



**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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UNDER THE GUIDANCE OF

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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

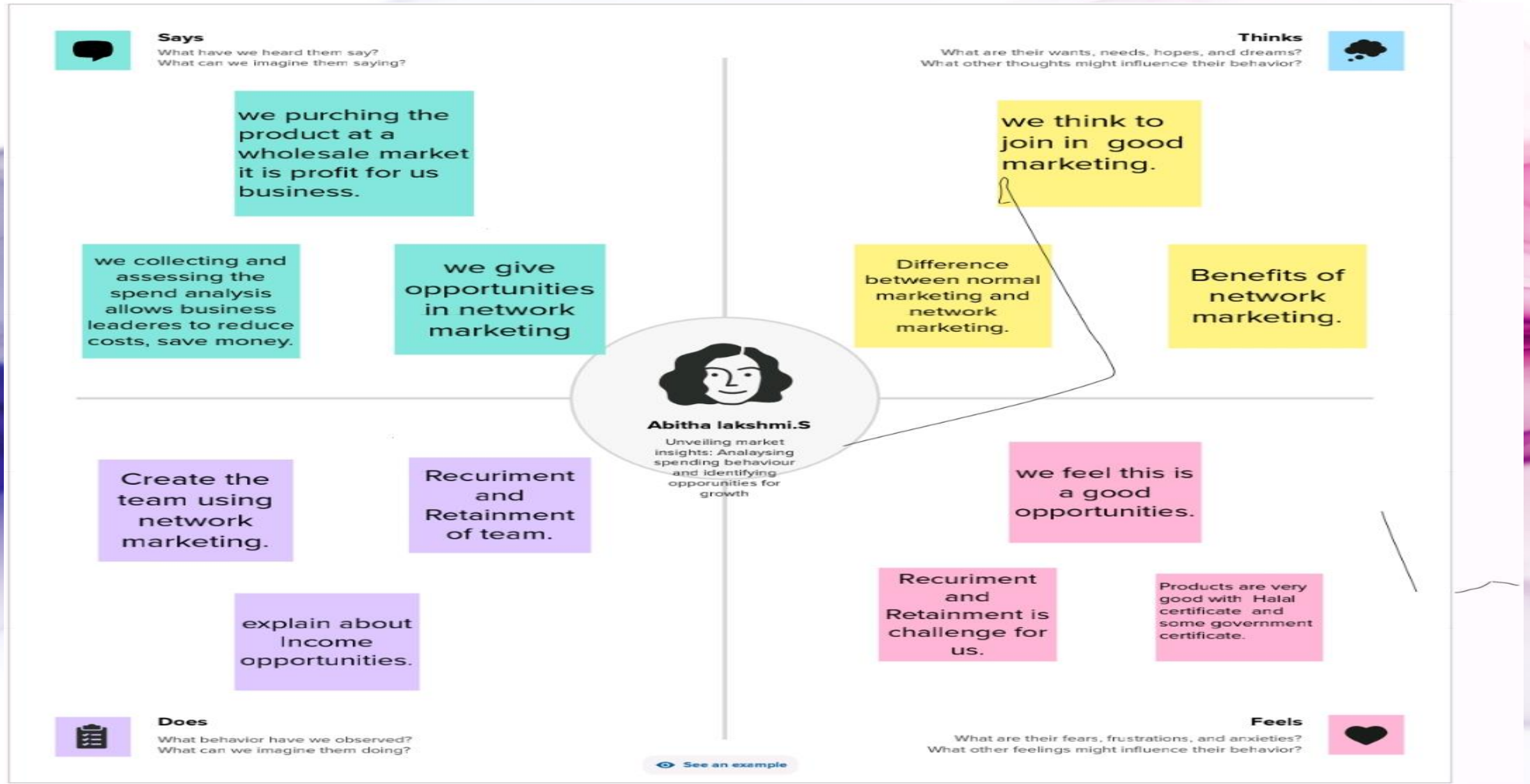


It shows the information about the data and shows the weak regions and channels and helps to improve the weakness and helps where to improve..



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

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 1. 10 minutes to prepare
- 2. 1 hour to collaborate
- 3. 2-3 people recommended

Before you collaborate

2-30 min full of preparation goes a long way with this session. Here's what you need to do to get going.

- 1. 10 minutes
- 2. 1 hour to collaborate
- 3. 2-3 people recommended

Define your problem statement

What problem are you trying to solve? Frame your problem as a How Might We statement. This will be the focus of your brainstorm.

what are the opportunities for growing a market business?

Key rules of brainstorming

- 1. Stay in topic
- 2. No criticism
- 3. No veto
- 4. No criticism
- 5. No veto
- 6. No criticism
- 7. No veto
- 8. No criticism
- 9. No veto
- 10. No criticism

Brainstorm

Write down any ideas that come to mind. Add as many problem statements.

10 minutes

| Person 1 | Person 2 | Person 3 | Person 4 |
|----------------------------------------------------------------------------|--------------------------------------------------------------------------|--------------------------------------------------------------------------|----------------------------------|
| Wholesale market is a profit for business person and not shop keeper. | Consider a new system for approaching the field. | Focus on recruitment and retainment process. | We want to track the attendance. |
| Business is a way to make money only through marketing and sales activity. | After joining the company, they should be trained to approach the field. | After joining the company, they should be trained to approach the field. | Motivation for new joiner. |
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Group ideas

Take turns sharing your ideas while clustering similar or related ideas as you go. Once all ideas have been grouped, give each cluster a sentence (the label). If a cluster is bigger than six ideas, try and see if you can break it up into smaller sub-groups.

10 minutes

1. Wholesale market it is profit for business person and own shop keeper.
2. So here is a way to create opportunities only network marketing or direct selling.
3. Now, we give opportunities to earn income to youngsters, housewife even retired person.
4. Create a new system for approaching the field.
5. Now, we show that online (LTP) program to explain.
6. Understand the company plan and say about product knowledge.
7. Focus on recruitment and retainment process.
8. After joining the company daily training is important to learn knowledge about field.
9. To get success spend daily 2 to 3 hours.
10. we want to track the attendance.
11. Motivation for new joiner.
12. Step by step make them to do business.

Prioritize

Your team should all be on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

10 minutes

Importance

Feasibility

After joining the company daily training is important to learn knowledge about the field.

Now, we give opportunities to earn income to youngsters, Housewife even retired person.

So here is a way to create opportunities only network marketing (or) direct selling.

After you collaborate

Now you report the ideas as an image or gif to share with members of your company who might find it helpful.

Quick add-ons

- 1. Share the ideas
- 2. Report the ideas

Keep moving forward

- 1. Strategy Mapping
- 2. Customer experience journey map
- 3. Strengths, weaknesses, opportunities & threats

10. More templates available

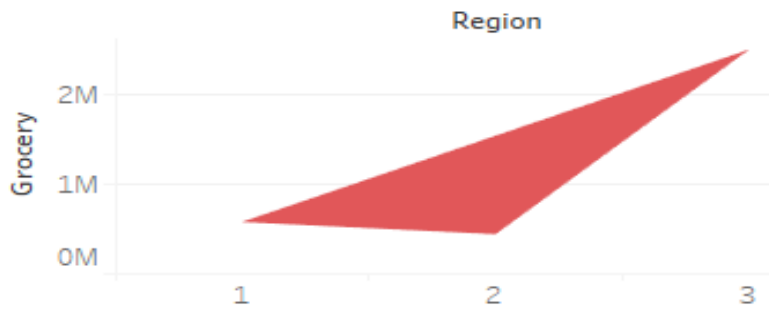


RESULT

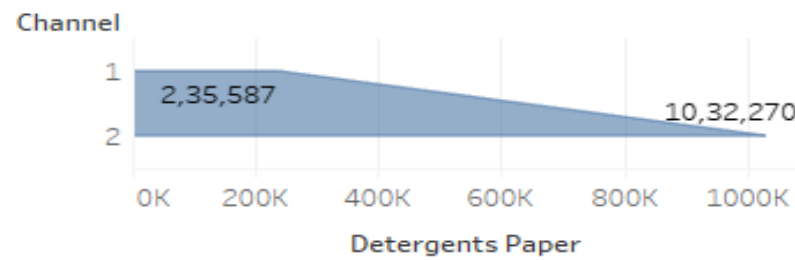
DASHBOARD

DEMO DASHBOARD

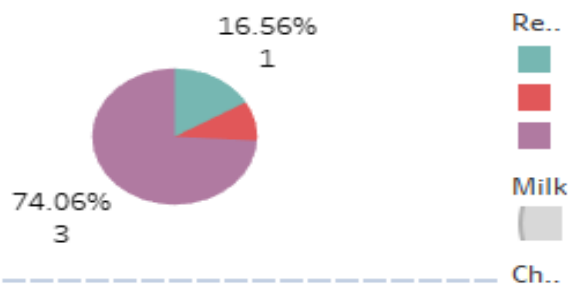
Region wise Grocery products



Area of Detergent paper



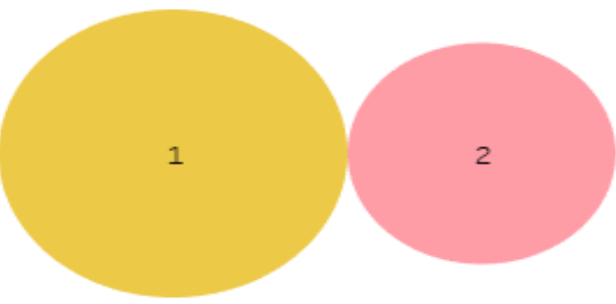
Total Percentage of Milk



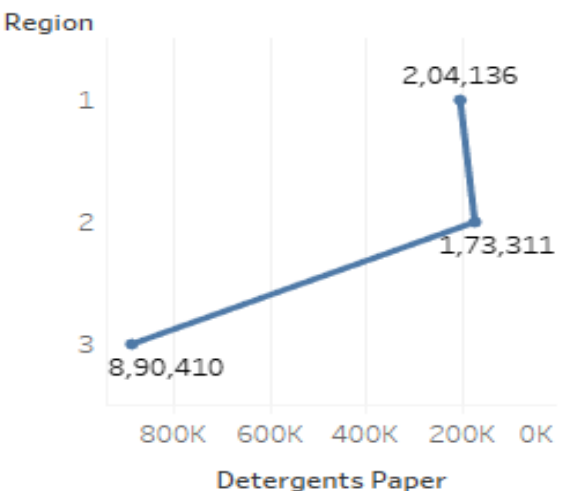
Sum of Fresh Items



Region and Channel wise Delicassen



Region wise Detergents paper

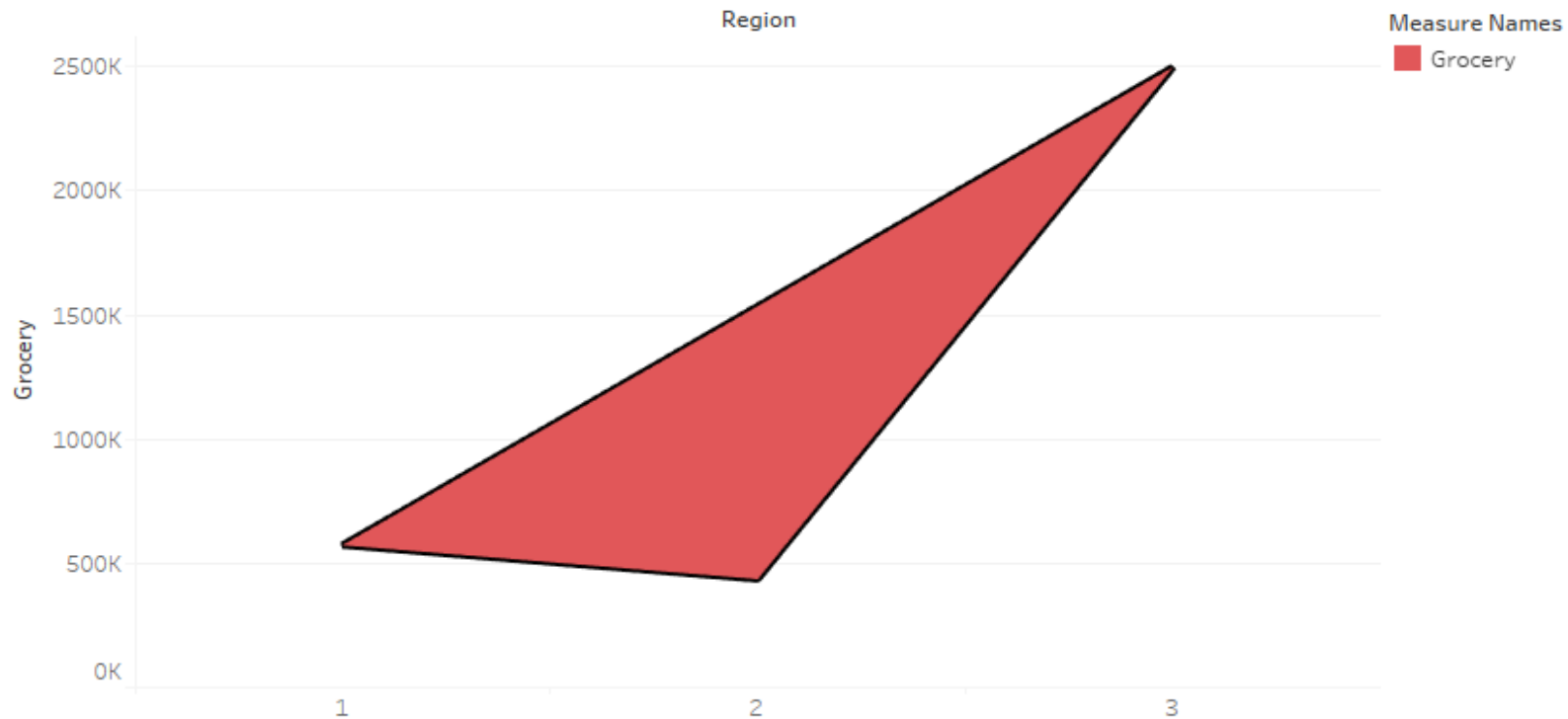


STORY

VISUALIZATION-1

Story 1

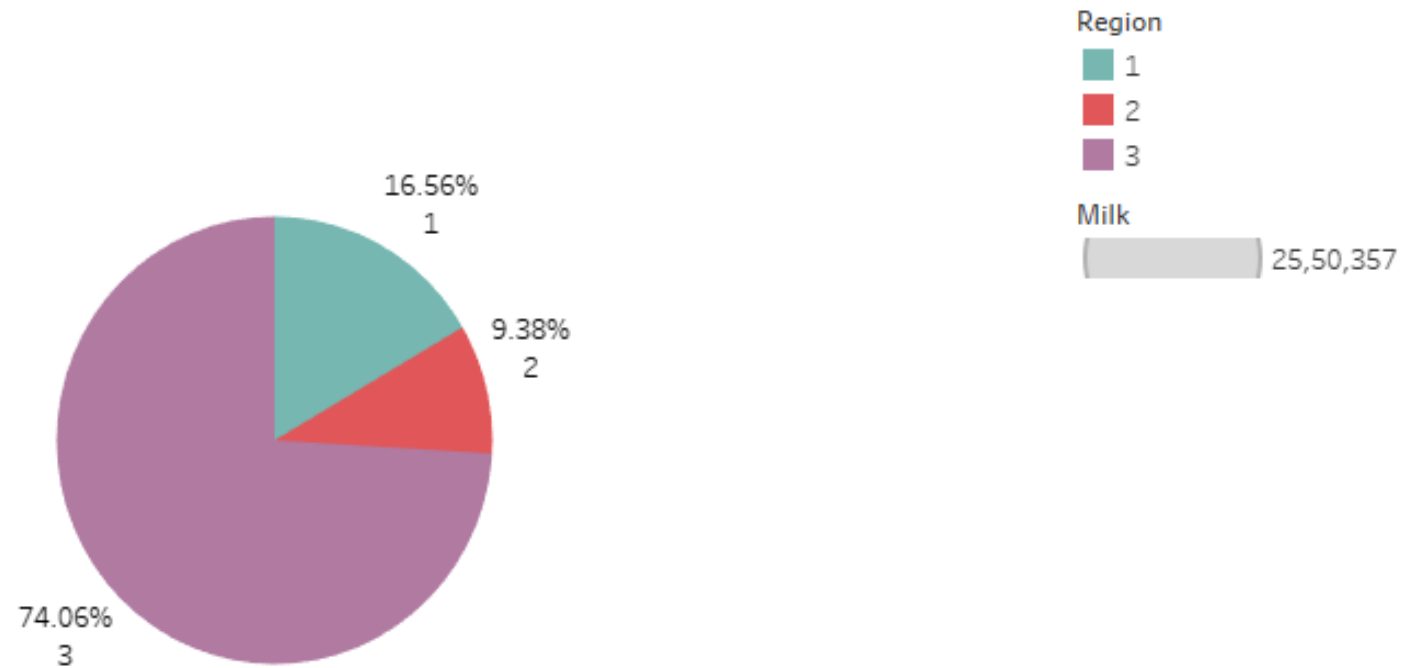
This visualization explains about the Region wise Grocery. Region 3 has the maximum number of Grocery products more than others.



VISUALIZATION-2

Story 1

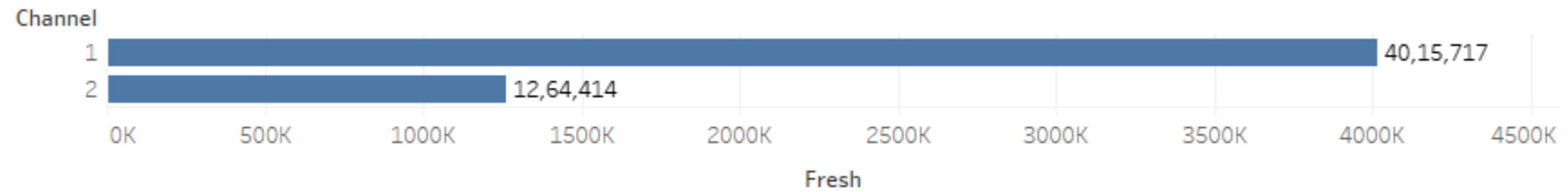
< This Visualization Explains about the Total Percentage of Milk. In this visualization the minimum percentage of milk is 9.38% . >



VISUALIZATION - 3

Story 1

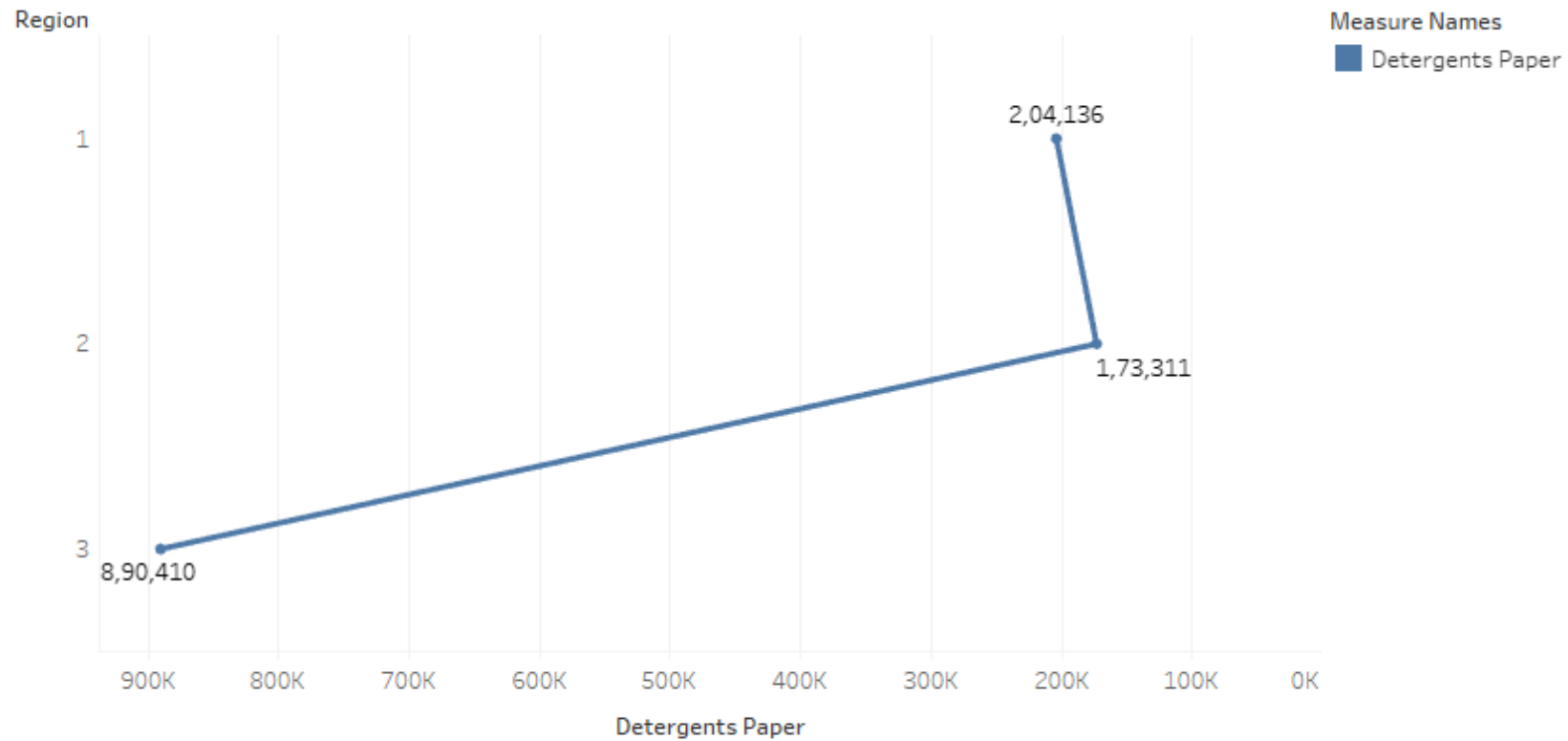
< This Visualization Explains about the Sum of Fresh Items. The Channel 1 has the number of Fresh more than the other channel. >



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.

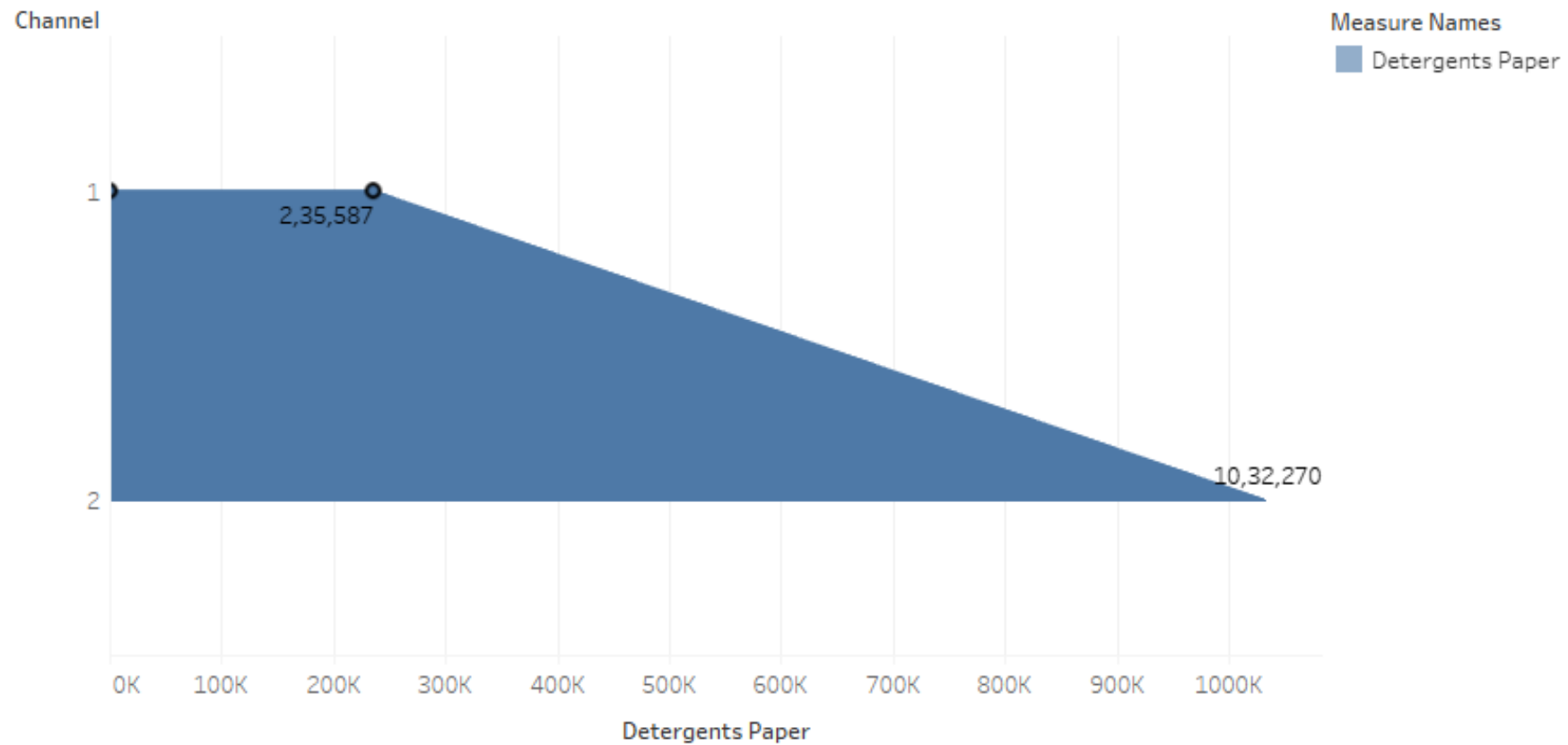


VISUALIZATION-5

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

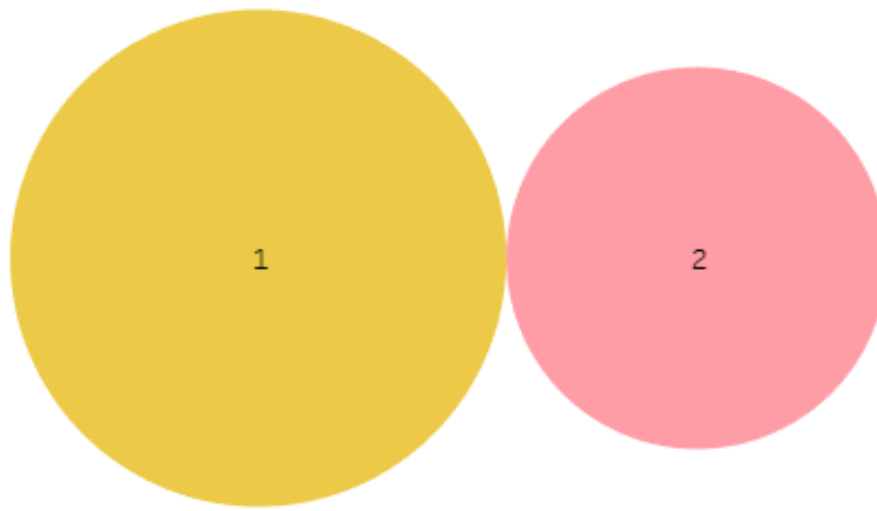
Story 1



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



Channel



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_16969352146860/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

The background features a series of overlapping, translucent, wavy lines in shades of blue and pink, creating a sense of movement and depth. The colors transition from a light blue on the left to a vibrant pink on the right.

THANK YOU