

PROJECT DEMONSTRATION.

1.INTRODUCTION

1.1. Overview

A brief description about our project .

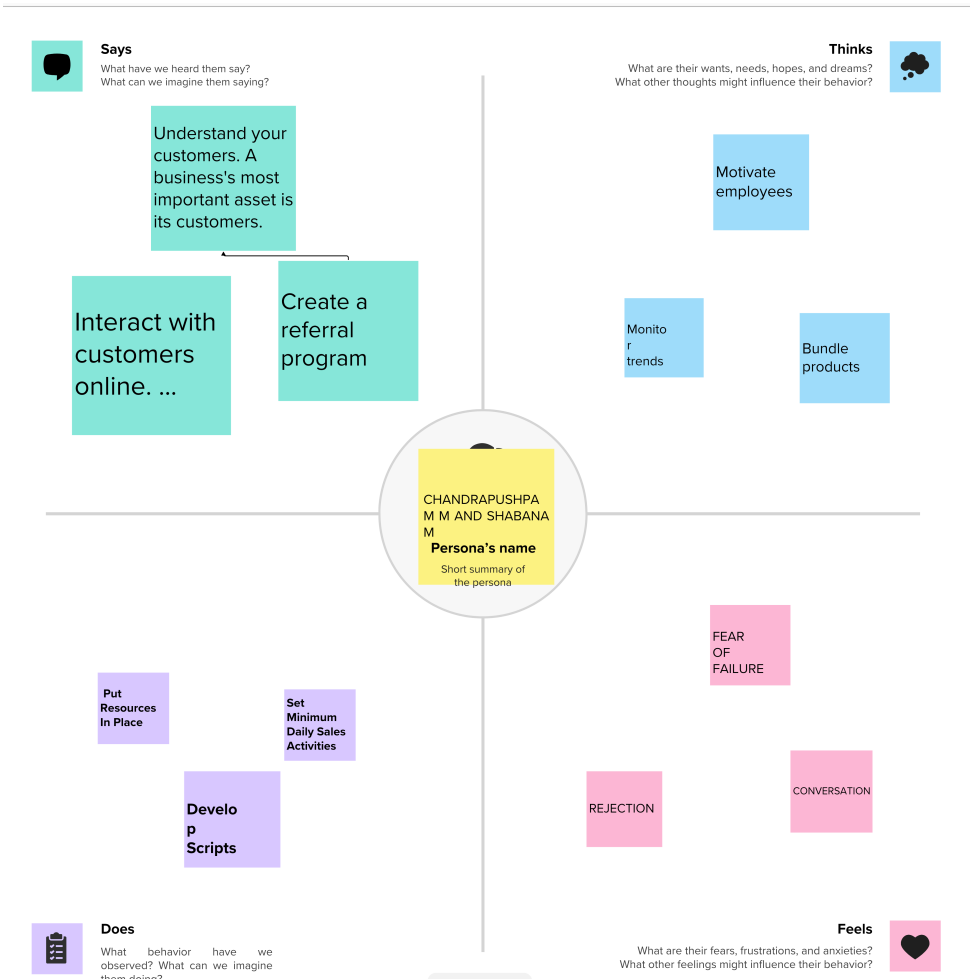
1.2. Purpose

The purpose of this project is to analyse big data of a company.

The use of tableau helps us to visualize our data.

2. PROBLEM DEFINITION AND DESIGN THINKING

2.1.Empathy Map



2.2. Ideation and Brainstorming Map

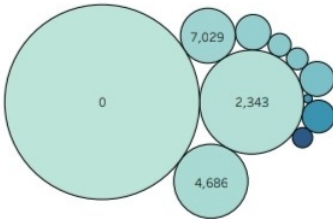




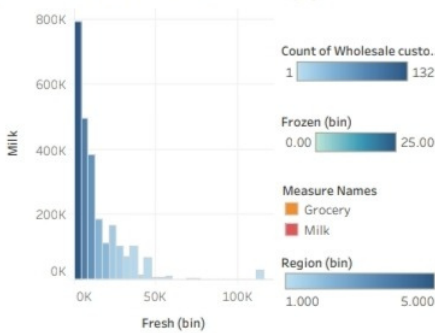
3.RESULT

Dashbord

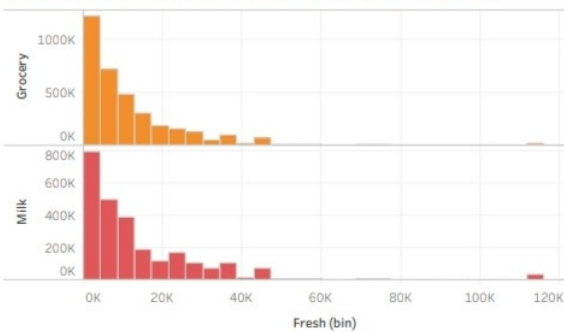
data representing frozen milk



wholesale customer data



DATA REPRESENTING FRESH GROCERY AND MILK



COUNT OF CUSTOMER DATA -GROCERY

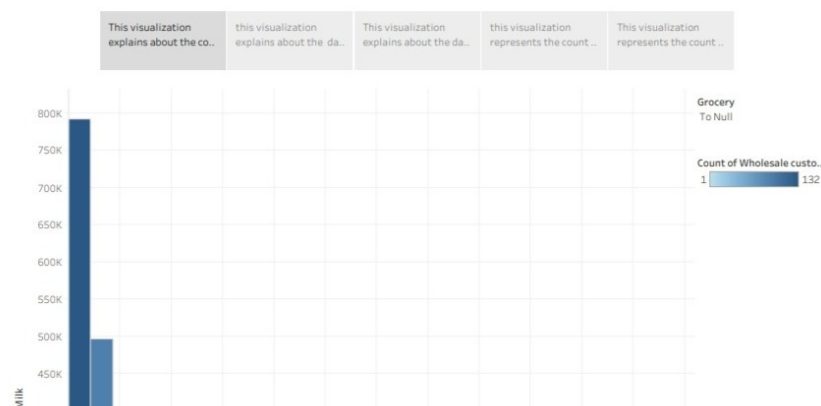


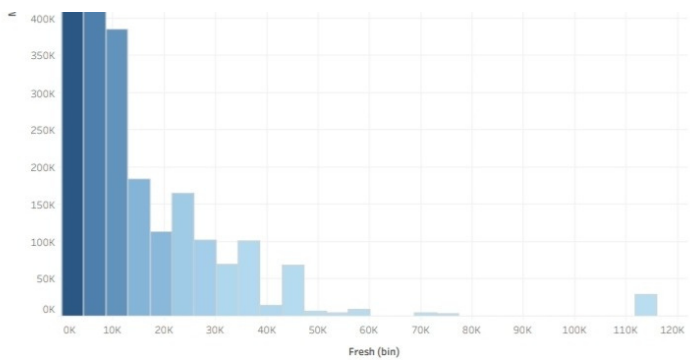
COUNT OF CHANNEL IN REGION



Story

Story 1

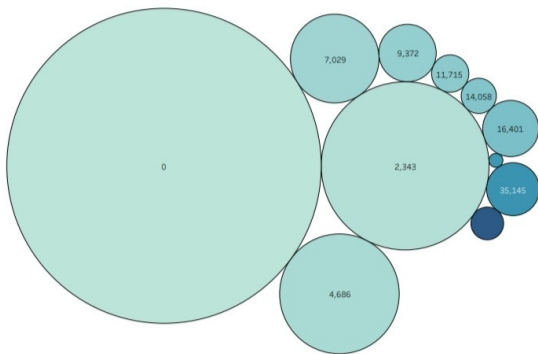




Story 1

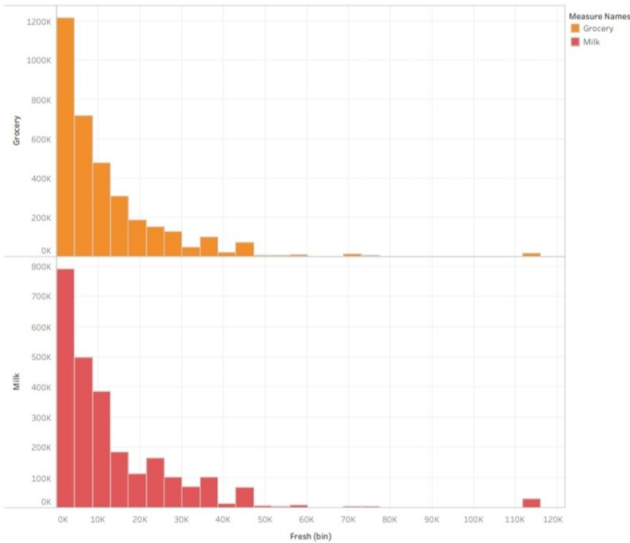
This visualization explains about the co. this visualization explains about the da. This visualization explains about the da. this visualization represents the count. This visualization represents the count.

Frozen (bin)
0.00 25.00

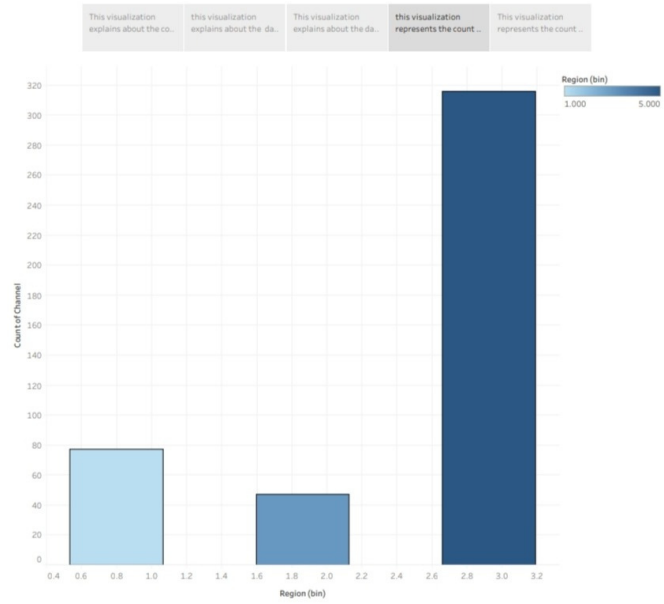


Story 1

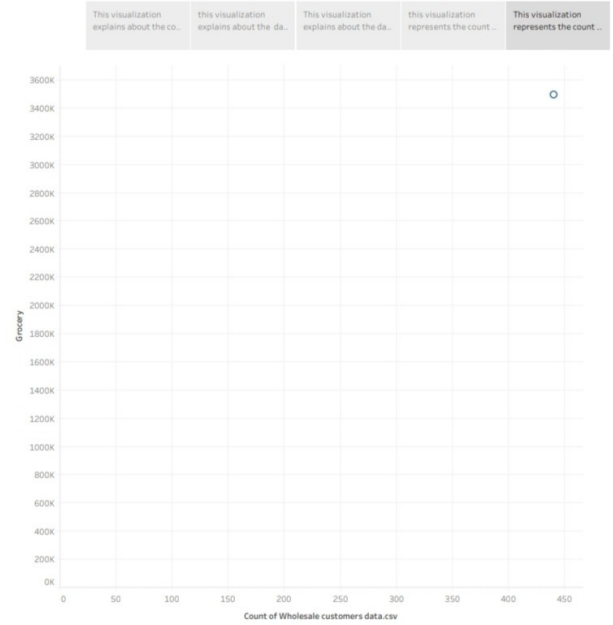
This visualization explains about the co. this visualization explains about the da. This visualization explains about the da. this visualization represents the count. This visualization represents the count.



Story 1



Story 1



4. ADVANTAGES AND DISADVANTAGES.

Advantages

Decision making :

It allows us to make good decisions about business based on the data .

Increase financial returns:

By analysing sales trends,

Consumer behaviour ,consumer demand

We can take steps to maximize financial returns .

Disadvantages

Low quality of data:

If the quality of the data is poor the decision made using this data is also going to become poor. Hence the quality of the data should be fixed.

Privacy Concerns:

Data collection might breach the privacy of the customers as their online transaction, purchase information are available to the companies.

5. APPLICATIONS

Data analytics finds application across

- Finance
- Marketing
- Banking
- Manufacturing
- Logistics

6. CONCLUSION

In this project we have did our Empathy and Brainstorming Map. Also,we had visualised the given data set using the tableau software. While performing our project we had learned how to create a visualisation of our project, dashboard and story.

7.FUTURE SCOPE

We will be adding animation to our visualisation.