WELCOME TO

SMART INTERNZ

DATA LITERACY WITH TABLEAU

PROJECT TITLE:

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

TEAM PROFILE

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INTRODUCTION

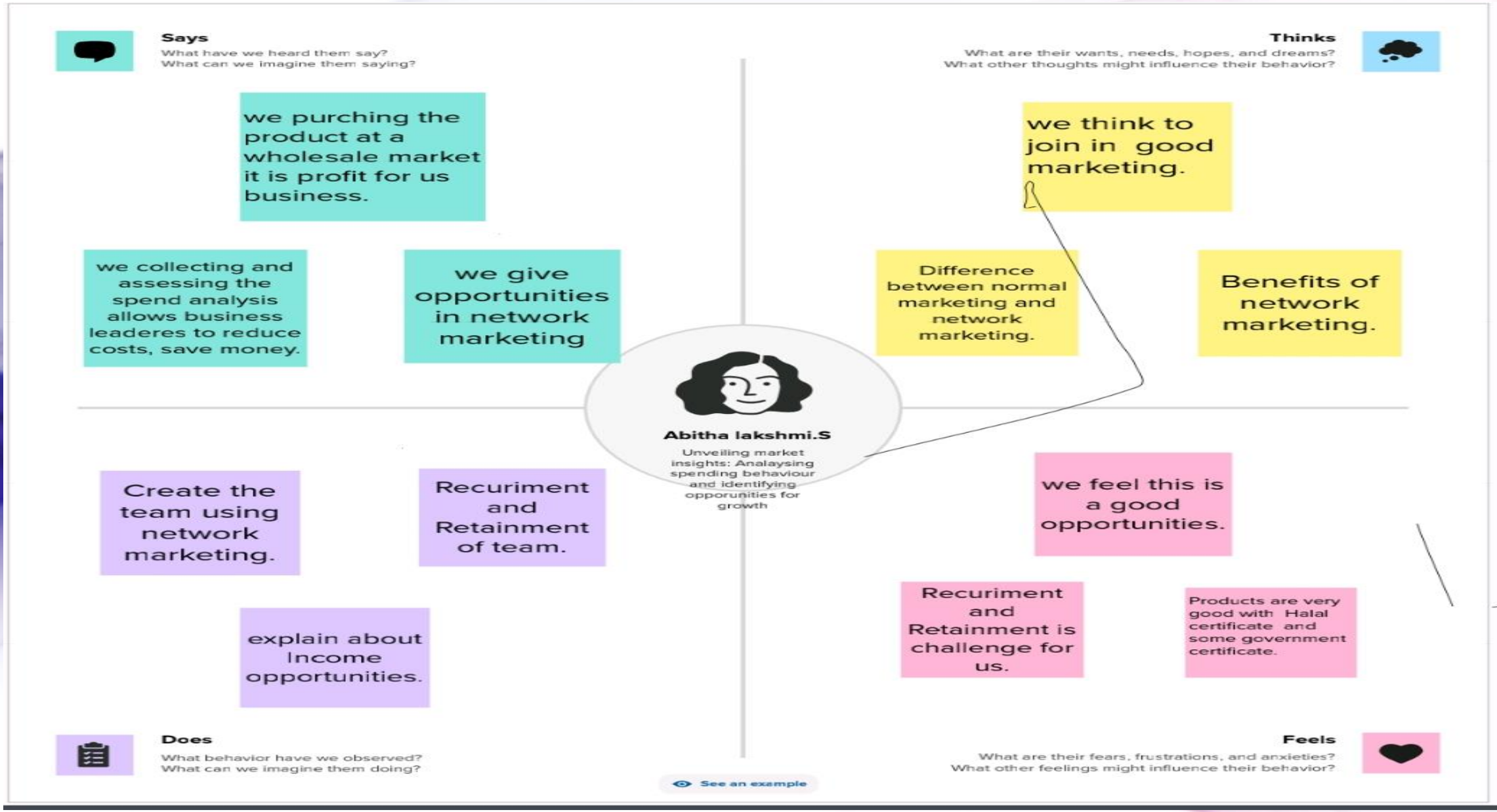
1. OVERVIEW

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

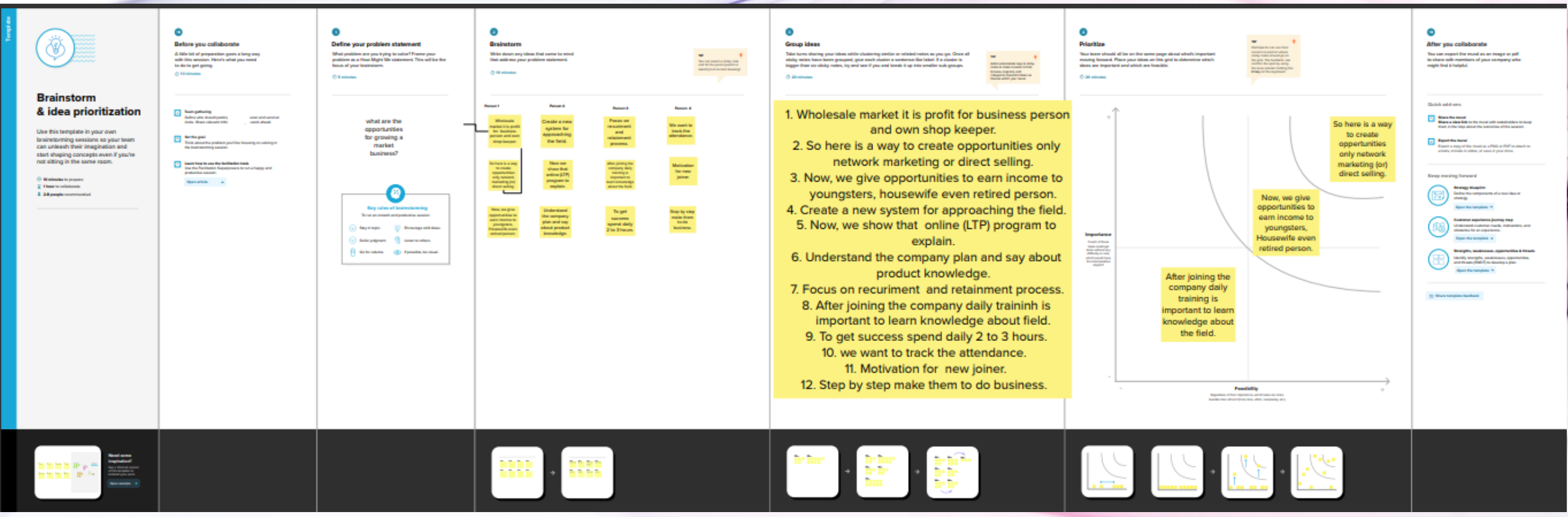
2. PURPOSE

- It shows the information about the data and shows the weak regions and channels and helps to improve the weakness and helps where to improve..
- By this the wholesaler makes plans to transport the goods and where to transport more goods. And what type of goods are selling more in which region and channel.

PROBLEM DEFINING & DESIGN THINKING

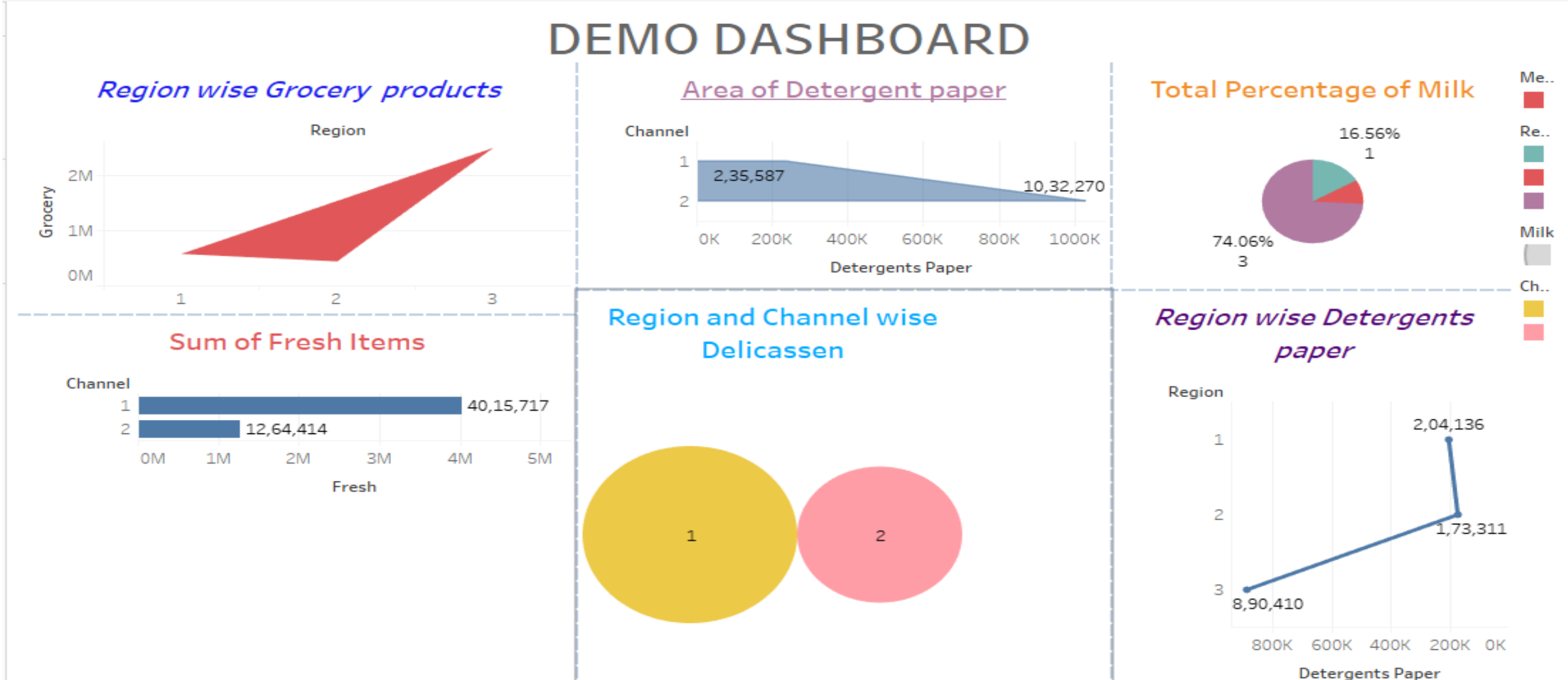


BRAIN STORMING MAP



RESULT

DASHBOARD

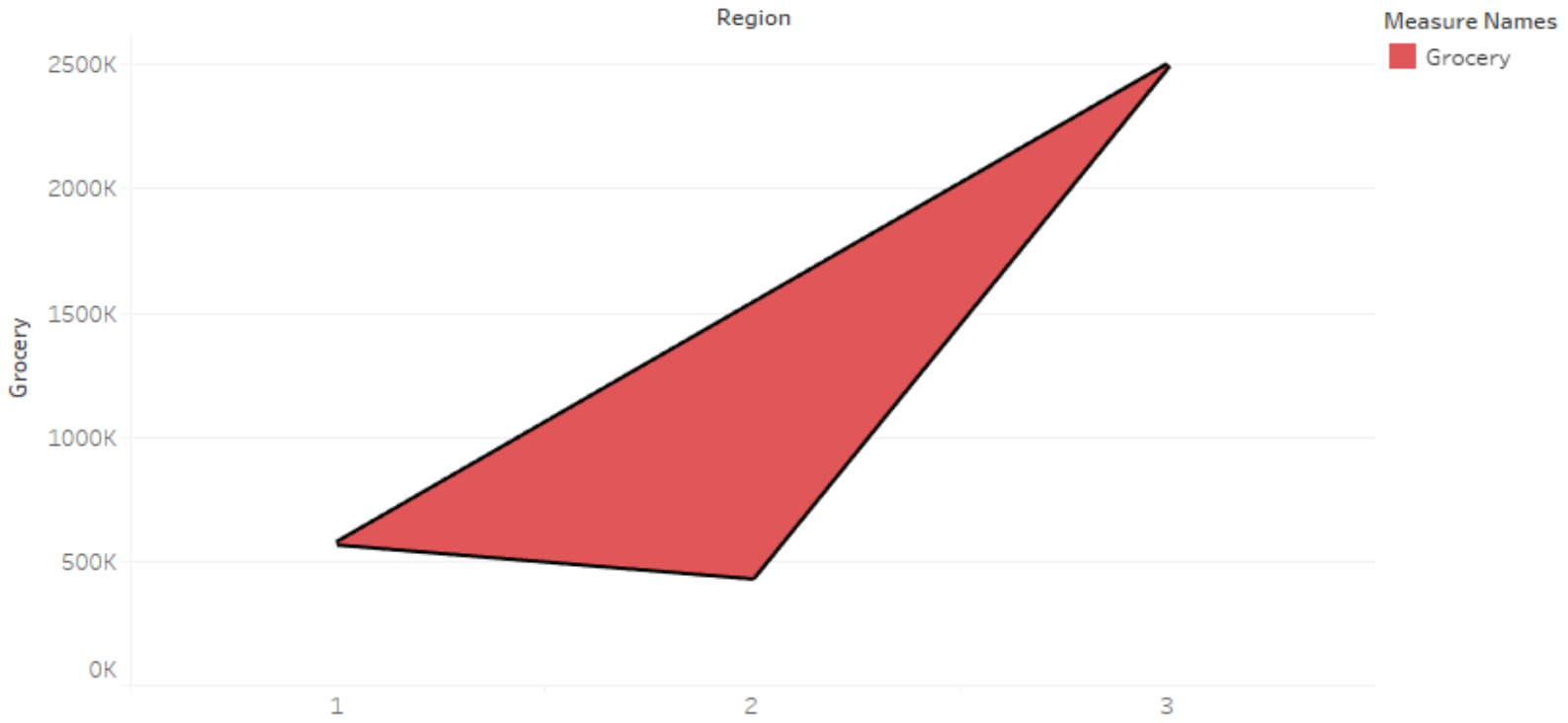


STORY

VISUALIZATION-1

Story 1

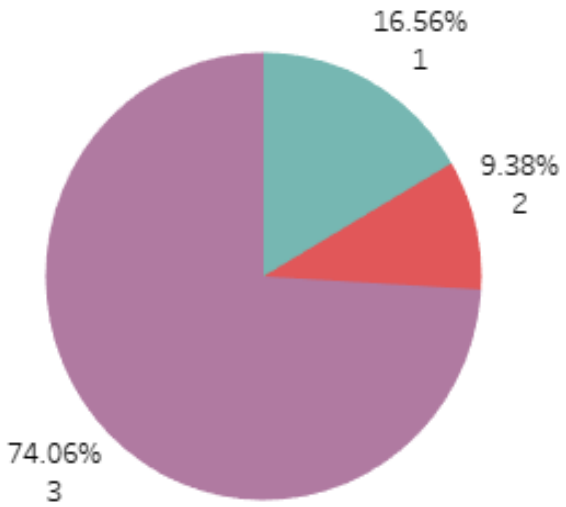
This visualization explains about the Region wise Grocery. Region 3 has the maximum number of Grocery products more than others.



VISUALIZATION-2

Story 1

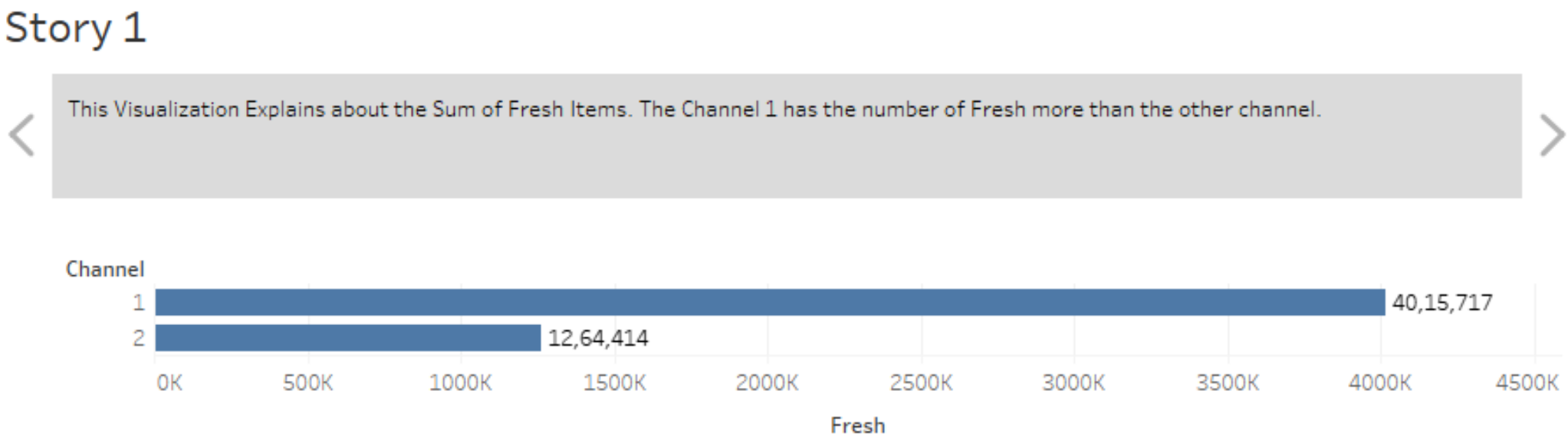
This Visualization Explains about the Total Percentage of Milk. In this visualization the minimum percentage of milk is 9.38% .



Region
1
2
3

Milk
25,50,357

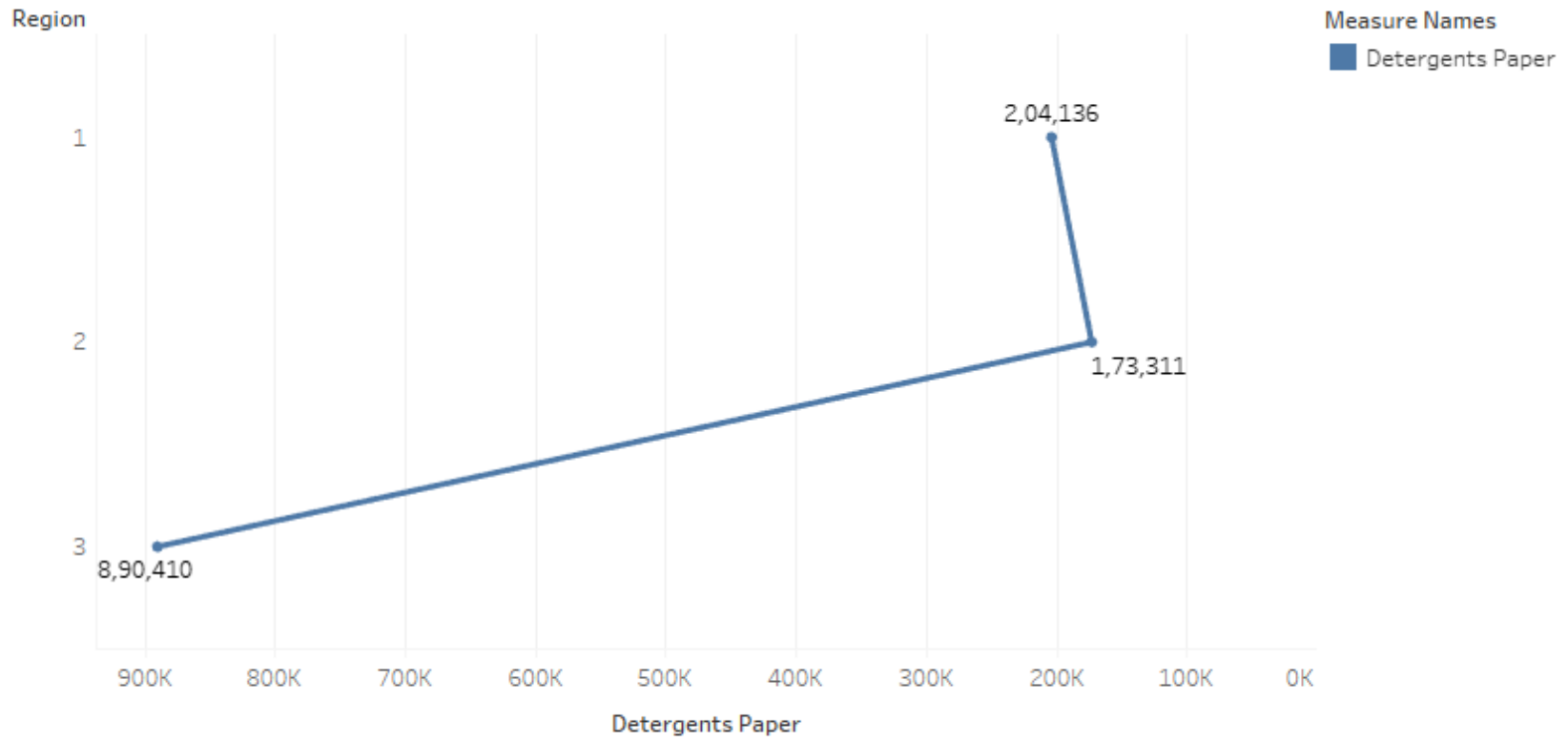
VISUALIZATION - 3



VISUALIZATION - 4

Story 1

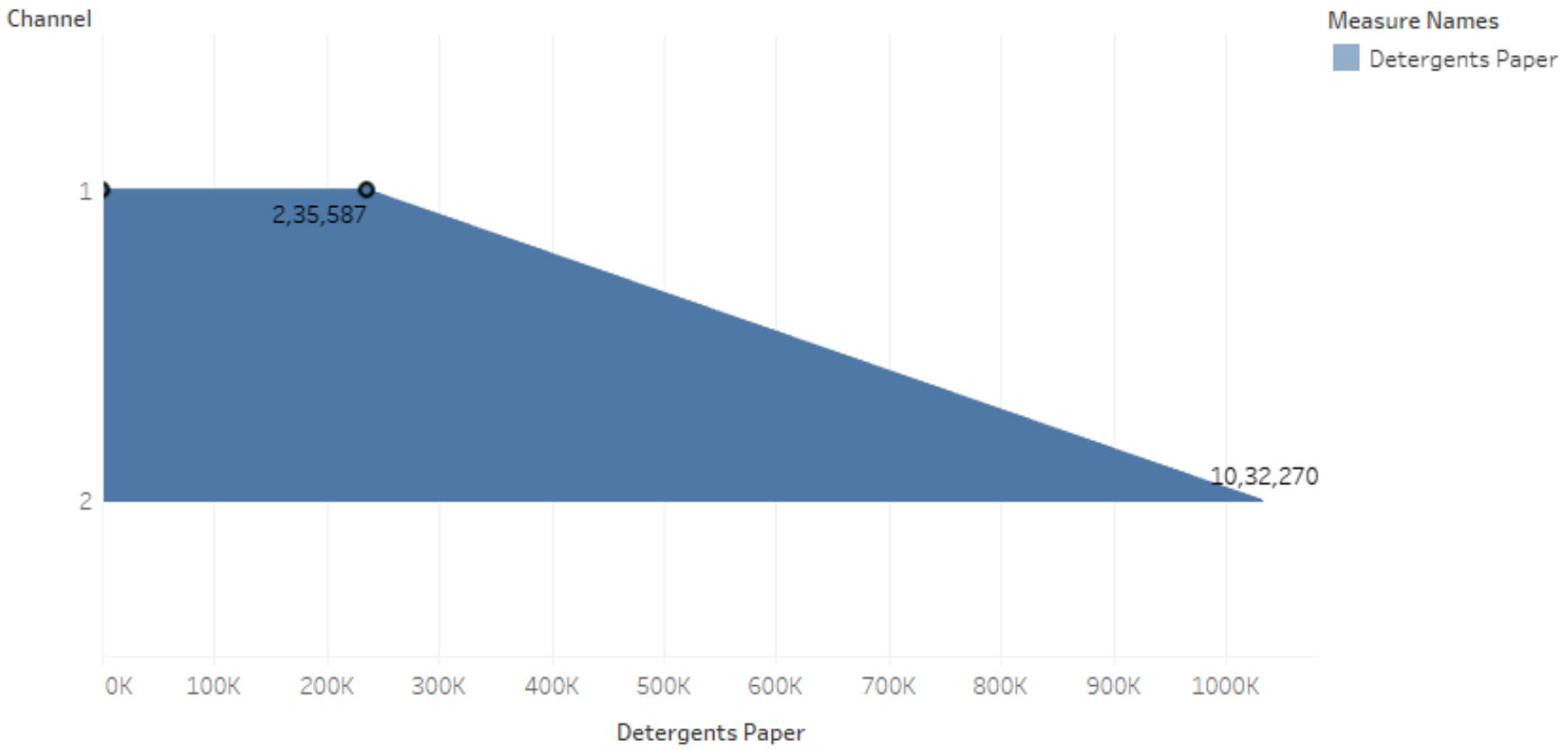
This Visualization Explains about the Region wise Detergent papers. Region has the Average of detergent paper 8,90,410 more than the others.



VISUALIZATION-5

Story 1

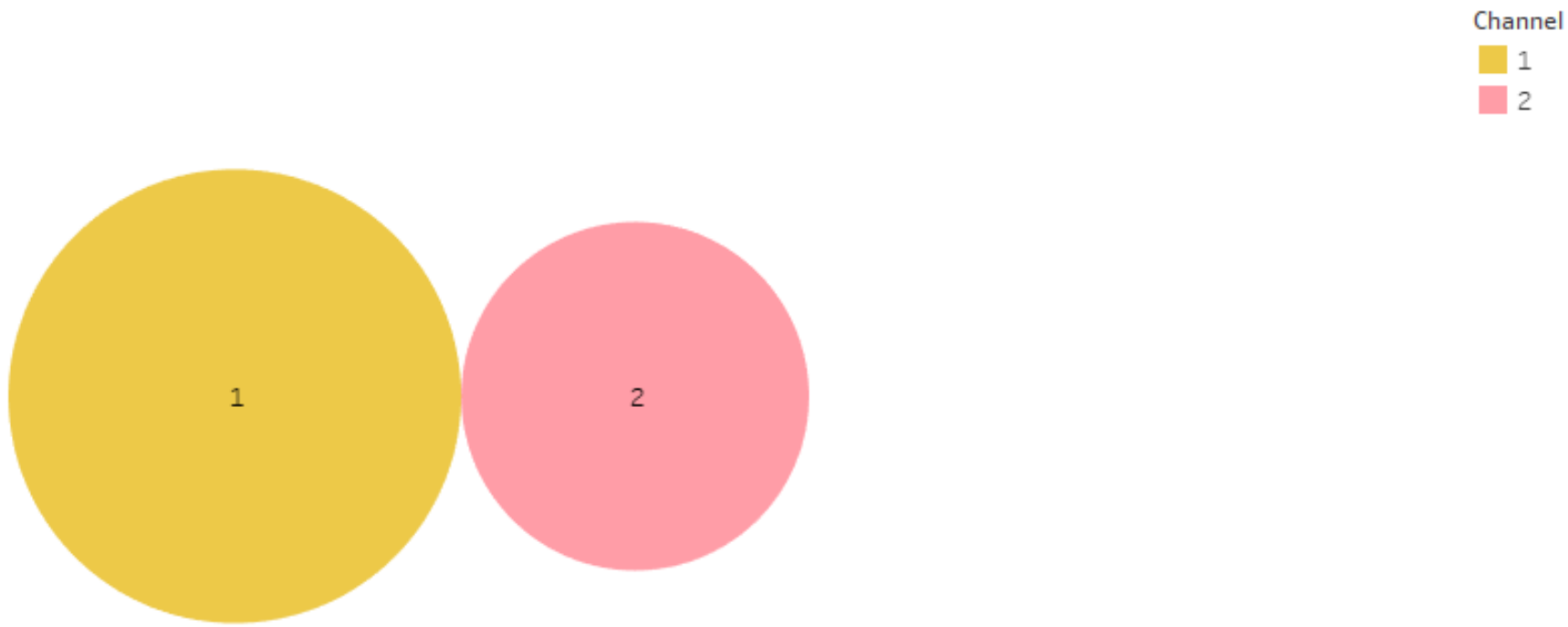
This Visualization explains about the Area of Detergent paper. Channel 1 has the more area of detergent papers 10,32,270 more than others.



VISUALIZATION-6

Story 1

This Visualization explains about the Region and Channel wise Delicassen. Channel 1 have the maximum number of Delicassen more than others.



DASH BOARD LINK

https://public.tableau.com/views/demo_16962572510880/Dashboard2?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

STORY LINK

https://public.tableau.com/views/NMstory_1696935214686O/Story1?:language=en-US&publish=yes&:display_count=n&:origin=viz_share_link

CONCLUSION

- *INTRODUCTION*
  - *1.OVERVIEW*
  - *2. PURPOSE*

- *PROBLEM DEFININH & DESIGN THINKING*
- *BRAIN STROMING MAP*
- *RESULT*
- *DASHBOARD*
- *STORY*
- *DASHBOARD LINK*
- *STORY LINK*

THANK YOU