

WELCOME

TO



FUNDAMENTAL OF DATA LITERACY WITH TABLEAU

UNVEILING MARKET INSIGHTS: ANALYSING SPENDING BEHAVIOUR AND IDENTIFYING OPPORTUNITIES FOR GROWTH

3rd BSC PHYSICS

NM Team ID:CD8EC9E28306143B5E835AA4305F

This is a group project, we are including four members on this project

I am a team lead: DURGA.U

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Under the Guidance of
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INTRODUCTION

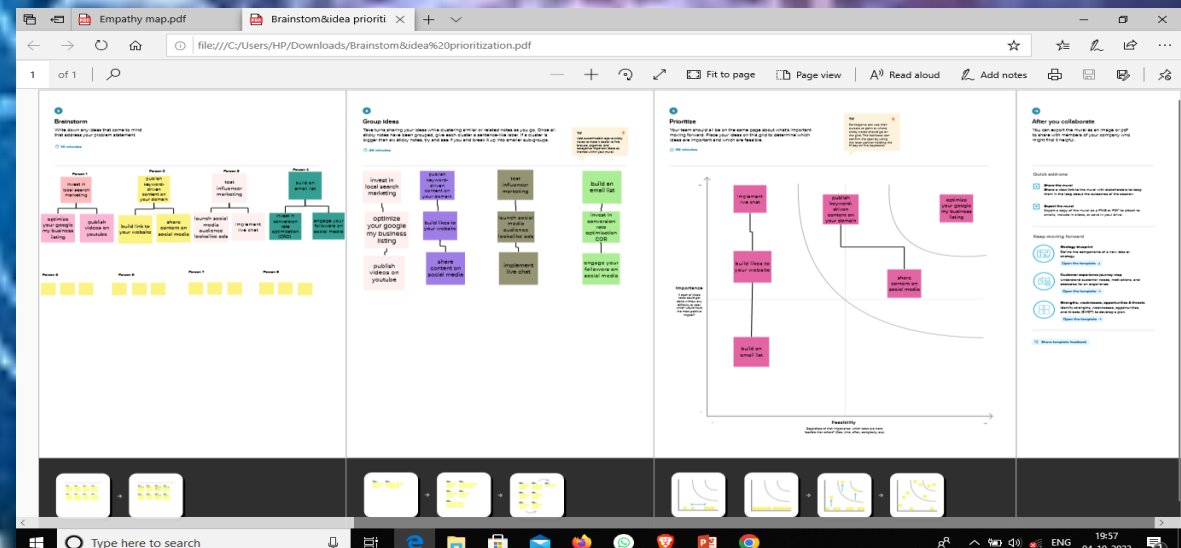
A.OVERVIEW

Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The end consumer at a higher price making a profit.

B.PURPOSE

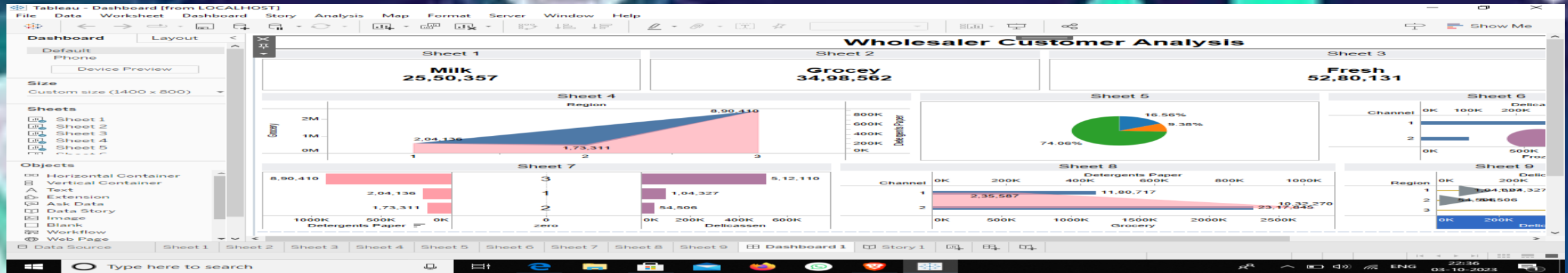
- ✓ Analytical thinking : A market insights expert must be able to break down data and draw out relevant information.
- ✓ Excellent Communication Skill : You must be able to clearly and persuasively present your findings while working with company decision-makers and data. You must be an effective communicator, verbally and in writing.
- ✓ Spot trends and opportunities in your industry
- ✓ Demonstrating product value, strengthening brand loyalty, and ultimately increasing sales

A. Empathy Map

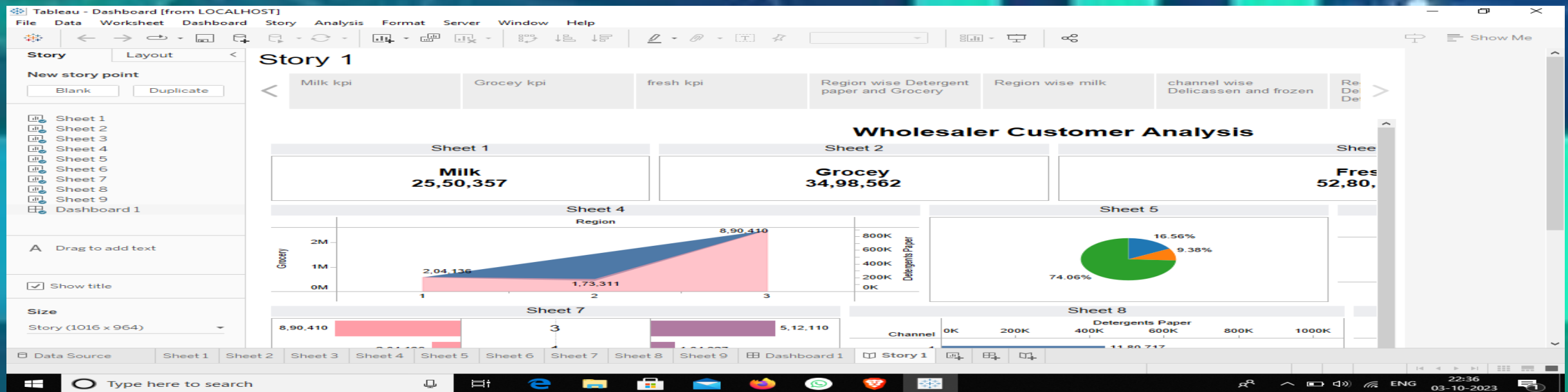


RESULT

DASHBOARD



STORY



ADVANTAGES & DISADVANTAGES

ADVANTAGES:

- ❖ Provides necessary data, thus helping companies with their business strategies
- ❖ Basing strategies off of tangible results offers a reliable solution to issues within an organization.
- ❖ This is one of the most common and widely used benefits of conducting market research.

DISADVANTAGES:

- ❖ One of the most common issues in marketing analytics is a surplus of incoming data
- ❖ This forces you to spend a lot of time and effort to identify which information is most relevant
- ❖ More data means more time to sort, so there might be delays in results.

APPLICATIONS

- ❖ WHIRLPOOL
- ❖ MIDEA
- ❖ LG ELECTRONICS
- ❖ AB ELECTRONICS

- ❖ PANASONIC
- ❖ DONGBU DEAWOO ELECTRONICS
- ❖ KONINKLIJKE PHILIPS
- ❖ HAIER GROUP
- ❖ SUPOR GROUP
- ❖ SAMSUNG ELECTRONICS

CONCLUSION

1.DEFINE PROBLEM / PROBLEM UNDERSTANDING

- Specify the business problem.
- Business requirements.
- Literature survey.
- Business impact.

2. Data collection & extraction

- Collect the dataset
- Connect Dataset with Tableau

3.Data preparation

- Prepare the Data For Visualization

4.Data Visualizations

- No of unique visualizations

5.DASHBOARD

- Responsive and Design of Dashboard

6.STORY

- No of Scenes of Story

7.Performance Testing

- Amount of Data Rendered to Tableau
- Utilization of Data Filters
- No of calculation fields
- No of Visualizations/Graphs

8.Publishing

- Publishing Dashboard & Story to Tableau public

9.Project Demonstration & Documentation

- Record explanation video for project end solution
- Project Documentation-step by step project development procedure

10.Future scope

- Competitive intelligence : Analyzing the competitive landscape is crucial for understanding market trends.
- By monitoring competitors' activities, product launches, pricing strategies, and market positioning.
- Businesses can gain valuable insights into market trends and customer demands.

The background is a dark, atmospheric scene with a futuristic, digital aesthetic. It features glowing blue lines and patterns that suggest a network or data flow. In the center-right, there is a stylized bar chart with several vertical bars of varying heights. A thin, glowing line graph is overlaid on the chart, showing an overall upward trend. The text "THANK YOU" is centered in the middle of the image in a large, black, serif font.

THANK YOU