

INTRODUCTION:

Horticulture is basically an art of growing up plants. India is a country in which the horticulture produce is more. The data set is about the Export of Horticulture produce in India from 2007-2008 to 2010-2011. The dataset consists of different products such as fresh fruits and fresh vegetables, mango pulp, dried nuts etc.. The main purpose of this project is to analyse how much of products have been exported from India from 2007-2011. Since, one cannot read the data in excel and come to a conclusion of the data, we have to perform visual analytics. The use of this project is to make people understand visually how much horticulture produce in India have been exported and which type of product have exported more from 2007-2011.

DATA SET:

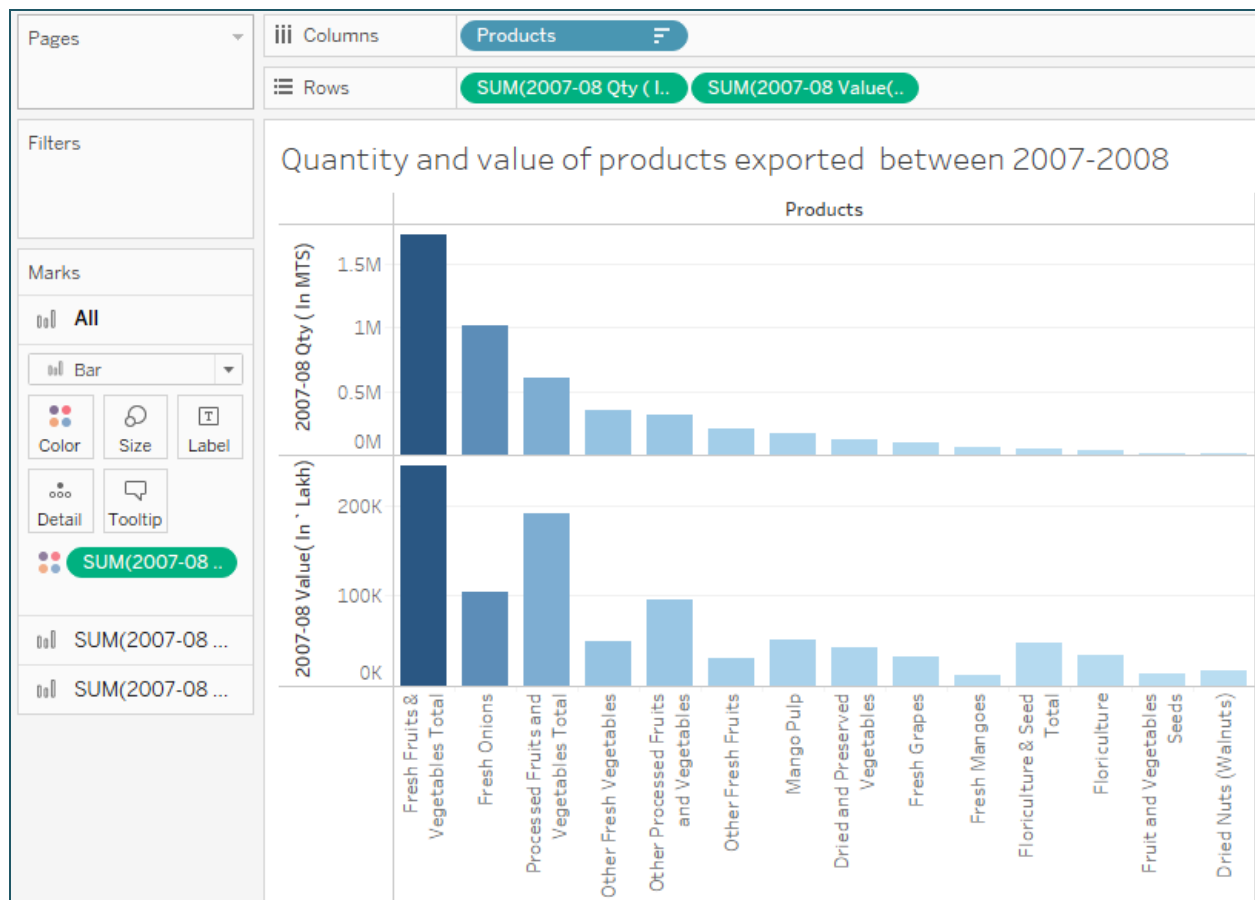
| Products | 2007-08 Qty | 2007-08 Val | 2008-09 Qty | 2008-09 Val | 2009-10 Qty | 2009-10 Va | 2010-11 Qty | 2010-11 Val |
|--------------|-------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|
| Floriculture | 36240.71 | 34014.42 | 30798.34 | 36881.41 | 26814.52 | 29446.36 | 2777614 | 2864541 |
| Fruit and V | 10157.13 | 14212.29 | 8535.53 | 11999.09 | 8883.86 | 14507.51 | 1118250 | 1751952 |
| Floriculture | 46397.84 | 48226.71 | 39333.87 | 48880.5 | 35698.38 | 43953.87 | 3895864 | 4616493 |
| Fresh Onion | 1008606.5 | 103577.89 | 1670186.3 | 182752.21 | 1664922.4 | 231942.98 | 116347258 | 17415541 |
| Other Fresh | 350235.47 | 48949.01 | 505285.46 | 68020.32 | 419241.35 | 73185.9 | 49091405 | 8929361 |
| Dried Nuts | 6716.48 | 16207.8 | 5696.34 | 14123.63 | 9073.38 | 19789.51 | 524458 | 1565059 |
| Fresh Mang | 54350.8 | 12741.76 | 83703.18 | 17071.25 | 74460.61 | 20053.98 | 5922077 | 1629213 |
| Fresh Grape | 96963.57 | 31782.51 | 124627.97 | 40861.28 | 131153.61 | 54533.89 | 9931183 | 4120632 |
| Other Fresh | 207700.78 | 30452.6 | 256768.53 | 43086.84 | 260675.43 | 52283.32 | 25385099 | 4896474 |
| Fresh Fruits | 1724573.6 | 243711.57 | 2646267.8 | 365915.53 | 2559526.8 | 451789.58 | 207201480 | 38556280 |
| Dried and P | 125726.28 | 42993.81 | 147861.22 | 49641.51 | 124613.5 | 53207.48 | 11017391 | 5169709 |
| Mango Pulp | 166752.17 | 50968.51 | 173013.6 | 75298.9 | 186197.85 | 74460.77 | 17192943 | 8140066 |
| Other Proc | 311756.29 | 96281.65 | 387126.42 | 137179 | 397978.17 | 143550.63 | 34006797 | 13163553 |
| Processed F | 604234.74 | 190243.97 | 708001.24 | 262119.41 | 708789.52 | 271218.88 | 62217131 | 26473328 |

As we can observe, the data set contains the quantity and value of products exported from 2007-2011. So, in order to have a clear visualisation of which products have

been exported more and which product have been exported less we perform some analysis using Tableau. Firstly, Analysis can be made for produced products exported from India from 2007-2008 to get rough visualisation of which product have been exported more. Then we can observe how much quantity and value of products exported in a particular year. And we can also perform by grouping some products and can visualise the things.

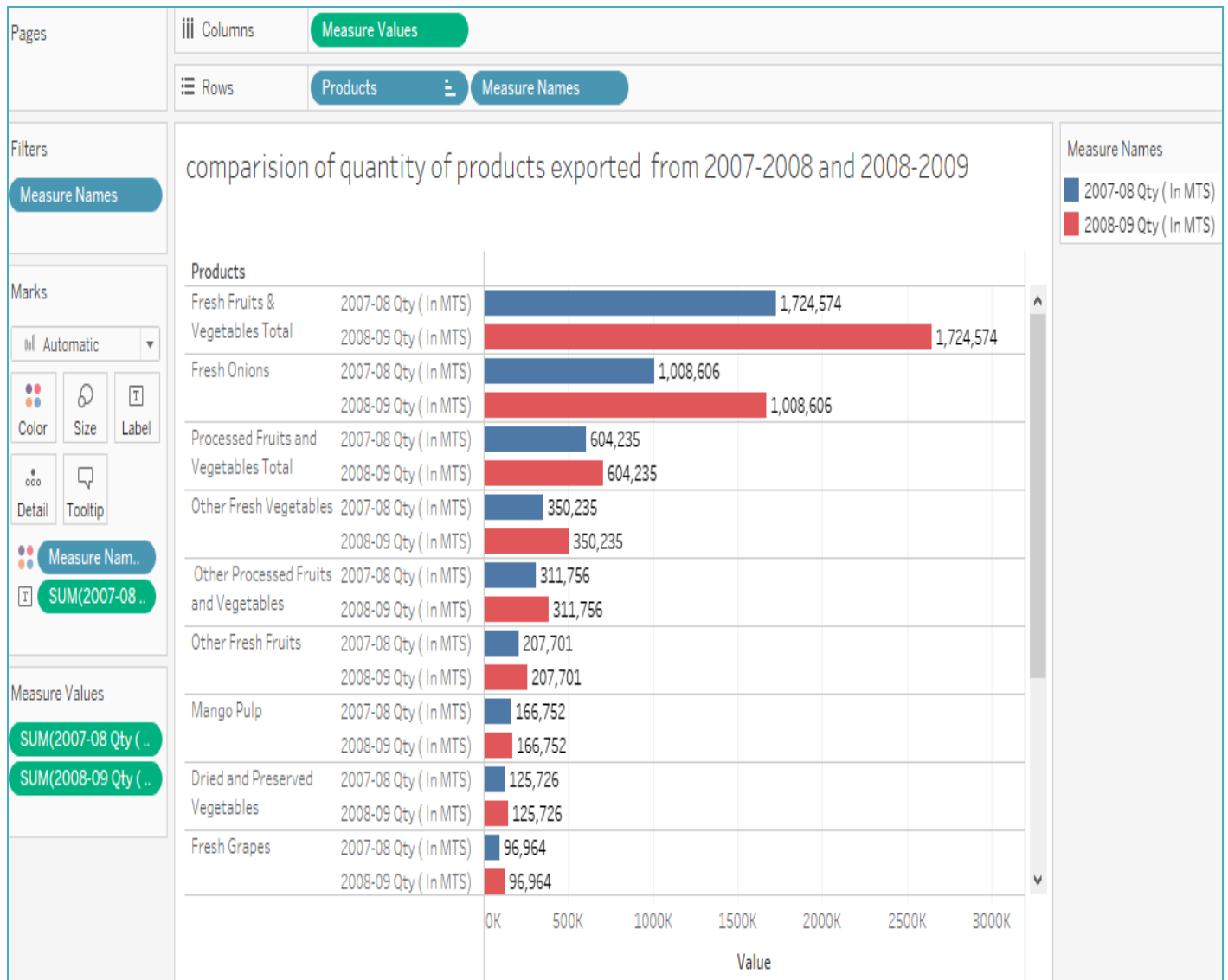
RESULTS:

1. QUANTITY AND VALUE OF PRODUCTS EXPORTED BETWEEN 2007-2008



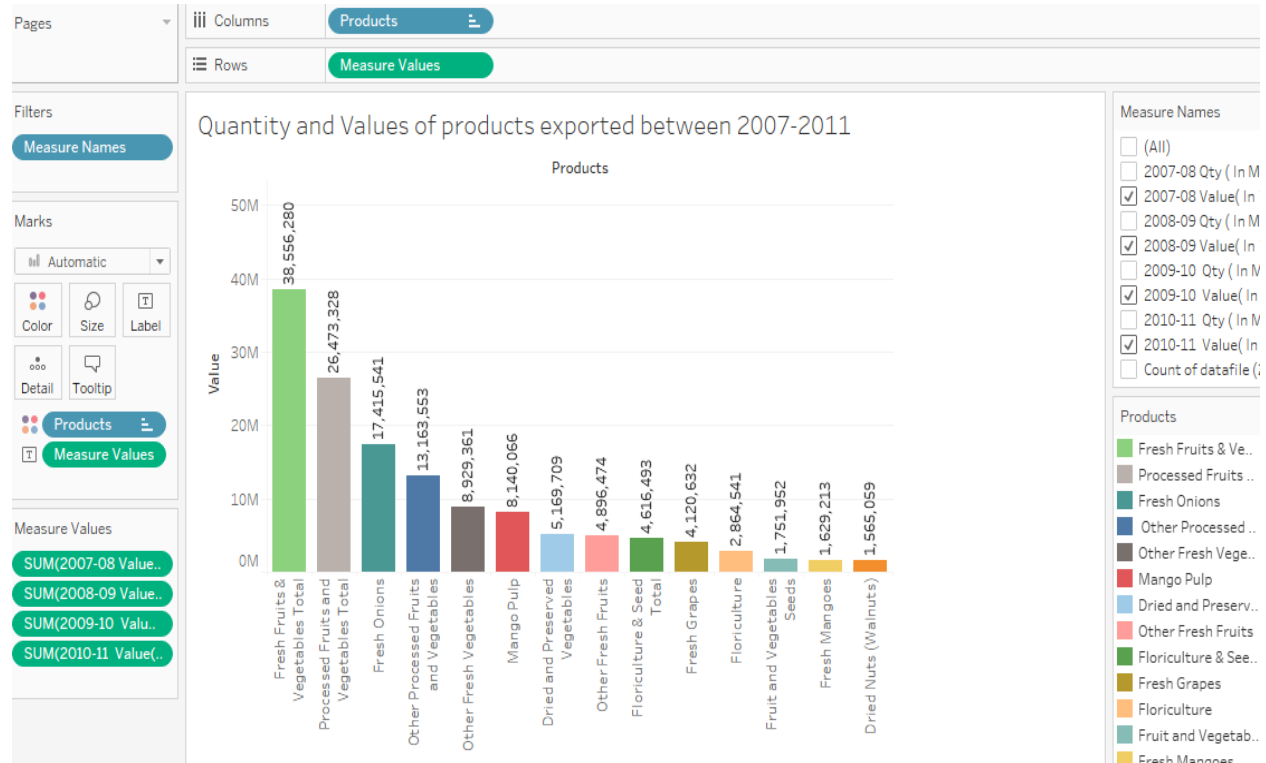
Here light blue indicates the less value or quantity exported and dark blue indicates more value or quantity exported. We can clearly observe that the sum of quantity and value of fresh fruits and vegetables have been exported more.

2.Comparision of quantity of products exported from 2007-2008 and 2008-2009




Here blue colour indicates that the products exported in 2007-2008 and red colour indicates products exported in 2008-2009. we can observe that more amount of products have been exported in 2008-2009 than 2007-2008. The quantity of fresh fruits and vegetables in total have been exported more.

3.Quantity and Values of products exported between 2007-2011.








Here analysis have been made for for all quantity and value of products in all the years. But we can check the analysis of exported products in each individual years or combined years etc.. through show filter . So in the above picture analysis have been made only for value of products exported in all the years. So we can observe the value of fresh fruits and vegetables have been exported more in all the years of about 38,556,280. And less value of dried nuts have been exported less of about 1,565,059.

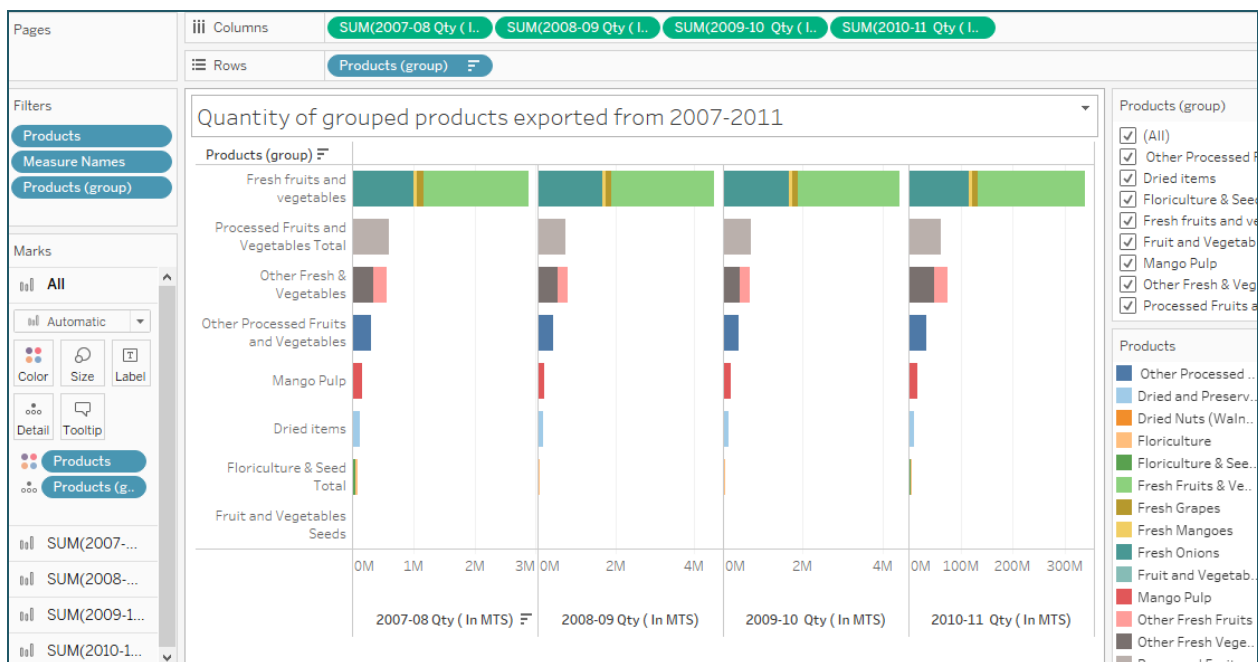
4.Quantity of grouped products exported from 2007-2011

| Tables | |
|---|---------------------------|
| Abc | Products |
|  | Products (group) |
| Abc | Measure Names |
| # | 2007-08 Qty (In MTS) |
| # | 2007-08 Value(In ` Lakh) |
| # | 2008-09 Qty (In MTS) |
| # | 2008-09 Value(In ` Lakh) |
| # | 2009-10 Qty (In MTS) |
| # | 2009-10 Value(In ` Lakh) |
| # | 2010-11 Qty (In MTS) |
| # | 2010-11 Value(In ` Lakh) |
| # | datafile (2).csv (Count) |
| # | Measure Values |

Field Name:

Groups:

- Other Processed Fruits and Vegetables
 - >  Dried items
 - >  Floriculture & Seed Total
 - >  Fresh fruits and vegetables
- Fruit and Vegetables Seeds
 - >  Mango Pulp
 - >  Other Fresh & Vegetables
- Processed Fruits and Vegetables Total



Here few products have been grouped and analysed the quantity they have exported from 2007-2011. We can observe that quantity of grouped product named fresh fruits and vegetables have exported more in all years and most exported in 2010-2011.

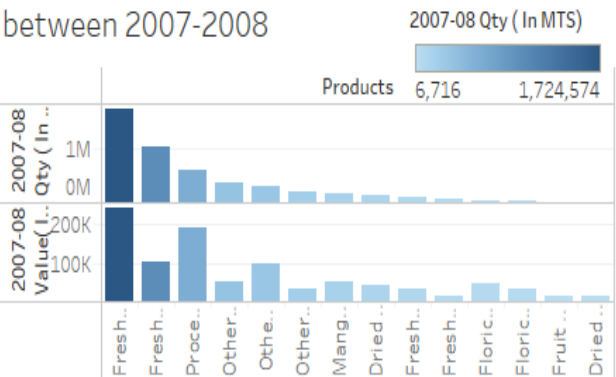
5.Value of grouped products exported from 2007-2011



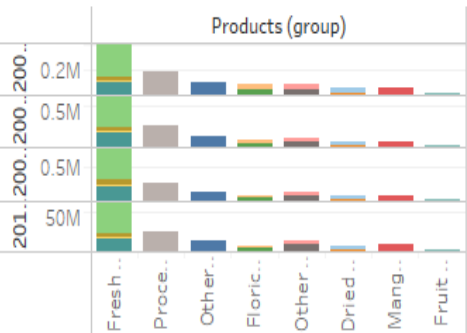
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DASHBOARD:

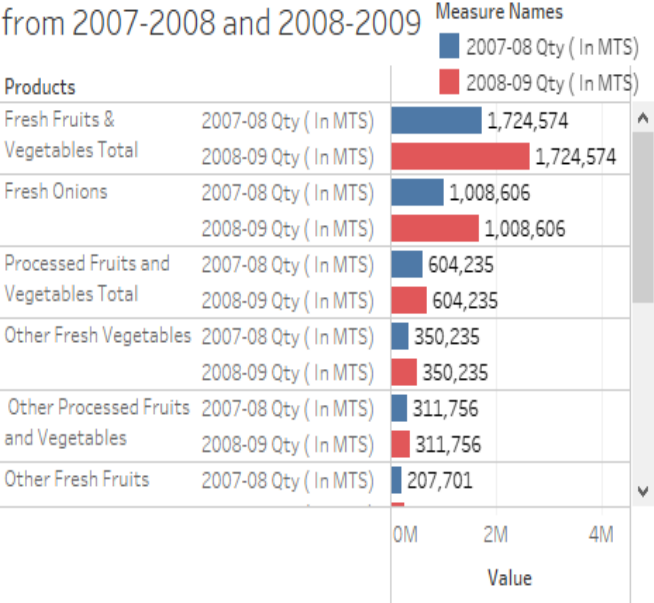
Quantity and value of products exported between 2007-2008



Value of grouped products exported from 2007-2011

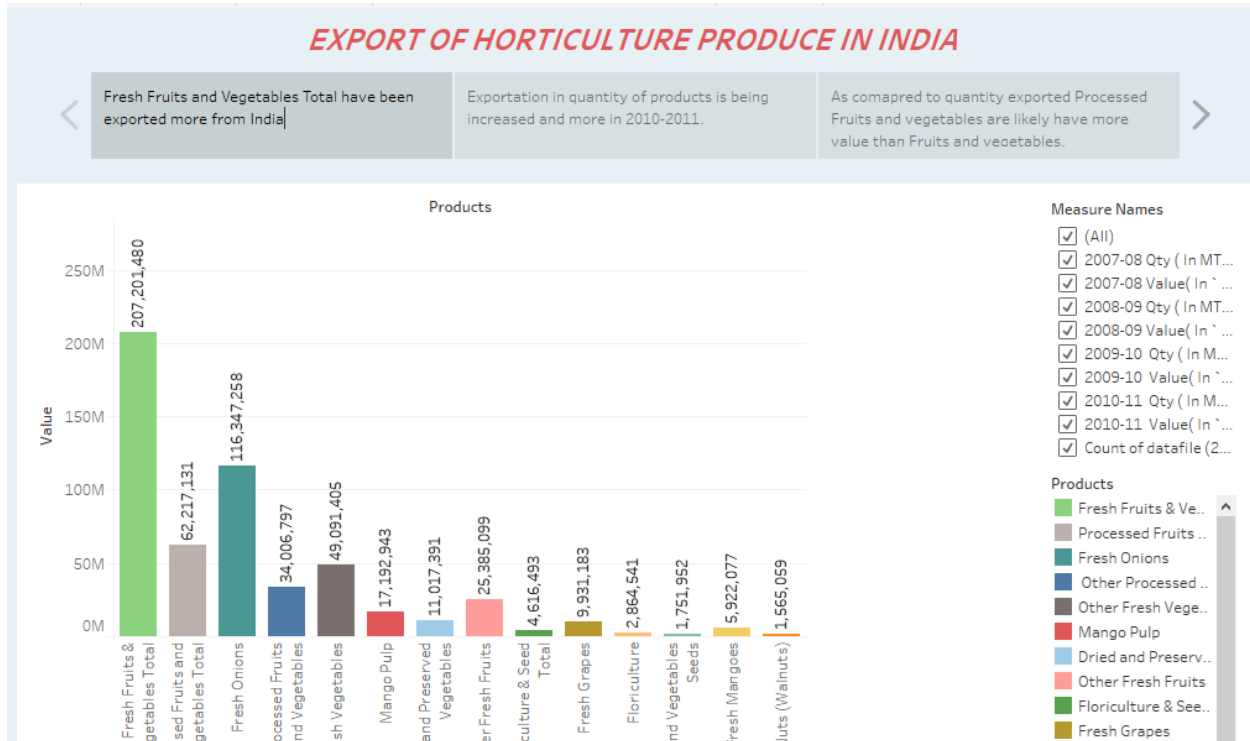


comparison of quantity of products exported from 2007-2008 and 2008-2009



- Products
- Other Processe..
 - Dried and Pres..
 - Dried Nuts (Wa..
 - Floriculture
 - Floriculture & S..
 - Fresh Fruits & V..
 - Fresh Grapes
 - Fresh Mangoes
 - Fresh Onions
 - Fruit and Veget..
 - Mango Pulp
 - Other Fresh Ve..
 - Processed Fruit..

STORY:



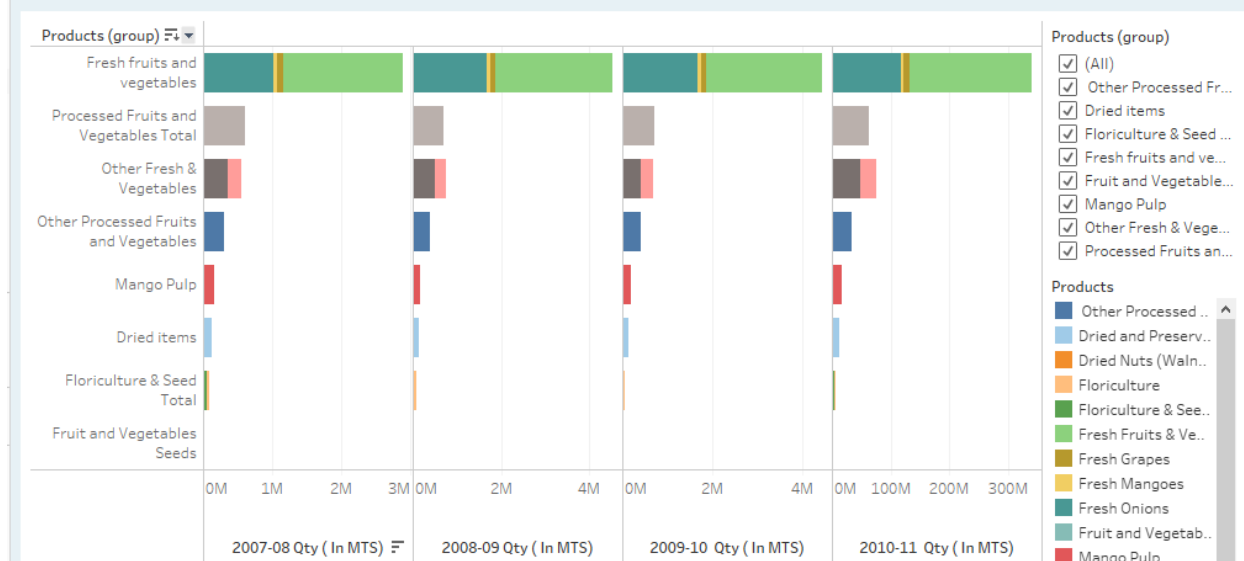
EXPORT OF HORTICULTURE PRODUCE IN INDIA



Fresh Fruits and Vegetables Total have been exported more from India

Exportation in quantity of products is being increased and more in 2010-2011.

As compared to quantity exported Processed Fruits and vegetables are likely have more value than Fruits and vegetables.



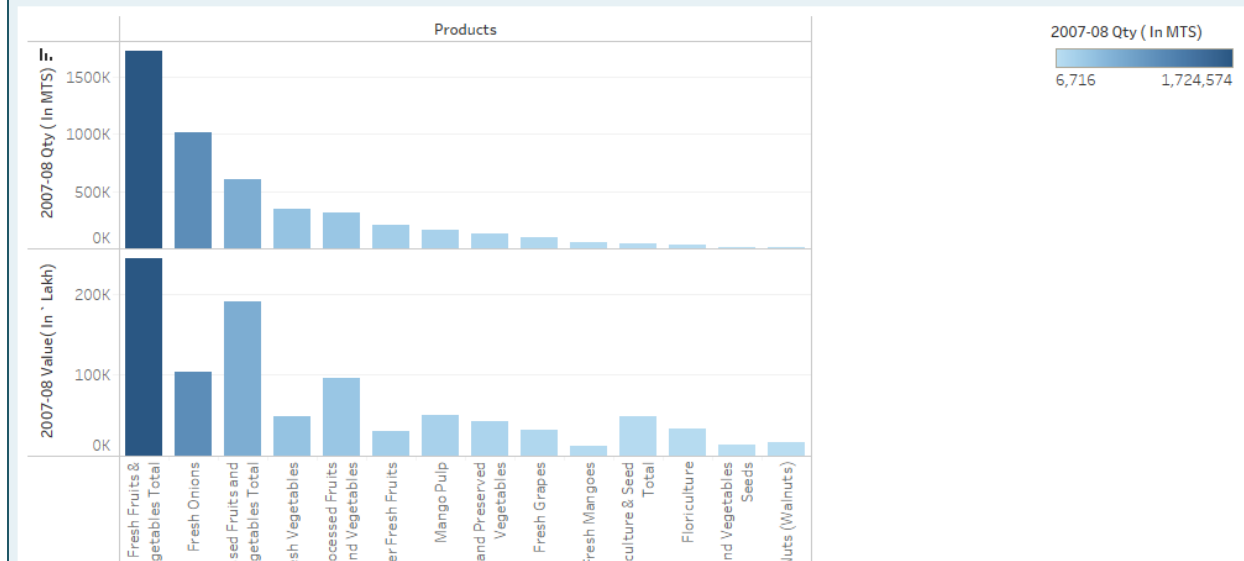
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CONCLUSION:

We can observe the clear visualisations of which products have been exported more and which product have been exported less in both quantity and value. Hence, we can infer that the quality and amount of fresh fruits and vegetables produced have been exported more from India from 2007-2011.