ARULMIGU PALANIANDAVAR COLLEGE OF ARTS AND CULTURE, PALANI.

DEPARTMENT OF MATHEMATICS

COURSE NAME : DATA LITERACY WITH TABLEAU

PROJECT NAME :

UNVEILING MARKET INSIGHTS :

ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPURUNITIES FOR GROWTH.

TEAM MEMBERS :

Leader : D.BOOPATHY

Members : J.DEEPAKRAJ
K. DHANUSH
K. DHINESH
K. VISHNU

MENTOR :

DR.V.PANDIYAMMAL

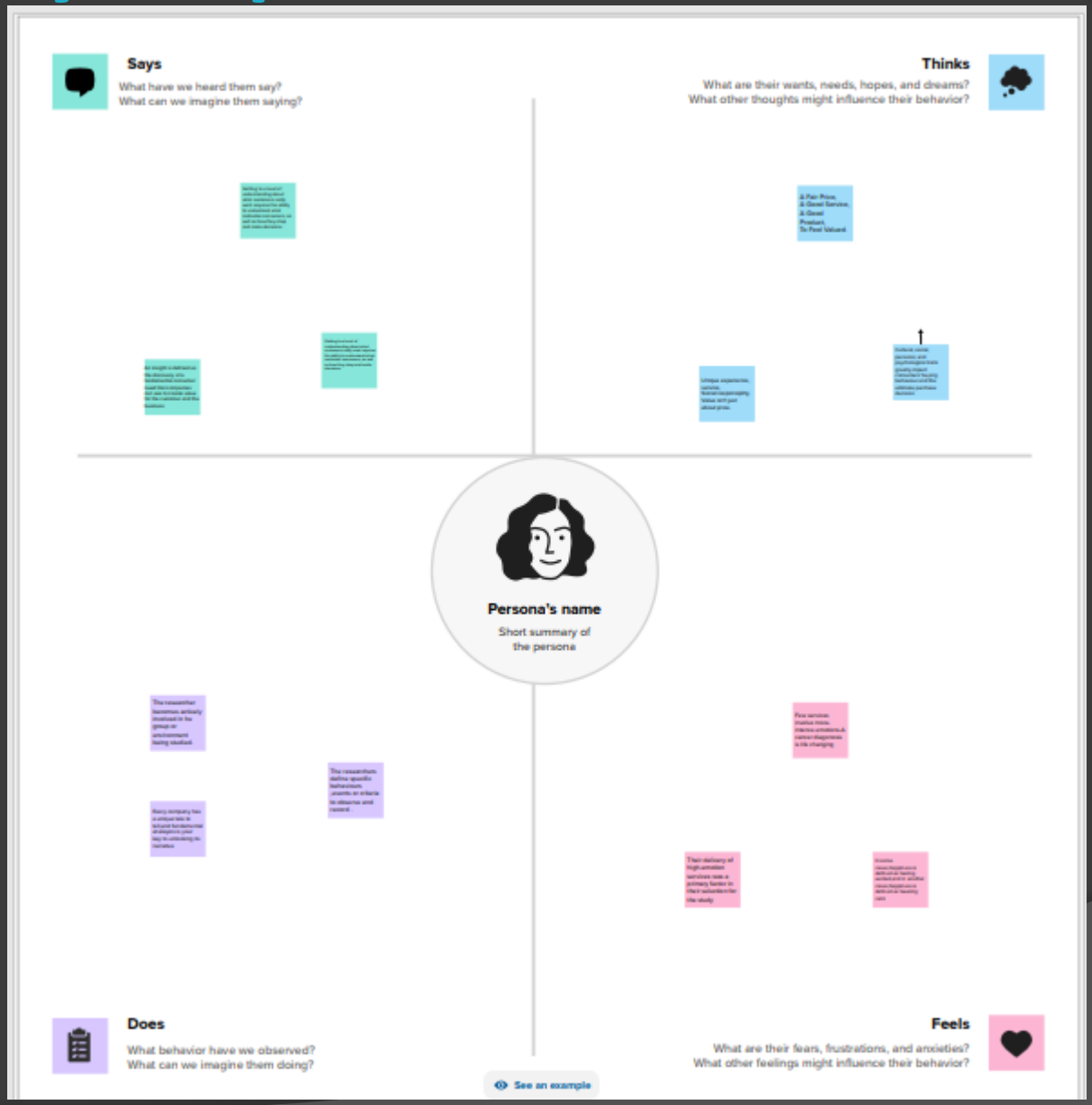
INTRODUCTION OF TABLEAU DESKTOP:

- Tableau is a powerful tool used for data analysis and visualization.
- It allows the creation of amazing and
- Interactive visualization and that too without coding.
- It provides the features like cleaning,
- Organizing, and visualizing data.

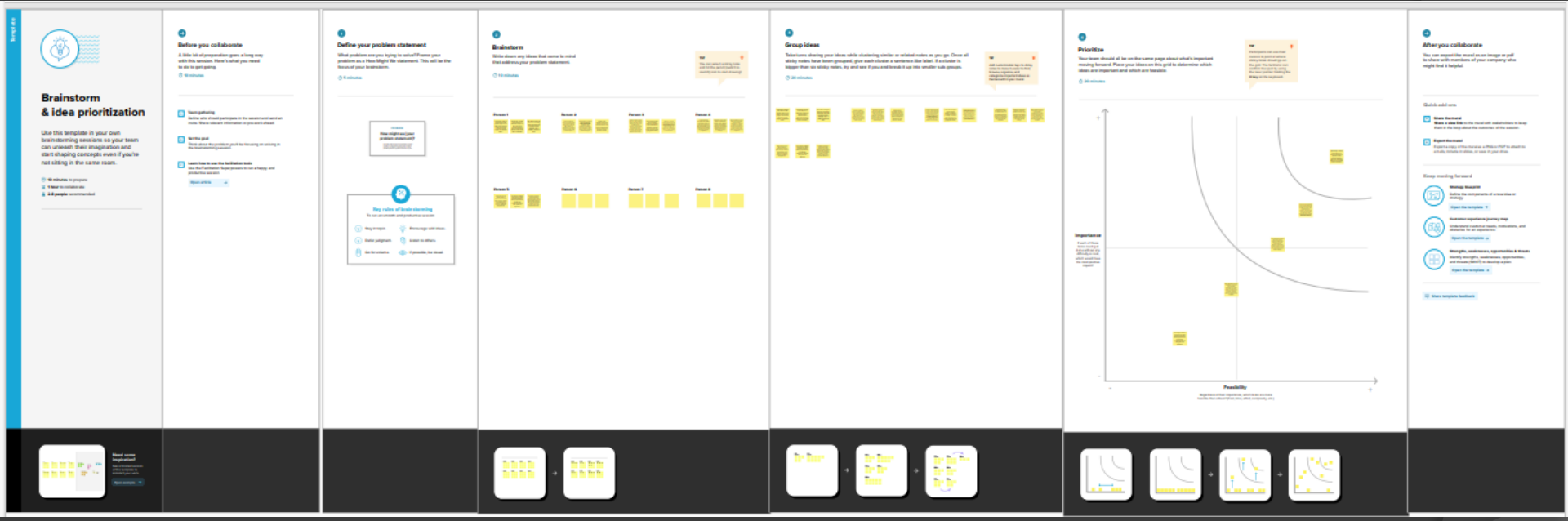
KEY FEATURES OF TABLEAU:

- Tableau Dashboard
- Collaboration & Sharing
- Live & In-memory Data
- Data sources
- Robust Security
- Mobile view

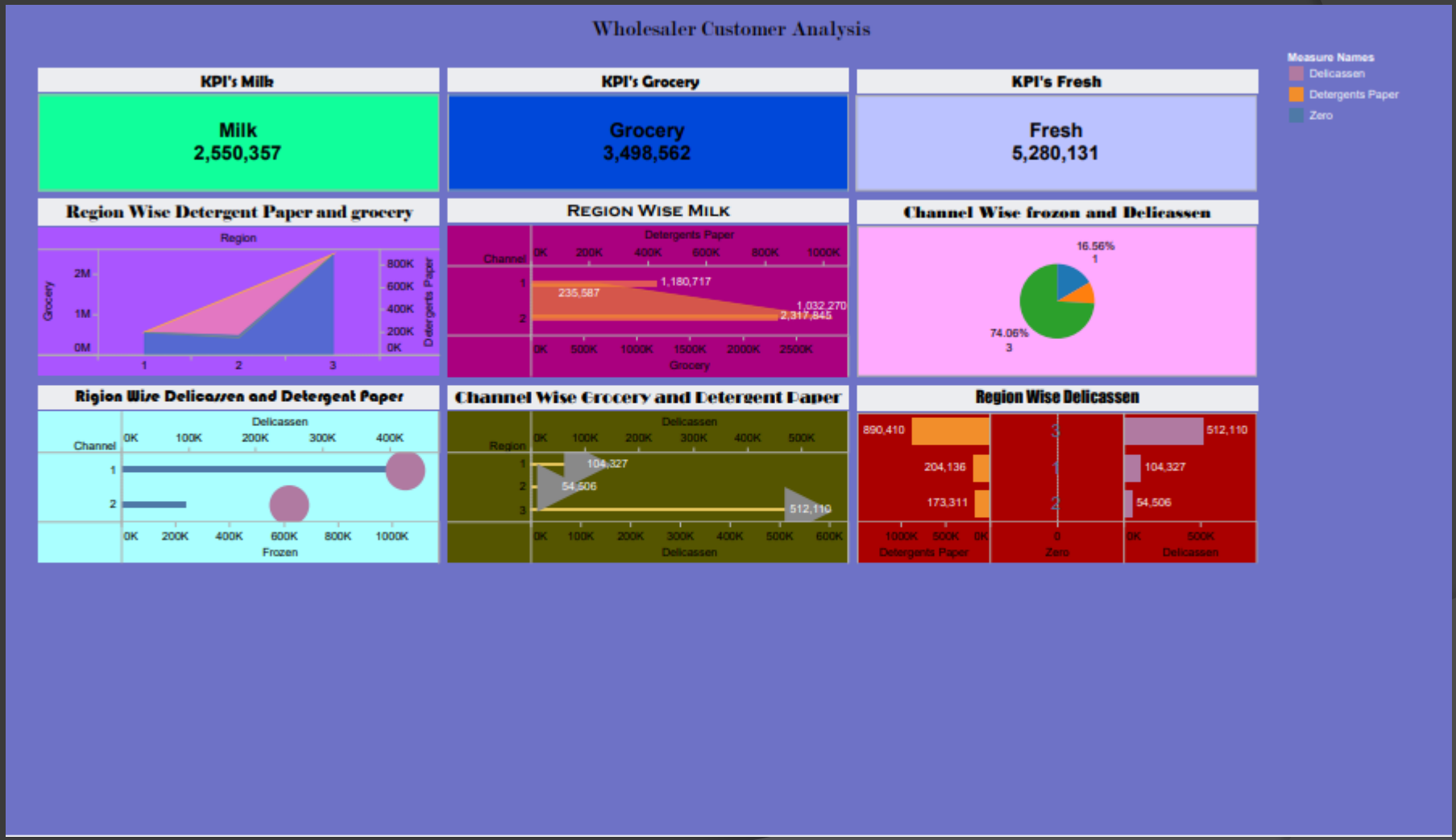
Empathy Map


Says
What have we heard them say?
What can we imagine them saying?
Thinks
What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?
Persona's name
Short summary of the persona
Does
What behavior have we observed?
What can we imagine them doing?
Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?
See an example

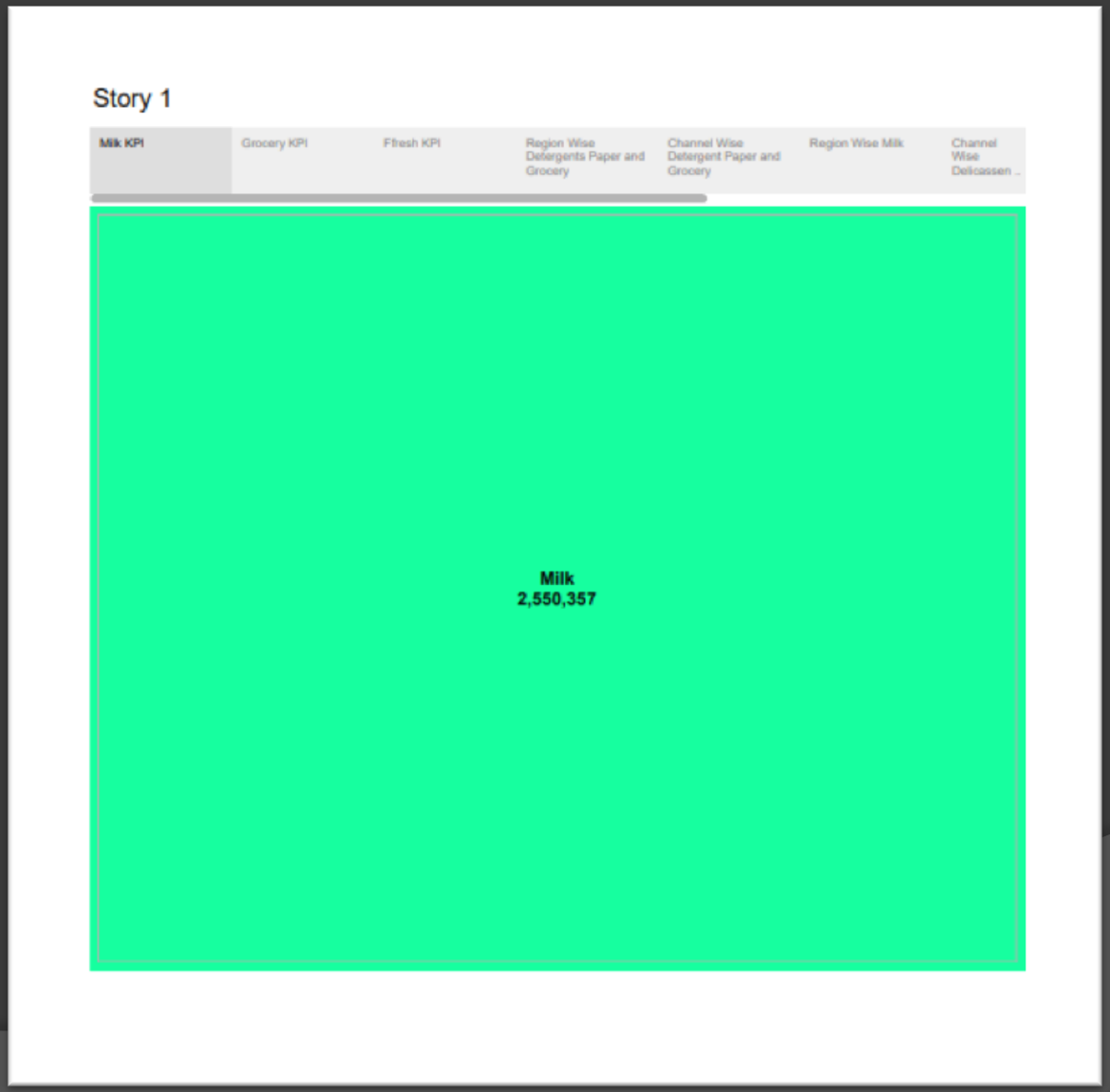
Brainstorm Map



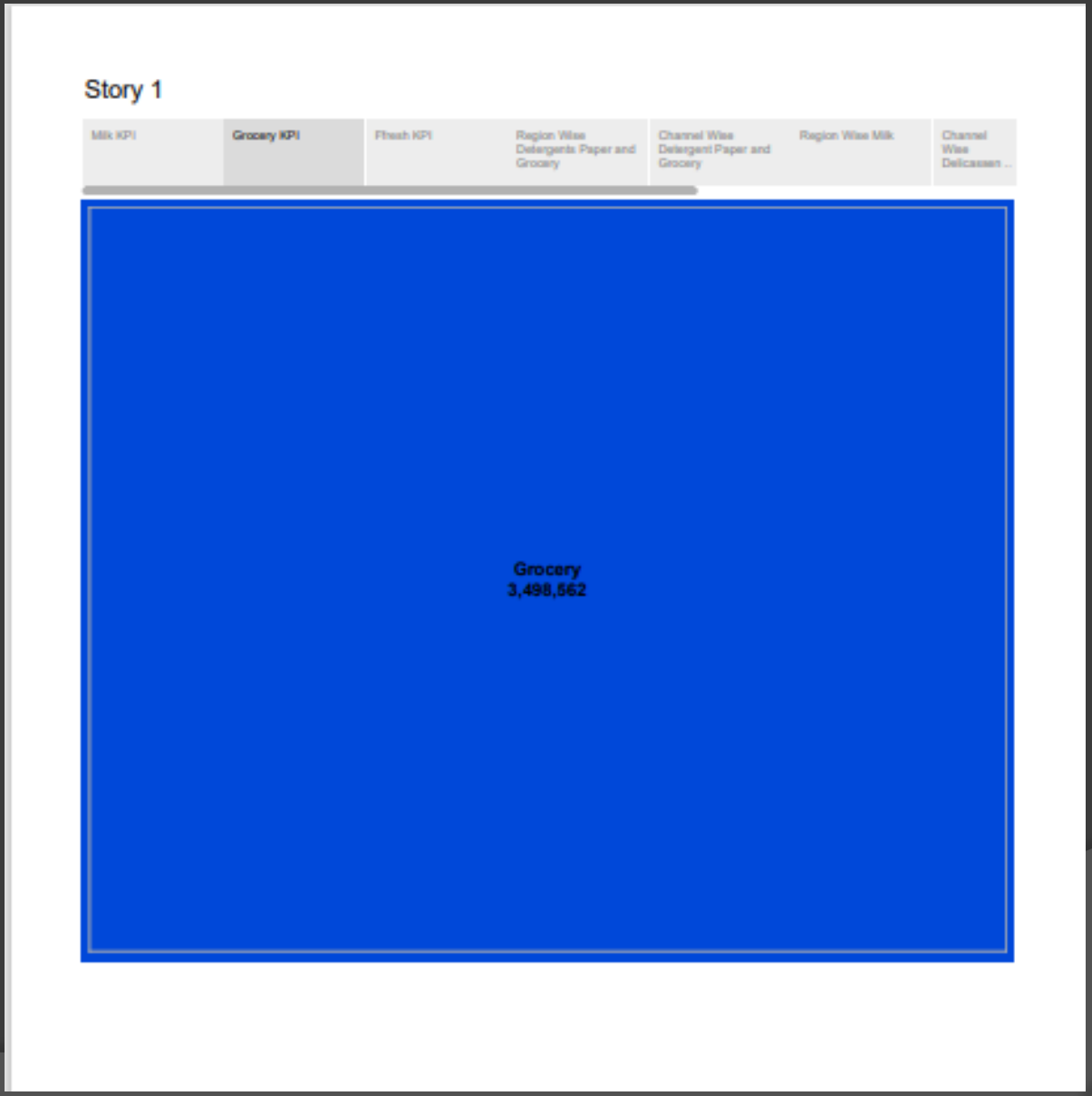
Dashboard


Wholesaler Customer Analysis
KPI's Milk
Milk
2,550,357
KPI's Grocery
Grocery
3,498,562
KPI's Fresh
Fresh
5,280,131
Measure Names
Delicassen
Detergents Paper
Zero
Region Wise Detergent Paper and grocery
Region
Grocery
Detergents Paper
REGION WISE MILK
Detergents Paper
Channel
235,587
1,180,717
1,032,270
2,317,845
Grocery
Channel Wise frozon and Delicassen
16.56%
74.06%
Rigion Wise Delicassen and Detergent Paper
Delicassen
Channel
Frozen
Channel Wise Grocery and Detergent Paper
Delicassen
Region
104,327
54,506
512,110
Delicassen
Region Wise Delicassen
890,410
204,136
173,311
512,110
104,327
54,506
Detergents Paper
Zero
Delicassen

Story


Story 1
Milk KPI
Grocery KPI
Ffresh KPI
Region Wise Detergents Paper and Grocery
Channel Wise Detergent Paper and Grocery
Region Wise Milk
Channel Wise Delicassen ..
Milk
2,550,357

Story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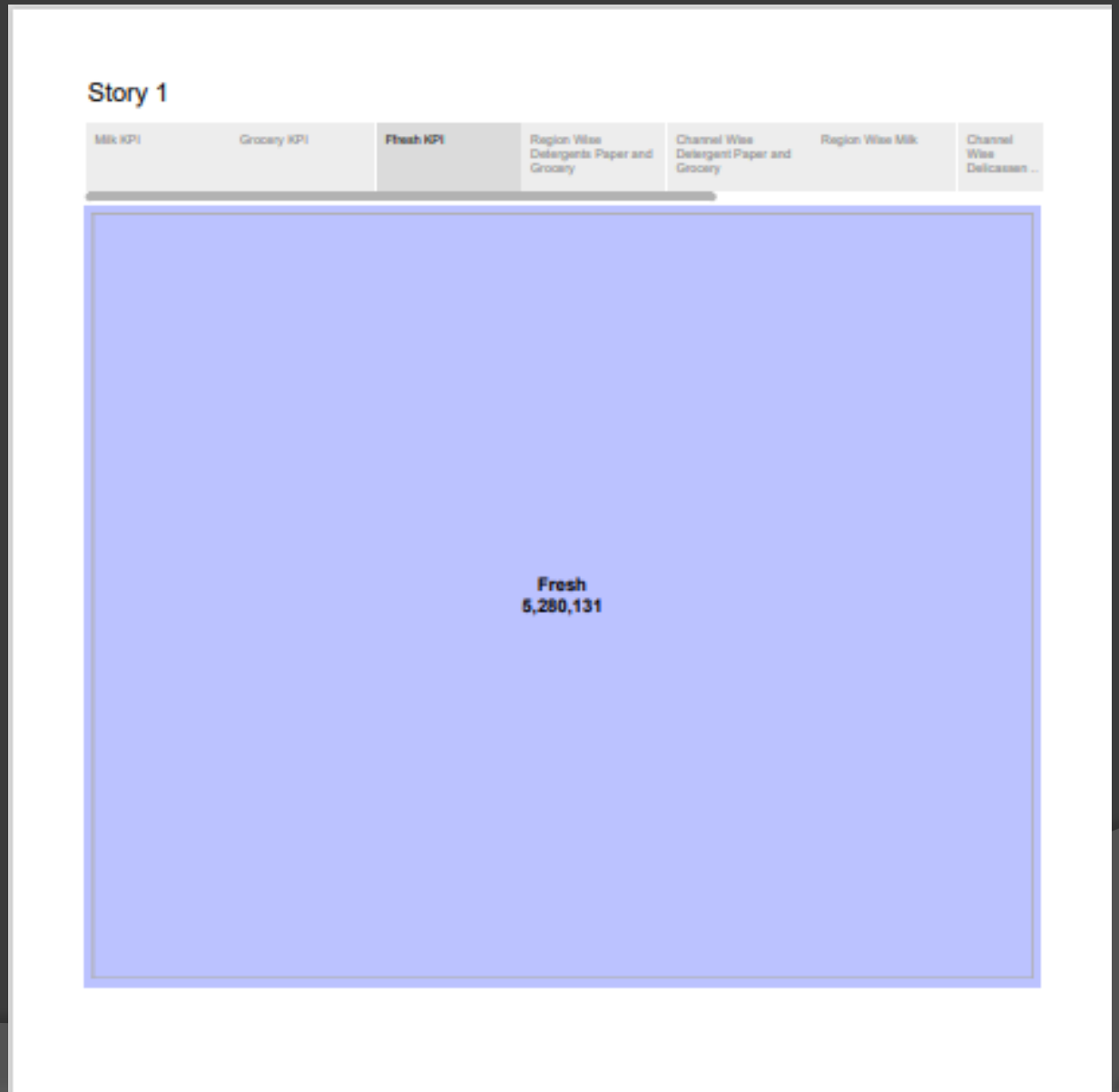
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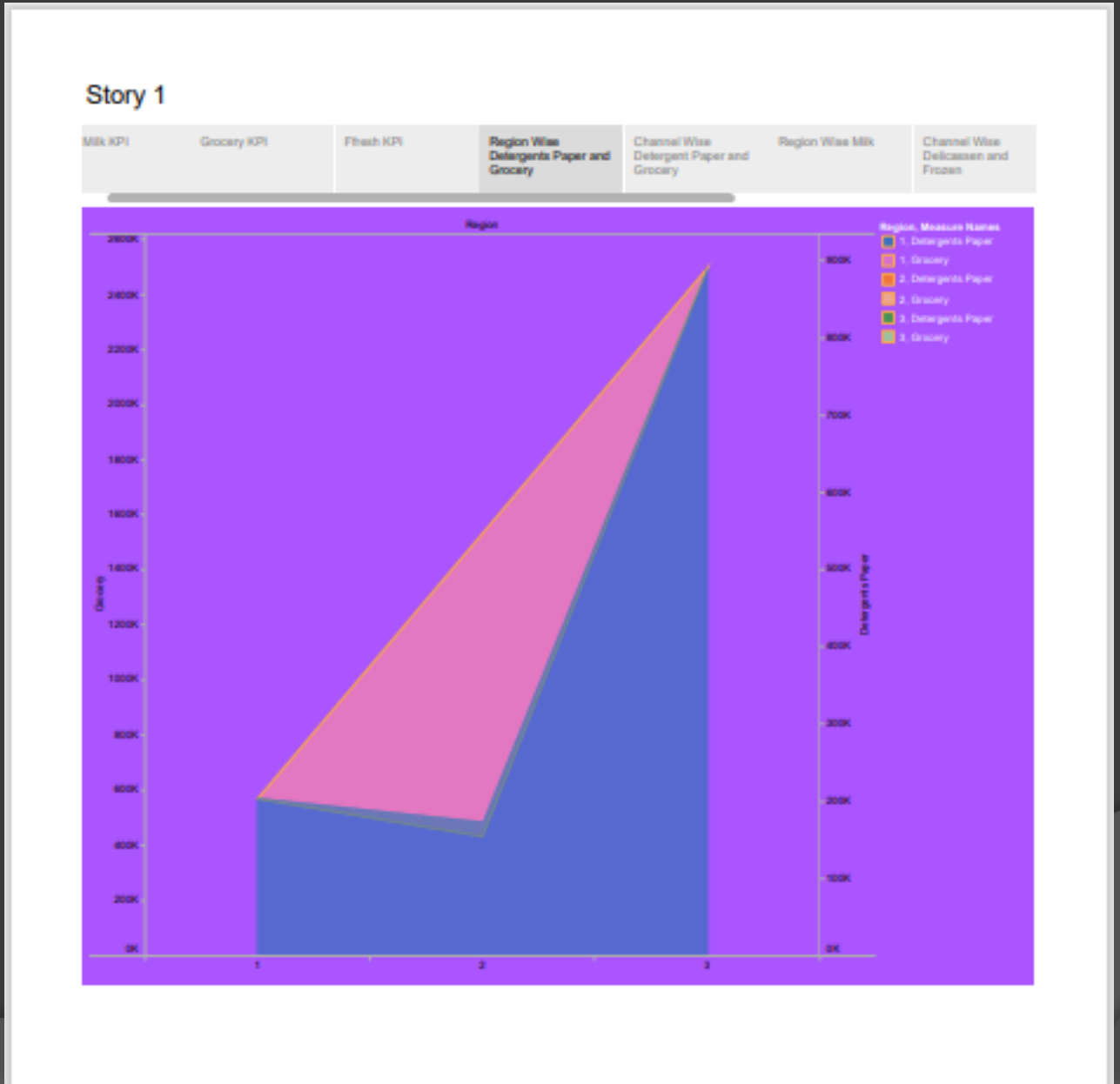
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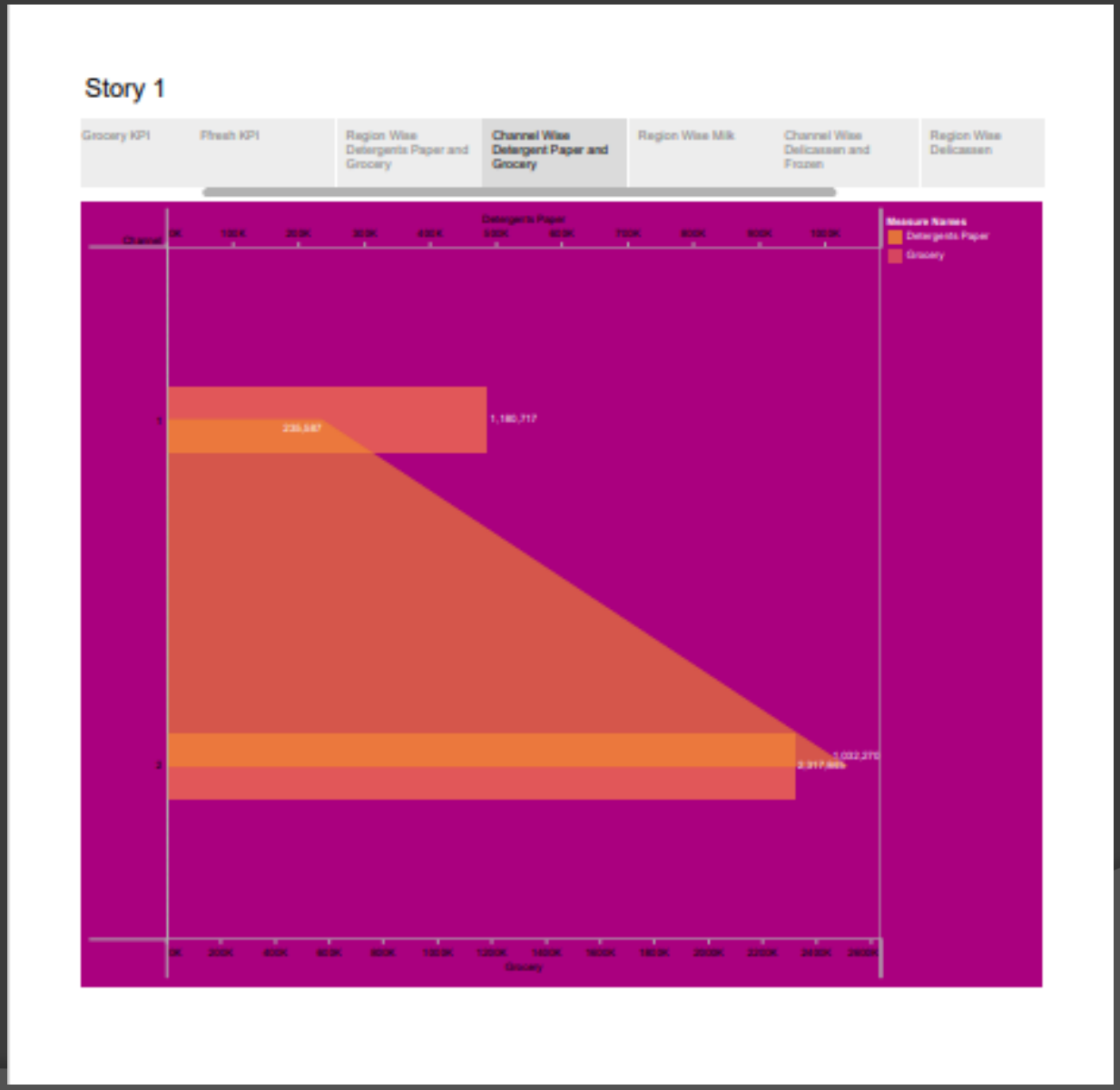
Channel Wise Detergent Paper and Grocery
Region Wise Milk
Channel Wise Delicassen and Frozen
Region
Region, Measure Names
1. Detergents Paper
1. Grocery
2. Detergents Paper
2. Grocery
3. Detergents Paper
3. Grocery
Grocery
Detergents Paper
1
2
3

Story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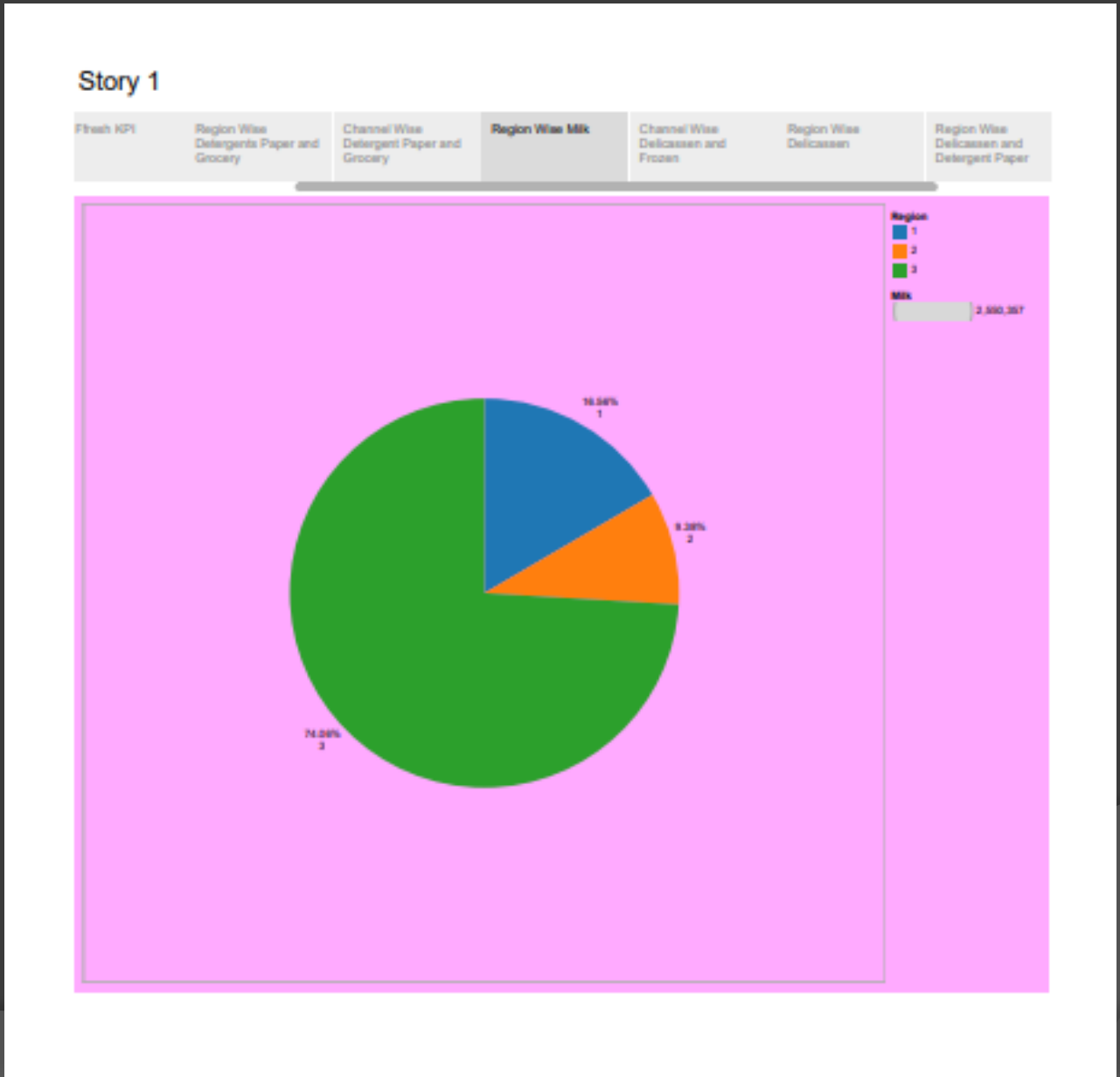
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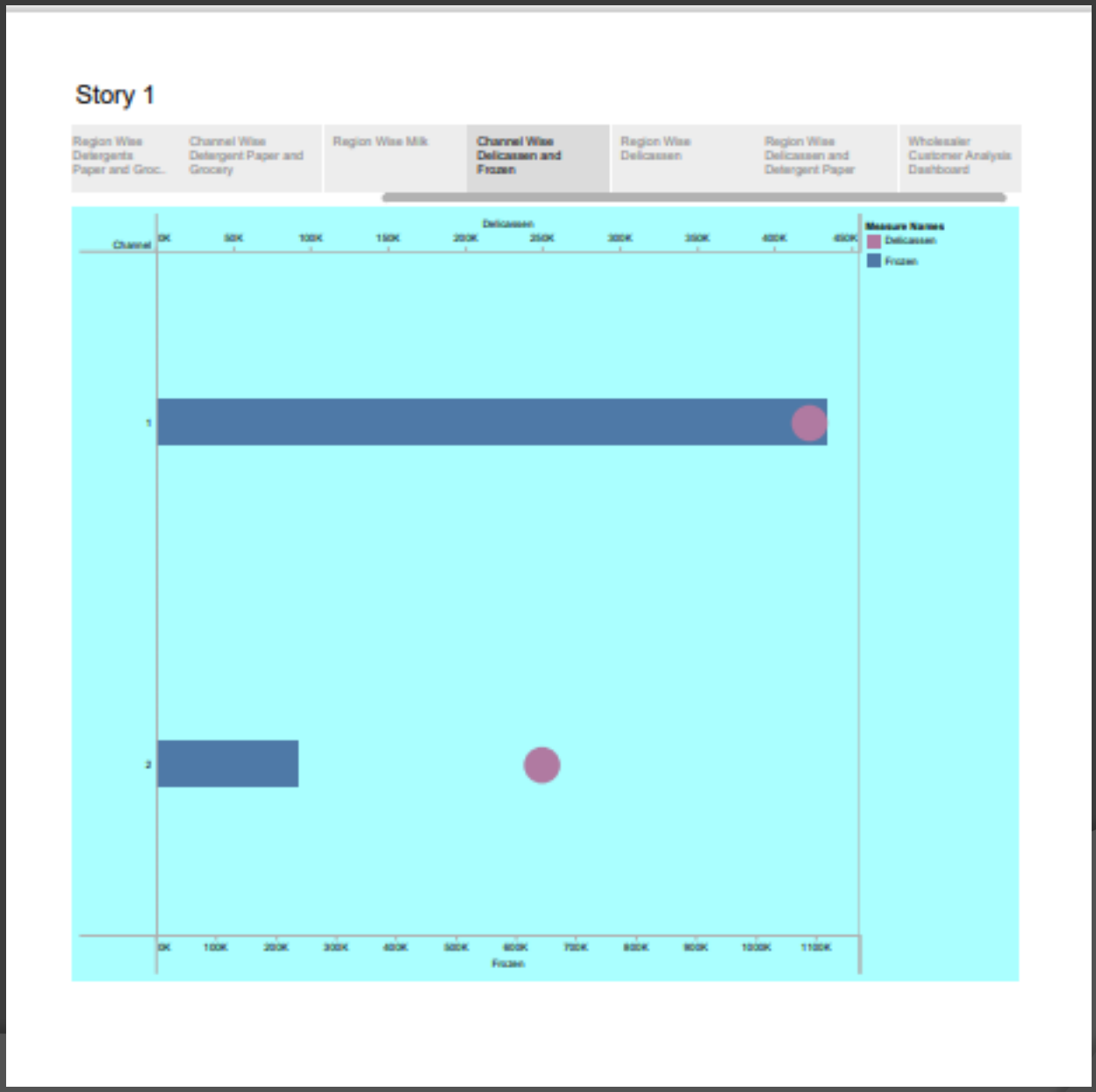
Channel Wise Detergent Paper and Grocery
Region Wise Milk
Channel Wise Delicassen and Frozen
Region Wise Delicassen
Region Wise Delicassen and Detergent Paper
Region
1
2
3
Milk
2,500,267
10.58%
1
9.38%
2
74.04%
3

Story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Region Wise Delicassen
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0K
50K
100K
150K
200K
250K
300K
350K
400K
450K
Measure Names
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Frozen
1
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800K
900K
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1100K
Frozen

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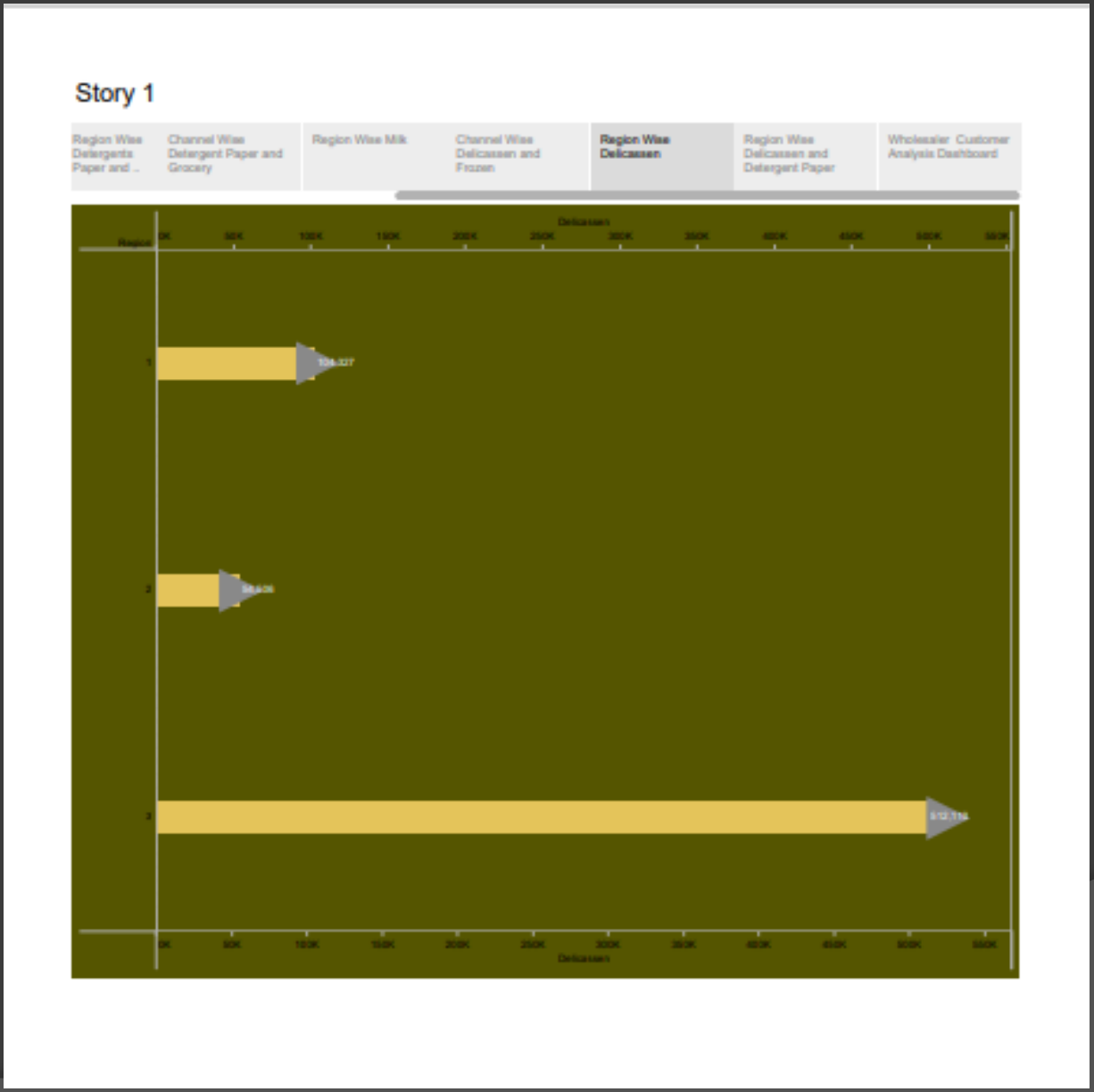
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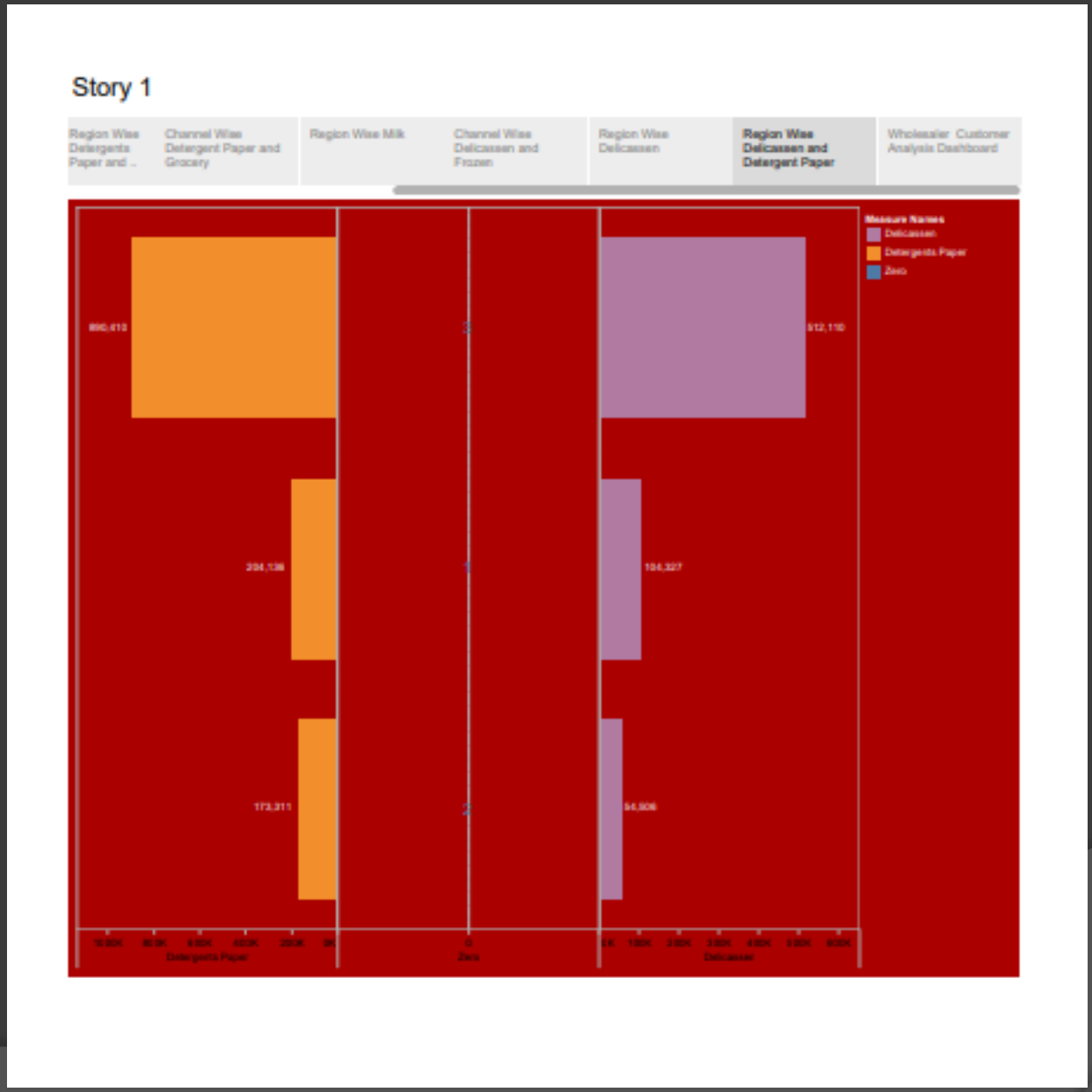
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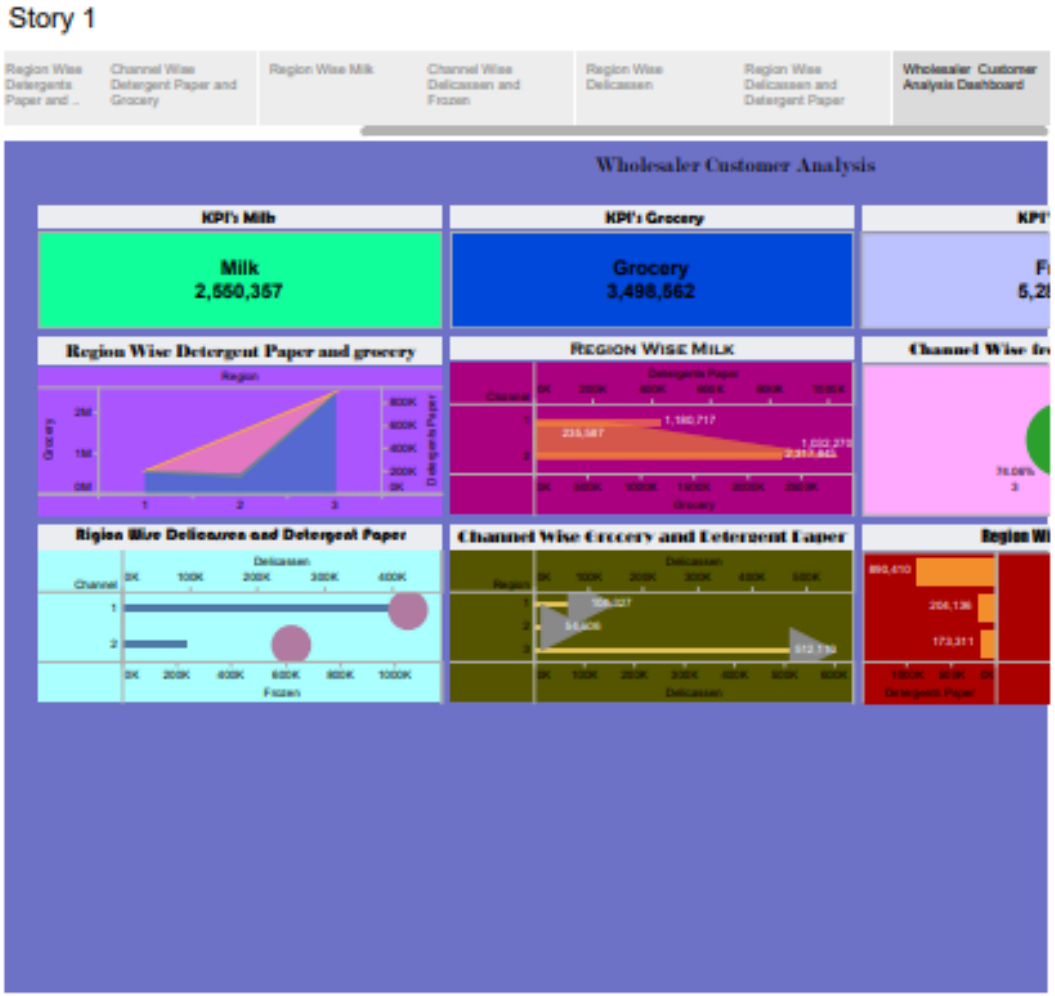
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Channel Wise Grocery and Detergent Paper

TABLEAU PUBLIC LINK:

https://public.tableau.com/app/profile/boopathy.d/vizzes

CONCLUSION:

Tableau is an excellent program to simplify all your data visualization activities and provide better and more accurate analysis if you've ever tried data visualization and found it tough to grasp or too complex.

THANK YOU