**Link:**

[**https://public.tableau.com/profile/naveen.kumar6455#!/vizhome/GroupAssignment\_13/ArtAuctionStoryboard?publish=yes**](https://public.tableau.com/profile/naveen.kumar6455#!/vizhome/GroupAssignment_13/ArtAuctionStoryboard?publish=yes)

**Executive Summary**

Dataset Used: Dataset\_Visual Analytics

* The Art Auction dataset contains the details of 72,983 of art pieces sold in auction houses in **Sotheby, Artnet** and **Christie**. These houses will purchase the art from the artists and present them open markets and providing the **online services** in now days as well.
* On the Primary analysis it has been identified that all the three auction houses are incurring loses due to high Auction price.

**Business Insights: User Overview:**

* American Nation was purchased the more no of art’s than other nations and the avg ticket size is more for Asian nation.
* From the state point of view **TX** and **FL** having a greater number of buyers.
* **UT** and **IA** state users are the top state users who purchased the art’s through online mode.
* User’s gave a high critic rating for Dart Art I and Gothic II art categories and 4 bins of 3 points each for Critic Ratings-No much difference in Avg cost based on Critic Ratings Most Rating is between 6 and 9.
* For the Yr 2013 Acquiring cost for the 1st and 4th Quarter has been increased in the 2nd and 3rd has been decreased suddenly.

**From the above data Business team has to take the below necessary actions**

* Need to work on the remaining states and should provide the discount offers to the user to buy art from online mode.
* Need to work on the art categories which are having the less critic rating.

**Business Insights: P&L Overview:**

* All the three auction houses are incurring losses.
* Only Three states (OK, NH, CO) are having profits and FL, TX and NC states are in huge loss.
* The Art’s which are having Silver, white and blue colour are in major losses.
* Art Border 11,12 and 7 are in huge losses.
* Art size 9\*12 and 19\*4 in are in top loses.

**From the above data Business team has to take the below necessary actions**

* It’s continuous loss in all the states except three business team need to work on it and provide some offers to the users/buyers to recover from losses.