

DATA LITERACY WITH TABLEAU

- **PROJECT TITLE**
- **Unveiling Market Insights: Analysing Spending Behaviour And Identifying Opportunities For Growth**

TEAM PROFILE

- NM TEAM ID- NM2023TMID26508
- TEAM LEADER – INDHUMATHI.U
- TEAM MEMBERS –
ISHWARYA.S
BHAVANI.B
THAMIZHARASI.S

UNDER THE GUIDANCE OF

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INTRODUCTION

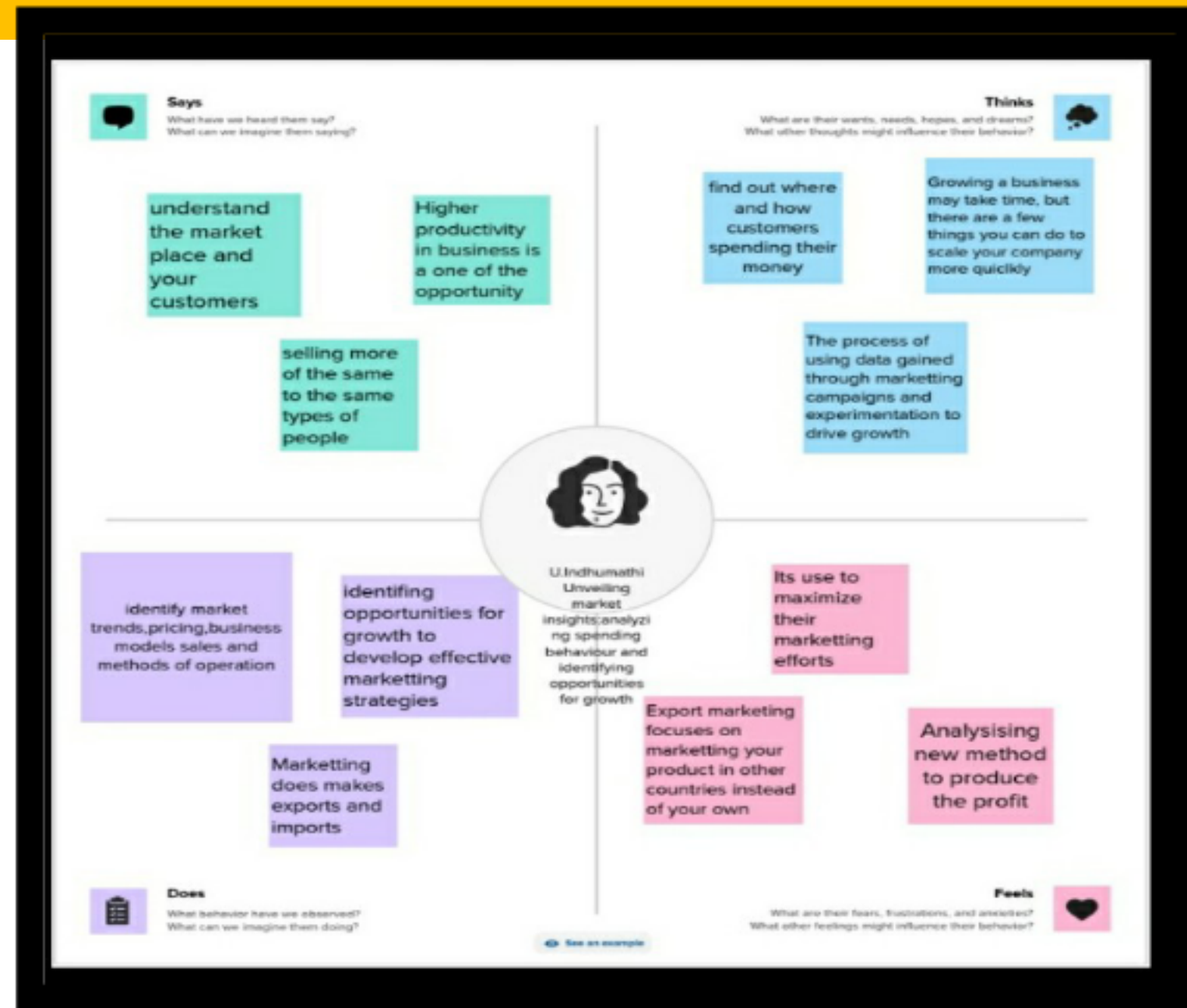
- OVER VIEW

- 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 retailer then sells the goods to the end consumer at a higher price making a profit.

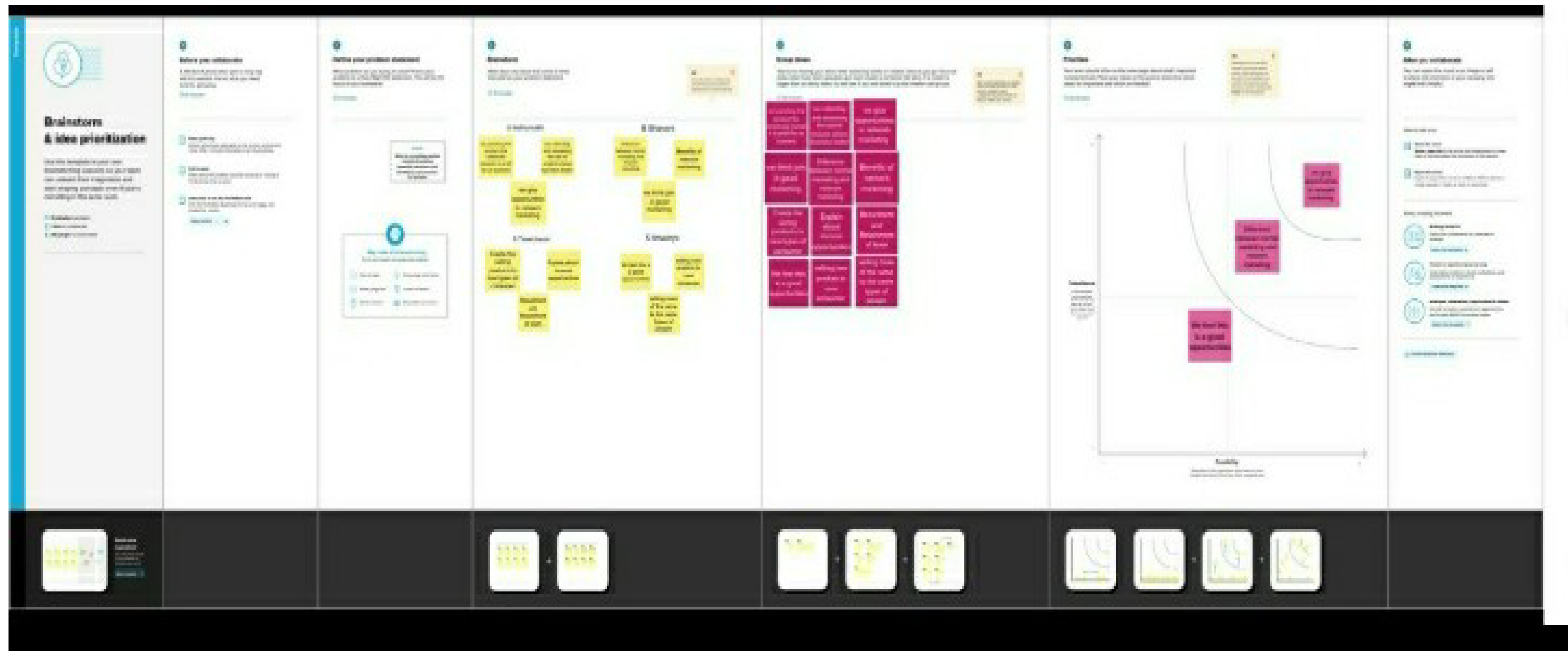
PURPOSE

- **The Process Of Using Data Gained Through Marketing campaigns And Experimentation To Drive Growth**
- **Analysing New Method To Produce The Profit**

PROBLEM DEFINING & DESIGN THINKING

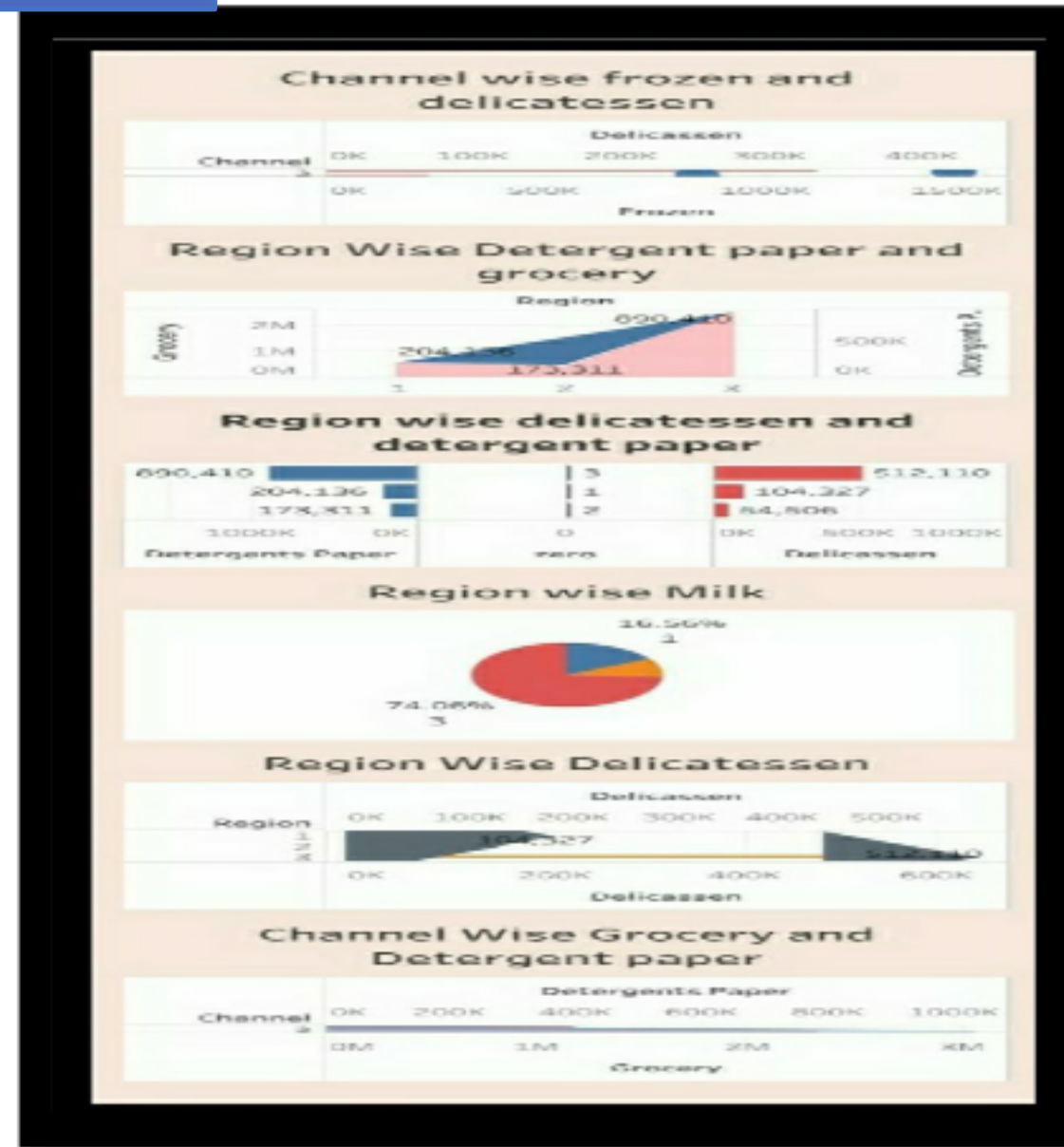


BRAIN STORMING MAP

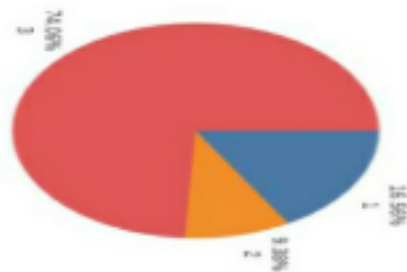
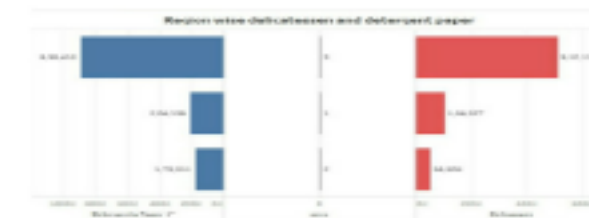
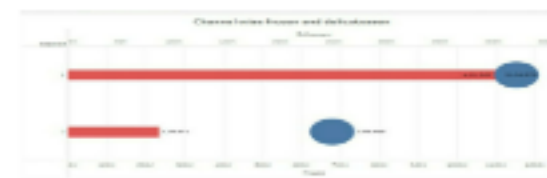
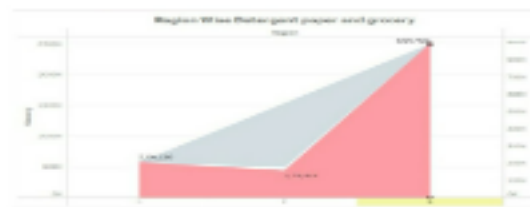


RESULT

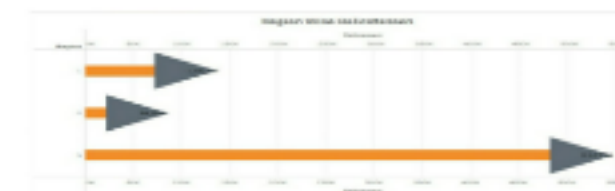
DASH BOARD



STORY

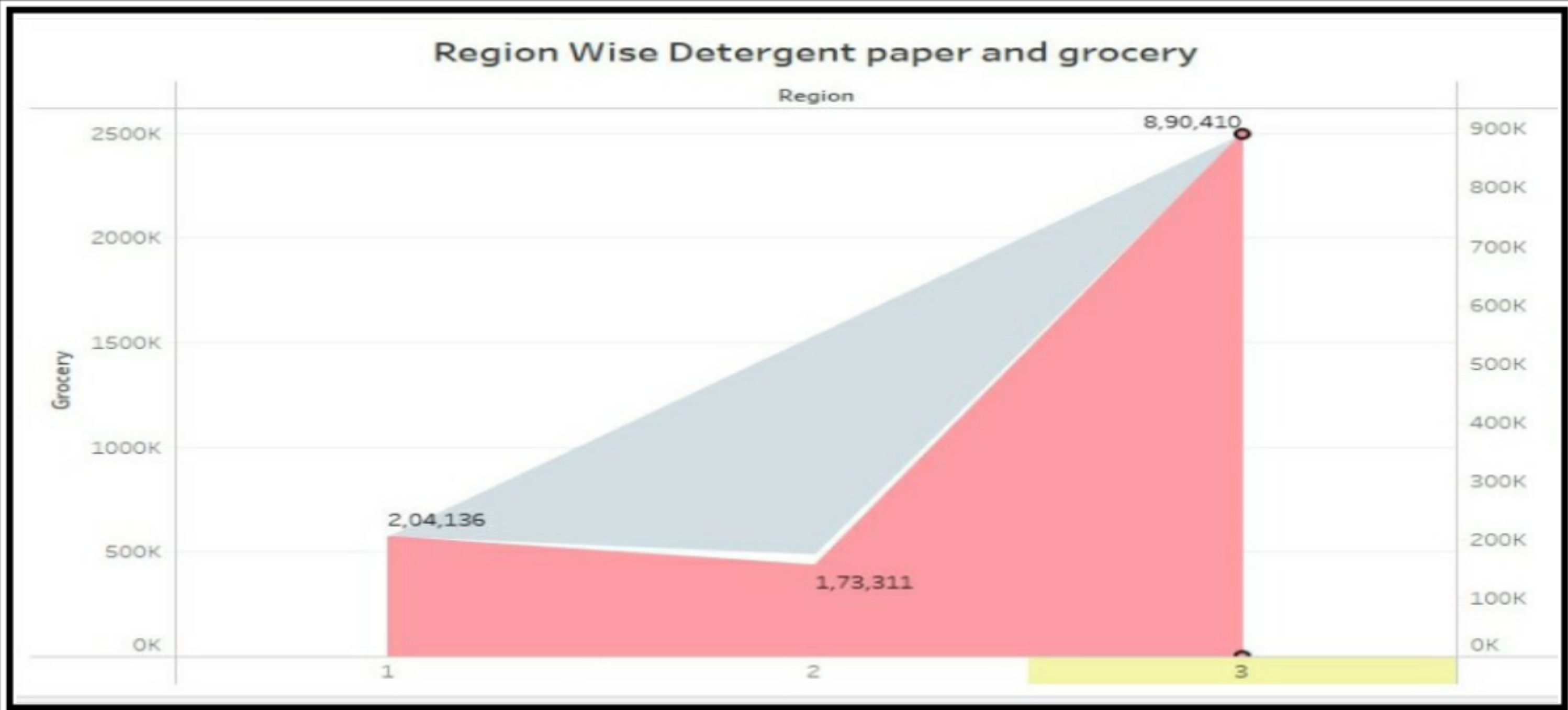


Region wise Milk



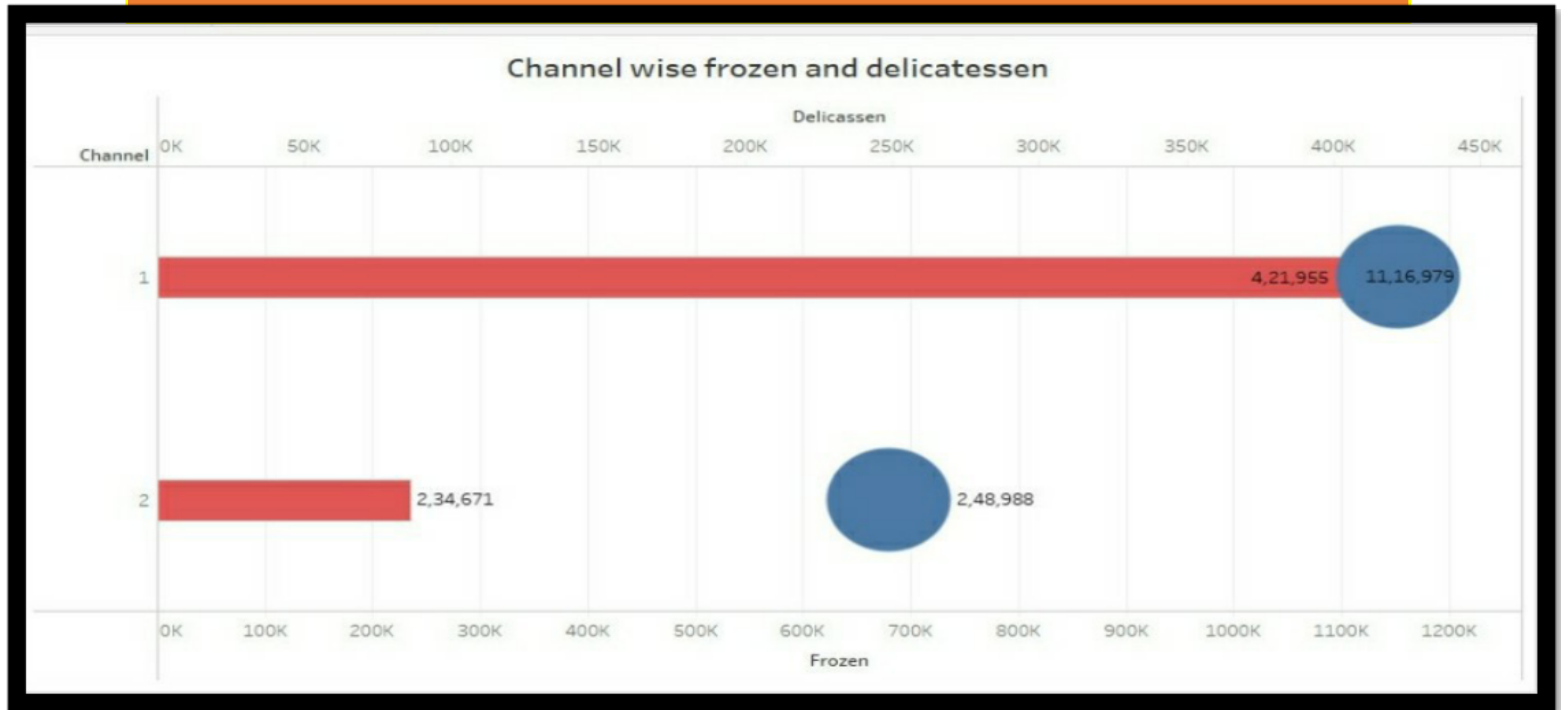
STORY

Visualization 1



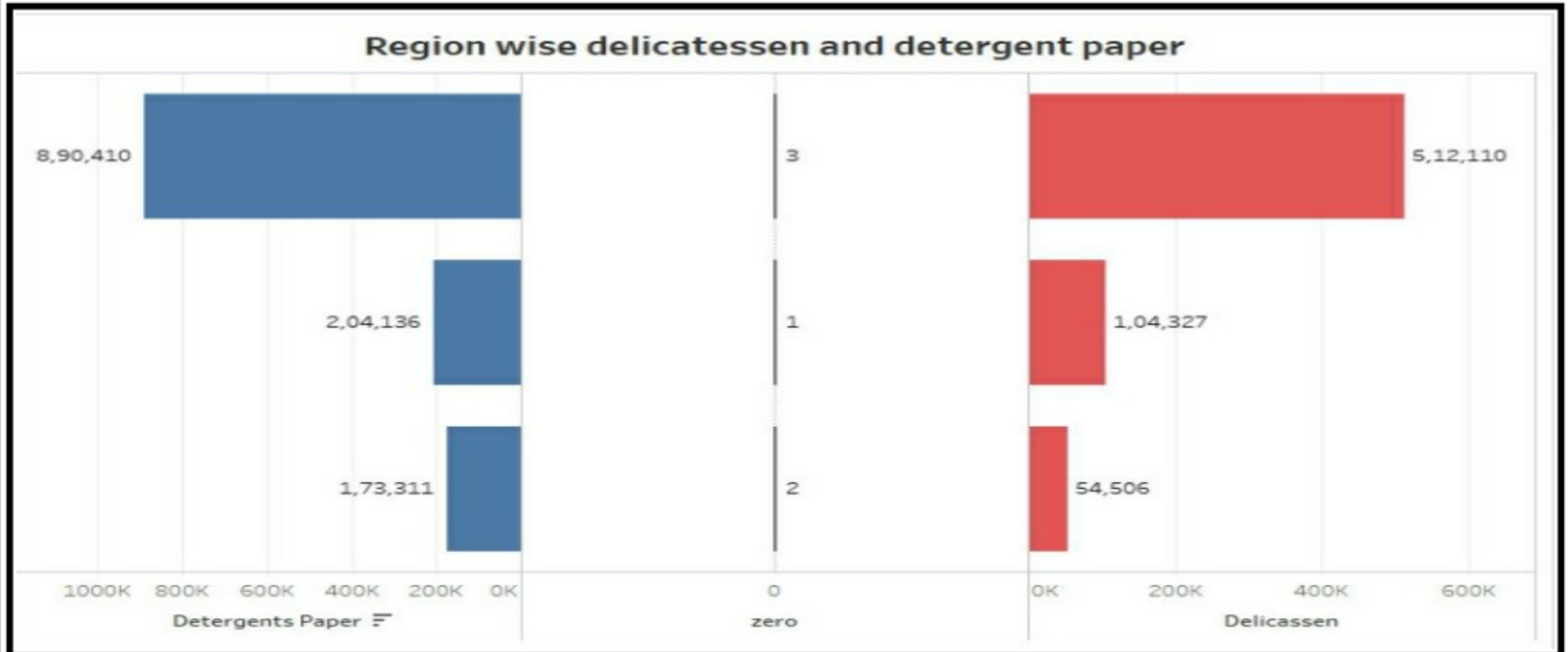
STORY

Visualization 2



STORY

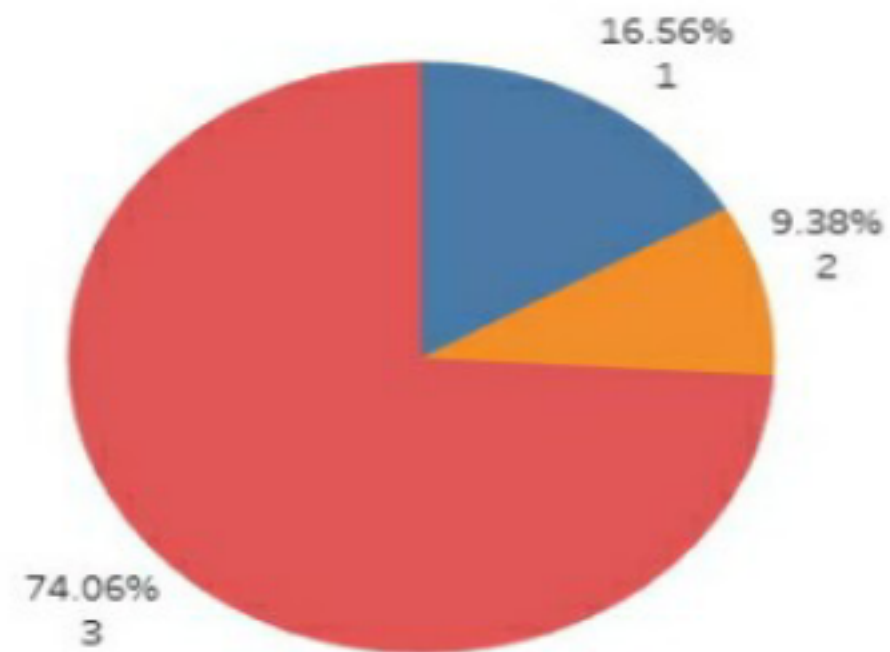
Visualization 3



STORY

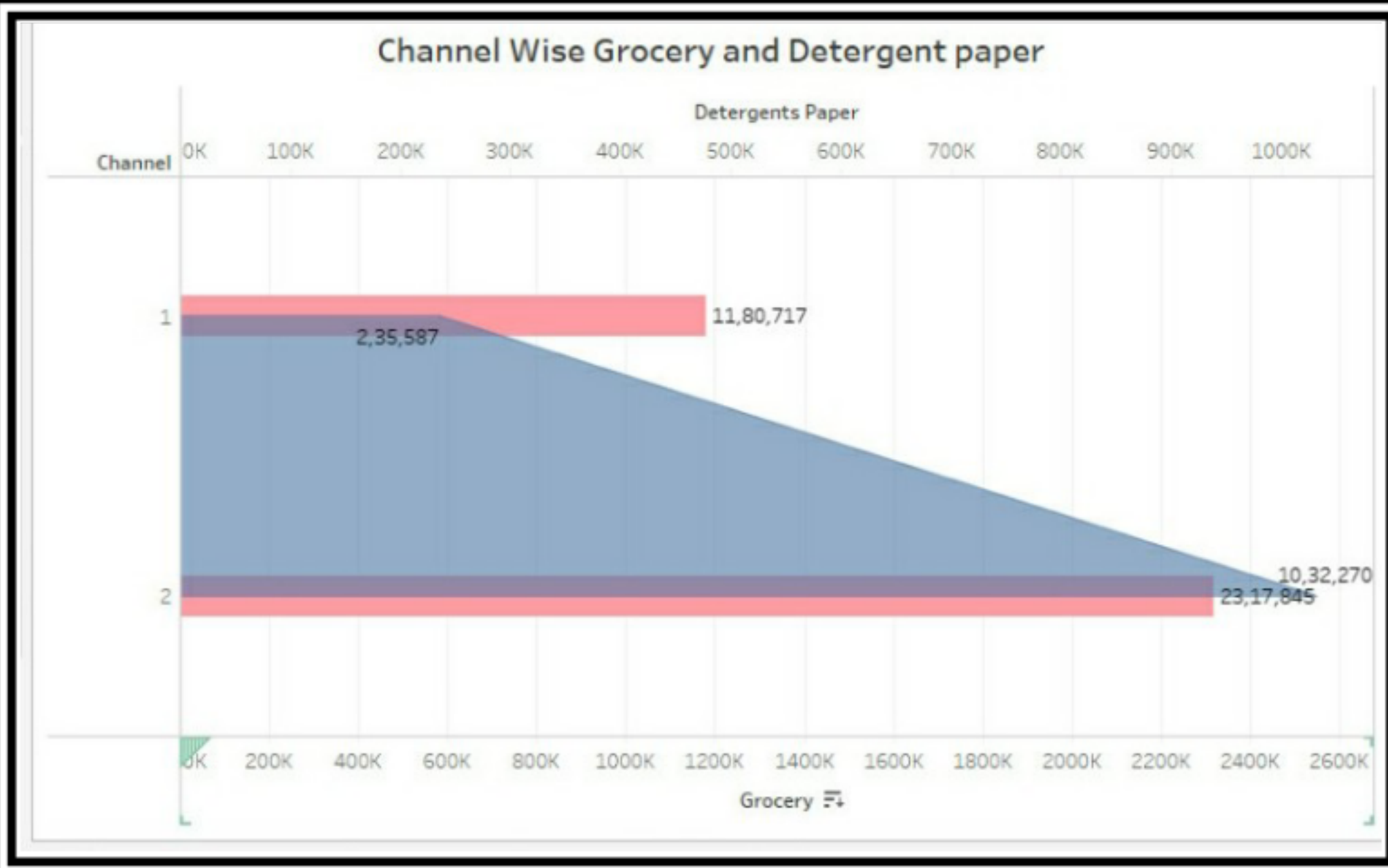
Visualization 4

Region wise Milk



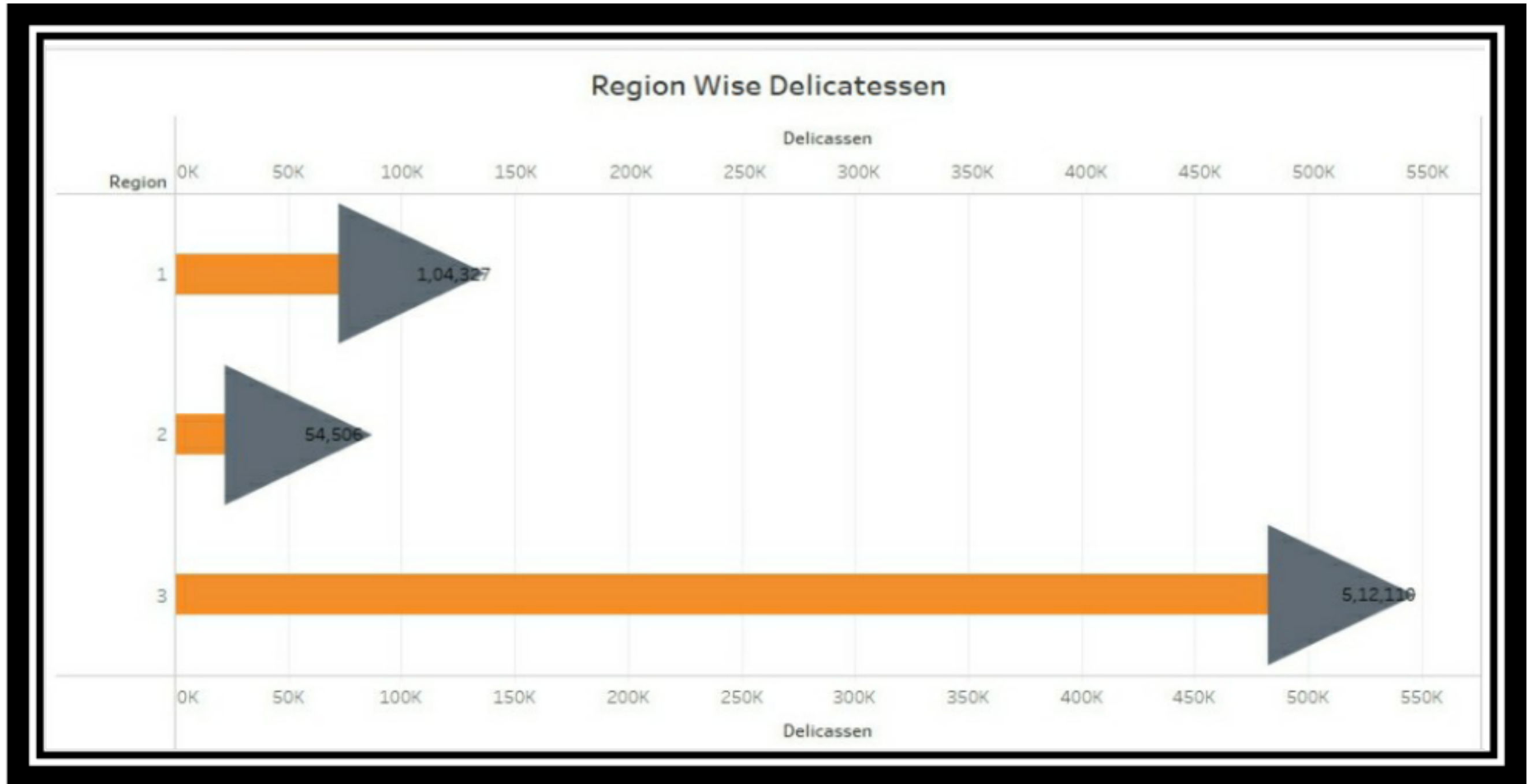
STORY

Visualization 5



STORY

Visualization 6



DASHBOARD

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https://public.tableau.com/views/UnveillingMarketinsightsAnalysingspendingbehaviourandidentifyingopportunitiesforgrowth/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

Thanking you