

## **MILESTONE 4: Data Visualization**

- Data visualization is the process of creating graphical representations of data in order 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.

### **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 analyze the performance and efficiency of Product Placement include bar charts, Stacked Bar charts, heat maps, Donut charts, Bubble charts, pie charts, etc. These visualizations can be used to compare performance, track changes over time, and show distribution, and relationships between variables, such as revenue and customer demographics, Competitors' price, Product Category, Product Position, Season, and Promotion.

### Activity 1.1: Avg Sales Volume vs Product Category

Explanation Video Link:

[https://drive.google.com/file/d/1U7VKPbMDP1aTYd1KLdk284DZGPgJXkQF/view?usp=drive\\_link](https://drive.google.com/file/d/1U7VKPbMDP1aTYd1KLdk284DZGPgJXkQF/view?usp=drive_link)

### Activity 1.2: Competitor Price Vs Price

Explanation Video Link:

[https://drive.google.com/file/d/1mzcXYYd1Sv3WXWnt8fzqkpCC5c9M3MPM/view?usp=drive\\_link](https://drive.google.com/file/d/1mzcXYYd1Sv3WXWnt8fzqkpCC5c9M3MPM/view?usp=drive_link)

Activity 1.3: Avg Sales Volume by Product Category by Product Position

Explanation Video Link:

[https://drive.google.com/file/d/1HBeHTh\\_XHriqfFR7dsJTP-jTPuEyS9fV/view?usp=drive\\_link](https://drive.google.com/file/d/1HBeHTh_XHriqfFR7dsJTP-jTPuEyS9fV/view?usp=drive_link)

Activity 1.4: Consumer Demographics vs Sales Volume

Explanation Video Link:

[https://drive.google.com/file/d/1laY\\_qirn7JN1kTGs3bVKEpl1085pYHmr/view?usp=drive\\_link](https://drive.google.com/file/d/1laY_qirn7JN1kTGs3bVKEpl1085pYHmr/view?usp=drive_link)

Activity 1.5: Product Category vs Price

Explanation Video Link:

[https://drive.google.com/file/d/1-BUwN1kuJguZ6eQV6vvT6g9ysZxYx4cY/view?usp=drive\\_link](https://drive.google.com/file/d/1-BUwN1kuJguZ6eQV6vvT6g9ysZxYx4cY/view?usp=drive_link)

Activity 1.6: Avg Sales Volume by Product Category by Season

Explanation Video Link:

[https://drive.google.com/file/d/12E\\_h12OOvQuHBoknh19e8MIBvLKs8ySq/view?usp=drive\\_link](https://drive.google.com/file/d/12E_h12OOvQuHBoknh19e8MIBvLKs8ySq/view?usp=drive_link)

Activity 1.7: Foot Traffic by Avg Sales Volume

Explanation Video Link:

[https://drive.google.com/file/d/17PbnYEKHEfuzOFBLhp9pTz9UkhYoZd1S/view?usp=drive\\_link](https://drive.google.com/file/d/17PbnYEKHEfuzOFBLhp9pTz9UkhYoZd1S/view?usp=drive_link)

Activity 1.8: Promotion of Product Category on Price and Sales Volume

Explanation Video Link:

[https://drive.google.com/file/d/1N-BwMnpkj87BrH86GpBwn5W\\_z8MxWEaV/view?usp=drive\\_link](https://drive.google.com/file/d/1N-BwMnpkj87BrH86GpBwn5W_z8MxWEaV/view?usp=drive_link)