

ESTIMATION OF BUSINESS EXPENSES

TEAM LEADER: SWETHA.V

TEAM MEMBER:
ABITHA.R

SUBASRI.J
SUNITHA.S

INTRODUCTION

- Tableau is a powerful tool used for data analysis, visualization. It allows creating amazing and interactive visualization and that too without coding. Tableau is very famous as it can take in data and produce the required data visualization output in a very short time. Basically, it can elevate your data into insights that can be used to drive your action in the future.

PURPOSE

- Helps users create different charts, graphs, maps, dashboards, and stories for visualizing and analyzing data, to help in making business decision.

EMPATHY AND BRAINSTORMING MAP SCREENSHORT

The image displays two side-by-side screenshots of the Mural workspace, illustrating the Empathy Map and Brainstorming Map templates.

Left Screenshot (Empathy Map):

- Header:** "Untitled mural" with a search bar and navigation icons.
- Central Canvas:** A diagram with a central green circle containing a person icon. It is surrounded by several text boxes:
 - Top-left (pink): "Marketing strategy and planning..."
 - Top-right (blue): "You have 1 mural remaining Upgrade X"
 - Middle-left (pink): "Doing it right enables you to focus your time and budget on the right marketing programs to reach your goals."
 - Middle-right (blue): "Customer journey map..."
 - Bottom-left (blue): "Moreover rather than taking to one of your sales reps, they're more likely to ask for information from members of their network or read online reviews."
 - Bottom-right (yellow): "Scrutinize articles for unveiling market insights analyzing the underlying behavior and identifying opportunities to grow."
 - Bottom (blue): "Today's consumers have a lot power. They can research your product or service and make purchase decisions on their own."
- Right Panel:** An "Outline" sidebar with a list of sections: "1 Brainstorm & ide...", "2 Before you collab...", "3 Define your probl...", "4 Brainstorm".
- Bottom Bar:** A toolbar with icons for erasing, moving, and zooming. A tooltip says: "Right-click and drag to move. You can now move the canvas around by holding down right-click."

Right Screenshot (Brainstorming Map):

- Header:** "Untitled mural" with a search bar and navigation icons.
- Central Canvas:** A diagram with a central green circle containing a person icon. It is surrounded by several text boxes:
 - Top-left (pink): "Marketing strategy and planning..."
 - Top-right (blue): "You have 1 mural remaining Upgrade X"
 - Middle-left (pink): "Doing it right enables you to focus your time and budget on the right marketing programs to reach your goals."
 - Middle-right (blue): "Customer journey map..."
 - Bottom-left (blue): "Moreover rather than taking to one of your sales reps, they're more likely to ask for information from members of their network or read online reviews."
 - Bottom-right (yellow): "Scrutinize articles for unveiling market insights analyzing the underlying behavior and identifying opportunities to grow."
 - Bottom (blue): "Today's consumers have a lot power. They can research your product or service and make purchase decisions on their own."
- Right Panel:** An "Outline" sidebar with a list of sections: "1 Brainstorm & ide...", "2 Before you collab...", "3 Define your probl...", "4 Brainstorm".
- Bottom Bar:** A toolbar with icons for erasing, moving, and zooming. A tooltip says: "Right-click and drag to move. You can now move the canvas around by holding down right-click."

DESIGN IN SCREENSHOT

The image displays three overlapping screenshots of design and data visualization software.

Left Screenshot (Mural): Shows a collaborative workspace with a central green circle containing a person icon. Surrounding it are various sticky notes in pink, blue, and yellow, containing text about design processes. A sidebar on the left lists icons for different types of content. A top bar indicates 'You have 1 mural remaining' and 'Upgrade'. A bottom bar shows a 'Right-click and drag to move' tooltip.

Middle Screenshot (Mural): Shows a workspace with a central blue circle containing a person icon. Surrounding it are various sticky notes in yellow, green, and blue, containing text about design processes. A sidebar on the left lists icons for different types of content. A top bar indicates 'You have 1 mural remaining' and 'Upgrade'. A bottom bar shows a 'Right-click and drag to move' tooltip.

Right Screenshot (Tableau): Shows a data visualization dashboard with multiple sheets. The main sheet displays a large area chart with a blue and orange area, representing 'Region' and 'Measure Names'. The chart shows a significant increase in values over time, with the blue area reaching 8,940 and the orange area reaching 1,702. The dashboard includes a sidebar with navigation options like 'Dashboard', 'Data Source', 'Sheets', and 'Objects'. A top bar indicates 'Tableau - Unlabeled Market Insights from 00424507 - Tableau license expires in 0 days'.

ADVANTAGE AND DISADVANTAGE

Advantage and Disadvantage:

Advantages of tableau:

All the calculations on the tableau done by the backend, so it is relatively faster than any other too.

- *interactive dashboards

- *No manual calculation

- *A large amount of data

Disadvantages of tableau:

- *High cost

- *Static and single value parameters

Applications

- * Helps users create different.
 - * Graphs.
 - * Dashboards.
 - Stories.
 - * Charts.
 - * Maps.
 - *
 - *
- Visualizing and analyzing data, to help in making business decisions.



conclusion

- * Tableau is a powerful data visualization tool that can help businesses make better informed decisions.

Future scope

- 1. Tableau offers interactive dashboards and reports less time backed by accurate data.
- 2. All businesses are adopting Tableau and gaining actionable insights to make informed decisions.
- 3. Big enterprises are integrating Tableau and getting the benefits.
- 4. Demand for Tableau expects to be increasing.
- 5. Numerous coaching institutions, including SSDN Technologies, Tableau course Gurgaon.