



Story Telling with Tableau

FINAL
PRESENTATION

Final Presentation

Communication and Visualization Data Analysis
(ALY6070)

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AGENDA

1

Introduction

3

Story Telling

2

Tableau Dashboards

4

Conclusion

DASHBOARDS

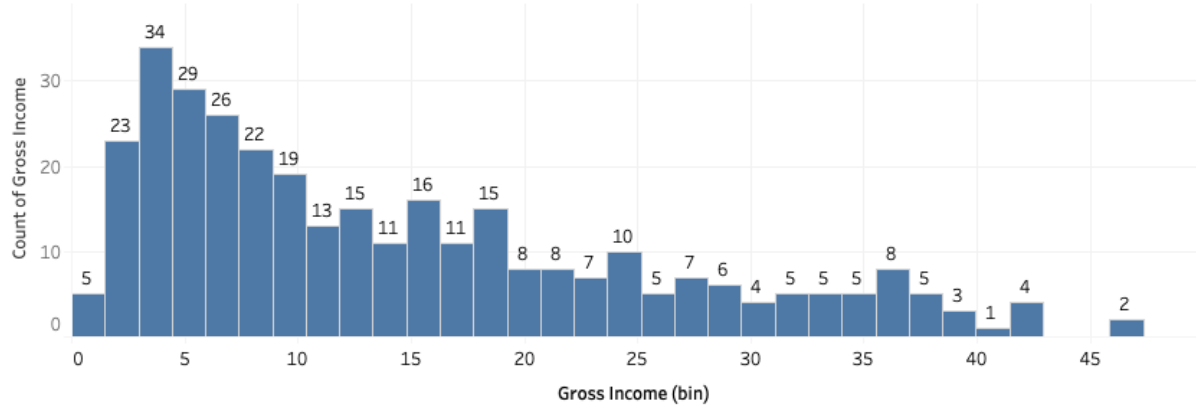


Exploratory Data Analysis

City
Mandalay

Gender
All

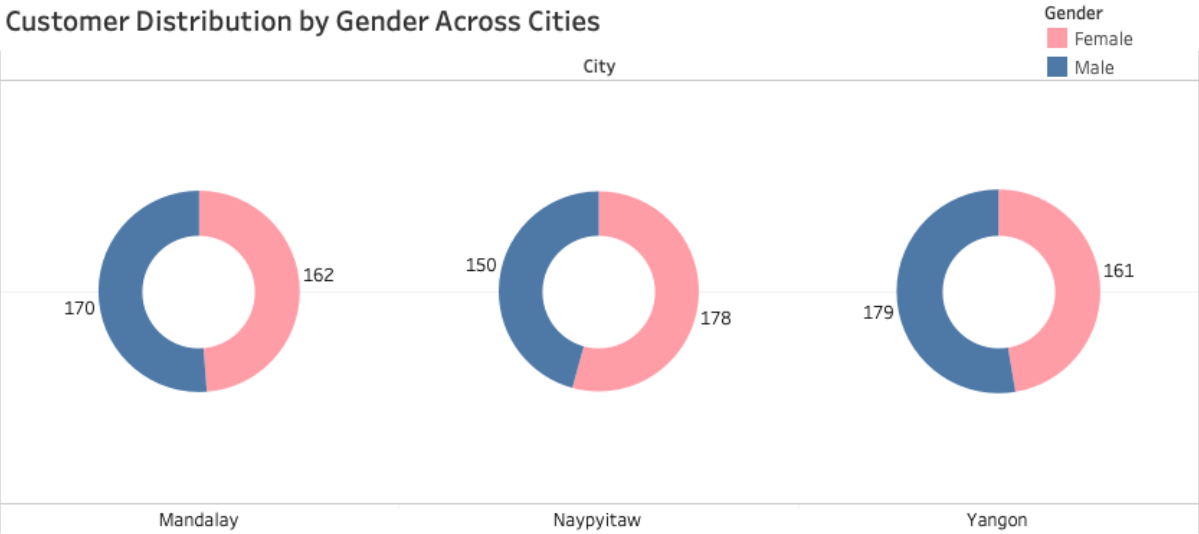
Distrubution of Gross Income



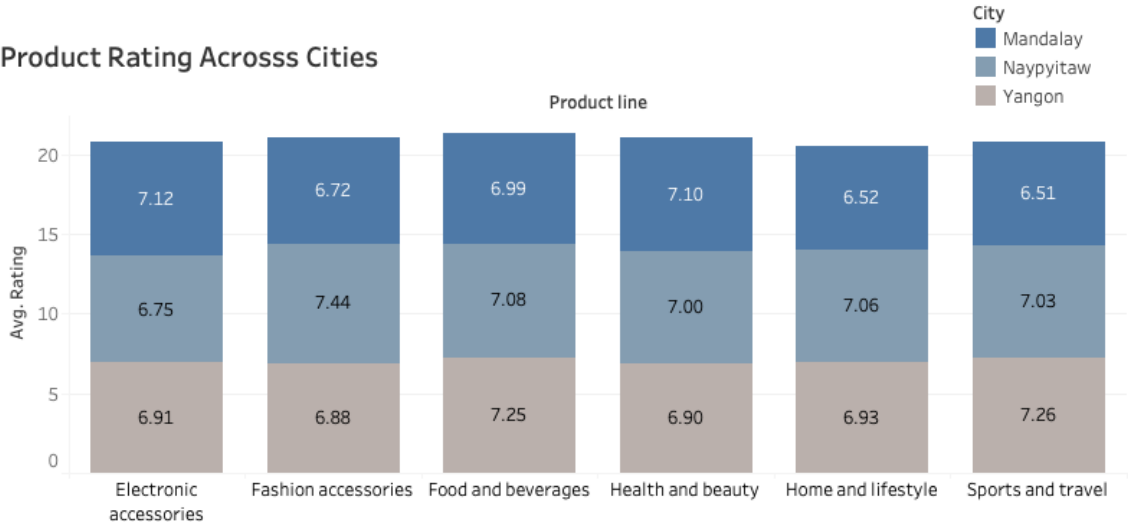
Tax slabs Across Cities

Customer type	City	Gender	
		Female	Male
Member	Mandalay	15.042	15.985
	Naypyitaw	17.189	14.500
	Yangon	15.859	14.775
Normal	Mandalay	16.127	13.976
	Naypyitaw	15.698	16.484
	Yangon	15.653	13.425

Customer Distribution by Gender Across Cities



Product Rating Acrosss Cities



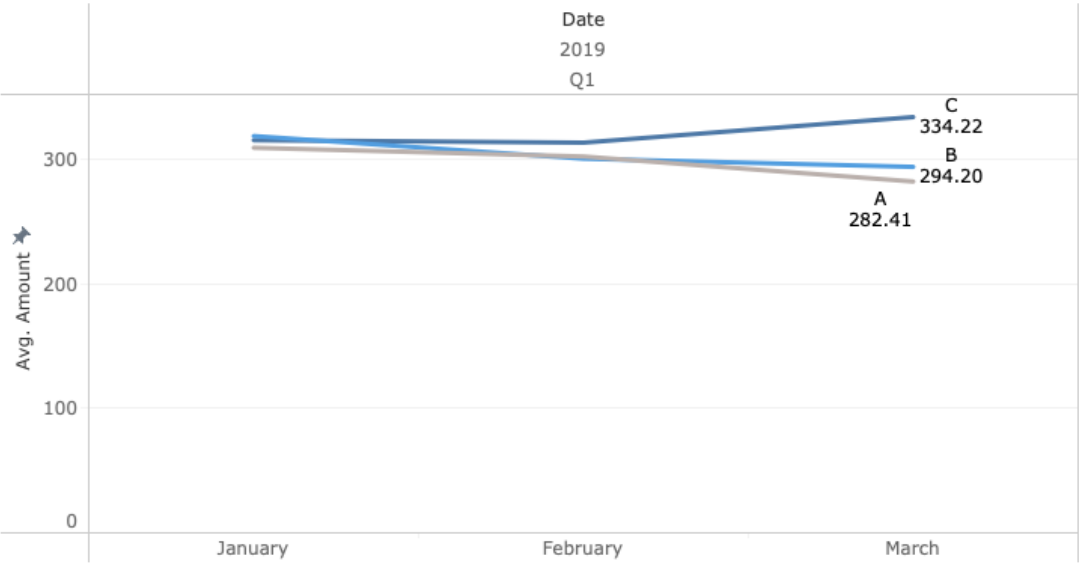
Purchase Summary

Product line	Gender
All	All
Member	Normal
501	499

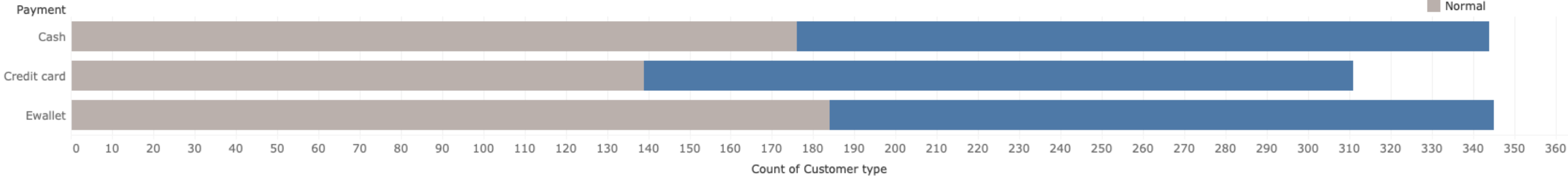
Members and Non-members purchases



Average Quaterly Sales

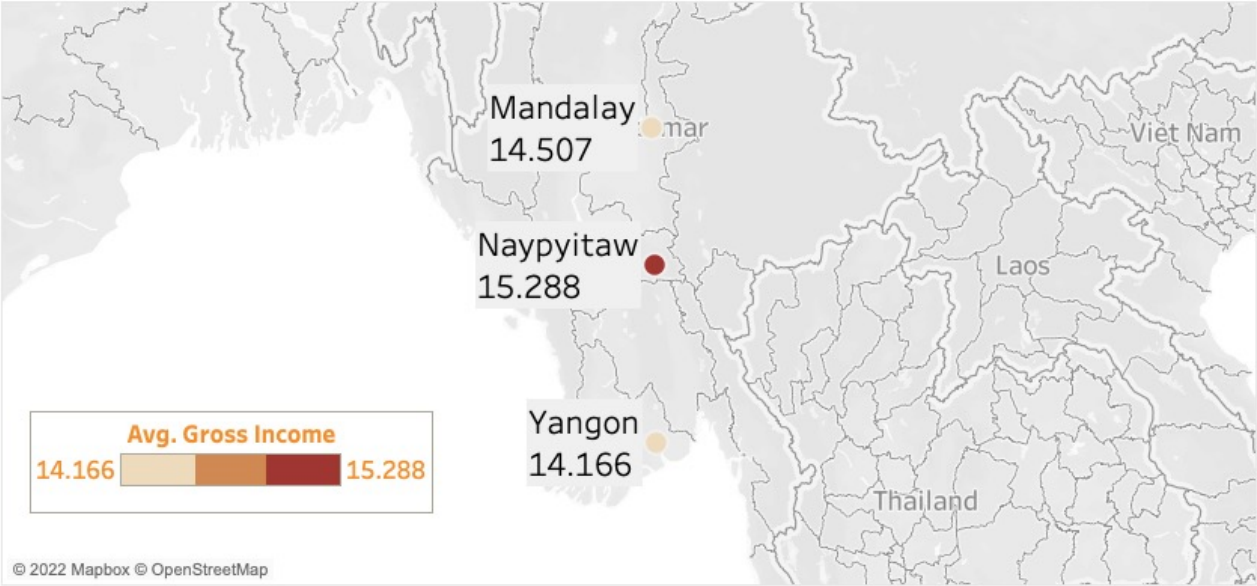


Customers preferred payment type



Sales Distribution by Region

Average Gross Income from Cities



Gross Income v/s Rating



Payment Mode

City	Cash			Payment / Month of Date Credit card			Ewallet		
	January 2019	February 2019	March 2019	January 2019	February 2019	March 2019	January 2019	February 2019	March 2019
Mandalay	15.448	14.690	13.410	16.685	15.472	14.151	12.848	12.877	14.305
Naypyitaw	16.816	13.603	16.428	12.913	16.374	12.886	14.734	15.000	18.011
Yangon	14.013	15.160	12.831	16.128	15.504	12.343	14.334	12.794	14.980

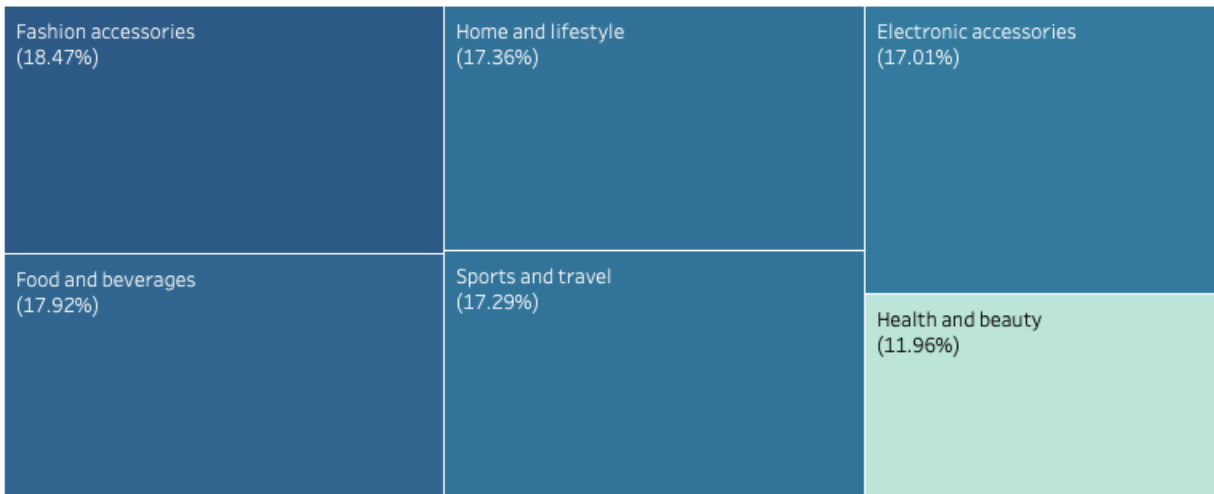
Analysis of Product lines and Income Generation

Gender
Female

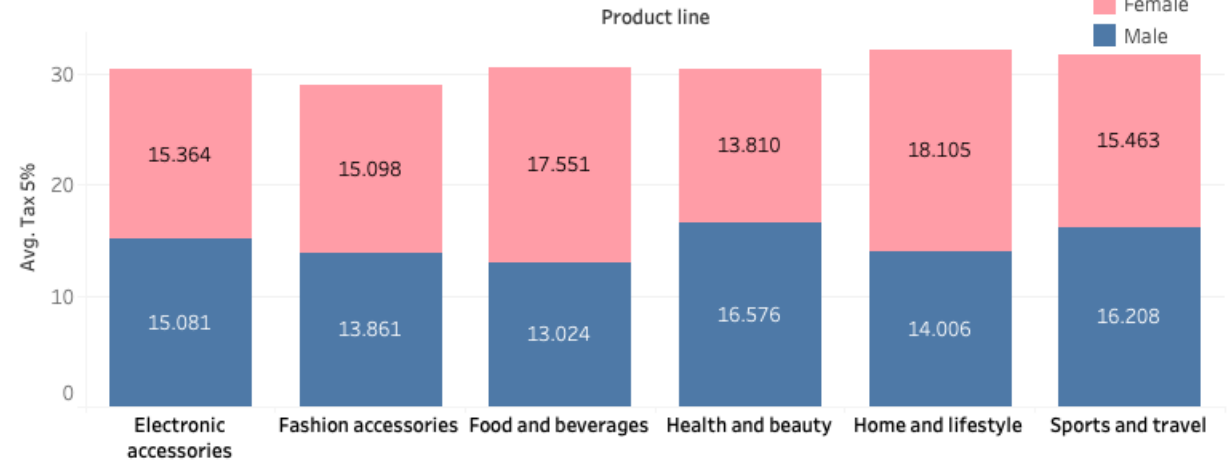
Maximum sales of product line by quantity

Product line	Date		
	January	February	March
Electronic accessories	333	313	325
Food and beverages	325	349	278
Sports and travel	375	226	319
Home and lifestyle	342	205	364
Fashion accessories	336	295	271
Health and beauty	254	266	334

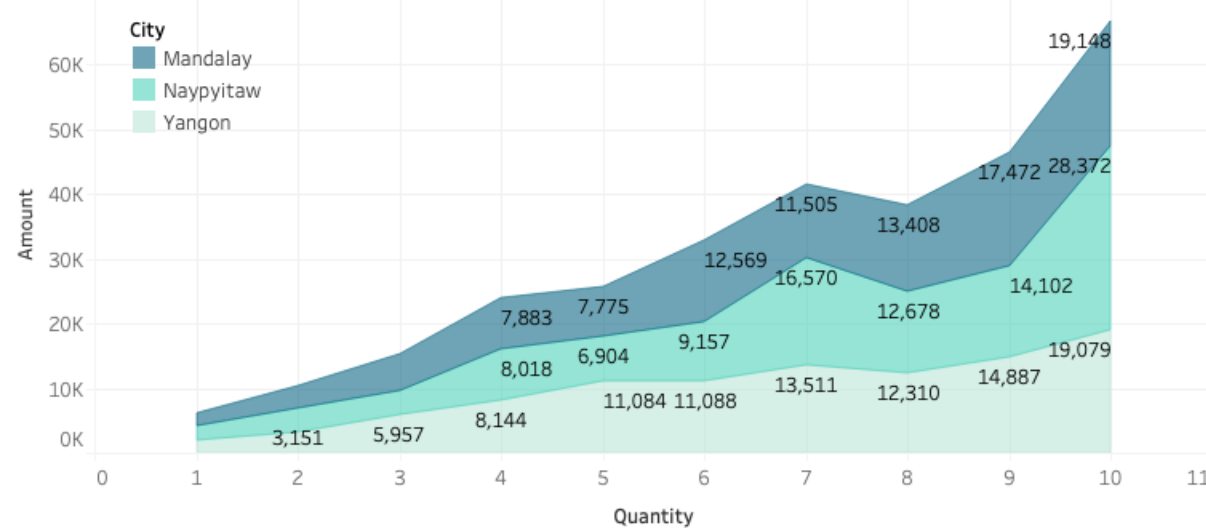
Maximum sales of product lines by gender



Tax slabs for different product lines based on gender and city



Effect of various parameters over income generated



Marketing Females to get a membership and promoting Food and Beverages will Increase Sales

Gender	
Female	50.1%
Male	49.9%

Overall rating - Female

Overall rating - Male

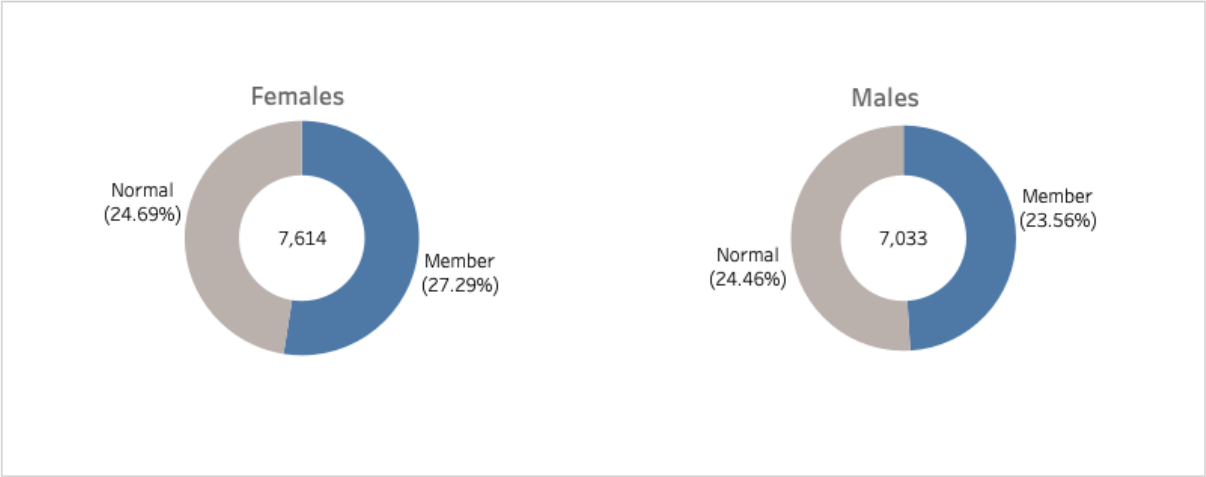
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Food and Beverages are the highest Income Generating Product Line



Member Females Contribute to 3% more than Non-Members Total Income while for Males its vice-versa



Food And Beverages have the Highest Rating

Gender		Food and beverages	Health and beauty	Fashion accessories	Electronic accessories	Sports and travel	Home and lifestyle
Female	Overall	7.20	7.15	7.12	6.79	6.77	6.76
Male	Overall	7.02	6.90	6.92	7.06	7.08	6.91