



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?



This report deal's into the fascinating realm of business expenses and provides a visual exploration of the various expenditures incurred by different businesses.

Specify the business problem

Business requirements

Literature Survey



COMPANY

Decision-makers, financial analysts, and stakeholders can gain valuable insights into the financial health of businesses, identify areas of inefficiency or opportunity, and make informed decisions to optimize resources and drive growth.

To Extract the Insights from the data and put the data in the form of visualizations, Dashboards and Story we employed Tableau tool.

Data visualization is the process of creating graphical representations of data in order to help people understand and explore the informationv

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format.

The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret.

Performance testing in data analysis involves evaluating the efficiency and effectiveness of data processing and analysis tasks

A data story is a way of presenting data and analysis in a narrative format, with the goal of making the information more engaging and easier to understand.

Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.



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](#)