**Description**

Dear Students,

Prepare storytelling dashboard and analytical framework for the business using the data shared in the excel file. This should be using a **single power point presentation**.

Dataset : [Tesla-Lithium Dataset.xlsx](https://pesedu.olympuslms.com/courses/94383/files/9618984/download?verifier=VXB3RGYyxFgRuLd6pNuxtcFBQyPTRoWkQbpzusV5&wrap=1)

This csv file corresponds to an Electric car company (Tesla) and Lithium mineral mining company (Mining firm). The data set provides insights to car sales, price of car, lithium production and price of lithium. Along with this, data also provides the share price of each firm during the last 6 months.

Objectives:

1. Analyze the data and understand the correlations of data points given.
2. Using the given data, conduct a literature study to find the cause-effect scenarios for the variation in car sales.
3. Visualize the data explaining the cause-effect on data points
4. Use the appropriate analytical models taught by the faculty wherever applicable.
5. Insights should be based on concepts taught in sessions.

**Note :   Tools used are Tableau or Excel for data visualization**

**Submission:  Storyboard with tableau and a small Power point presentation (3-4 slides) for final findings (zip this 2 files and submit)**

**What contents or frameworks can you use ?**

* 1. Get past 6 months news
  2. Company details from online research
  3. Market research data
  4. Social media data from Twitter
  5. Use frameworks to build BCG, Ansoff Matrix and other concepts to bring
     1. Business model
     2. Cause- effect model

Tools : Excel, Tableau, Powerpoint

***Rubrics:***

***Use of correct chart (10)***

***Clarity on Inferences (10)***

**Note:- For this Presentation you will be working in the same group as DVT.**

**Resource Materials**

1. Business Information Visualization by Tegarden, D. P.. *Communications* *of the AIS, 1*(4): 1-38. 1999.
2. Visual Representation: Implications for Decision Making by Lurie, N.H. and C.H. Mason. *Journal of Marketing*, 71(1): 160-177. 2007.
3. [www.perceptualedge.com (Links to an external site.)Links to an external site.](http://www.perceptualedge.com/)
4. Reference Conglomerates :  3M /Samsung Corp /ITC/Virgin Group(Media,network)/Bosch