file:///C:/Users/Ammu/Downloads/Brainstrome%20map..pdf

Quickly output ideas and patterns into a structured diagram. Our mind map brainstorming template will help you create new connections with your team.

Key rules of brainstorming
To run a smooth and productive session

Stay on topic   Encourage wild ideas

Defer judgment   Listen to others

Go for volume   Be visual

How might we [insert problem statement here]?

file:///C:/Users/Ammu/Downloads/Empathy%20map..pdf

What have we heard them say?
What can we imagine them saying?

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?

Persona's name
Short summary of the persona

Does
What behavior have we observed?
What can we imagine them doing?

Feels
What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

Estimation of Business Ex

Project Based Experiential Lear

Handbook   SmartBridge
Educational Services Pvt. Ltd.

Estimation of Business Expenses

This report delves into the fascinating realm of business expenses and providesa 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 understandingof expenditure patterns and their implications for business performance.

Decision-makers, financial analysts, and stakeholders can gain valuable insightsinto 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.

Technical Architecture:
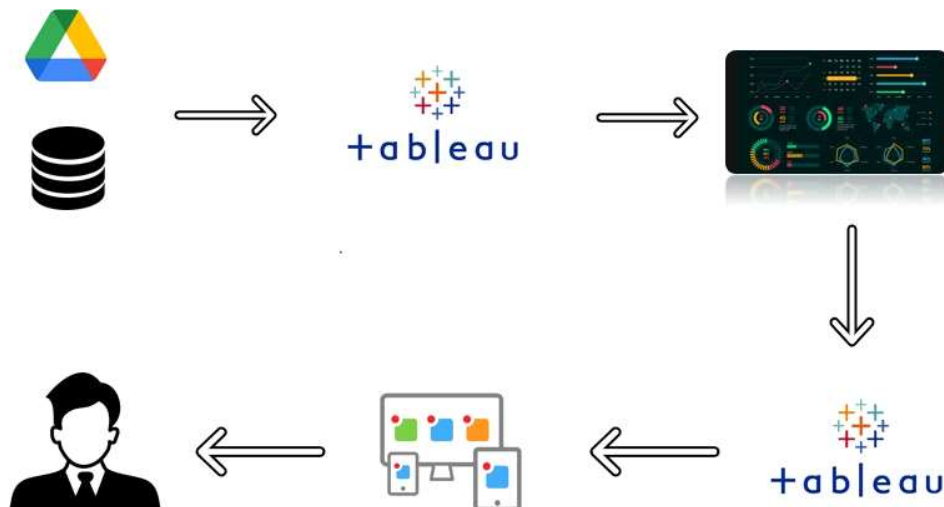
Project Flow

To accomplish this, we have to complete all the activities listed below,

- Define Problem / Problem Understanding
  - Specify the business problem
  - Business requirements
  - Literature Survey
  - Social or Business Impact.
- Data Collection & Extraction
  - Collect the dataset
  - Connect Dataset with Tableau
- Data Preparation
  - Prepare the Data for Visualization
- Data Visualizations
  - No of Unique Visualizations
- Dashboard
  - Responsive and Design of Dashboard
- Story
  - No of Scenes of Story
- Performance Testing
  - Amount of Data Rendered to DB
  - No of Calculation Fields
  - No of Visualizations/ Graphs
- Web Integration
  - Dashboard and Story embed with UI With Flask
- Project Demonstration & Documentation
  - Record explanation Video for project end to end solution

- Project Documentation-Step by step project developmentprocedure

Milestone 1: Define Problem / Problem Understanding

Activity 1: Specify the business problem

Refer Project Description

Activity 2: Business requirements

The primary business requirements for this report are to visualize and analyze business expenses, provide industry-specific insights, identify cost drivers, highlight outliers, and offer interactive functionality.

Stakeholders need a visual representation of expenses to compare and analyze spending patterns across different businesses and industries.

The report should facilitate the identification of key cost drivers, enabling stakeholders to understand the primary factors contributing toexpenses. Additionally, it should flag any outliers or anomalies for further investigation.

Activity 3: Literature Survey

Cost drivers were a significant focus in the literature survey, with researchers extensively investigating the factors influencing business expenses. Studies highlighted labour costs, material costs, overhead expenses, and marketing expenditures as key drivers. Accurately identifying and tracking these drivers was emphasized as essential foreffective expense management and control.

The role of technology in expense analysis emerged as a significant theme. Researchers underscored the utilization of advanced data analytics tools and techniques, including data visualization platforms likeTableau, to enhance expense analysis and reporting.

These technologies enable businesses to gain deeper insights into their spending patterns, identify trends, and make data-driven decisions for cost optimization.

Overall, the literature survey revealed a rich body of knowledge on business expenses, covering cost analysis methodologies, cost drivers,benchmarking approaches, and the role of technology. These insights serve as a foundation for our subsequent analysis and visualization of expenses in this report.

Activity 4: Social or Business Impact.

Social Impact: The analysis of business expenses and financial management has a significant social impact. It contributes to economicstability by optimizing costs and fostering long-term sustainability.
Effective expense management creates job opportunities and supportsthe workforce. It allows for better resource allocation, enabling businesses to invest in innovation and community engagement.
Responsible expense management aligns with societal expectations andpromotes social responsibility. Non-profit organizations benefit from expense analysis, enabling them to maximize their impact. Overall, analysing and managing expenses positively influences economic growth, employment, stakeholder well-being, and social responsibility.

Business Impact: Analysing business expenses has a profound impact onvarious aspects of business operations. It helps optimize costs, improve profitability, and ensure financial stability. Expense analysis enables businesses to allocate resources effectively, make informed decisions, and create realistic budgets and forecasts. It enhances competitiveness,attracts investors, and mitigates financial risks. By understanding and managing expenses, companies can drive growth, maintain a strong financial position, and make strategic business decisions with confidence.

Milestone 2: Data Collection & Extraction

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 1: Downloading the dataset

Please follow link to download:

https://drive.google.com/drive/folders/1CCxjo561-uTwp260h-YbAj9jurbEcXcB?usp=drive_link

Activity 1.1: Understand the data

Data consists of 33 rows which correspond to 33 different business typesand 29 columns that correspond to different operating expenses.

Column Description of the Dataset:

naics_code : Unique code given to each business
type Business_types : Different Business Types
present (33)operating_expenses : Total
Operating expenses annual_payroll : Total yearly
payment
employer_cost : Amount spent on employees

employer_costs_health_insurance : Amount spent on health
insurancefor employees

employer_costs_contribution_plans : Amount spent on retirement
plansfor employees

employer_costs_pension_plans : Amount spent on pension plans
foremployees

employer_costs_benefits : Amount spent to provide various
benefits tothe employees

contract_labor_costs : Amount spent on contract labourers

expensed_equipment_amount : Amount spent on equipment
packaging_materials_and_containers: Amount spent on packaging
parts_and_supplies_not_for_resale: Amount spent on necessary
partsand supplies not for sale

purchases_of_software: Amount spent to purchase software

data_processing_and_computer_services: Amount spent to
computerservices

commission_expense_amount : Amount spent on commissions
given toemployees based on their performance

communication_services: Amount spent on transmission and
reception ofdata.

repairs_and_maintenance_of_equipment : Amount spent on repairs

andmaintenance

maintenance_of_buildings_offices: Amount spent on maintenance ofbuildings

rental_payment_for_machinery: Amount spent on leasing machinery

rental_payments_for_buildings_offices: Amount   spent   on
                                                    leasingbuildings for

offices

electricity: Amount spent on electricity

water_sewer_and_other_utility: Amount   spent   on   water
                                          sewertreatment

transportation_shipping_warehousing: Amount   spent   on
                                                transport,shipping and

warehousing.

advertising_and_promotional_services: Amount spent on advertising professional_and_technical_services: Amount spent on technical servicesdepreciation_and_amortization: Amount of depreciation taxes_and_license: Amount spent on taxes and licenses

Activity 2: Connect Dataset with Tableau

Explanation video link:

https://drive.google.com/file/d/1ds1VqgE8oz_wuyz9Ql0SyFCMlZG_kDKj/view? usp=sharing

Milestone 3: Data Preparation

Activity 1: Prepare the Data for Visualization

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 tomake the data easily understandable and ready for creating visualizations to gain insights into the performance and efficiency.

Milestone 4: Data Visualization

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 easierto 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 Visualizations

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, heat maps,scatter plots, pie charts, Maps etc.

Activity 1.1 : Annual PayRoll

Explanation video link:

https://drive.google.com/file/d

/1zLk-BsxENcqGDV0AfuaP694WgLzVA4qU/view?usp=drive_link

Activity 1.2 : Advertisement Cost

Explanation video link:

https://drive.google.com/file/d/1e3VHra0ZETV9gSPCV5cTT2CP8MLOo8 8t/view?usp=drive_link

Activity 1.3 : Contract Labour vs Employee

Explanation video link:

https://drive.google.com/file/d/14n283zK1h0_

5ryq8a18G0sLcTOEu19NL /view?usp=drive_link

Activity 1.4 : Employee(Insurance vs pension)

Explanation video link:

https://drive.google.com/file/d/1edz2zz5O1lgTJkXjPYuZ8SbfyBqk6 qat/vi ew?usp=drive_link

Activity 1.5 : Equipment Costs

Explanation video link:

https://drive.google.com/file/d/13N1fxFjsDOourmF-kRbxYtjEHklW28- q/view?usp=drive_link

Activity 1.6 : Expenses YoY

Explanation video link:

https://drive.google.com/file/d/1zexazhhYuEgCGbIBFY_g5xT4tP4A rhHg/ view?usp=drive_link

Activity 1.7 : Fuel

Explanation video link:

https://drive.google.com/file/d/1Lma4
_uFLjOFkobnFr5eFsoUTwdcOv-CW/view?usp=drive_link

Activity 1.8 : Maintenance of Buildings

Explanation video link:

https://drive.google.com/file/d/1xbKBU6tYhDhVqFfBnzirYUf46Qm

8ivK0
/view?usp=drive_link

Activity 1.9 : Power Expenditure

Explanation video link:

https://drive.google.com/file/d/1u0Q6xjyKqHtDZRQO3XfzcoZsOb7
OUa9 c/view?usp=drive_link

Activity 1.10 : Rental Payment Machinery

Explanation video link:

https://drive.google.com/file/d/1TGgrOreO9WwG7PxfH7PMIidF1d
896jh g/view?usp=drive_link

Activity 1.11 : Taxes & Licenses

Explanation video link:

https://drive.google.com/file/d/1-7- tlb1oeKa2P3ryPrB_
9WC3Io57TKcO/view?usp=drive_link

Activity 1.12 : Transportation

Explanation video link:

https://drive.google.com/fil

e/d/1-

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

Explanation video link:

https://drive.google.com/file/d/1ilXcVzRN8v8fKrozXHso91FjQx5R2vVw/ view?usp=drive_link

Activity 1.2 : Dashboard 2

Explanation video link:

https://drive.google.com/file/d/1TKKkHNjzJxwnxbuncrAs7yl

Activity 1.3 : Dashboard 3

Explanation video link:

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 findingsand highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

Activity 1: Number of scenes in a story

The number of scenes in a storyboard for a data visualization analysis of theperformance of banks will depend on the complexity of the analysis and thespecific 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

Explanation video link:

https://drive.google.com/file/d/1zB2ETpZy9W-5yTy7vWOKLcbgTdes7fYS/view?usp=drive_link

Activity 1.2 : Story 2

Explanation video link:

https://drive.google.com/file/d/1qtuyfzh_Mq3-nJjr48EMshguNYURIUt1/view?usp=drive_link

Milestone 7: Performance Testing

Activity 1: Amount of Data Rendered to Tableau

- The amount of data that is rendered to a Tableau depends on the size ofthe dataset

Activity 2: Number of calculation fields

Activity 3: Number of visualizations

- Annual PayRoll
- Advertisement Cost
- Contract Labour vs Employee
- Employee(Insurance vs pension)
- Equipment Costs
- Expenses YoY
- Fuel
- Maintenance of Buildings

- Power Expenditure
10.Rental Payment

Machinery11.Taxes &
Licenses
12.Transportation

Milestone 8: Publishing

Publishing helps us to track and monitor key performance metrics and to communicate results and progress. help a publisher stay informed, make better decisions, and communicate their performance to others.

Publishing dashboard and reports to tableau public

 Step 1 : Go to data Source and Select Extract so that .hyper extensionfiles are created and save it at your desktop.
(please wait for pop up of file to save)
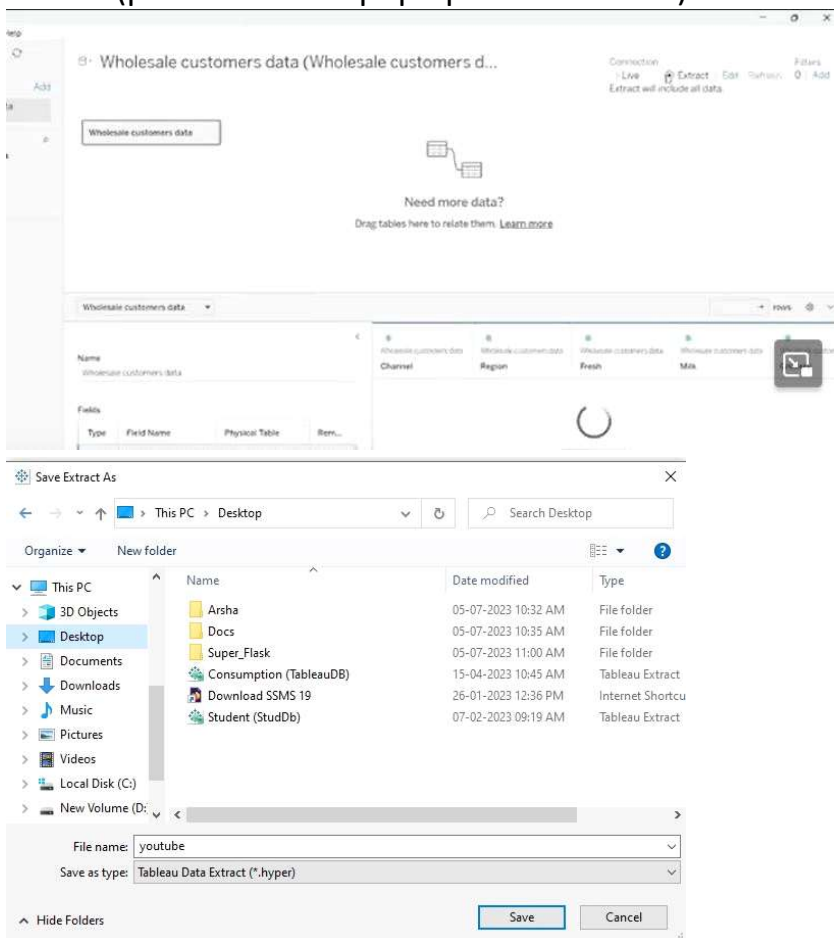
Step 2: Go to Dashboard/story, click on share button on the top ribbon

Give the server address of your tableau public account and click on connect.

Sign in to your Tableau Public account or create a new account if you don't have one. You can visit the Tableau Public website (public.tableau.com) and click on the "Sign In" or "Join" button.

In the "Tableau Public Sign In" window, enter your Tableau Public account

credentials and click "Sign In."

Next, you'll need to provide a title and description for your workbook. Fill in theappropriate details in the provided field of workbook Title
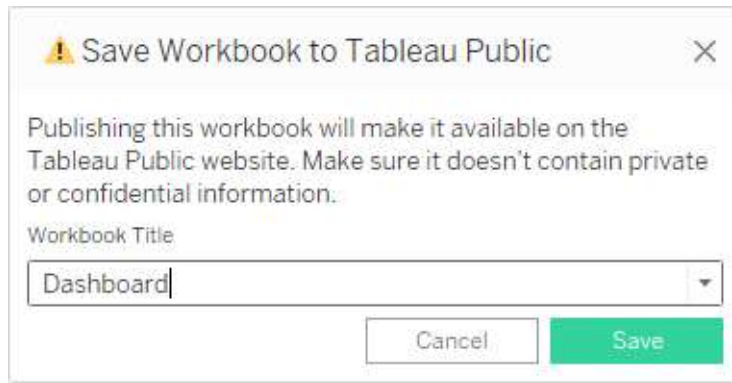
Click on the "Save" button to start the publishing process. Tableau Desktop willupload your workbook to Tableau Public.

Once the upload is complete, a browser window will automatically open, displaying your published workbook on Tableau Public. Review the workbookto ensure that everything appears as expected.

So in Similar way we can also publish Story to tableau public.

Activity 1: Publishing dashboard and reports to tableau public

Explanation video link:

https://drive.google.com/file/d/1DS3z91WBK2Sla0VZUMKILJl2DW4FicX6

/view
?usp=drive_link
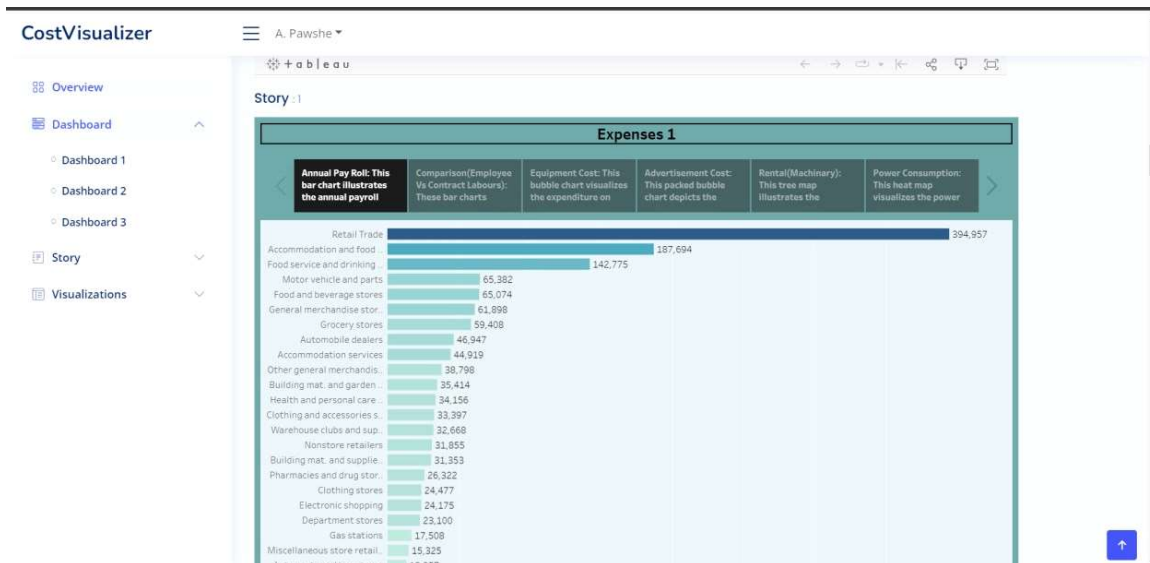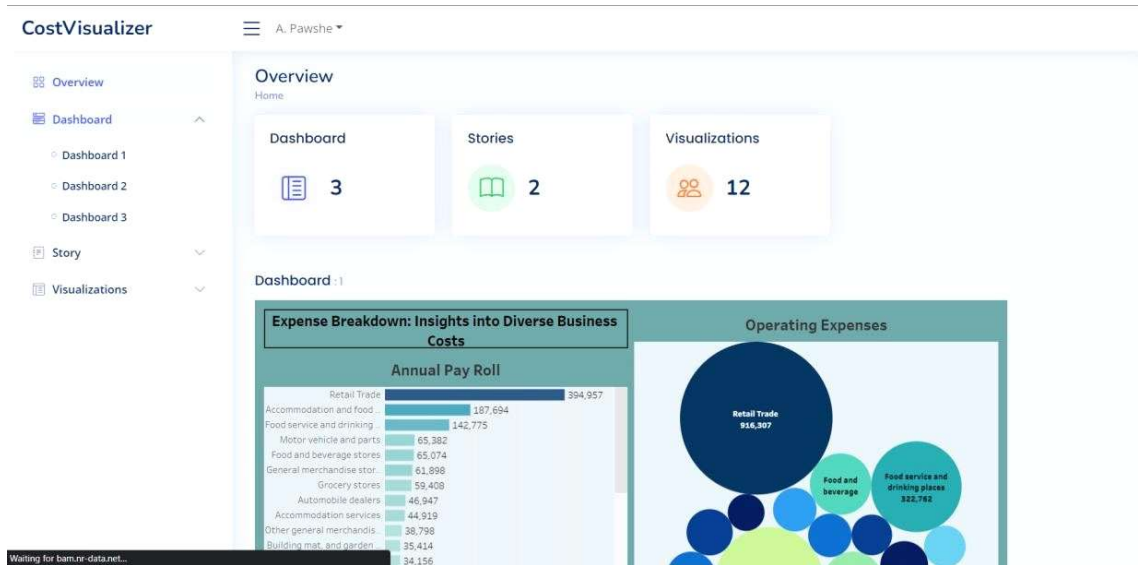
Milestone 9: Project Demonstration & Documentation

Below mentioned deliverables to be submitted along with other deliverables.

Activity 1: Record explanation Video for project end to end solution

Activity 2: Project Documentation-Step by step project developmentprocedure

Create a document as per the template provided.