Details | Forecast | What If Forecast

180 marks 3 rows by 1 column SUM(Sales): $3,181,444

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Show Me

Dashboard Layout

Device Preview

Size

min 1000x620 - auto

Sheets

- Sale Map
- Performance
- Forecast
- What If ...
- ShipSumm...

Objects

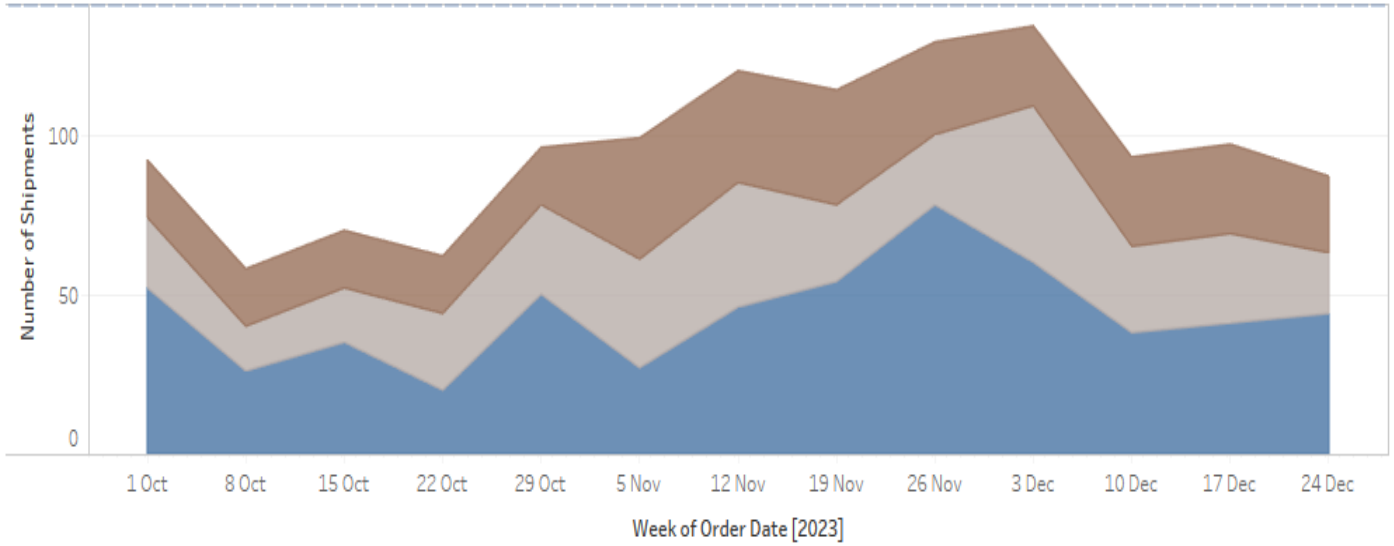
- Horizontal Contain...
- Vertical Container
- Text
- Extension
- Ask Data
- Data Story
- Image
- Blank
- Workflow
- Web Page

Tiled Floating

Show dashboard title

On-Time Shipment Trends

46% Shipped Early | 28% Shipped On Time | 27% Shipped Late



Order Year

- 2020
- 2021
- 2022
- 2023

Order Quarter

- Q1
- Q2
- Q3
- Q4

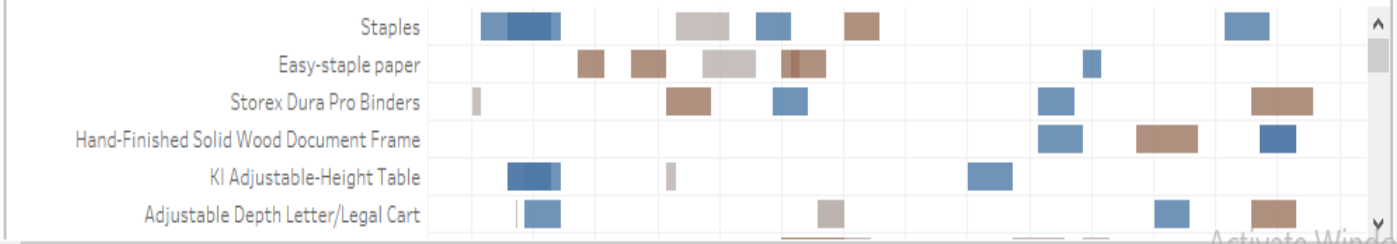
Region

(Multiple valu...

Ship Mode

(All)

Days to Ship by Product for Q4 of 2023



Data Source | Overview | Sale Map | Product | Customers | Shipping | Performance | Commission Model | Order Details | Forecast | What If Forecast

Activate Windows
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Standard Show Me

Data Analytics

Sales Commission
Sales Target
Sample - Superstore

Search

Tables

People
Regional Manager
People (Count)

Returns
Returned
Returns (Count)

Measure Names
Profit per Order
Profit Ratio
Sales above Target?
Sales per Customer
Latitude (generated)
Longitude (generated)
Measure Values

Parameters
Base Salary
Churn Rate
Commission Rate
New Business Growth

Pages

Filters
YEAR(Order Date)
Measure Names
Region
Order Date

Marks
Automatic
Color Size Text
Detail Tooltip
Measure Names
Measure Values
AGG(SUM([Sales])-SUM(..
SUM(Sales)

Measure Values
SUM(Sales)
SUM(Sales Forecast)

Columns: QUARTER(Order .. | MONTH(Order Da..
Rows: Region | Segment | Measure Names

What if Forecast Based on All Sales (60% Growth, 6.40% Churn)

Region	Segment		Q1 January	Q1 February	Q1 March	Q1 Total
Central	Consumer	Sales	$15,620	$4,078	$24,791	$4
		Sales Forecast	$23,393	$6,107	$37,126	$6
	Corporate	Sales	$13,060	$1,712	$9,109	$2
		Sales Forecast	$19,558	$2,563	$13,641	$3
	Home Office	Sales	$1,857	$2,422	$7,317	$1
		Sales Forecast	$2,781	$3,627	$10,958	$1
	Total	Sales	$30,536	$8,211	$41,216	$7
		Sales Forecast	$45,731	$12,297	$61,725	$11
East	Consumer	Sales	$6,781	$8,932	$20,448	$3
		Sales Forecast	$10,155	$13,376	$30,624	$5
	Corporate	Sales	$7,040	$4,184	$12,777	$2
		Sales Forecast	$10,543	$6,267	$19,135	$3
	Home Office	Sales	$1,961	$1,665	$3,889	$
		Sales Forecast	$2,937	$2,493	$5,824	$1
	Total	Sales	$15,782	$14,781	$37,115	$6
		Sales Forecast	$23,635	$22,136	$55,583	$10
South	Consumer	Sales	$9,509	$15,050	$14,914	$3
		Sales Forecast	$14,240	$22,539	$22,336	$5
	Corporate	Sales	$2,528	$2,257	$10,558	$1

Order Date
(All)
2020
2021
2022
2023

New Business Growth
60%

Churn Rate
6.40%

Caption
Change the Growth Rate and Churn Rate to better understand their impact on sales forecasts

Measure Names
Sales
Sales Forecast

Activate Windows
Go to Settings to activate Windows.

Data Source | Overview | Sale Map | Product | Customers | Shipping | Performance | Commission Model | Order Details | Forecast | What If Forecast

578 marks 34 rows by 17 columns SUM of Measure Values: 5,779,635

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Dashboard Layout

Device Preview

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Sheets

- Sale Map
- Performance
- Forecast
- What If ...
- ProductView

Objects

- Horizontal Contain...
- Vertical Container
- Text
- Extension
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- Web Page

Tiled Floating

Show dashboard title

Product Drilldown

Sales by Product Category

		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Furniture	2020	$6,308	$1,840	$15,817	$7,945	$8,505	$13,206	$10,821	$7,320	$23,816	$13,136	$21,763	$31,648
	2021	$11,805	$3,134	$13,743	$10,476	$9,419	$7,714	$13,674	$9,639	$26,273	$12,027	$30,881	$23,546
	2022	$7,688	$3,926	$14,116	$13,291	$15,160	$13,231	$13,116	$12,483	$27,327	$11,889	$31,784	$36,970
	2023	$6,029	$6,866	$12,369	$9,323	$17,483	$19,009	$12,476	$15,442	$29,097	$22,246	$37,057	$31,917
Office Supplies	2020	$4,858	$1,072	$8,606	$11,155	$7,872	$13,027	$15,121	$12,388	$27,487	$7,298	$26,862	$18,267
	2021	$1,822	$5,368	$15,892	$12,559	$9,185	$10,648	$4,720	$11,894	$19,337	$8,673	$21,218	$16,355
	2022	$5,313	$6,794	$17,347	$10,647	$13,050	$11,334	$13,915	$9,561	$23,311	$16,403	$20,487	$38,210
	2023	$21,287	$7,408	$14,931	$15,072	$13,763	$16,986	$10,304	$31,069	$31,946	$28,334	$31,479	$31,256
Technology	2020	$3,353	$1,609	$32,511	$9,195	$9,943	$8,436	$8,004	$9,210	$31,367	$11,979	$30,201	$22,093
	2021	$4,835	$3,449	$10,344	$11,161	$11,643	$6,435	$10,371	$15,525	$19,017	$10,707	$23,874	$35,632
	2022	$5,830	$12,259	$21,568	$14,891	$28,833	$16,372	$13,269	$9,672	$22,883	$31,540	$27,141	$22,323
	2023	$16,943	$6,027	$33,429	$12,383	$13,910	$17,061	$23,210	$17,619	$27,022	$32,895	$49,919	$22,002

Region

- (All)
- Central
- East
- South
- West

Sales

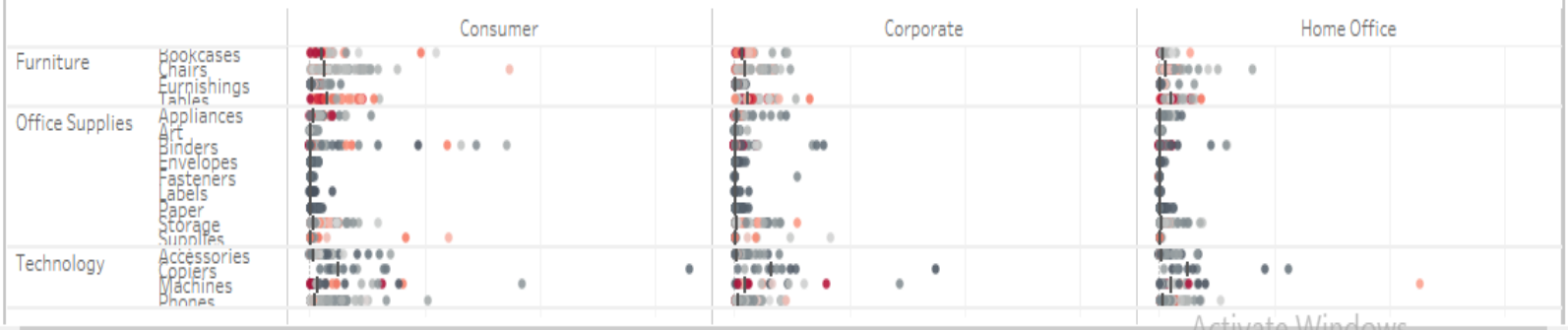
$1,072 50K

Profit Ratio

-50.0% 50.0%

Sales and Profit by Product Names

Year: All, Month: All, Product Category: All



Activate Windows
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Data Source | Overview | Sale Map | Product | Customers | Shipping | Performance | Commission Model | Order Details | Forecast | What If Forecast

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Standard Show Me

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min 1000x620 - auto

Sheets

- Sale Map
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- What If ...
- What If ...

Objects

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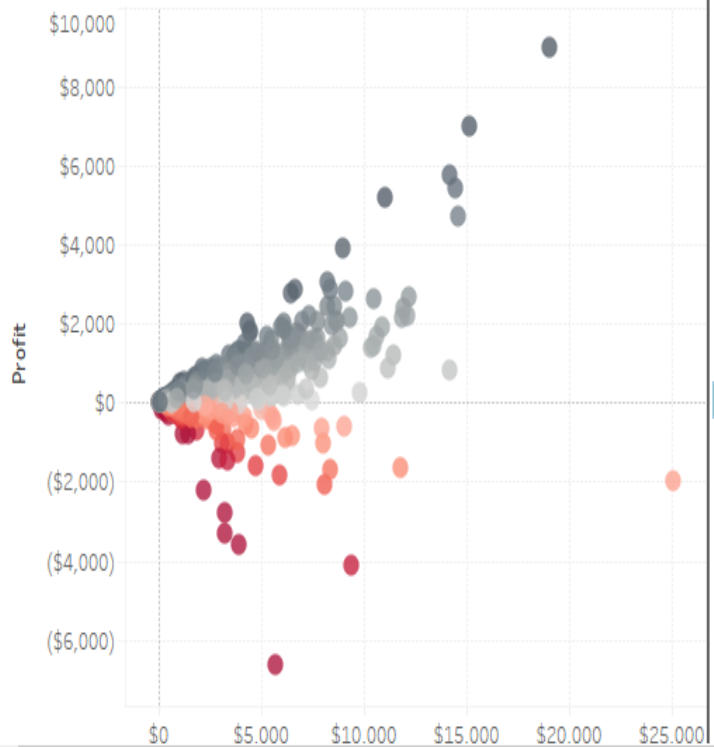
Tiled Floating

Show dashboard title

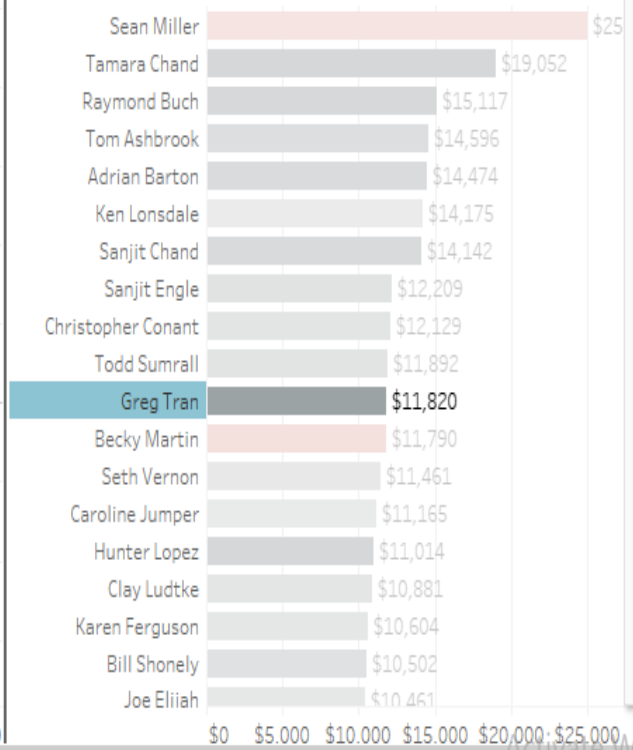
Customer Analysis

	Count of Customers	Sales	Quantity	Sales per Customer	Profit
West	685	$737,592	12,412	$1,077	$110,788
East	681	$691,115	11,105	$1,015	$94,835
Central	627	$502,024	8,766	$801	$39,803

Sales and Profit by Customer



Customer Ranking



For **scatter plots** try

0 or more Dimensions

2 to 4 Measures

Activate Windows
Go to Settings to activate Windows.

Data Source | Product | Customers | Shipping | Performance | Commission Model | Order Details | Forecast | What If Forecast | What If Forecast (2) | What If Forecast (3) | What If Forecast (4)

1 of 800 marks 800 rows by 1 column SUM(Sales): $11,820 Highlighting on All Fields

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1. **Data visualization**

Tableau is a data visualization tool first and foremost. Therefore, it’s technology is there to support complex computations, data blending and dashboarding for the purpose of creating beautiful visualizations that deliver insights that cannot easily be derived from staring at a spreadsheet. It has climbed to the top of the data visualization heap because of it’s dedication to this purpose

2. **Quickly Create Interactive visualizations:** Using drag-n-drop functionalities of Tableau, the user can create a very interactive visual within minutes. The interface can handle endless variations while also limiting you from creating charts that are against data visualization best practices. You can check out some of the amazing visuals created at the Tableau Gallery.

3. Ease of Implementation:
There are many different types of visualization options available in Tableau which enhance the user experience. Also, Tableau is very easy to learn compared to Python, Business Objects and Domo, anyone without having knowledge of coding can easily learn Tableau.

4. Tableau can handle large amounts of data:
Tableau can handle millions of rows of data with ease. Different types of visualization can be created with a large amount of data without impacting the performance of the dashboards. Also, there is an option in Tableau where the user can make “live” to connections to different data sources like SQL etc.

5.Tableau Company Strategy:

Tableau has done a great job climb its way to the top of data visualization tools.
So, according to Garner Magic Quadrant. Tableau has spent more than six years as a leader. However, with the increasing interest in data science, artificial intelligence, and machine learning, Tableau may be left behind if it doesn't innovate quickly. You can see from the issues with 2017 financials reporting Forbes concerns with Tableau profitability

Reasons to Not Invest:

Disadvantages to Tableau

So, now that you know all the great aspects of the tool, lets dive into some of the more challenging aspects of it. The section below is going to highlight some of the pain points that many Tableau users express.

1. **Scheduling or notification of reports:** Tableau does not provide the feature of automatic refreshing of the reports with the help of scheduling. There is no option of scheduling in Tableau. Therefore, there is always some manual effort required when users need to update the data in the back-end.
2. **2. No Custom Visual Imports** Tableau is not a complete open tool. Unlike other tools like Power BI, developers can create custom visuals that can be easily imported Tableau. So, any new visuals need to be recreated instead of imported.

CONCLUSION :

A business plan conclusion is a summary of a business plan's strengths designed to convince the reader of the company's success. Because companies typically create business plans to get funding or investors, the conclusion should focus on how the organization makes money and why it is a good investment.