

# PROJECT REPORT

## ESTIMATION OF BUSINESS EXPECTATION

### TEAM MEMBERS:

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SNEHA. H

SNEHA. S

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### MENTOR:

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This project was all about how to use tableau software, which involved the following Steps:

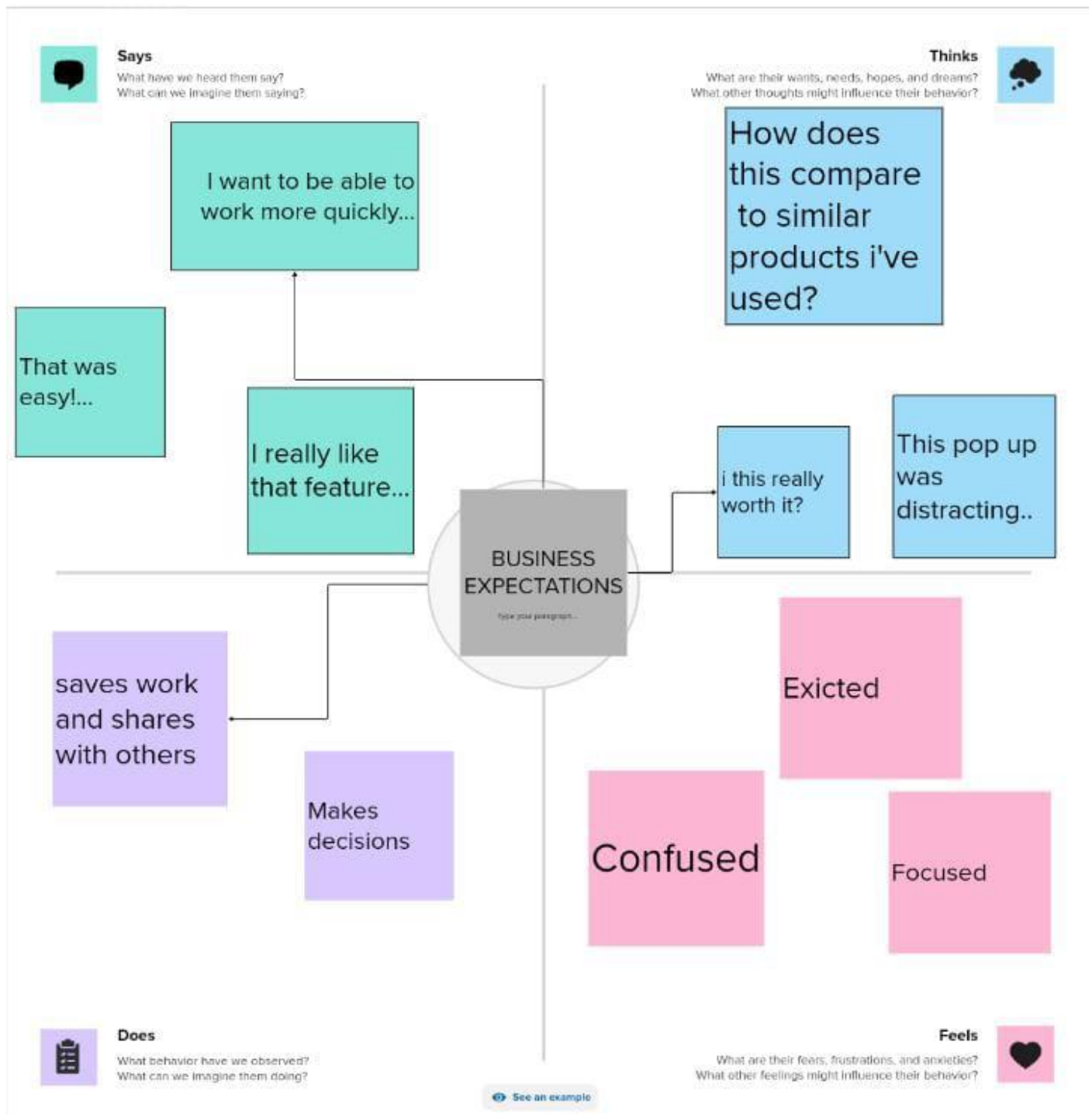
- Empathy map
- Brainstorming map
- Collection and Connection of data set
- Preparation of Visualization sheets
- Dashboard
- Story
- Publishing in Tableau

### INTRODUCTION:

Our topic name is Estimation of business expectation. It contains, Empathy map, Brainstorming, conceptual pictures. Advantages & Disadvantages Application Dashboards in data analytics story in Data Analytics and Finally conclusion.

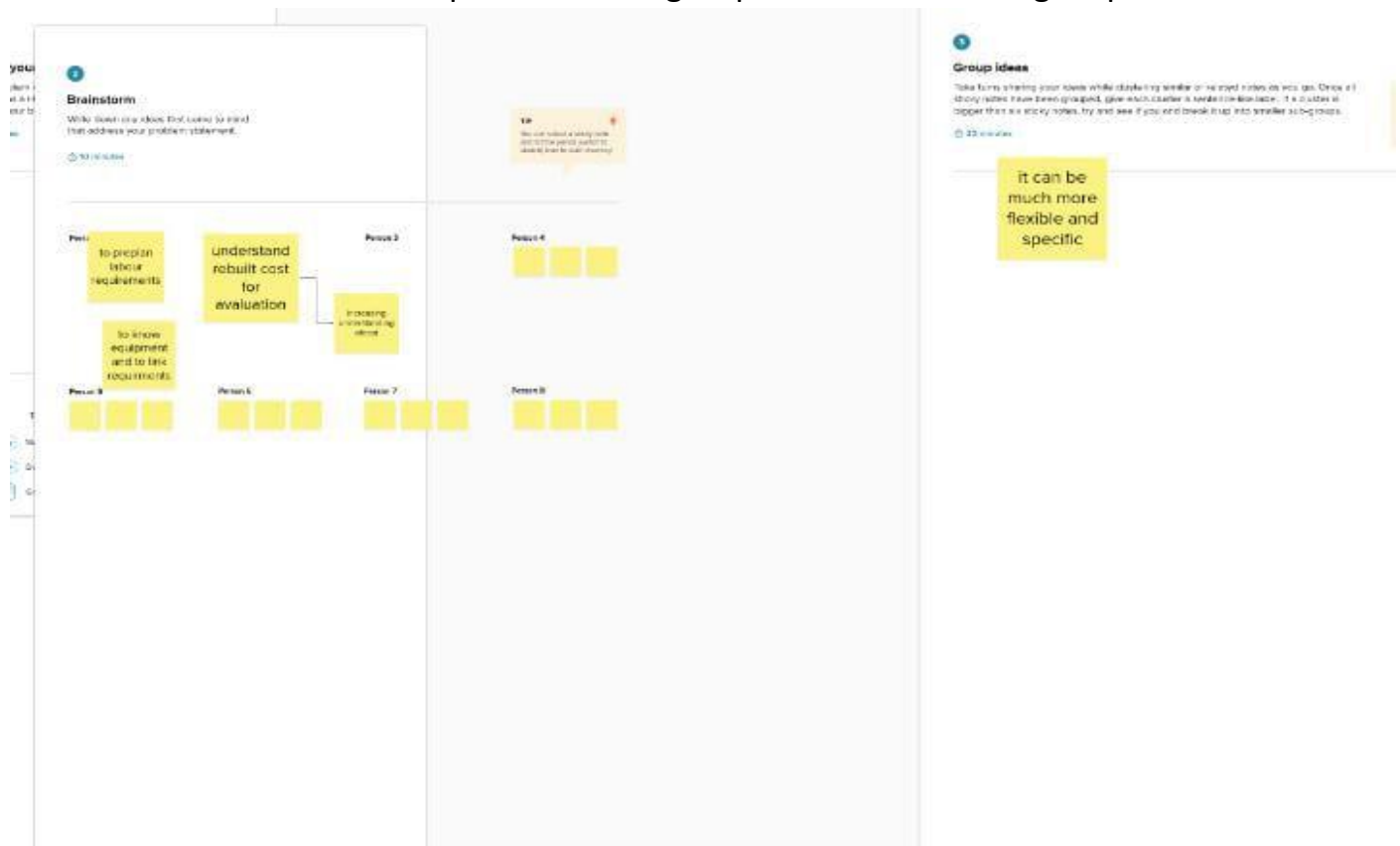
## EMPATHY MAP:

Our team started our project with the creation of Empathy Map. Firstly we collected the points about Estimation of business expectation we grouped the points under says, thinks, does and feels.



## BRAINSTORMING MAP:

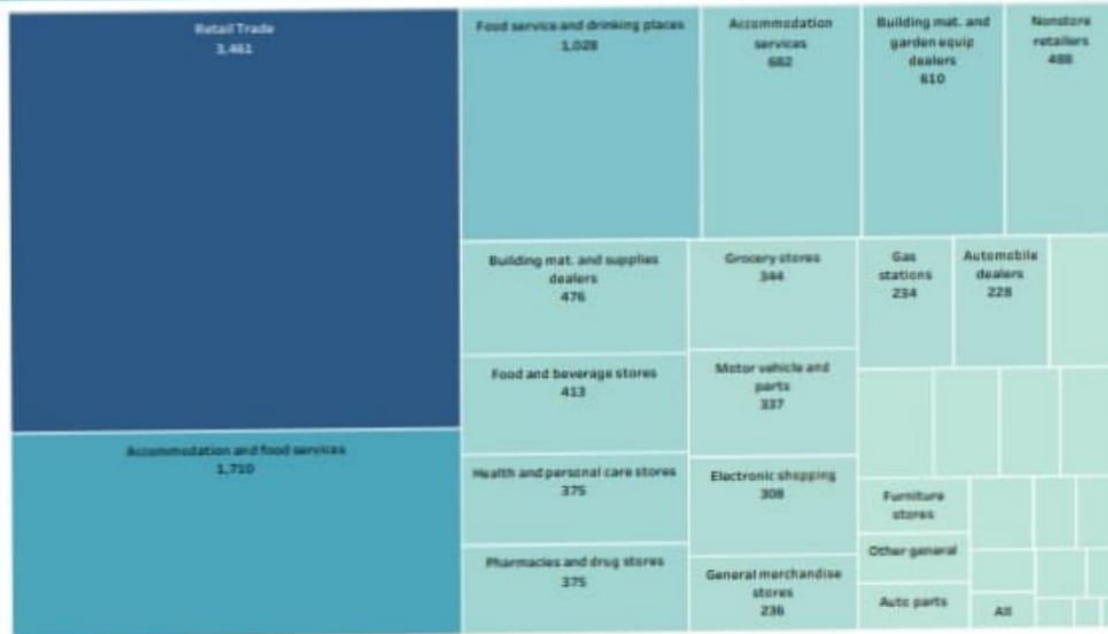
In the brainstorming Map. Each contributed 3 points regarding the Estimation of business expectation and grouped in Brainstorming map.



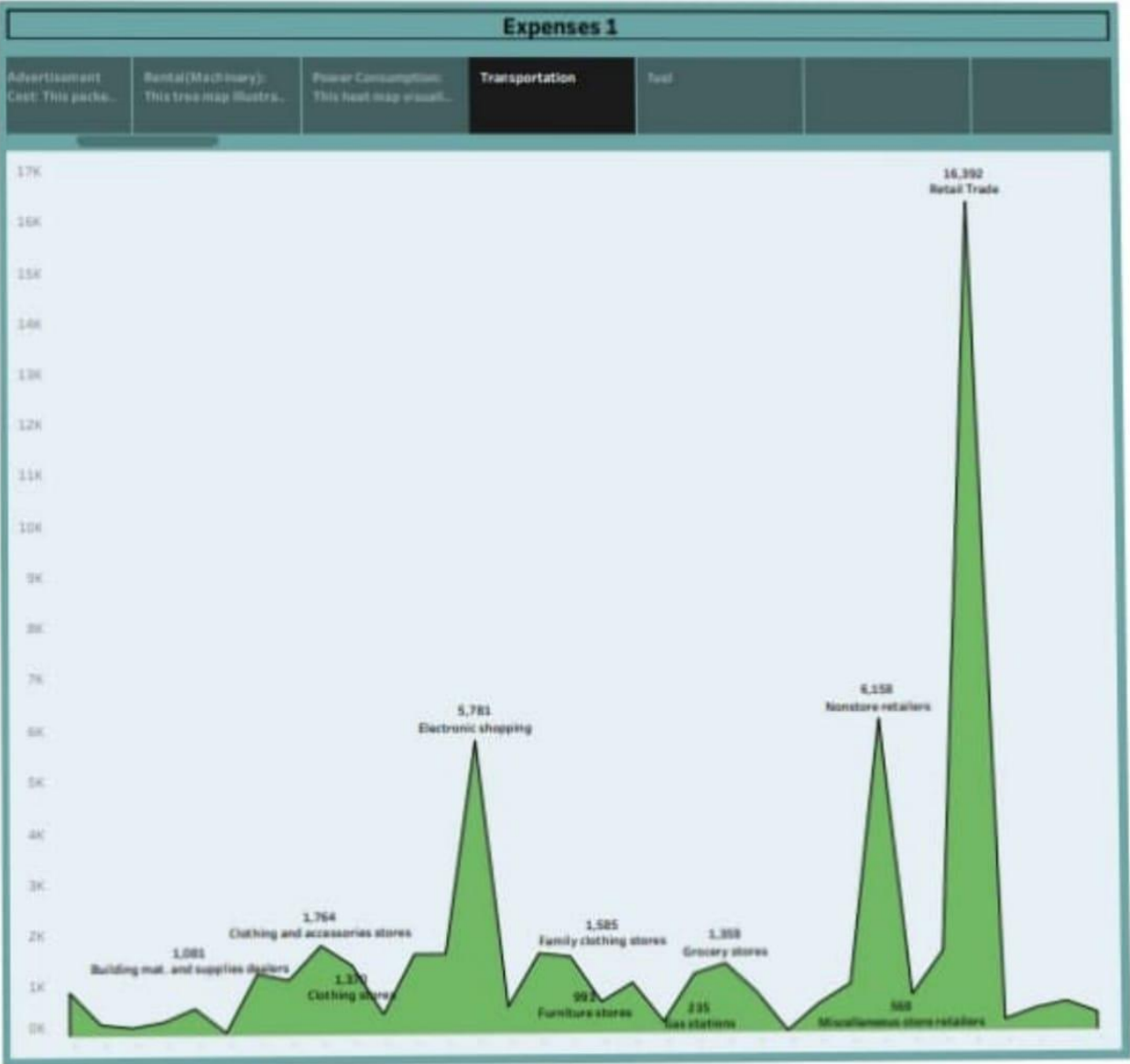
## RESULT:

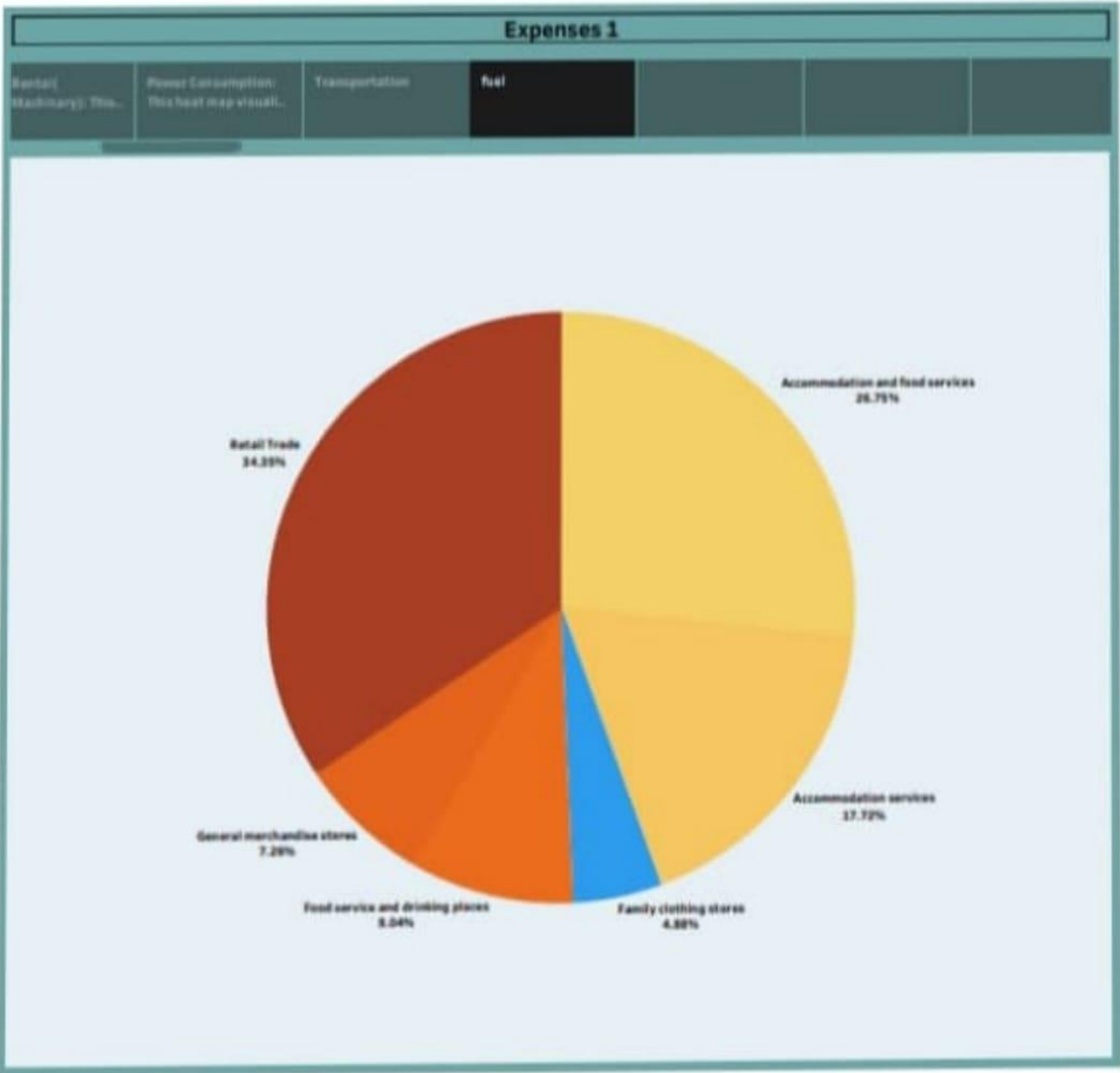
## Expenses 1

Comparison[ Employee Vs Co..	Equipment Cost: This bubble chart visualiza...	Advertisement Cost: This packed bubble ch...	<b>Rental(Machinery): This tree map illustra...</b>	Power Consumption: This heat map visuali...	Transportation	Fuel
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## Expenses 1

Equipment Cost:  
This bubble chart...

Advertisement Cost:  
This packed bubble chart...

Rentals/Machinery:  
This tree map illustrates...

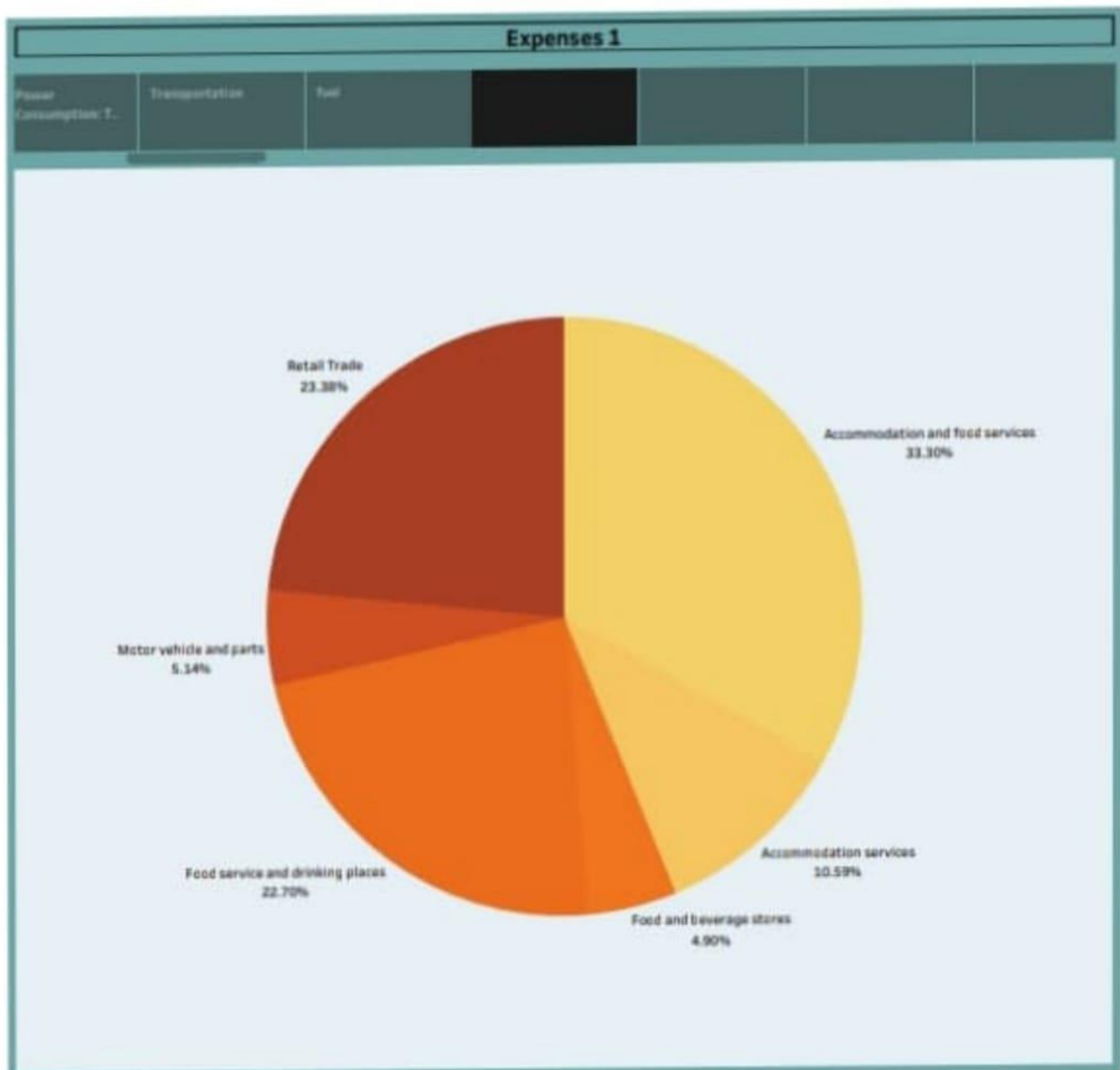
Power Consumption:  
This heat map visualizes...

Transportation

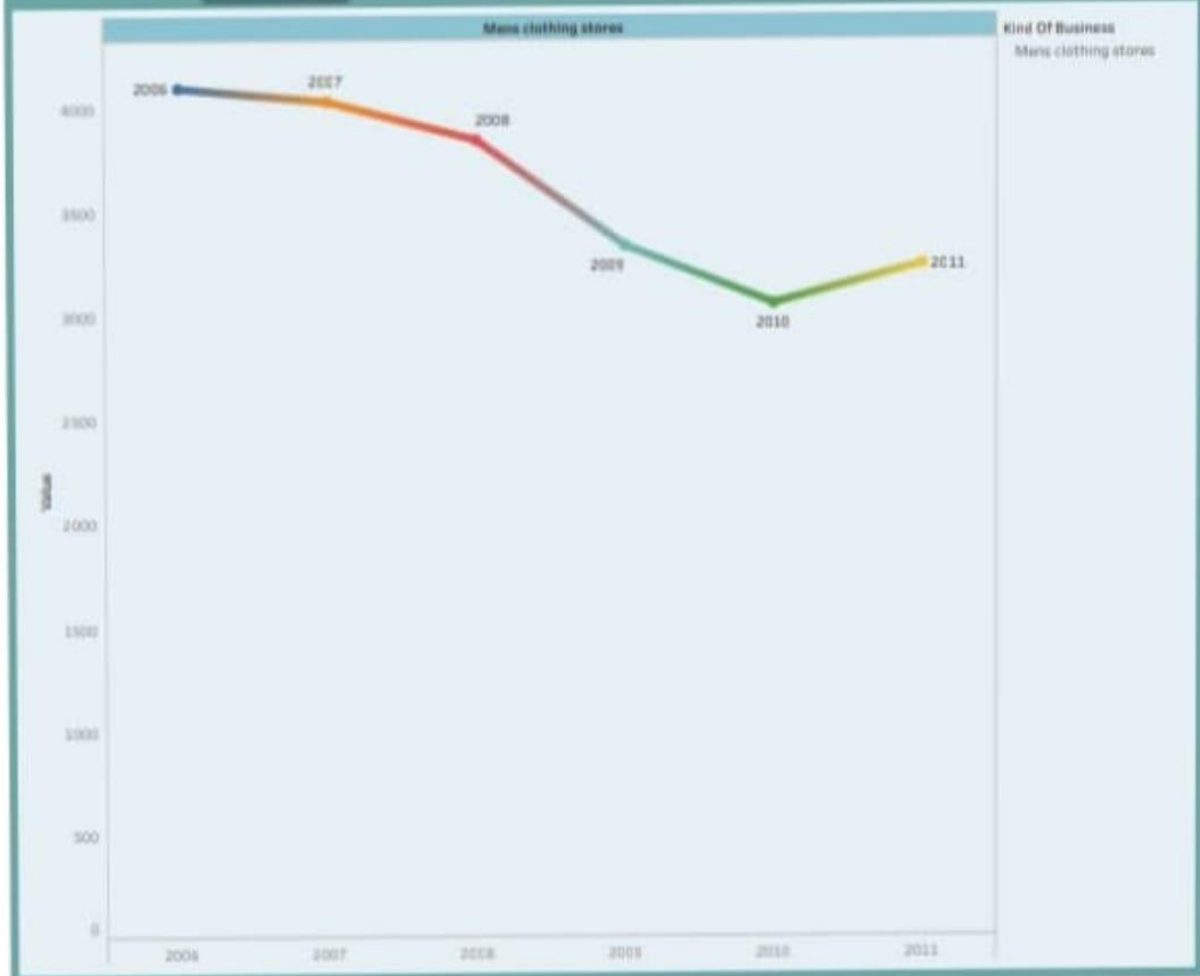
Fuel

Retail Trade	22,524
Accommodation and food ..	14,140
Food service and drinking ..	9,804
Food and beverage stores	6,275
Grocery stores	5,742
Accommodation services	4,335
General merchandise stor..	4,067
Health and personal care ..	2,902
Pharmacies and drug stor..	2,902
Other general merchandis..	2,600
Gas stations	2,163
Warehouse clubs and sup..	1,956
Motor vehicle and parts	1,889
Clothing and accessories ..	1,752
Building mat. and garden ..	1,671
Building mat. and supplie..	1,469
Department stores	1,467
Clothing stores	1,382
Automobile dealers	1,296
Miscellaneous store retai..	809
Nonstore retailers	800
Discount dept. stores	789
Furniture stores	760
Family clothing stores	652
Department stores (skip..	678
All other general merchan..	644
Electronic shopping	639
Sporting, book, and musi..	629
Auto parts and tire stores	477
Electronics and appliance ..	382
Women's clothing stores	328
Beer, wine, and liquor sto..	302
Shoe stores	236
Man's clothing stores	85



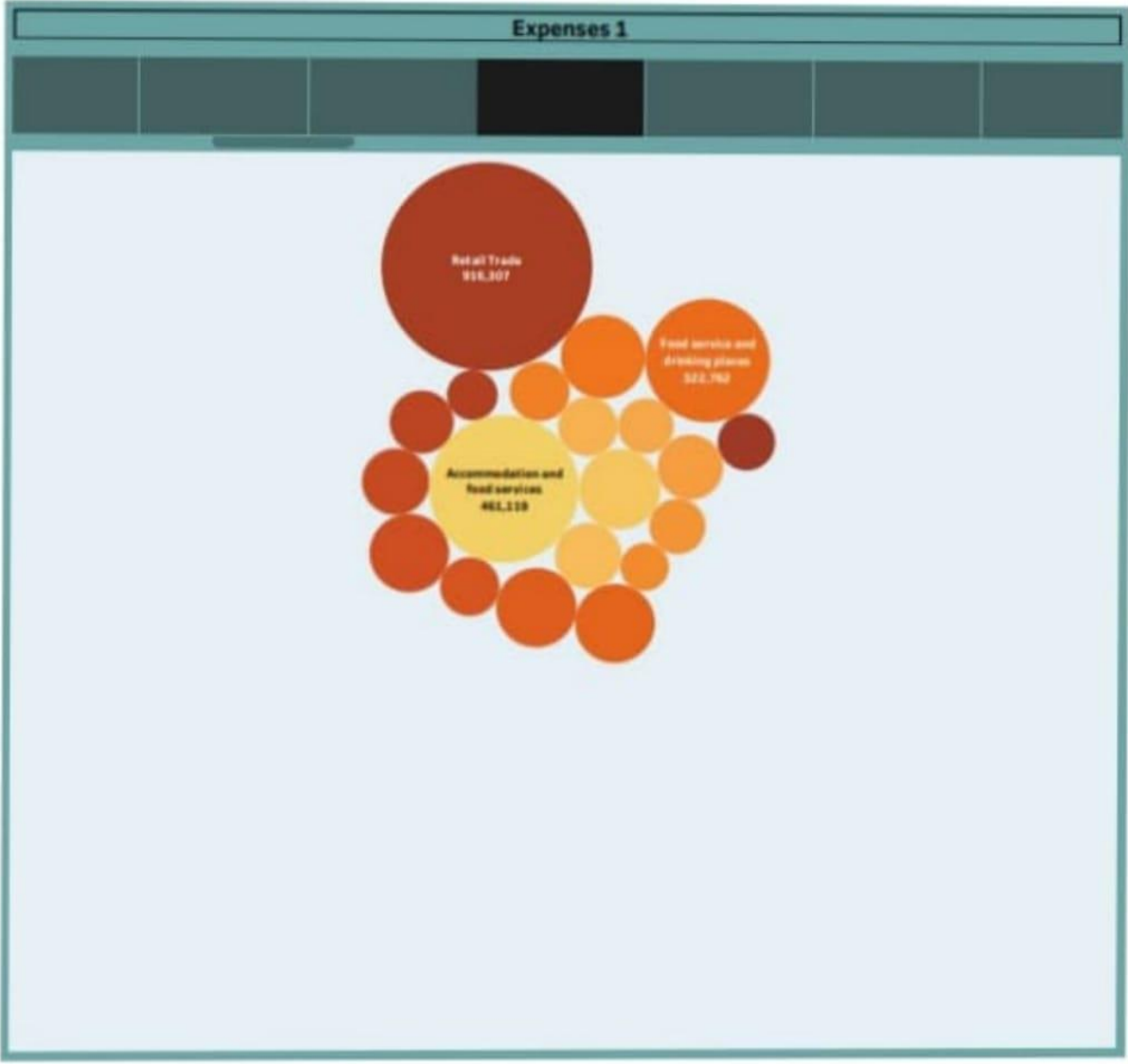


## Expenses 1



## Expenses 1

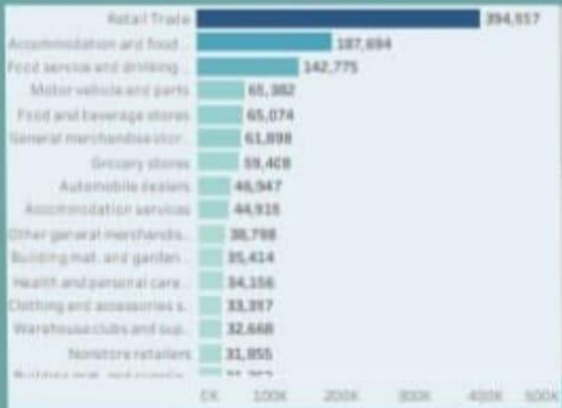




## Expenses 1

### Expense Breakdown: Insights into Diverse Business ..

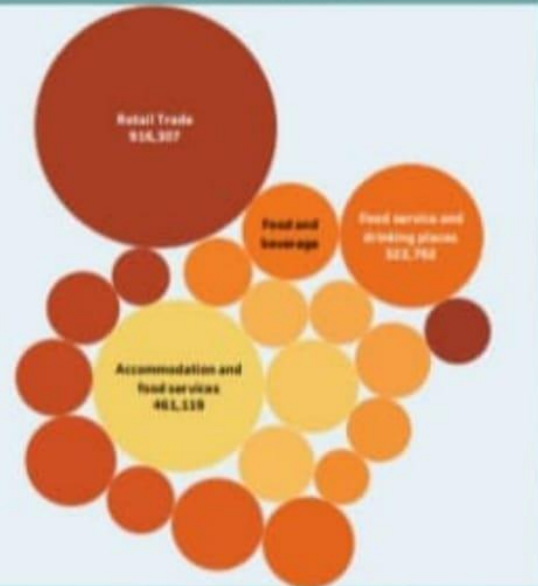
#### Annual Pay Roll



#### Maintenance of buildings



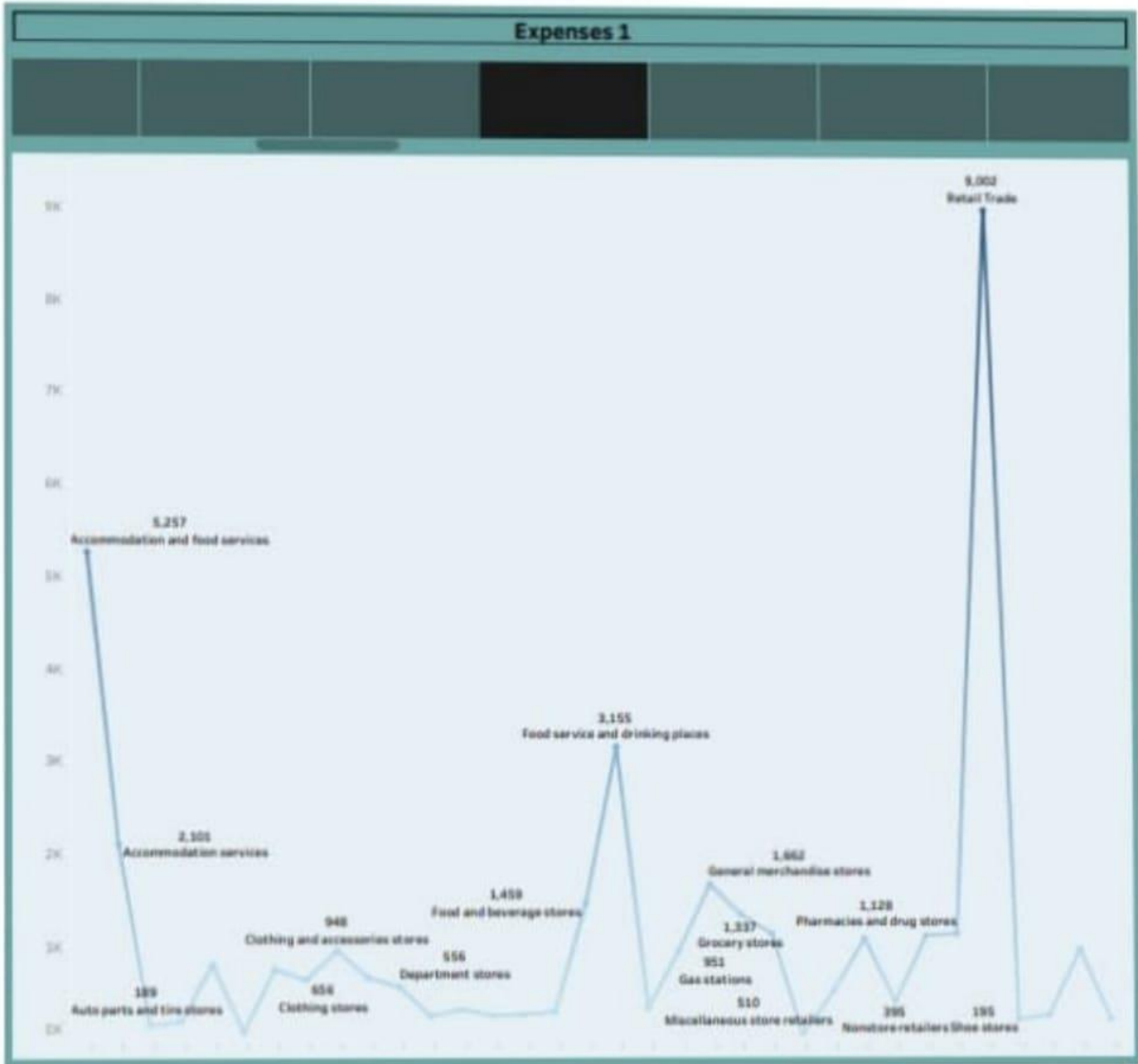
### Operating Expenses



### Expenses YoY

Kind DT Business  
Mans clothing stores





## Expenses 2

Transportation: This density map portrays...

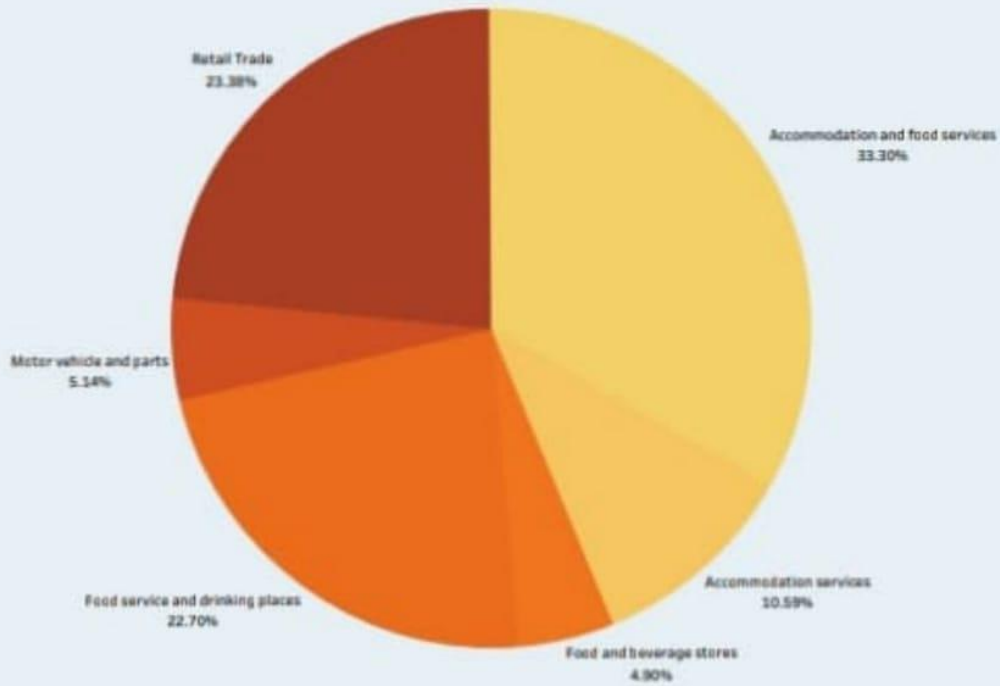
Taxes & Licenses: This pie chart illustrates t...

**Fuel: This pie chart illustrates the propor...**

Employee Cost: This split bar chart provid...

Expenses YoY: This line chart presents the ex...

Maintenance: This line chart illustrates the e...



## Expenses 2

Transportation: This donut map portrays...

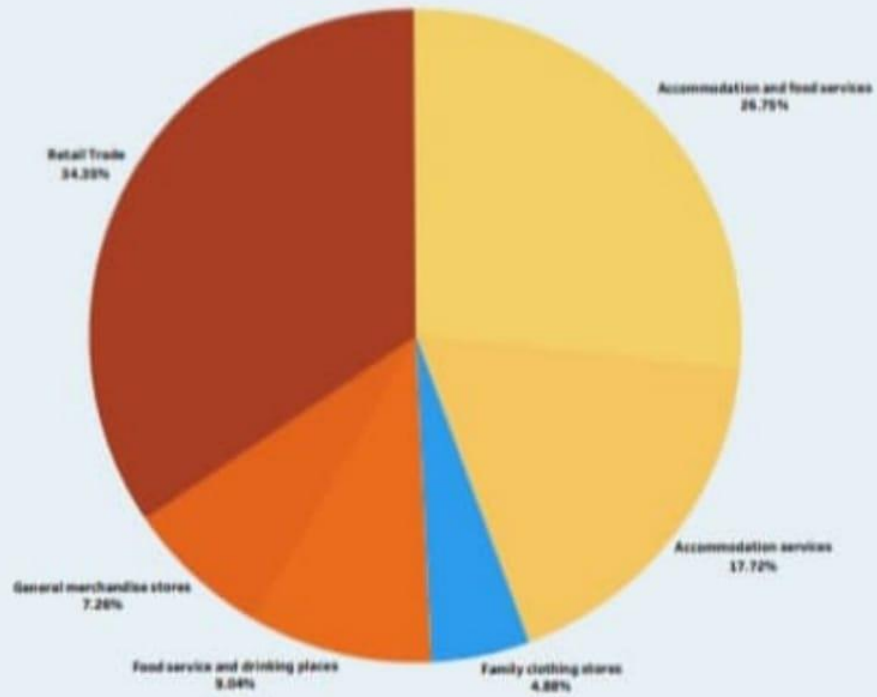
**Taxes & Licenses:** This pie chart illustrates t...

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Expenses Paid: This line chart presents the ex...

Maintenance: This line chart illustrates the s...





## Expenses 2

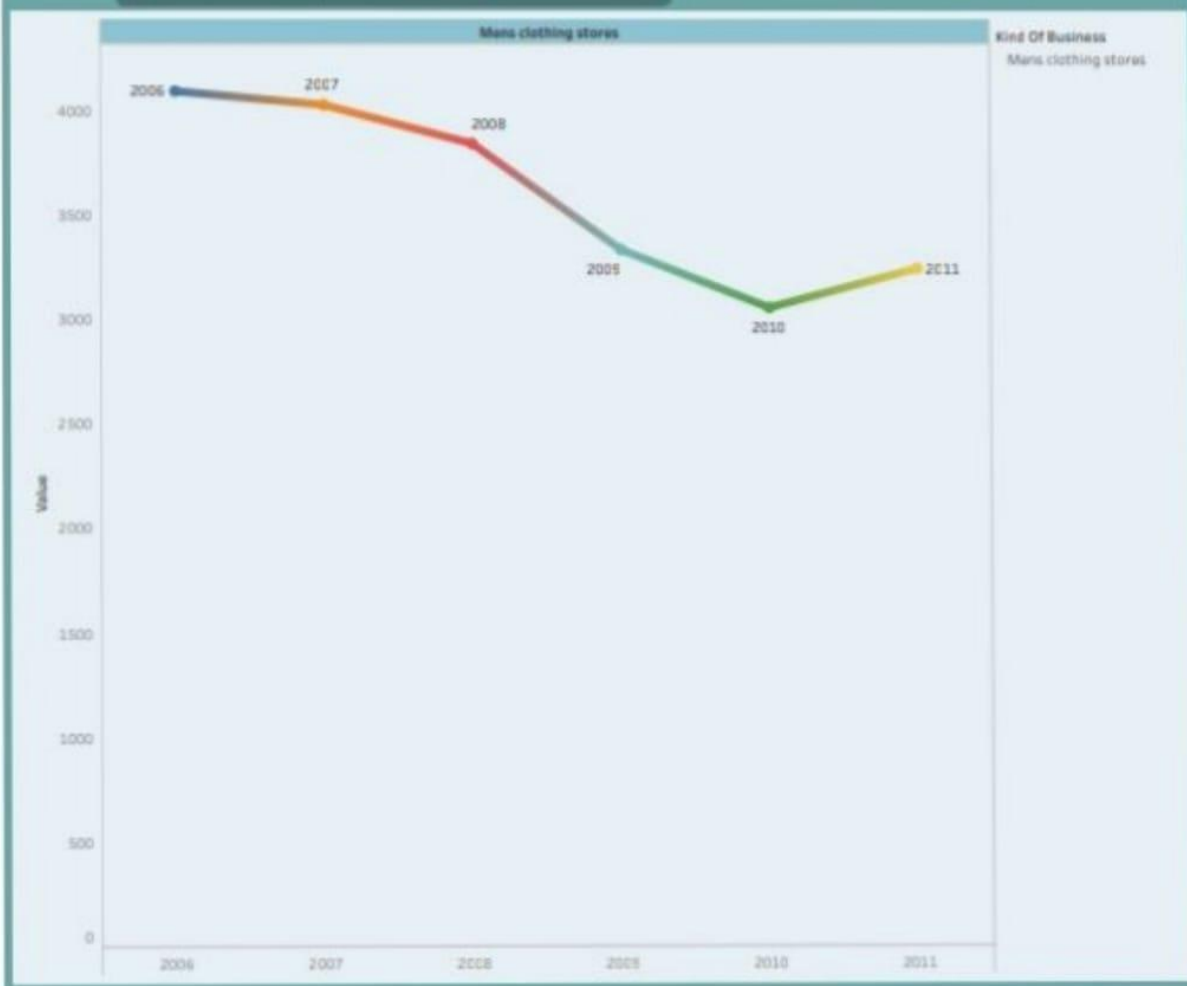
Taxes & Licenses: This pie chart ill...

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## Expenses 2

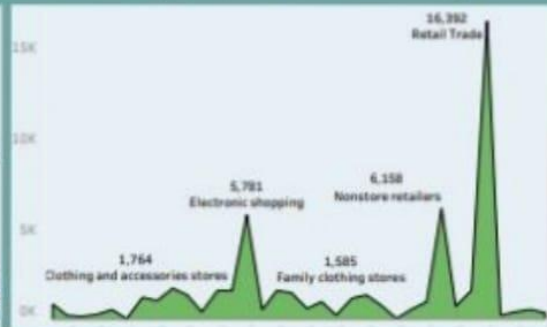
Maintenance:  
This line chart ill...

## Business Expenditure Overview

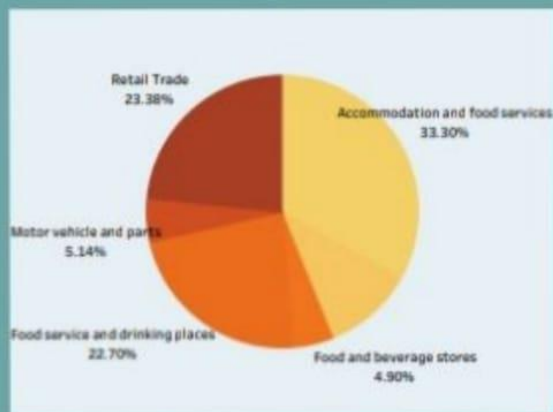
### Contract Labour vs Employee



### Transportation and Warehousing



### Fuel



### Advertisement Cost



## **ADVANTAGES:**

### **PLANNING:**

Estimations help in creating effective business plans, setting realistic targets, and allocating resources accordingly.

### **DECISION-MAKING:**

They provide a basis for informed decision-making, aiding in the identification of potential risks and opportunities.

### **RESOURCE MANAGEMENT:**

Estimations assist in managing resources efficiently by aligning them with the anticipated demand and market conditions.

### **GOAL SETTING:**

They enable the establishment of achievable goals and objectives, fostering a sense of direction and motivation within the organization.

### **PERFORMANCE EVALUATION:**

Estimations serve as benchmarks for evaluating business performance, allowing for the identification of areas for improvement and the celebration of achievements.

## **DISADVANTAGES:**

### **INACCURACY:**

Estimations can be prone to inaccuracies due to unpredictable market fluctuations and unforeseen external factors, leading to flawed decision-making.

### **OVERCONFIDENCE:**

Relying solely on estimations can foster overconfidence, leading to unrealistic expectations and potentially risky business strategies.

### **LIMITED FLEXIBILITY:**

Overreliance on estimations can restrict the flexibility of a business, making it challenging to adapt to sudden changes or unforeseen circumstances.

### **RESOURCE MISALLOCATION:**

Inaccurate estimations may result in the misallocation of resources, leading to inefficient use of capital, time, and manpower.

## **LOSS OF COMPETITIVE EDGE:**

Depending solely on estimations might cause a business to overlook emerging trends or overlook potential threats, leading to a loss of competitive edge in the market

## **APPLICATION:**

### **MARKET RESEARCH:**

Conduct thorough market research to identify the target audience, competition, and demand for similar applications.

### **VALUE PROPOSITION:**

Clearly define the unique value proposition that the application offers to differentiate it from existing solutions.

### **REVENUE MODEL:**

Develop a comprehensive revenue model, including potential sources such as subscriptions, in-app purchases, or advertisements.

### **DEVELOPMENT COST:**

Estimate the cost of application development, considering factors such as technology stack, features, and design complexity.

### **TIMELINE:**

Create a realistic timeline for the development process, taking into account potential setbacks and necessary iterations.

### **USER ACQUISITION STRATEGY:**

Plan strategies to acquire and retain users, including marketing, advertising, and user engagement initiatives.

### **MONETIZATION STRATEGY:**

Determine the most effective way to monetize the application, ensuring it aligns with user expectations and industry standards.

### **USER EXPERIENCE (UX) DESIGN:**

Prioritize a seamless and intuitive user experience to enhance user engagement and retention.

## **TECHNICAL SUPPORT:**

Plan for ongoing technical support and updates to ensure the application remains functional and relevant.

## **PERFORMANCE METRICS:**

Establish key performance indicators (KPIs) to measure the success and impact of the application, allowing for data-driven decision-making and future improvements

## **COLLECTION AND CONNECTION OF DATA SET:**

Regarding our project Title, A dataset is been collection from the Nan Mudhalvan, Smartinternz platform and connected the dataset to the Tablaeu.

## **PREPARTION OR VISUALIZATION SHEETS:**

We ourselves created 5 questions on consumer's point of view and tried to answer these questions through visualization sheets using Bar graphs, donut chat and histogram.

## **DASHBOARD:**

We created a dashboard placing all the visualization sheets in single dashboard.

## **STORY:**

After the completion our dashboard, we have created a story section in which we extracted the observation from the visualization sheets.

## **PUBLISHING IN TABLEAU:**

We have published our dashboard and story in our team leader's Tableau public ID.

## **CONCULSION:**

From this project we learned to analyse a dataset and the usage of Tableau software.