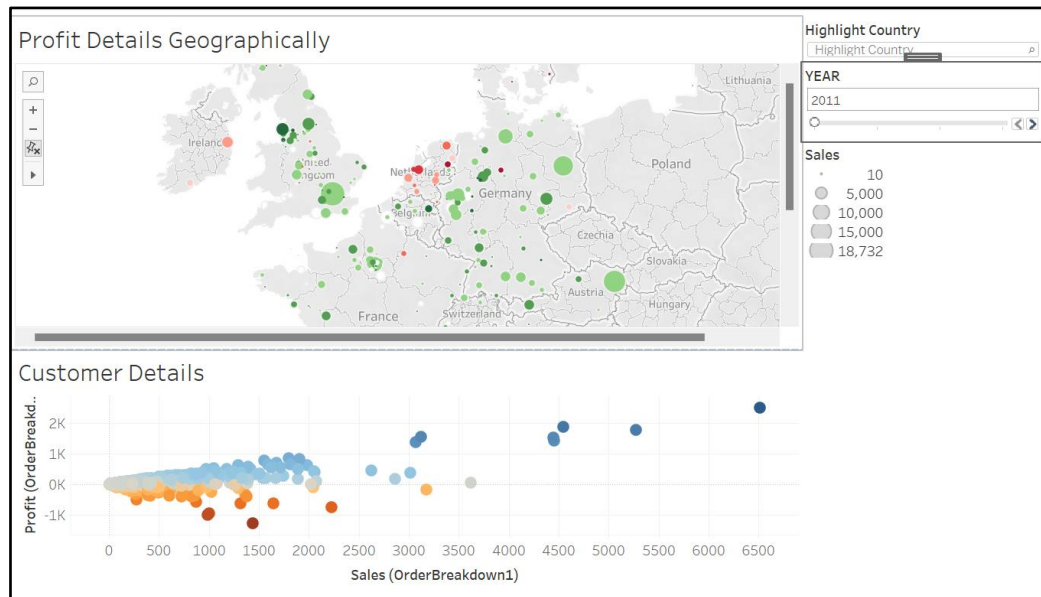


DATA VISUALIZATION WITH TABLEAU

Business Problem:

The client wants to keep an eye on their overall sales and profit across the Europe on yearly basis, along with minute details of the customer.

Dashboard:



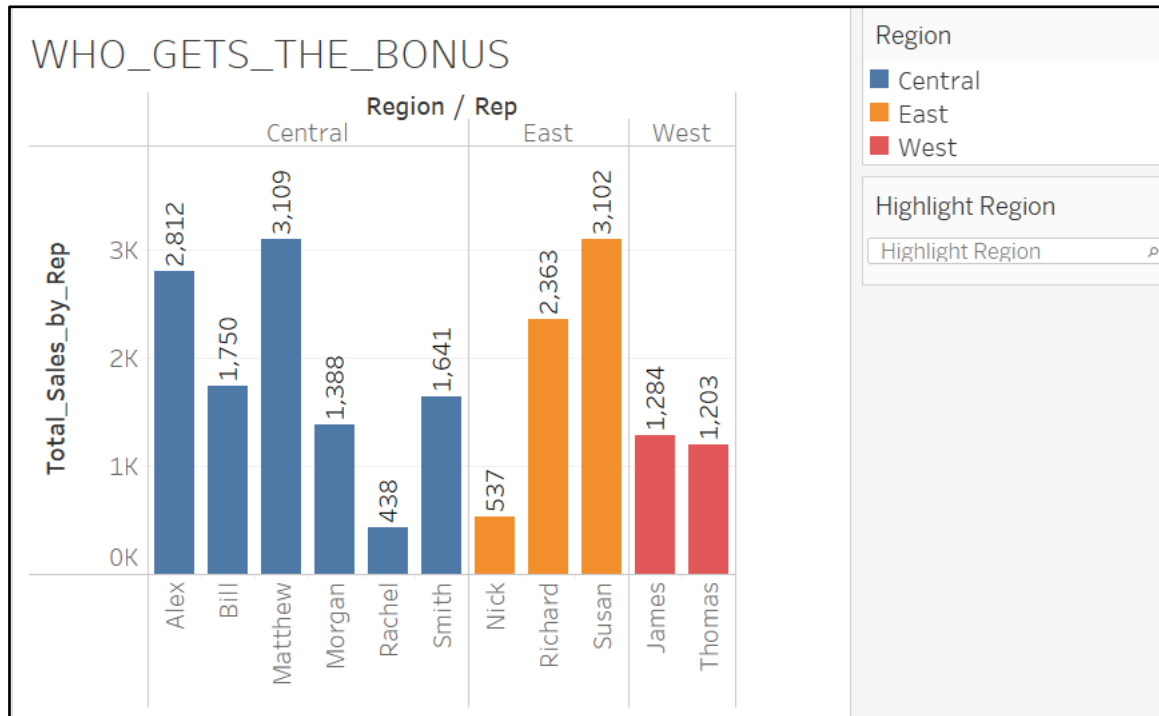
Change in granularity: 1. Country wise and 2. Yearly basis.

Reason behind such design:

- The customer wanted simple color combination.
- The geographical map showcases yearly profits of the areas.
- Towards red means loss, and profit for going towards green.
- The lower chart depicts the sales and profit for every customer.
- The charts are interactive and filter is applicable to both.

Business Problem:

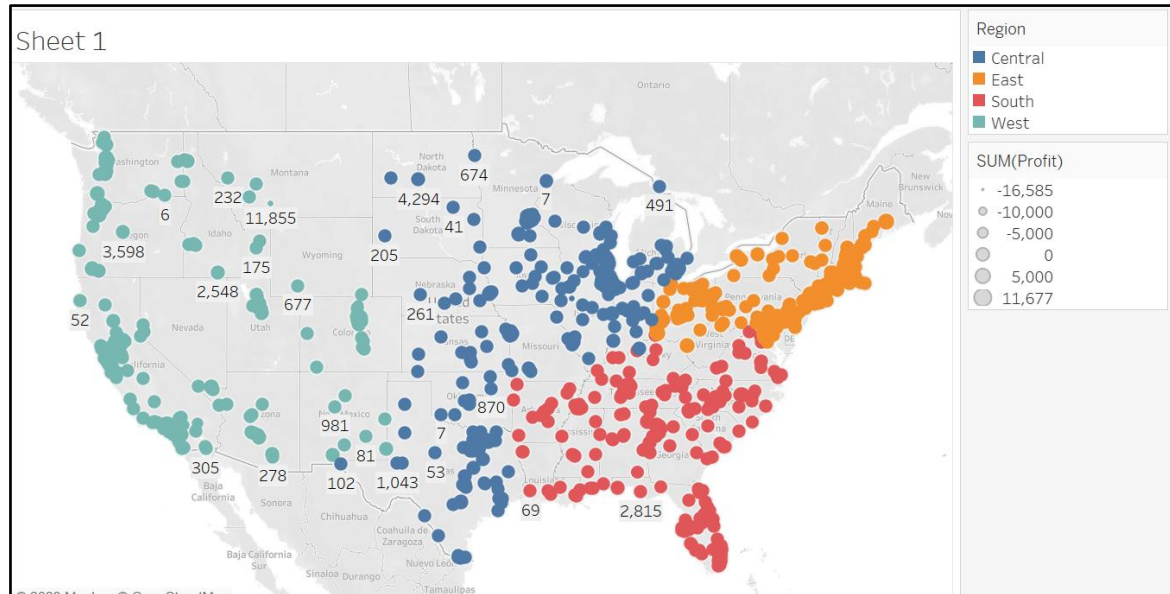
The client wants to give yearly bonus to top-performing employee from each region. Help them in finding out the one who deserves to get the bonus.

Dashboard:**My Insights:**

- Firstly, from the data provided, there were no direct indications for the sales and profits made by every employee. Thus, I created a calculated field which calculates the overall sales and profit made by all the employees.
- There are 3 regions: Central, West and East.
- Thus, 3 employees in total will get the bonus.
- So, it is evident that Matthew from Central, Susan from East and James from West will get the bonus.

Business Problem:

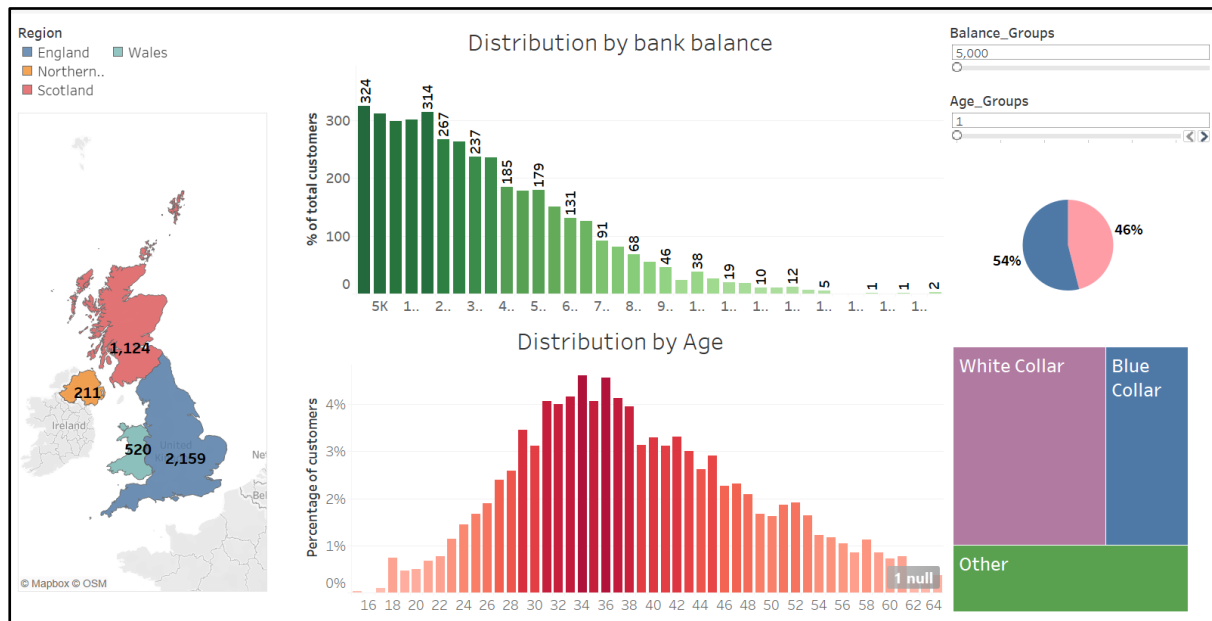
The client wants city-wise summarized details of how their stores are performing?

Dashboard:

Business Problem:

There is a bank in United Kingdom. Now, the bank wants to retain their customers and to add new one. The board of directors have agreed to develop multiple schemes for different sections of people and regions. They want you to design a dashboard through which they can play with it to determine the new policies. Also, list out the important parameters that they should consider for development of new policies.

Dashboard:



Filter: Applicable to all

Individual Granularity: Limited to Age Distribution and Bank Balance.

My Insights:

There are 4 regions in the UK where bank have presence. Out of the 4, the England have largest customer base. Thus, it will be a good idea to implement your new policies and incentives from England.

Secondly, most of the customers are having white collar jobs, and it is obvious as the economy of the UK is more of technology oriented where white collar jobs form a major workforce. Thus, new incentives should be focused more on benefitting white collar job holders.

Here, though male constitutes a whopping 56% customer base, the bank should focus on bringing more and more women customers for a simple reason that, the world is changing and so, more and more females are contributing in the economy. Hence, lucrative offers for women can be a master stroke. Remember, the bank need to grab the first mover advantage.

Considering the bank balance of the customers, majority of them falls in middle class category. Thus, the committee needs to have a dual strategy here. The one for adding more salaried middle-class customer and second to lure upper class people or business tycoons.

Considering the age distribution, it is quite opposite to the national trend. While UK has more aging population, however, the customer base of the bank is relatively younger. Thus, considering the pro-immigrant stance of the government, the bank should consider to target younger immigrants and citizens for sustainable growth.