

## 1. INTRODUCTION

Horticulture is the art of cultivating plants in gardens to produce food and medicinal ingredients, or for comfort and ornamental purposes. Horticulturists grow flowers, fruits and nuts, vegetables and herbs, as well as ornamental trees and lawns. A dataset on Export of Horticulture product in INDIA is taken for building a storytelling dashboard.

## 2. BACKGROUND

### 2.1 Existing Problem

The data related to the horticulture exports in INDIA for the years starting from 2007-8 to 2010-11 is available having the attributes in terms of quantity of produce and the value they generate. This data is just available and it is becoming a tedious task for the horticulture department to unleash the available data and use it to create prediction of which variety would be beneficial in the coming years.

### 2.2 Proposed Solution

The data is fed into the data visualization tool called tableau and dashboards are created for the managers to look at the insights out of the data. To find out the variety that gives much value and the one which gives the less value. On observing the trend in the last 4 years which variety will be economically more beneficial for the country. Such produce can be suggested to the farmers.

## 3. THEORETICAL ANALYSIS

The trend of highest profit variety can be observed and much detailed analysis on that variety can be given by the managerial section of the horticulture department.

The trend of the least profit variety can be visualized and alternative solutions can be thought of to improve the profit in such varieties.

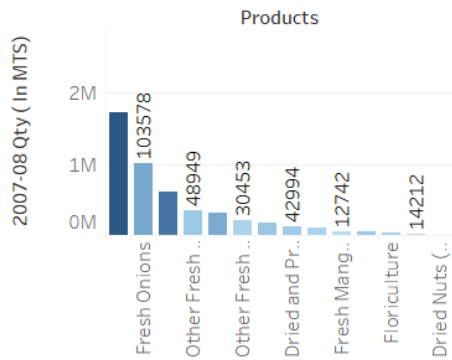
## 4. PROCEDURAL FLOW

1. The data visualization for the years 2007-2008, 2008-2009, 2009-2010, 2010-2011 were prepared.
2. Dashboard based on products and value of the products was prepared. So that the Manager could drag on the slider or the check box and pick the ones he need.
3. Highest profit variety and lowest profit variety can be found and the growth of trend in those categories can be well depicted using the storyboard.

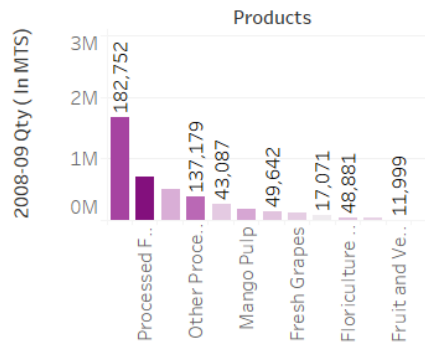
## 5. RESULTS

Sample Screenshots

2007-8



2008-9

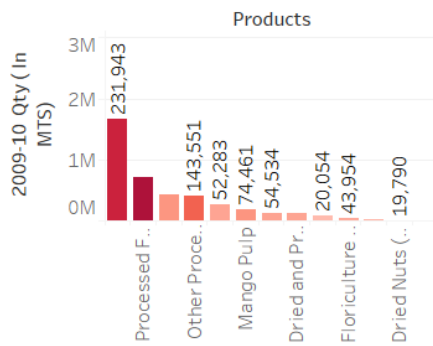


Value(In ` Lakh)

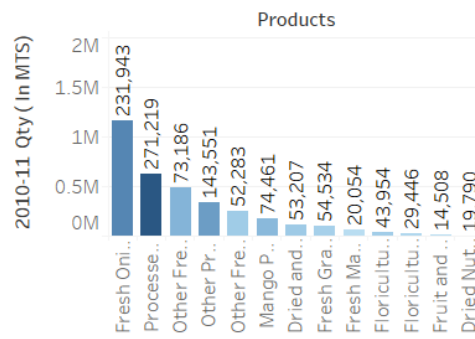
12742 482182



2009-10

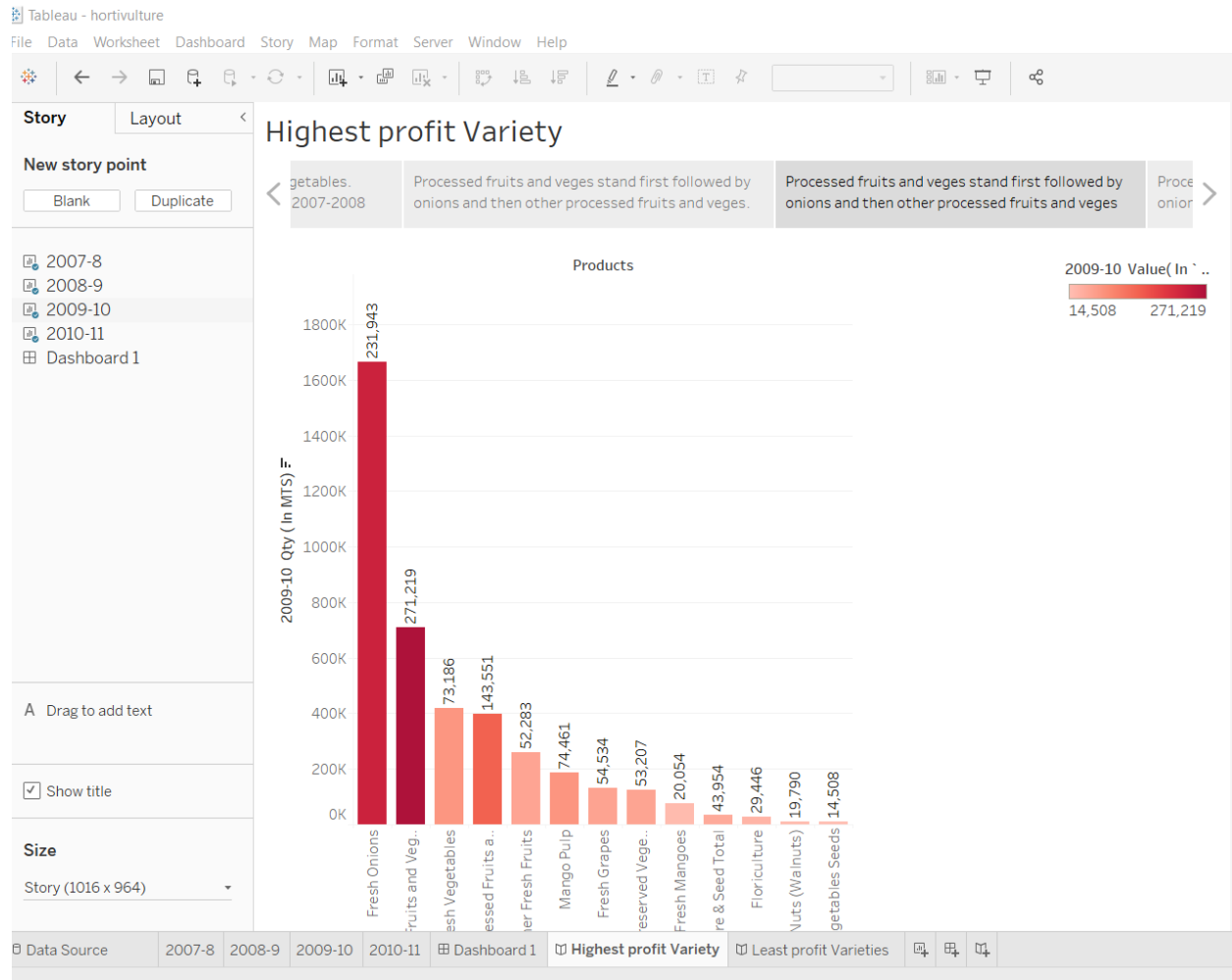


2010-11



Products

- ☒ (All)
- ☒ Other Processe...
- ☒ Dried and Prese...
- ☒ Dried Nuts (Wal...
- ☒ Floriculture
- ☒ Floriculture & S...
- ☒ Fresh Fruits & V...
- ☒ Fresh Grapes
- ☒ Fresh Mangoes
- ☒ Fresh Onions
- ☒ Fruit and Veget...
- ☒ Mango Pulp
- ☒ Other Fresh Fru...
- ☒ Other Fresh Veg...
- ☒ Processed Fruit...



## 8. CONCLUSION

The data visualization tableau is beneficial to the decision makers to take strategic decision by observing patterns and trend in data and bringing in value.