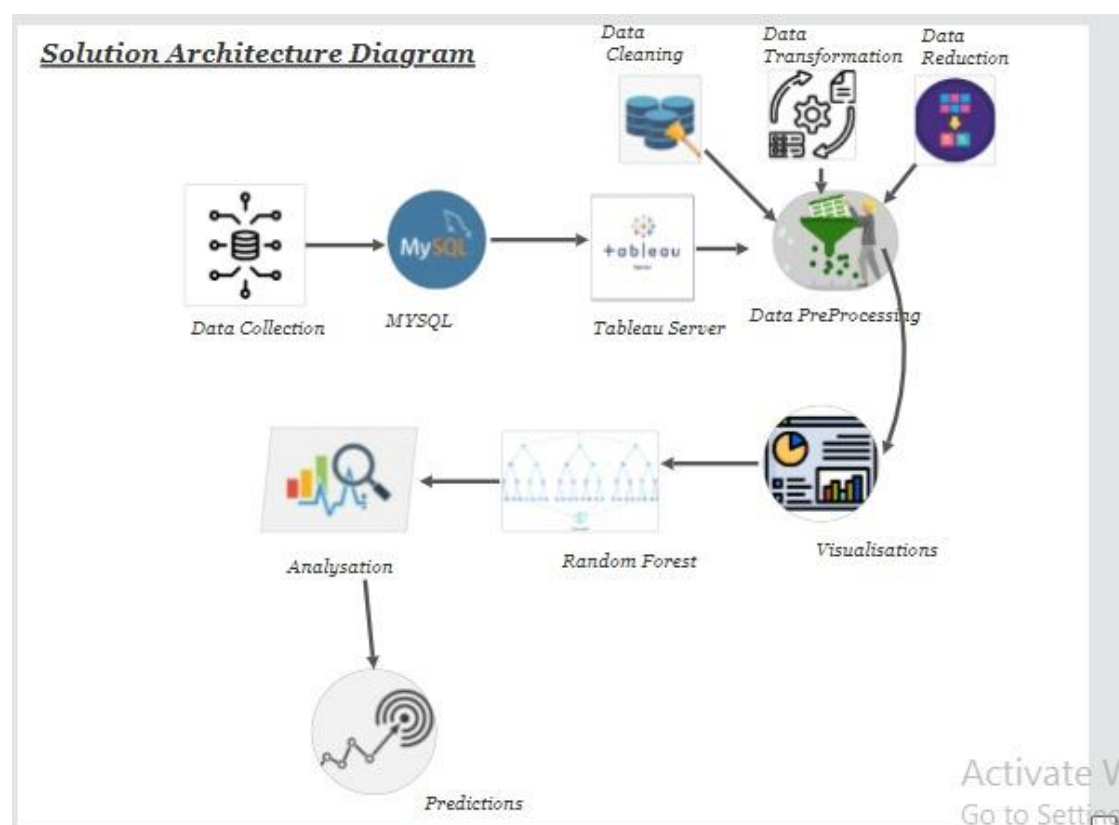


Graphical Advantages: A tableau Exploration of Top Manga

Since the 1950s, manga has become an increasingly major part of the Japanese publishing industry. By 1995, the manga market in Japan was valued at ¥586.4 billion (\$6–7 billion) with annual sales of 1.9 billion manga books and manga magazines (also known as manga anthologies) in Japan (equivalent to 15 issues per person). In 2020 Japan's manga market value hit a new record of ¥612.6 billion due to the fast growth of digital manga sales as well as increase of print sales. In 2022 Japan's manga market hit yet another record value of ¥675.9 billion. Manga have also gained a significant worldwide readership. Beginning with the late 2010s manga started massively outselling American comics. Now the Manga want to know the Best-Selling Manga from Past to Now

Technical Architecture:



Project Flow:

To accomplish we have to complete all the activities listed below,

- **Define Problem / Problem Understanding**
 - Specify the business problem
 - Business requirements
 - Literature Survey
 - Social or Business Impact.
- **Data Collection & Extraction from Database**
 - Collect the dataset
 - Storing Data in DB
 - Perform SQL Operations
 - Connect DB with Tableau
- **Data Preparation**
 - Prepare the Data for Visualization
- **Data Visualizations**
 - No of Unique Visualizations
- **Dashboard**
 - Responsive and Design of Dashboard
- **Story**
 - No. of Scenes of story
- **Performance Testing**
 - Amount of Data Rendered to DB ‘
 - Utilization of Data Filters
 - No of Calculation Fields
 - No of Visualizations/ Graphs
- **Web Integration**
 - Dashboard and Story embed with UI With Flask
- **Project Demonstration & Documentation**
 - Record explanation Video for project end to end solution
 - Project Documentation-Step by step project development procedure

Milestone 1: Define Problem / Problem Understanding

Activity 1: Specify the Business Problem

Refer Project Description

Activity 2: Business requirements

The Business Requirements is for analysing the Best-selling Manga to know which manga has highest sales. Include identifying KPIs, comparing the manga with Average sales and approximate sales identifying affecting factors, creating interactive dashboards and reports, making data-driven decisions, comparing to industry average and creating forecasting models for future performance. The ultimate goal is to gain insights and Show Sufficient Information through Data visualization techniques.

Activity 3: Literature Survey (Student Will Write)

A literature survey for a Best-Selling Manga project would involve researching and reviewing existing studies, articles, and other publications on the topic of Manga Series. The survey would aim to gather information on current classification systems, their strengths and weaknesses, and any gaps in knowledge that the project could address. The literature survey would also look at the methods and techniques used in previous Manga projects, and any relevant data or findings that could inform the design and implementation of the current project.

Activity 4: Social or Business Impact.

Social Impact: By providing accurate and up-to-date information on Selling Manga' project can help company make more informative about the Top Selling Mangas and their strengths and weakness

Business Model/Impact: By providing information on the properties and interactions of Selling Mangas, the company will know what are the low selling manga's and try to improve their low selling manga's

Milestone 2: Data Collection & Extraction from Database

Data collection is the process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, evaluate outcomes and generate insights from the data.

Activity 1: Downloading the dataset

Please use the link to download the dataset: [Link](#)

Activity 1.1: Understand the data

Data contains all the meta information regarding the columns described in the CSV file. we have provided CSV file.

Best Selling Manga.csv

[https://drive.google.com/file/d/1PnMFQzHKdpEmnpiAcW0ATxphlq7MEQcm/view?usp=drive link](https://drive.google.com/file/d/1PnMFQzHKdpEmnpiAcW0ATxphlq7MEQcm/view?usp=drive_link)

Column Description of the Dataset:

Manga Series: - It is Dimension column shows Manga series names.

Authors: - It is also a dimension column shows the author of each manga.

Publisher: - It shows Publisher of each Manga Series.

Demographic: - It shows the demographic data of manga.

Serialized: - It shows the Year Started the Manga and it ends year or continuing.

No. of collected volumes: - It is measuring Column shows the Volume of Manga Series.

Approximate sales in million(s): - It shows the Approximate sales of the Manga.

Average sales in million(s): - It shows the Average Sales of the Year.

Activity 2: Storing Data in DB & Perform SQL Operations

The screenshot shows the MySQL Workbench interface. The 'SCHEMAS' pane on the left lists databases including 'best-selling-manga'. The main window displays a table view of the 'best-selling-manga' database. The table contains columns: Manga series, Author(s), Publisher, Demographic, No. of collected volumes, Serialized, and Approximate sales in million(s). The table lists various manga series such as One Piece, Golgo 13, Case Closed / Detective Conan, Dragon Ball, Doramon, Naruto, Slam Dunk, Kachikame: Tokyo Best Cops, Demon Slayer: Kimetsu no Yaiba, Oshinbo, Bleach, JoJo's Bizarre Adventure, and Attack on Titan. The 'Output' pane at the bottom shows the execution of a SQL query: 'SELECT * FROM `best-selling-manga`'. The query returned 187 rows in 0.000 seconds.

Manga series	Author(s)	Publisher	Demographic	No. of collected volumes	Serialized	Approximate sales in million(s)
One Piece	Eiichiro Oda	Shueisha	Shounen	104	1997-present	516.6
Golgo 13	Takao Saito, Saito Production	Shogakukan	Seinen	207	1968-present	300
Case Closed / Detective Conan	Gosho Aoyama	Shogakukan	Shounen	102	1994-present	270
Dragon Ball	Akira Toriyama	Shueisha	Shounen	42	1984-1995	260
Doramon	Fujiko F. Fujio	Shogakukan	Children	45	1969-1996	250
Naruto	Masashi Kishimoto	Shueisha	Shounen	72	1999-2014	250
Slam Dunk	Takehiko Inoue	Shueisha	Shounen	31	1990-1996	170
Kachikame: Tokyo Best Cops	Osamu Akimoto	Shueisha	Shounen	201	1976-2016	156.5
Demon Slayer: Kimetsu no Yaiba	Koyoharu Gotouge	Shueisha	Shounen	23	2016-2020	150
Oshinbo	Tetsu Kariya, Akira Hasegawa	Shogakukan	Seinen	111	1983-2014 (on hiatus)	135
Bleach	Tite Kubo	Shueisha	Shounen	74	2001-2016	130
JoJo's Bizarre Adventure	Hirohiko Araki	Shueisha	Shounen/Seinen	131	1987-present	120
Attack on Titan	Hajime Isayama	Kodansha	Shounen	34	2009-2021	110

Activity 3: Connect DB with Tableau

The screenshot shows the Tableau Desktop interface. The 'Connections' pane on the left shows a connection to 'localhost MySQL'. The 'Database' pane shows the 'best-selling-manga' database. The 'Table' pane shows the 'best-selling-manga' table. The main view displays a preview of the data from the 'best-selling-manga' table. The preview shows columns: Manga series, Author(s), Publisher, Demographic, No. of collected volumes, Serialized, and Approximate sales in million(s). The preview also includes a 'Fields' pane with a table showing the data types and names of the columns.

Type	Field Name	Phys...	Rem...
Abc	Manga series	best-s...	Mang...
Abc	Author(s)	best-s...	Autho...
Abc	Publisher	best-s...	Publis...
Abc	Demographic	best-s...	Demo...

Milestone 3: Data Preparation

Activity 1: Prepare the Data for Visualization

Preparing the data for visualization, Sometimes the data is not in correct format and we have to transform the data into a right format. Preparing data means involving cleaning and replacing the null values and missing Values. This process makes the data to understand easily and to make visualizations easily.

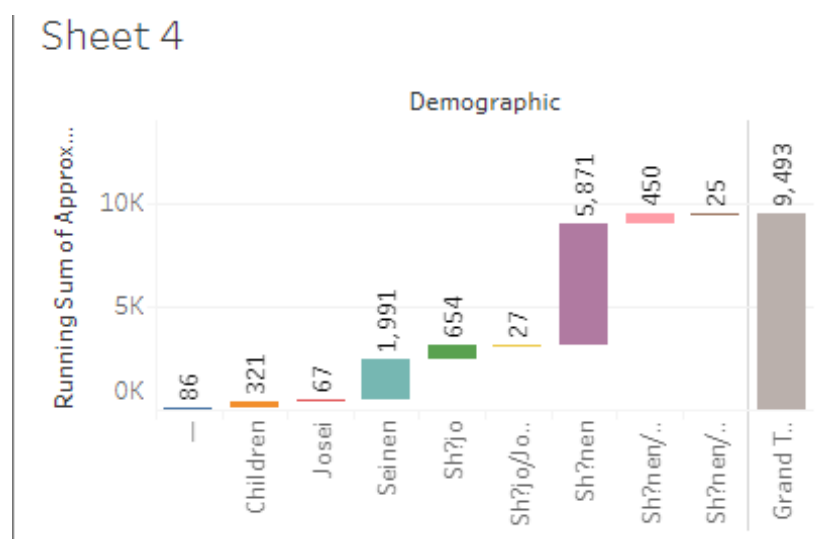
Milestone 4: Data Visualization

Data visualization is the process of creating graphical representations of data 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.

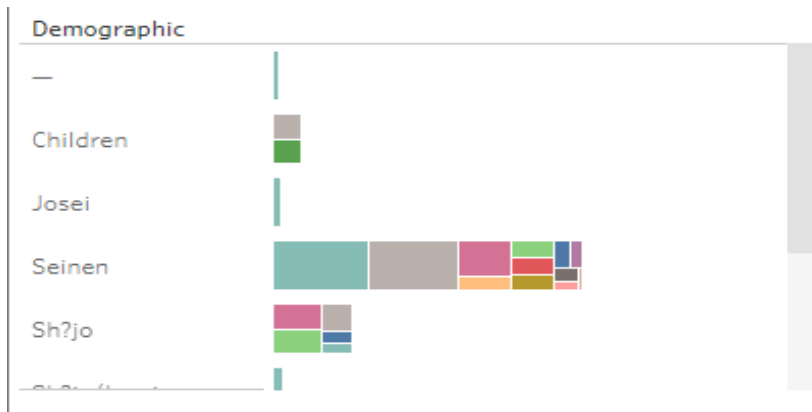
Activity 1: No of Unique Visualizations

The number of unique visualizations that can be created with a given dataset. Some common types of visualizations that can be used to analyse the Best-Selling Manga.

Activity 1.1 - KPIs

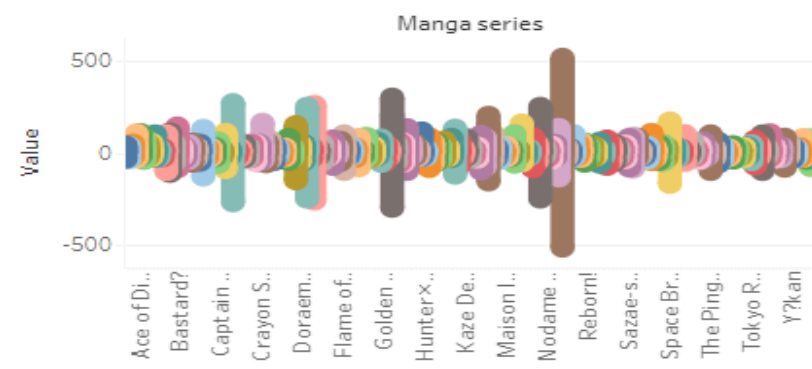


Activity 1.2 – Demographic wise Approximate Sales



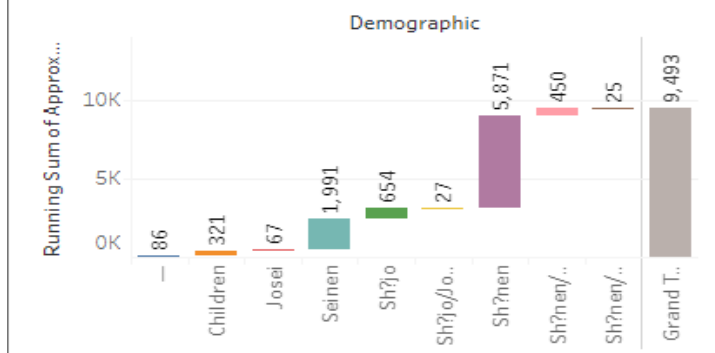
Activity 1.3 – Manga Series wise Average Sales

Sheet 5

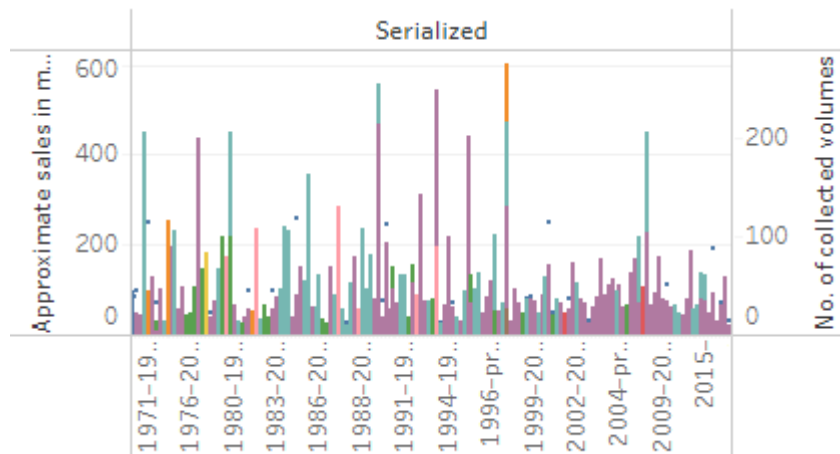


Activity 1.4 – Publisher & Demographic wise No of Volumes

Sheet 4



Activity 1.5 – Serialized wise Approximate Sales & No of Volumes



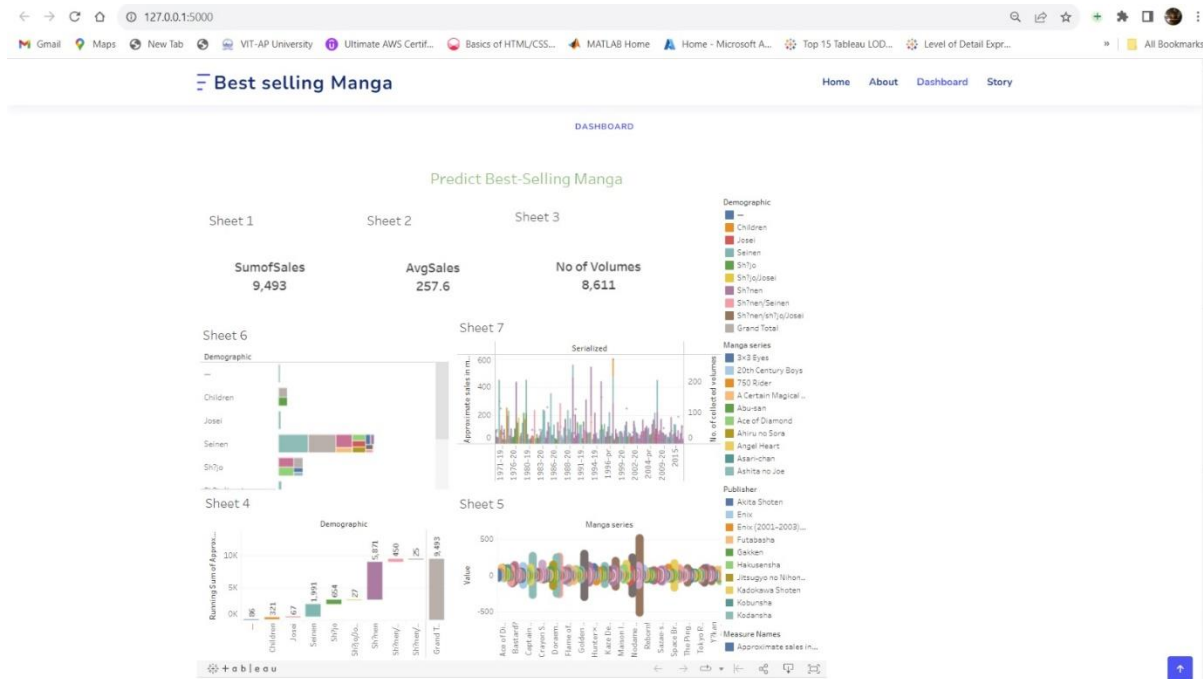
Milestone 5: Dashboard

A dashboard is a graphical user interface (GUI) that displays information and data in an organized, easy-to-read format. Dashboards are often used to provide real-time monitoring and analysis of data and are typically designed for a specific purpose or use case. Dashboards can be used in a variety of settings, such as business, finance, manufacturing, healthcare, and many other industries. They can be used to track key performance indicators (KPIs), monitor performance metrics, and display data in the form of charts, graphs, and tables.

Activity 1- Responsive and Design of Dashboard

Once you have created views on different sheets in Tableau, you can pull them into a dashboard.

Harnessing Ai to Predict Best Selling Manga



Milestone 6: Story

A data story is a way of presenting data and analysis in a narrative format, intending to make the information more engaging and easier to understand. A data story typically includes a clear introduction that sets the stage and explains the context for the data, a body that presents the data and analysis logically and systematically, and a conclusion that summarizes the key findings and highlights their implications. Data stories can be told using a variety of mediums, such as reports, presentations, interactive visualizations, and videos.

Activity 1: No. of Scenes of Story

The number of scenes in a storyboard for a data visualization analysis of the Heart disease will depend on the complexity of the analysis and the specific insights that are trying to be conveyed. A storyboard is a visual representation of the data analysis process and it breaks down the analysis into a series of steps or scenes.

Story 1



Milestone 7: Performance Testing

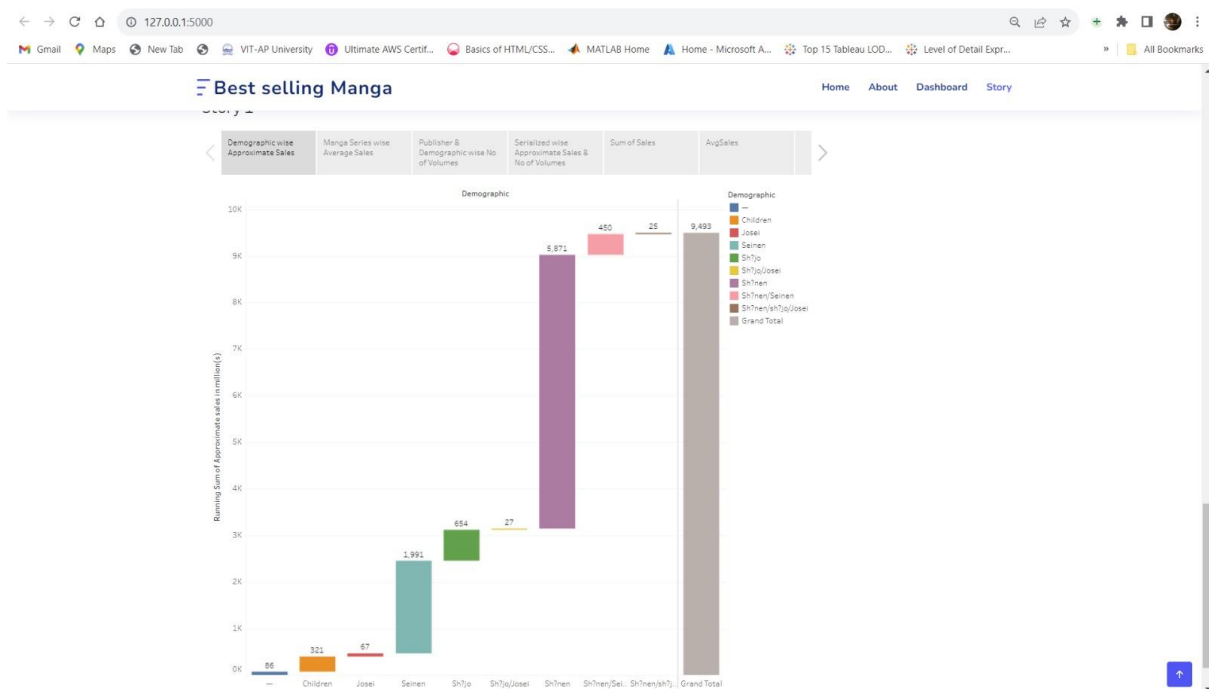
Activity 1: Amount of Data Rendered to DB

- The amount of the data that is rendered to a database depends on the size of the dataset and the capacity of the database to store and retrieve data.
- Open the MYSQL Workbench, go to the data base then click to expand the tables, select the table and click on the button to get the information related to such as column, count, table rows etc

No of Calculated fields

Abc	Measure Names	Co
#	-sales	
#	Approximate sales in millio...	
#	Average sales per volume i...	
#	No. of collected volumes	
#	best-selling-manga (Count)	
#	Measure Values	

Utilization of Data Filters:



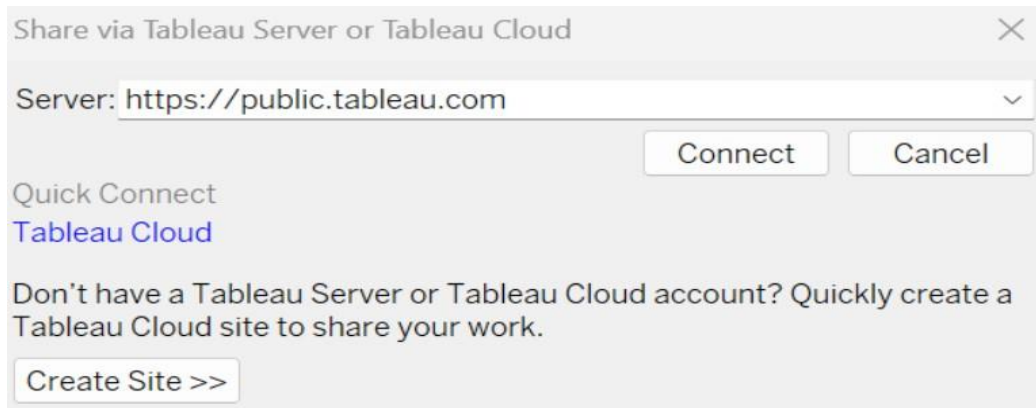
Milestone 8: Web Integration

Publishing helps us to track and monitor key performance metrics and to communicate results and progress. Help a publisher stay informed, make better decisions, and communicate their performance to others.

Publishing dashboard and reports to tableau public

Step 1: Go to Dashboard/story, click on the share button on the top ribbon

Give the server address of your tableau account and click on connect.



Share via Tableau Server or Tableau Cloud

Server:

Quick Connect
[Tableau Cloud](#)

Don't have a Tableau Server or Tableau Cloud account? Quickly create a Tableau Cloud site to share your work.

Step2: once you click on connect it will ask you for the tableau public username and password



tableau public

Email

Password

 This site is SSL encrypted

[Forgot your password?](#)
[Don't have a profile yet?](#)
[Create one now for free](#)

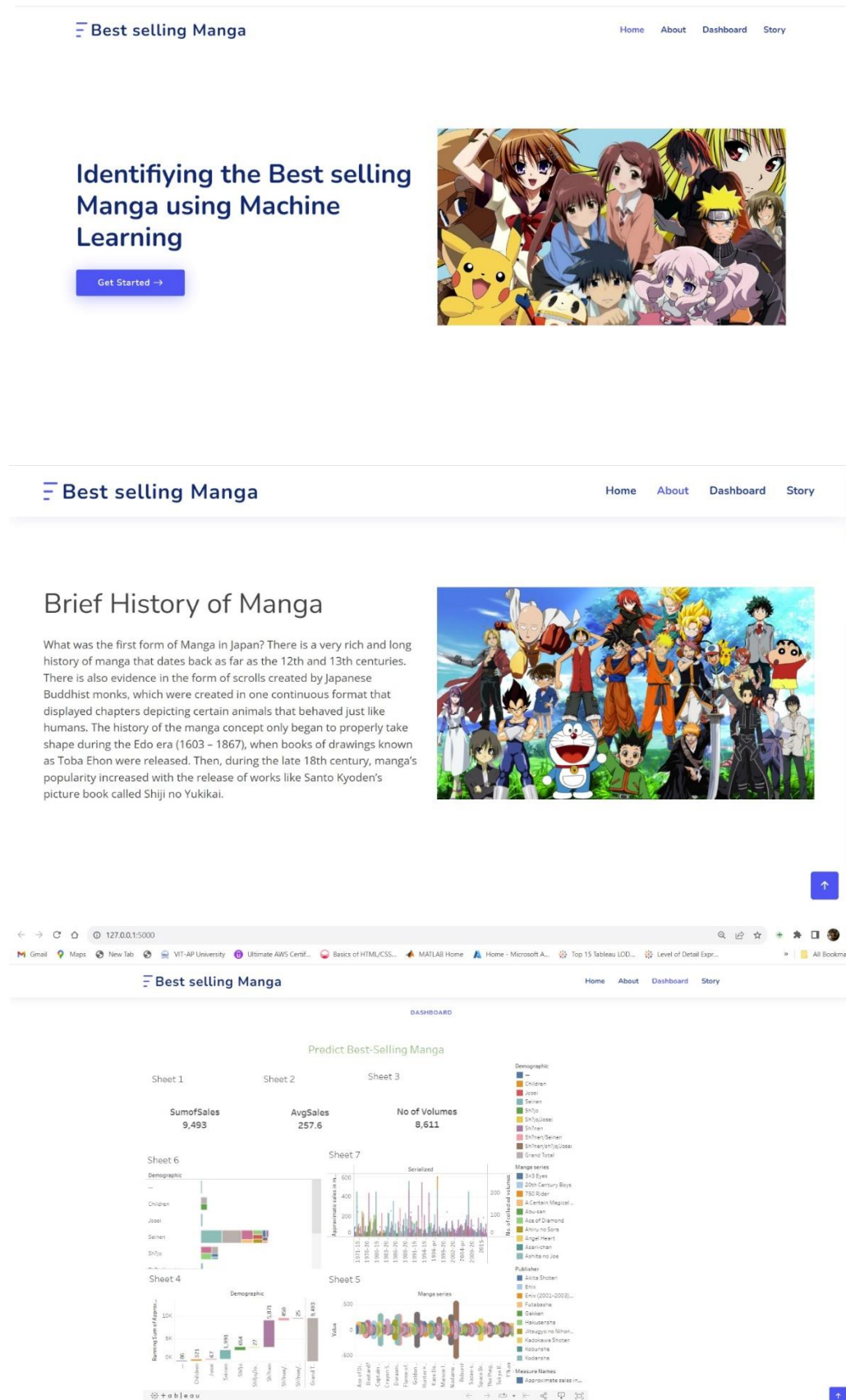
Once you login into your tableau public using the credentials, the particular visualization will be published into the tableau public

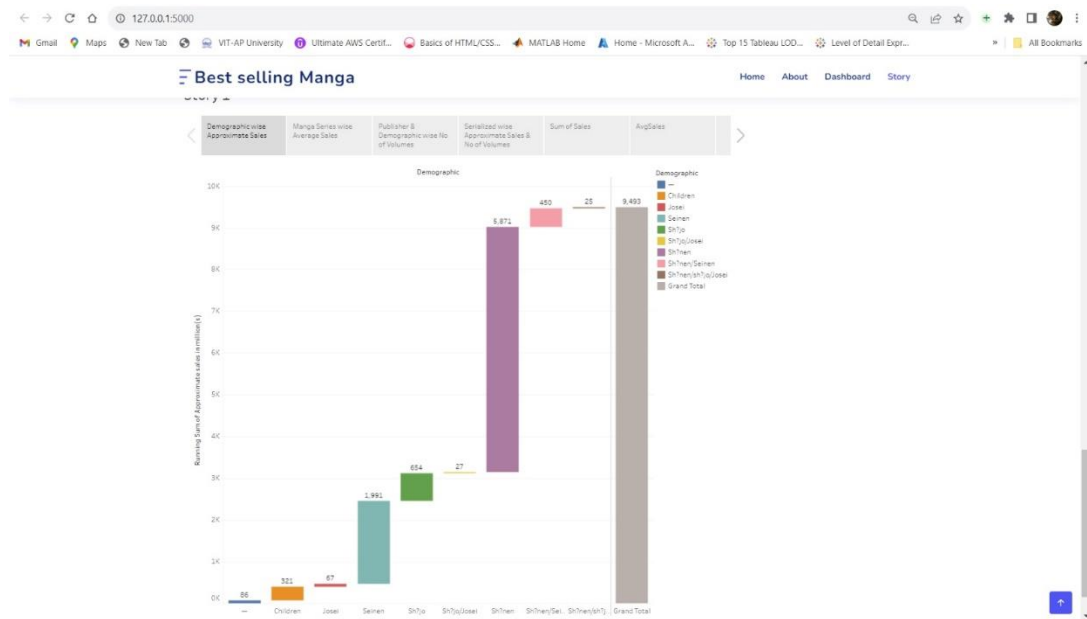
These are the dashboard and story links which we have Published

<https://public.tableau.com/app/profile/vishnupriya.pragada/viz/DAPROJECT-2/Dashboard1?publish=yes>

<https://public.tableau.com/app/profile/vishnupriya.pragada/viz/DAPROJECT-2/Story1?publish=yes>

Activity 1: Embed Dashboard and Story with Flask





Bootstrap Link: <http://127.0.0.1:5000>