

ARIGNAR ANNA GOVERNMENT ARTS COLLEGE – MUSIRI 621 211

AFFILIATED TO BHARATHIDASAN UNIVERSITY, TIRUCHIRAPPALLI.

Topic:

ESTIMATION OF BUSINESS EXPENSES

SUBMITTED BY:

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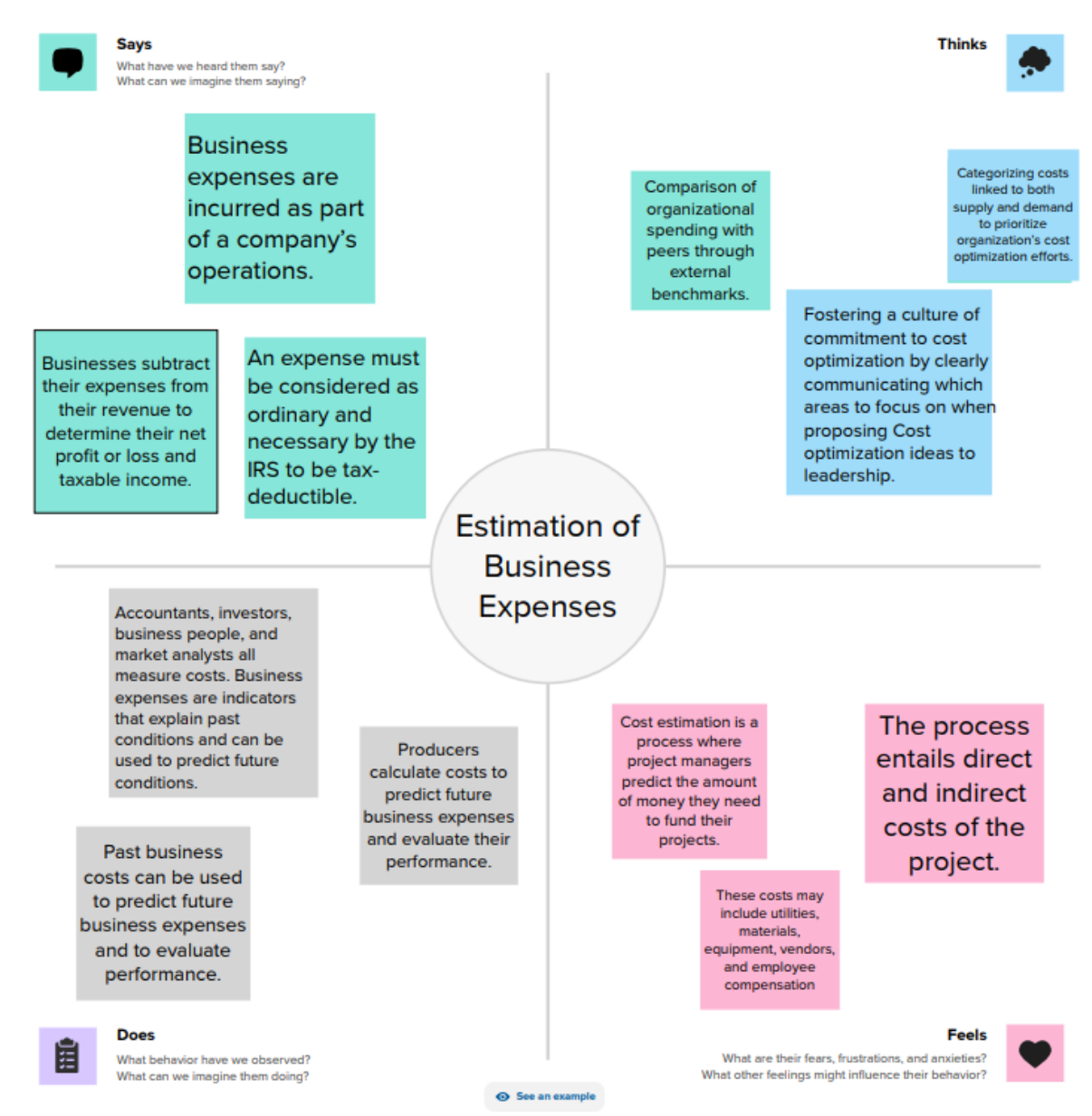
INTRODUCTION:

This report delves into the fascinating realm of business expenses and provides a visual exploration of the various expenditures incurred by different businesses. It showcases the distribution of expenses, identifies key cost drivers, and highlights areas of potential optimization or concern. The visual representations allow for intuitive analysis, facilitating a deeper understanding of expenditure patterns and their implications for business performance. 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.

Milestone 1: Define Problem/Problem Understanding

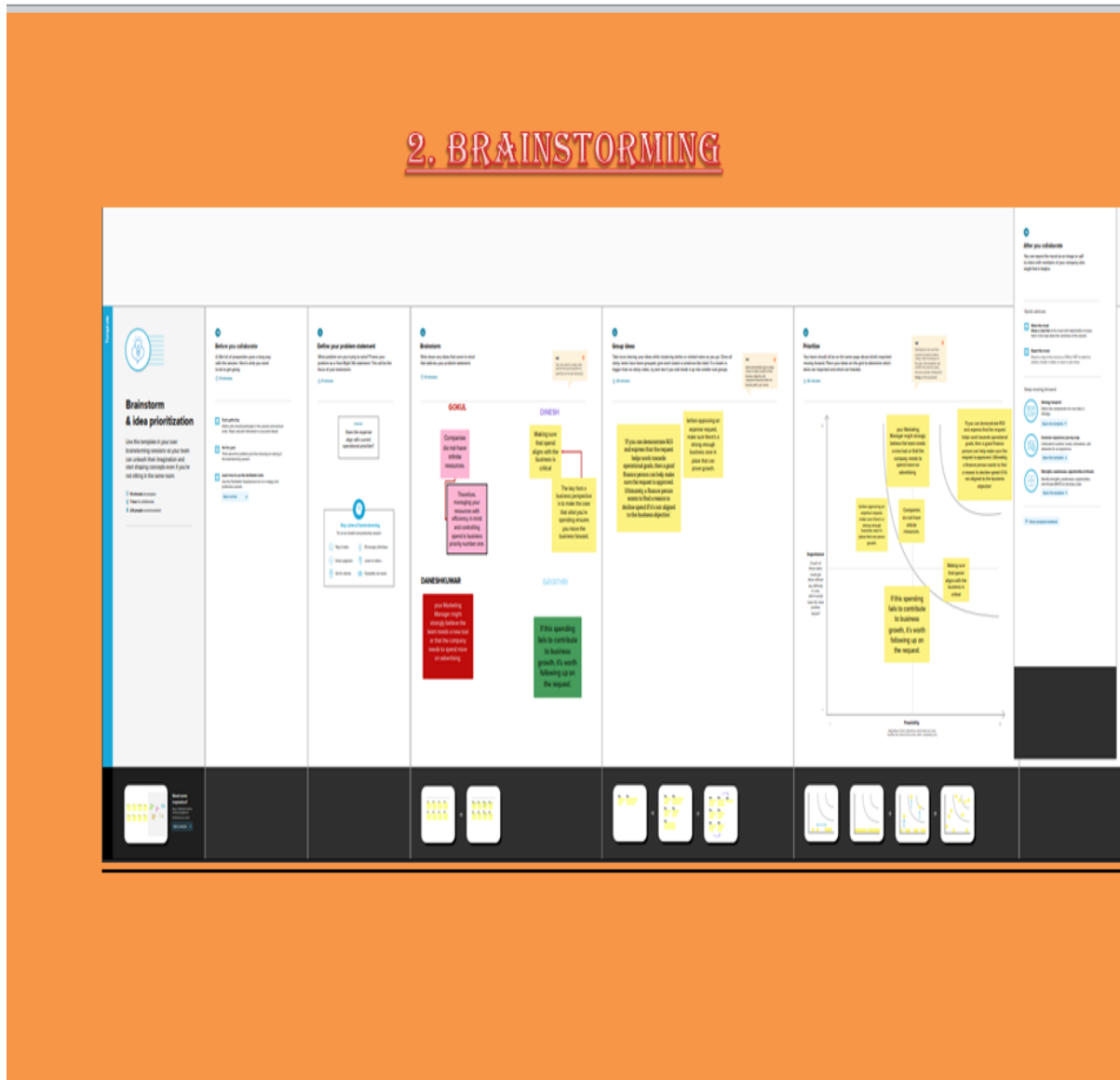
Activity 1:

Specify the Business Problem



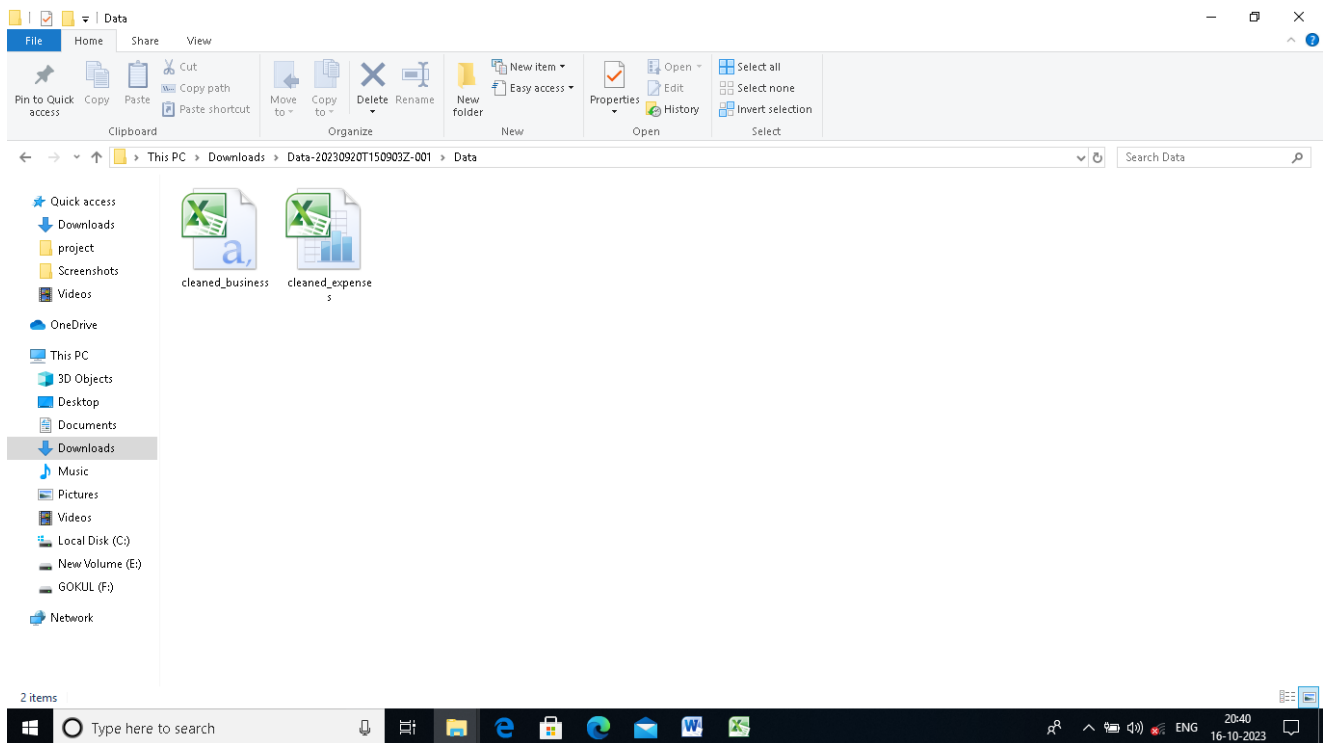
Activity 2:

Business Requirements



Milestone 2: Data Collection

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, evaluate outcomes and generate insights from the data.



Activity 2: Connect the Dataset with Tableau

Tableau - BOOK 1 (published) - Tableau license expires in 14 days

File Data Server Window Help

Connections [Add](#)

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Text file

Files

☐ Use Data Interpreter
Data Interpreter might be able to clean your Text file workbook.

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New Union

New Table Extension

cleaned_business.csv 30 fields 34 rows 34 rows

cleaned_business.csv is made of 1 table.

cleaned_business.csv

Connection
☐ Live ☒ Extract [Edit](#) [Refresh](#)
Extract contains all data. 10/12/2023 11:39:36 AM

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Type	Field Name	Phys...	Rem...
#	Naics Code	cleane...	naics_...

#	cleaned_business.csv	Business types	#	cleaned_business.csv	Operating Expenses	#	cleaned_business.csv	Annual Payroll	#	cleaned_business.csv	Er
4445	Retail Trade			916,307			394,957				
441	Motor vehicle and parts			130,153			65,382				
4411	Automobile dealers			92,263			46,947				
4413	Auto parts and tire stores			27,870			13,857				
442	Furniture stores			34,721			12,898				

Data Source: Maintenance of Buildings, Power Expenditure, Rental Payment for Machinery, Taxes & Licenses, Transportation and Warehousing, Dashboard 1, Dashboard 2, Dashboard 3, Story 1

GOKUL N S

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Milestone 3: Data Preparation

Preparing the data for visualization involves cleaning the data to remove irrelevant or missing data, transforming the data into a format that can be easily visualized, exploring the data to identify patterns and trends, filtering the data to focus on specific subsets of data, preparing the data for visualization software, and ensuring the data is accurate and complete. This process helps to make the data easily understandable and ready for creating visualizations to gain insights into the performance and efficiency.

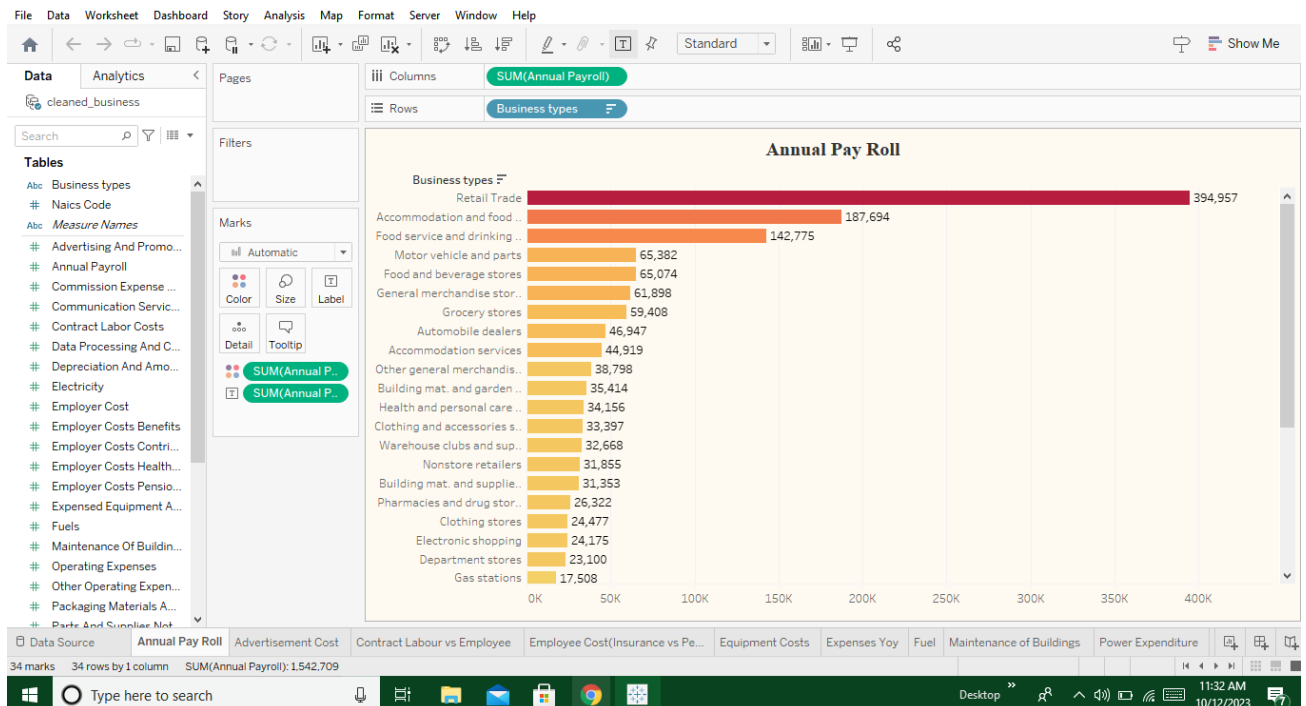
Milestone 4: Data Visualisation

Data visualization is the process of creating graphical representations of data to help people understand and explore the information. The goal of data visualization is to make complex data sets more accessible, intuitive, and easier to interpret. By using visual elements such as charts, graphs, and maps, data visualizations can help people quickly identify patterns, trends, and outliers in the data.

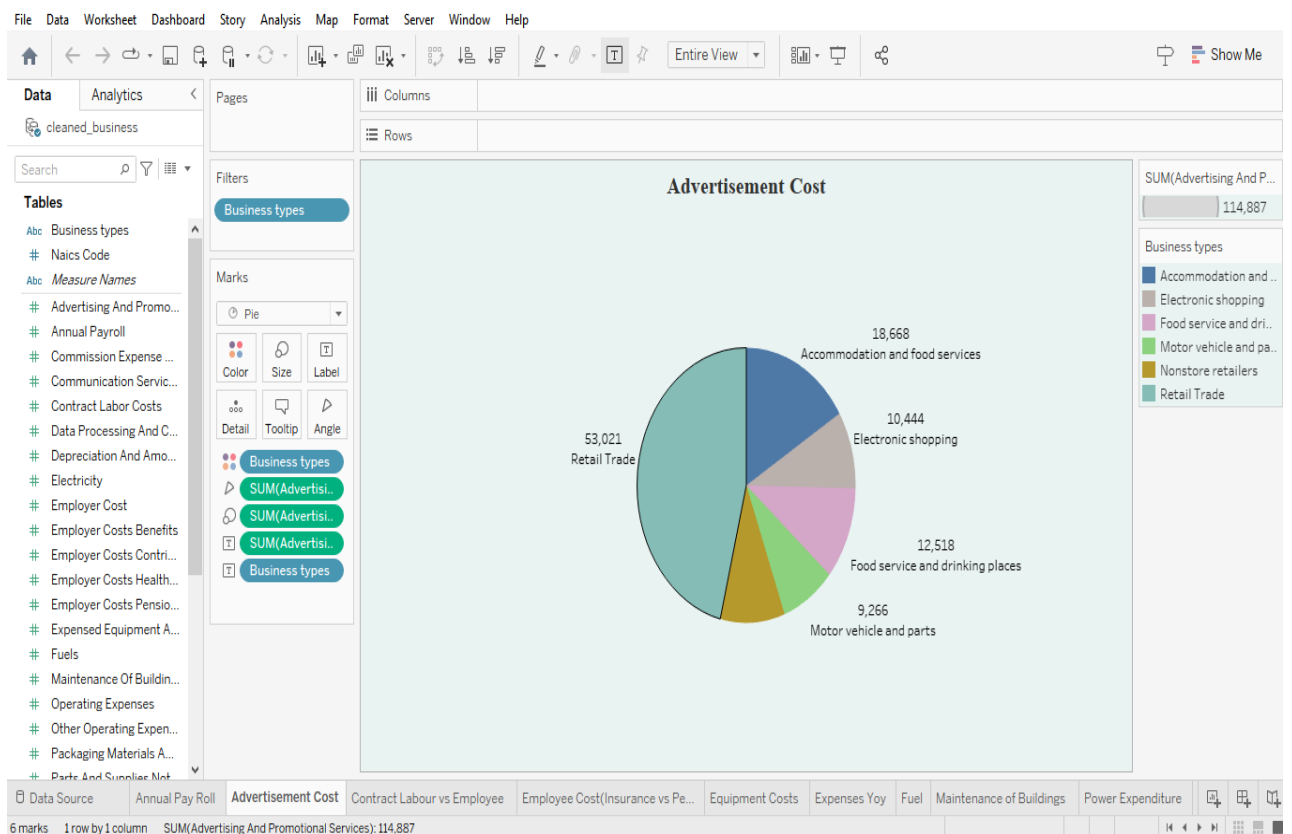
Activity 1: No of Unique Visualization

The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyse the performance and efficiency of banks include bar charts, line charts, and heat maps, scatter plots, pie charts, Maps etc.

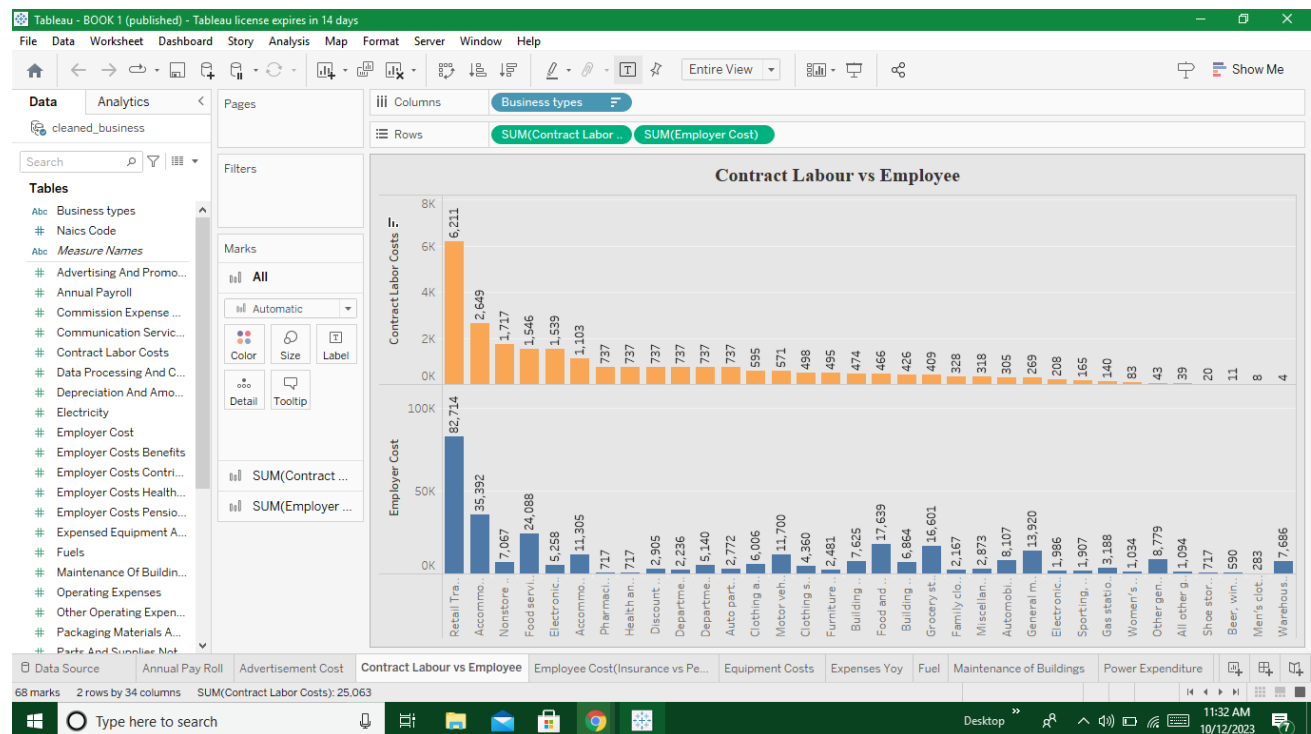
Activity 1.1: Annual Payroll



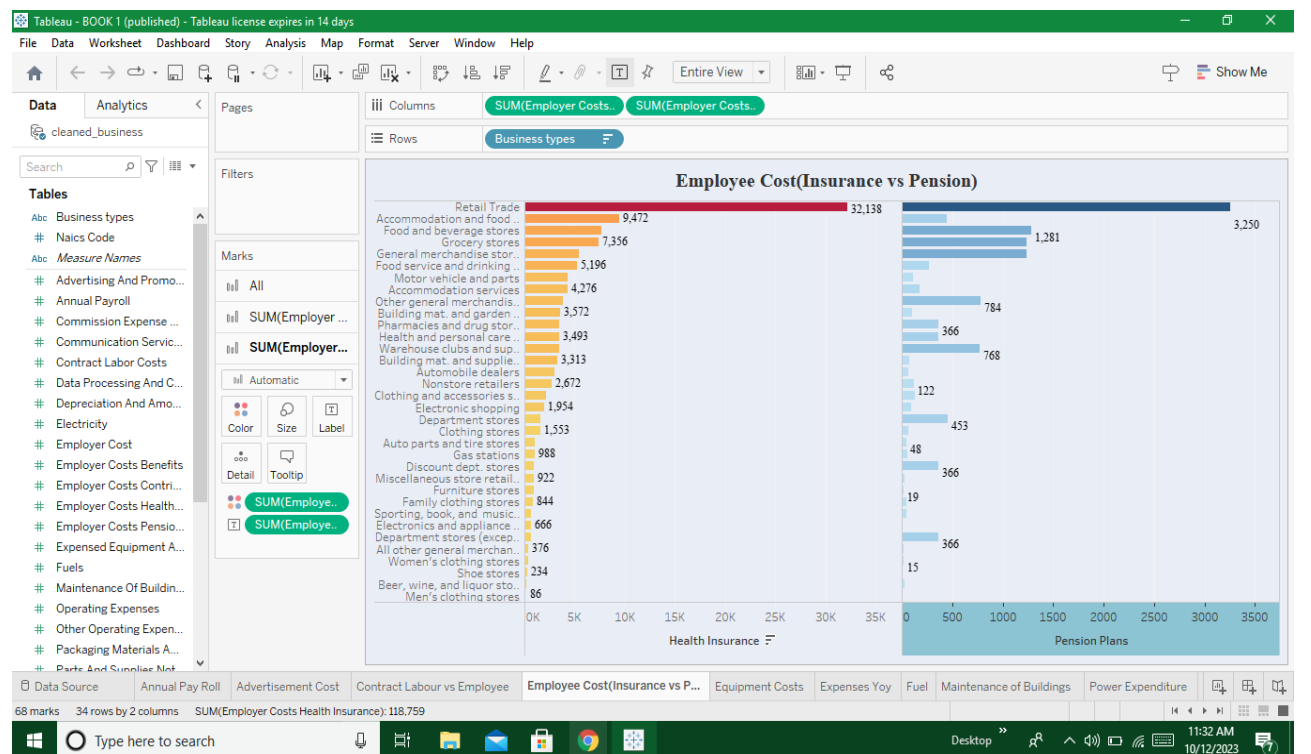
Activity 1.2: Advertisement Cost



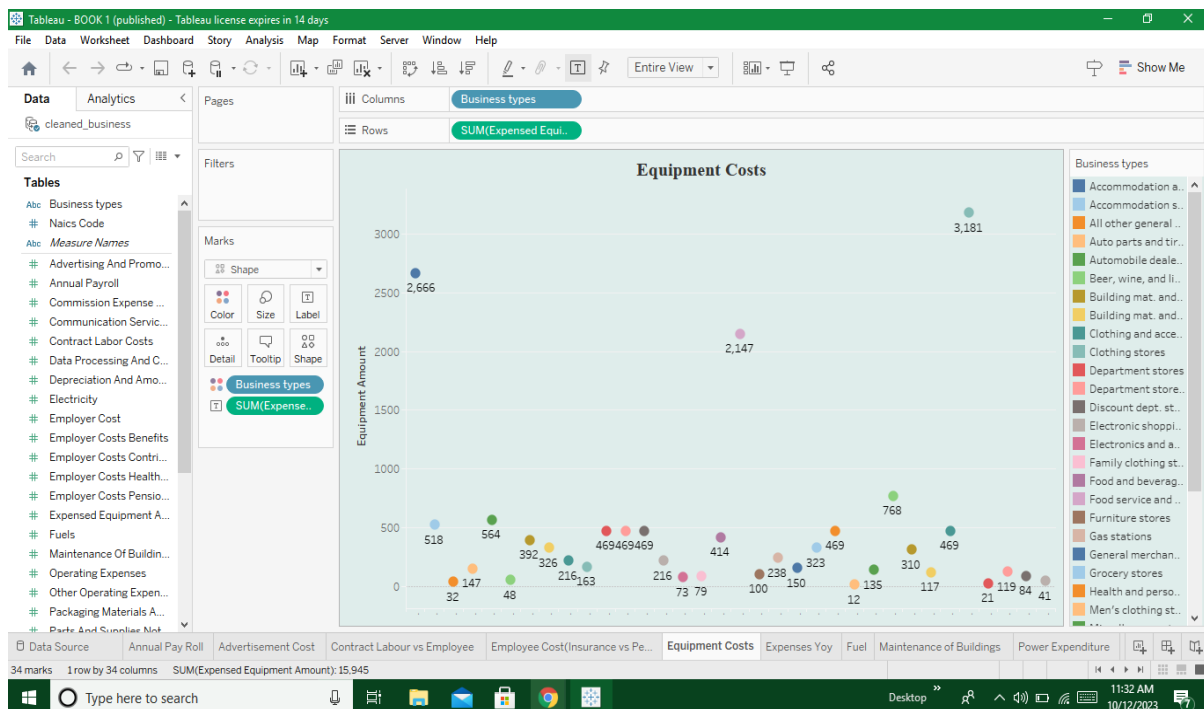
Activity 1.3: Contractor Labour vs. Employee



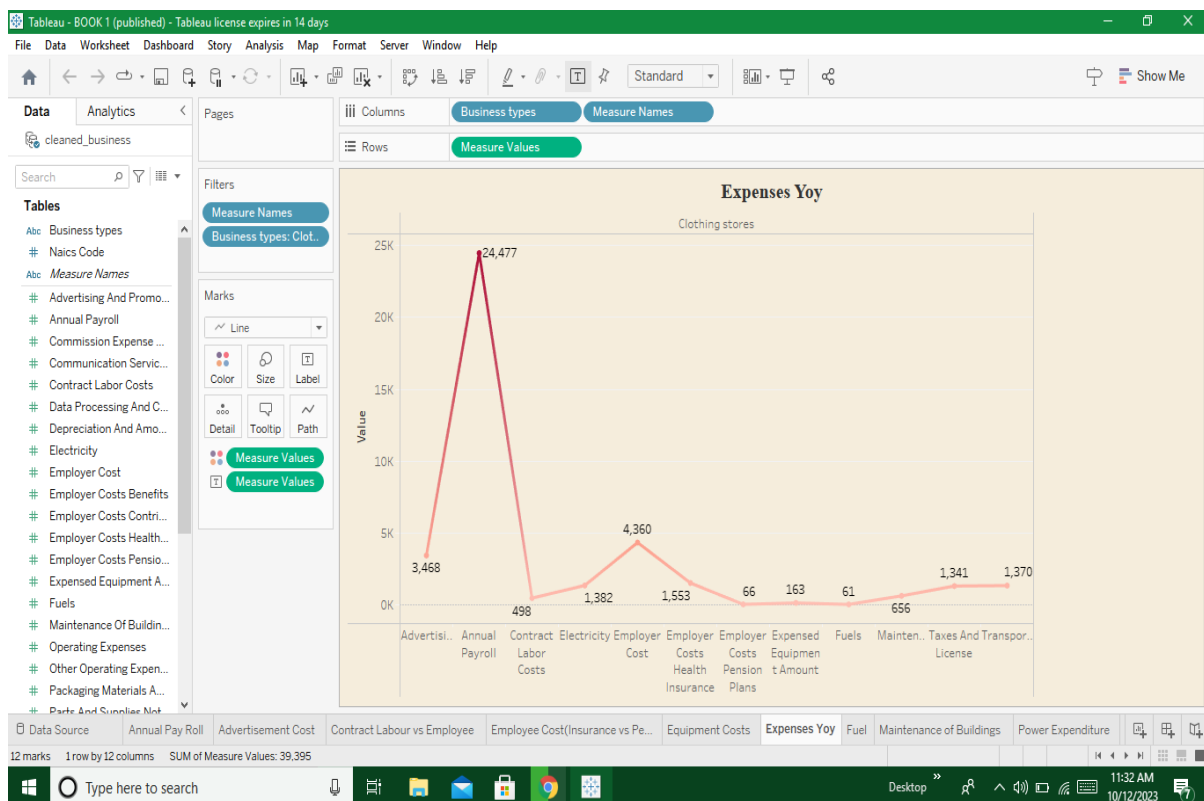
Activity 1.4: Employee (Insurance vs. Pension)



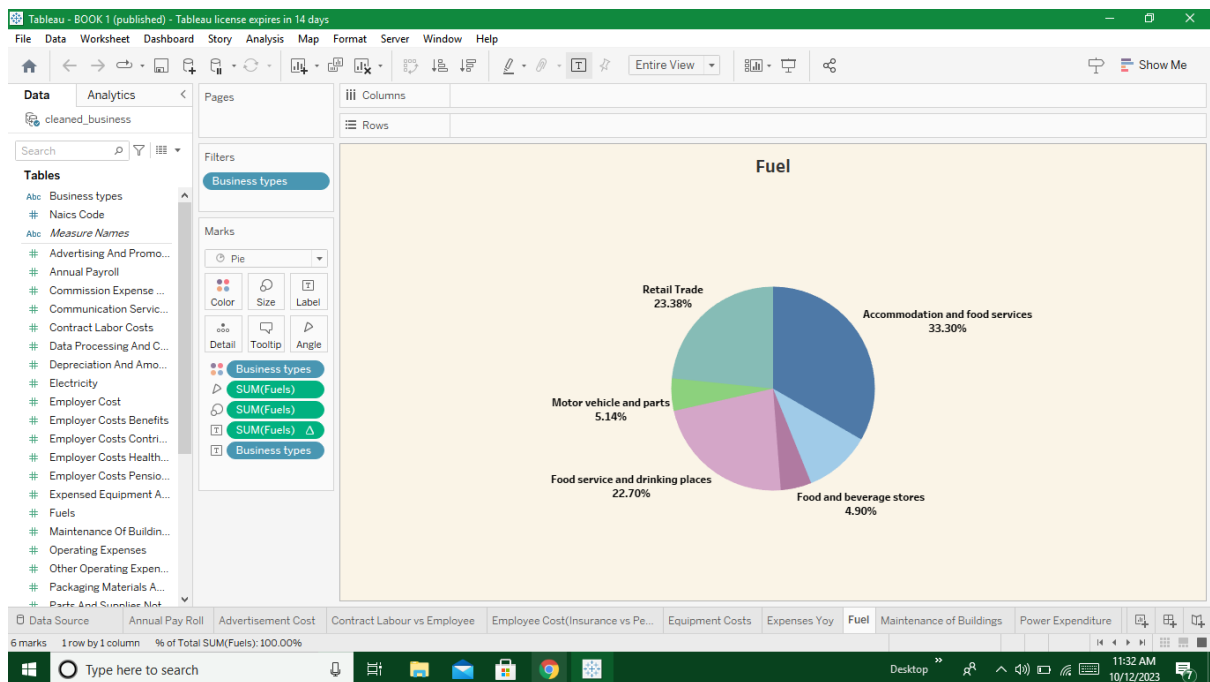
Activity 1.5: Equipment Costs



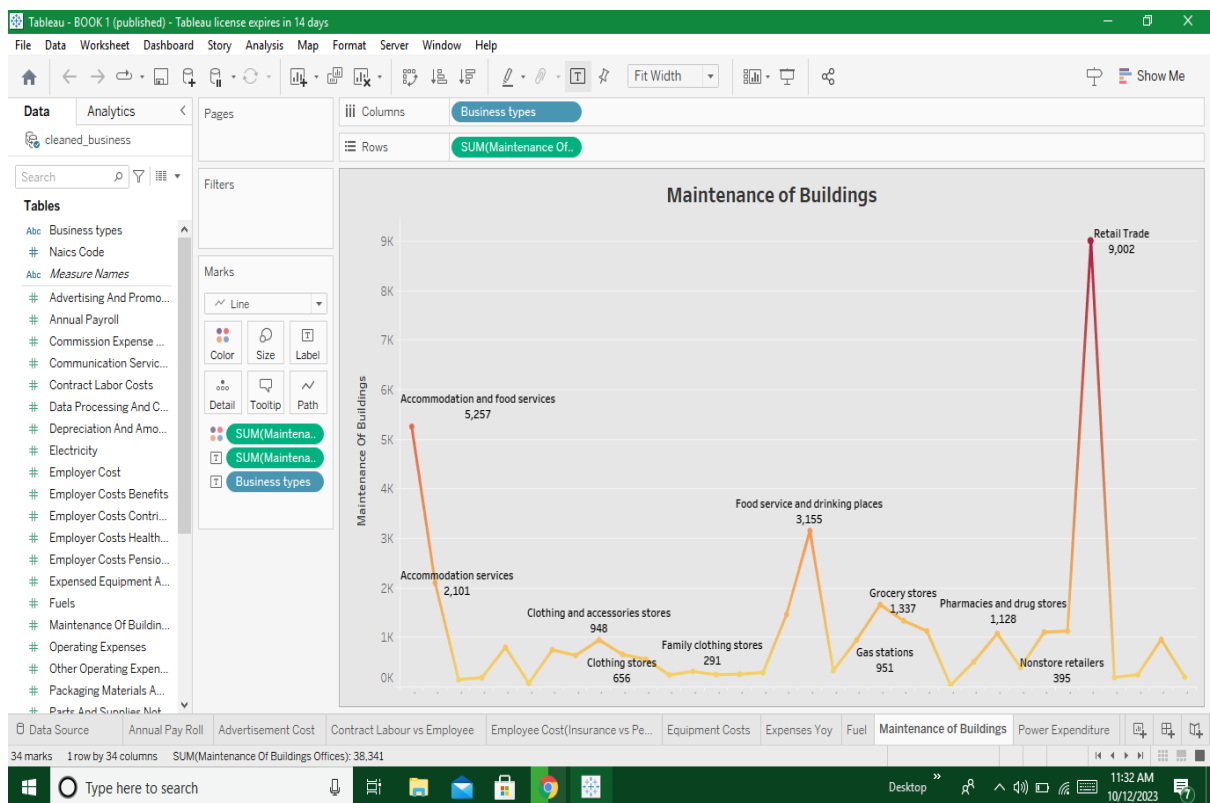
Activity 1.6: Expenses Yoy



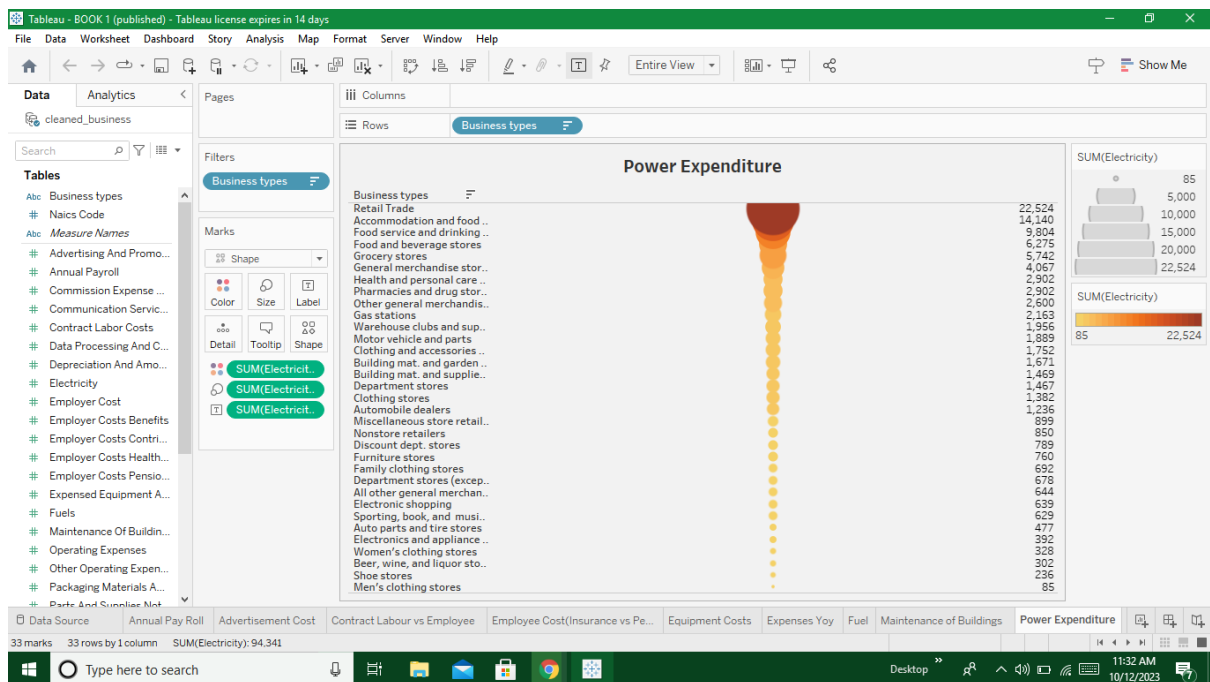
Activity 1.7: Fuel



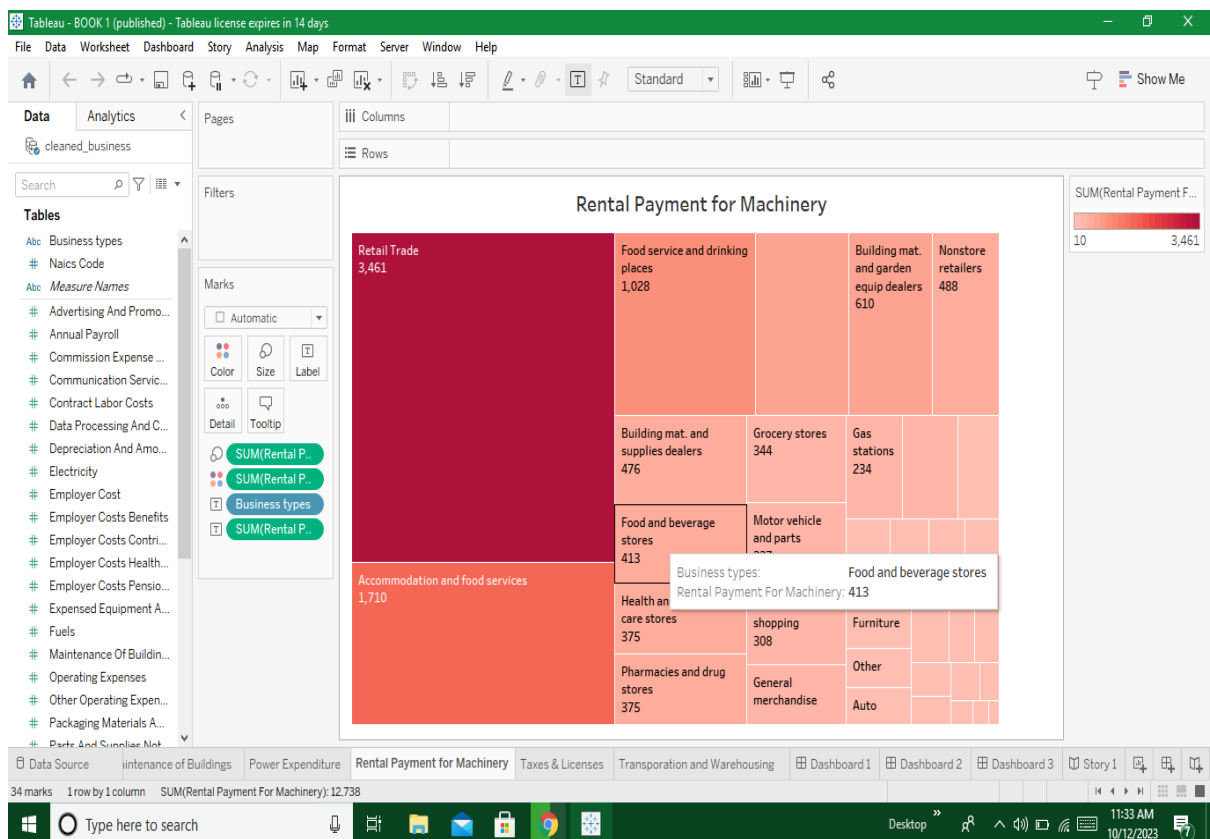
Activity 1.8: Maintenance of Buildings



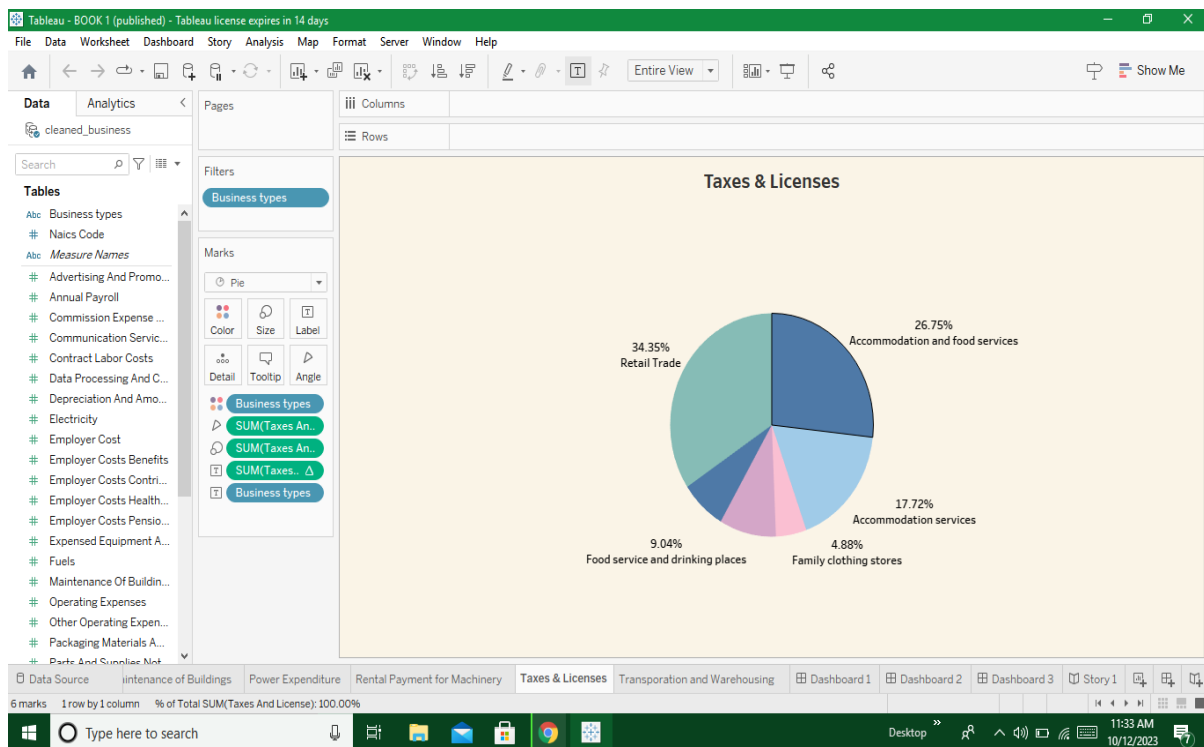
Activity 1.9: Power Expenditure



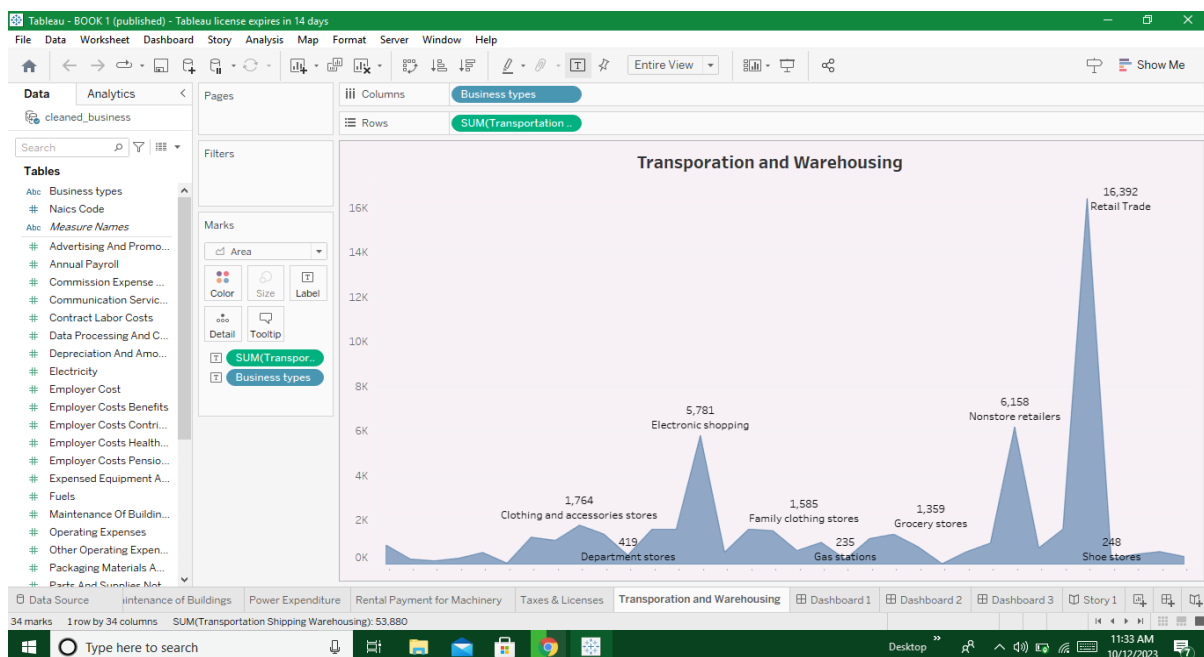
Activity 1.10: Rental Payment Machinery



Activity 1.11: Taxes & Licenses



Activity 1.12: Transportation



Milestone 5: Dashboard

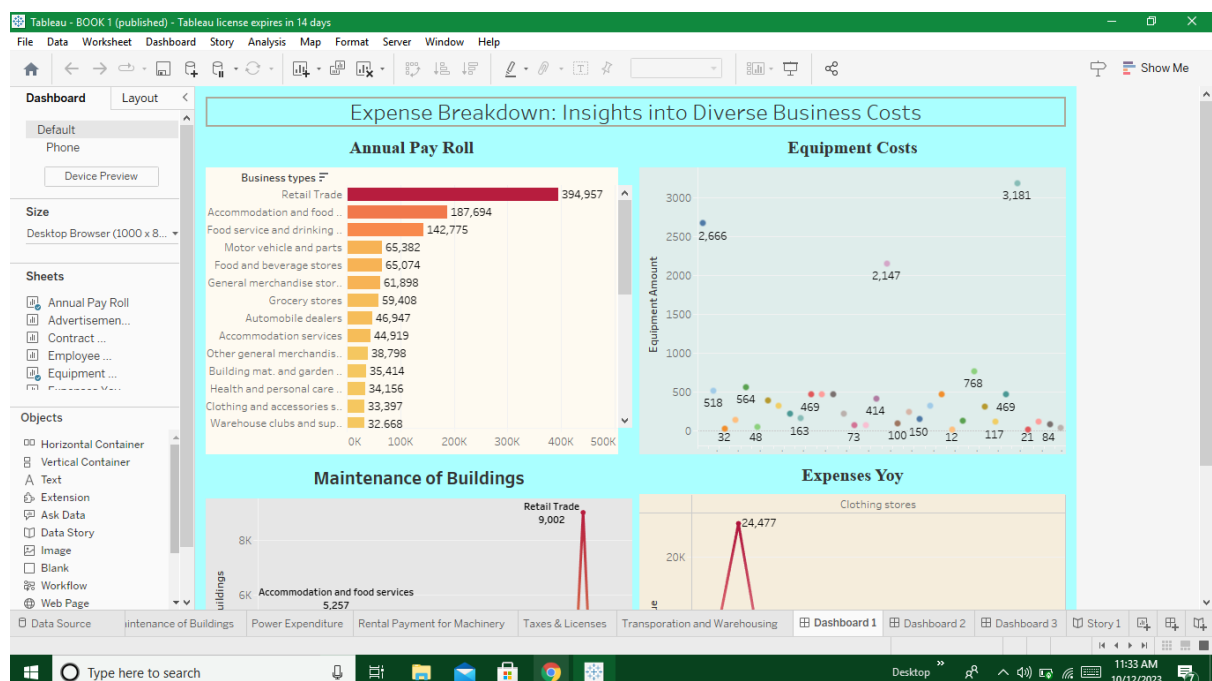
A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format.

Dashboards are often used to provide real-time monitoring and analysis of data and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

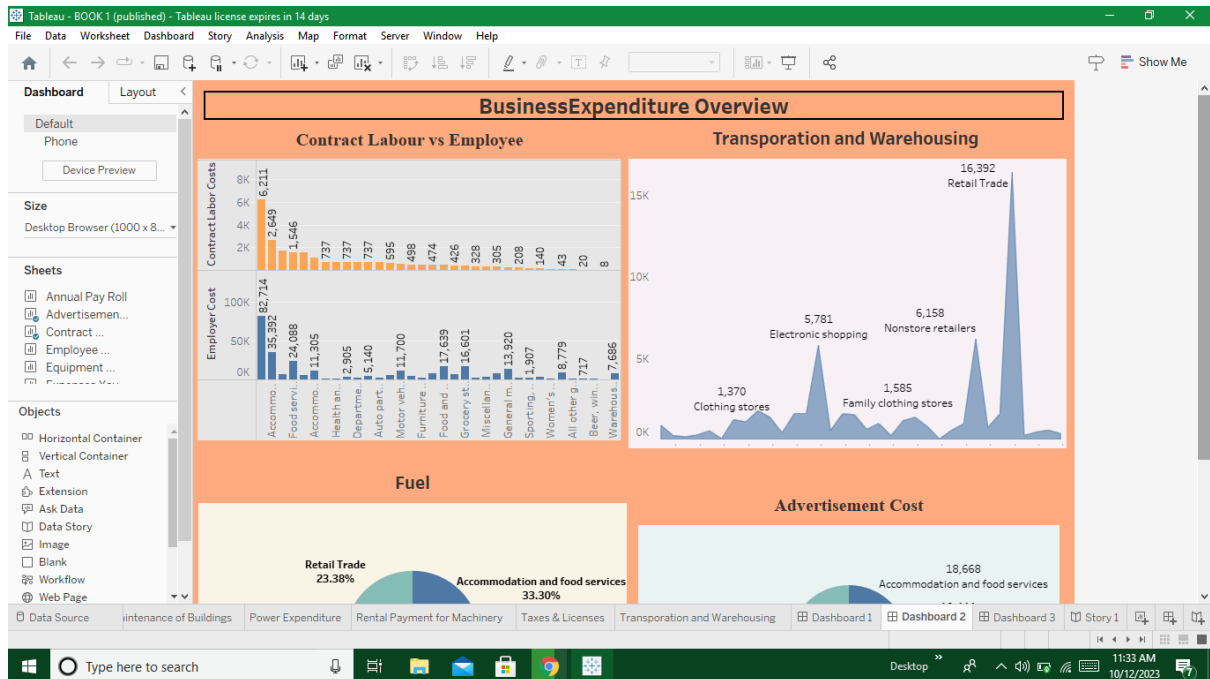
Activity 1: Responsive and Design of Dashboard

Once you have created views on different sheets in Tableau, you can pull them into a dashboard.

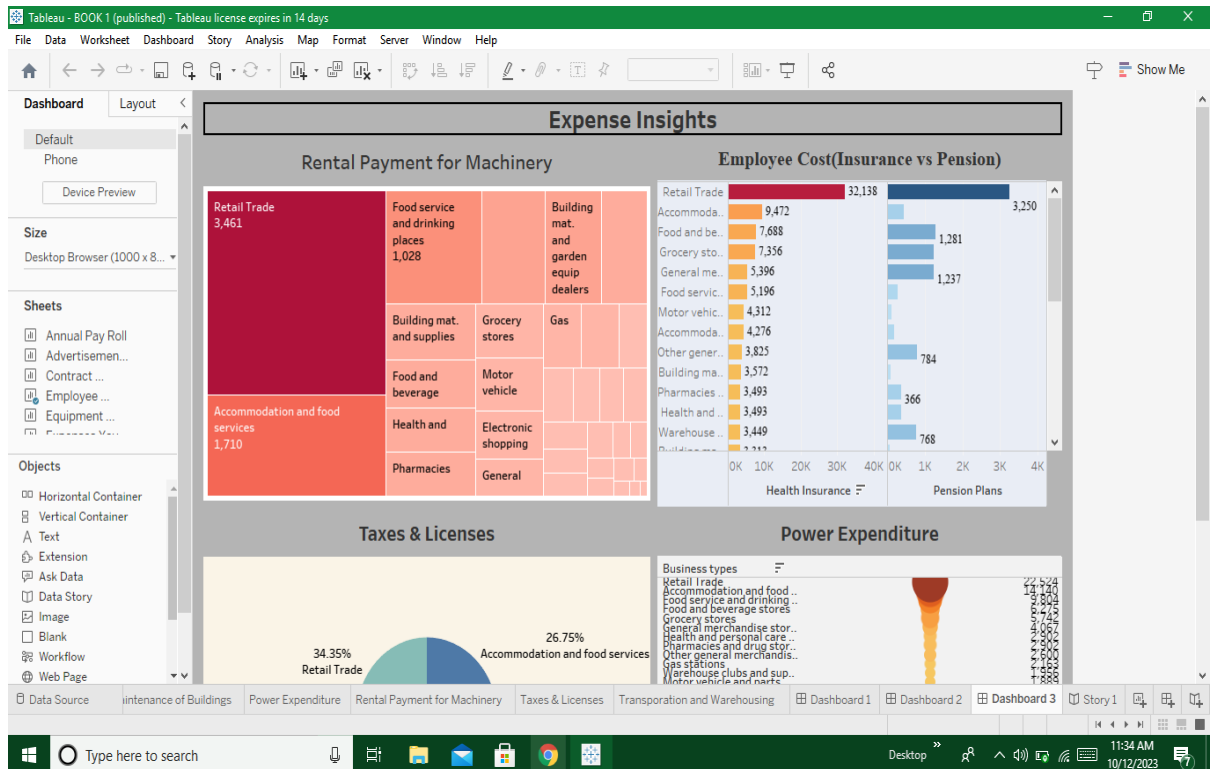
Activity 1.1: Dashboard 1



Activity 1.2: Dashboard 2



Activity 1.3: Dashboard 3



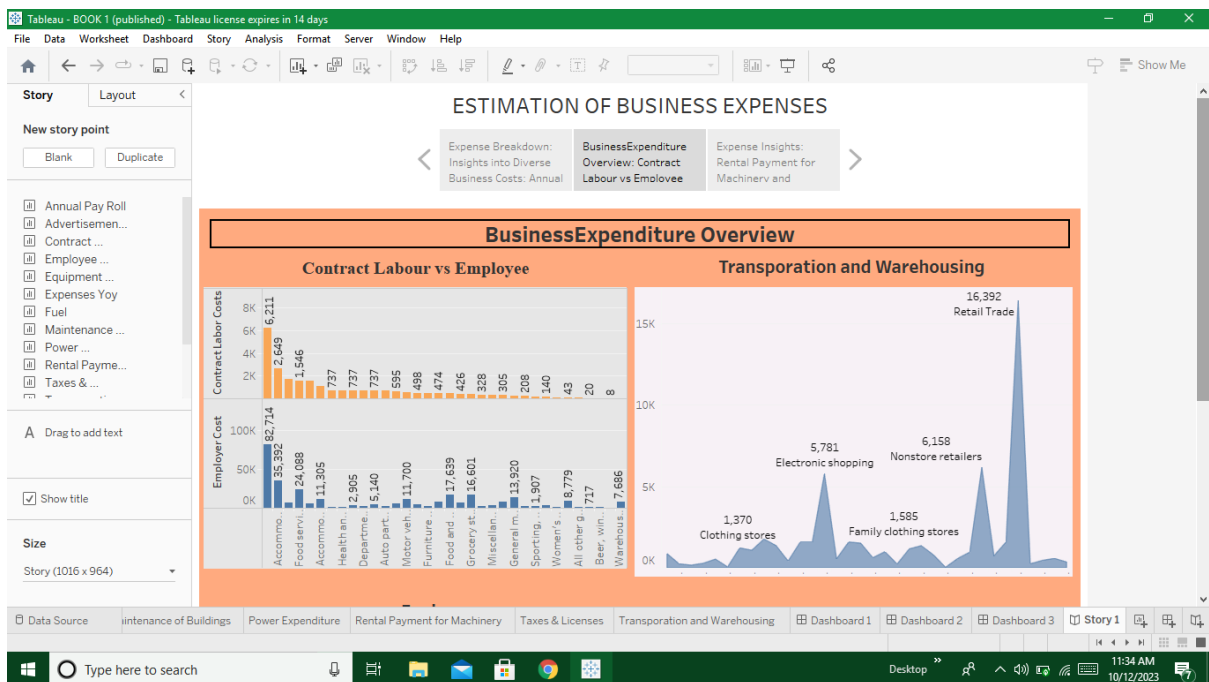
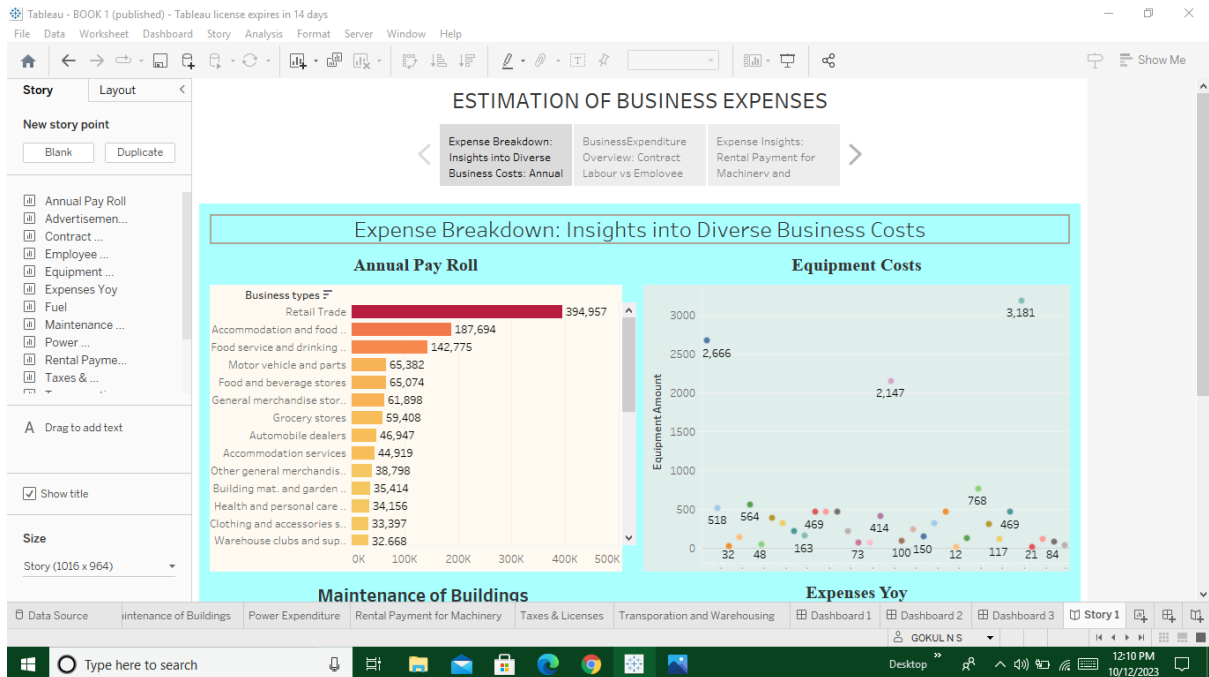
Milestone 6: Story

A data story is a way of presenting data and analysis in a narrative format, intending to make the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis logically and systematically, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

Activity 1: No of Scenes in A Story

The number of scenes in a storyboard for a data visualization analysis of the performance of banks will depend on the complexity of the analysis and the specific insights that are trying to be conveyed. A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.

Activity 1.1: Story 1



Milestone 7: Publishing

Dashboard 1:

<https://public.tableau.com/app/profile/gokul.n.s/viz/BOOK1published/Dashboard1?publish=yes>

Dashboard 2:

<https://public.tableau.com/app/profile/gokul.n.s/viz/BOOK1published/Dashboard2?publish=yes>

Dashboard 3:

<https://public.tableau.com/app/profile/gokul.n.s/viz/BOOK1published/Dashboard3?publish=yes>

Story 1:

<https://public.tableau.com/app/profile/gokul.n.s/viz/BOOK1published/Story1?publish=yes>

Video destination:

<https://drive.google.com/file/d/1cSn-l8XNJnGLus7Ip5xzCDA3pPap8OxU/view?usp=drivesdk>

Conclusion:

Build a list of project tasks and the resources you'll need to deliver them. A work breakdown structure is an excellent tool for this.

Estimate how long you'll need and create a project schedule.