

DATA LITERACY WITH TABLEAU

PROJECT TITLE:

UNVEILLING MARKET INSIGHTS: ANALYSING
SPENDING BEHAVIOUR AND IDENTIFYING
OPPORTUNITIES FOR GROWTH

TEAM PROFILE

NM TEAM ID NM2023TMID13484

TEAM LEADER - DHANALAKSHMI S

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UNDER THE GUIDANCE OF

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INTRODUCTION

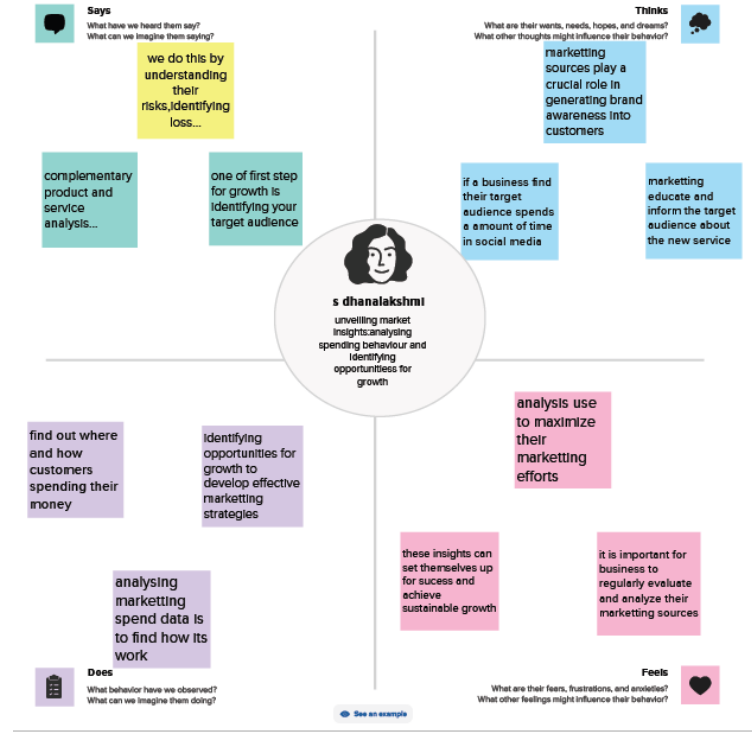
OVERVIEW

The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions.. By conducting a comprehensive analysis, businesses can optimize their marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth

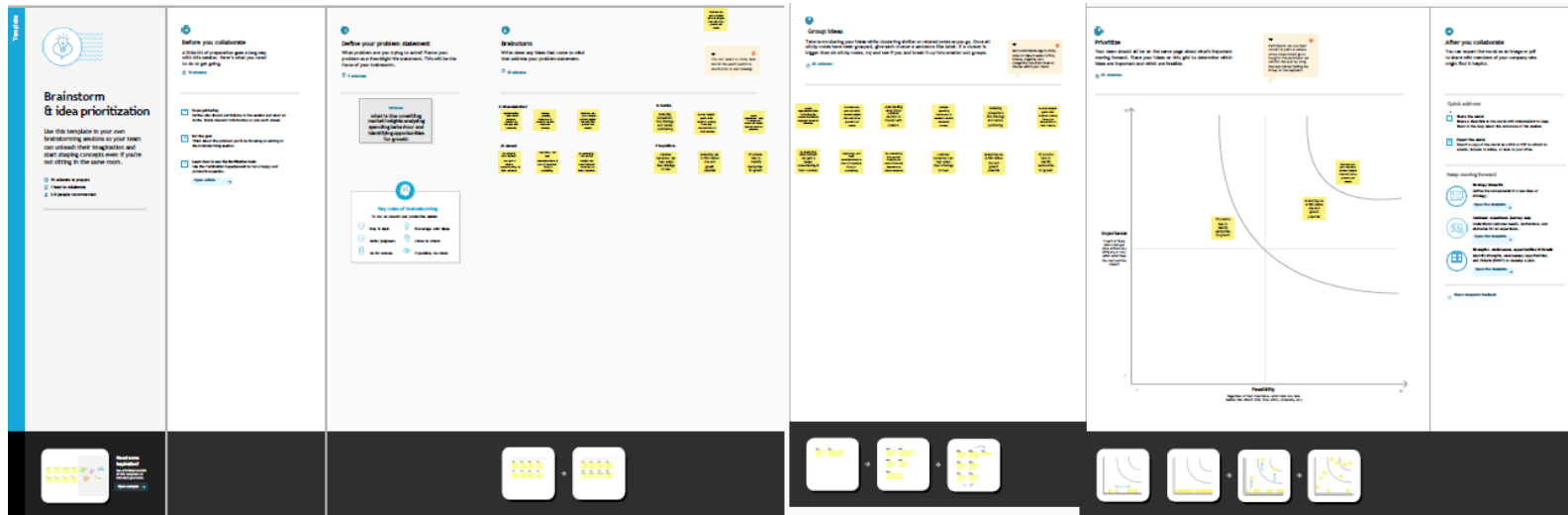
PURPOSE

- ❖ **The consumption of marketed food are spatially separated .production is primarily in rural areas while consumption is mainly in urban areas.**
- ❖ **This project alms to analyze customer spending behaviour and ideentifying opportunities for growth by leveragin data analytics and data driven decision making**

PROBLEM DEFINING&DESIGN THINKING



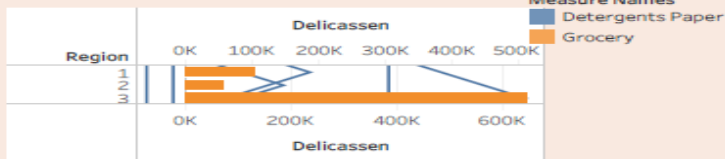
BRAIN STORMING MAP



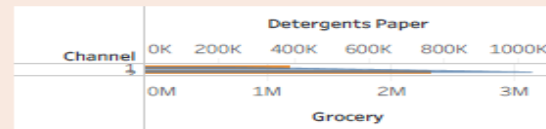
RESULT

DASHBOARD

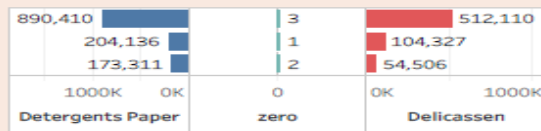
region wise delicassen Sheet 1



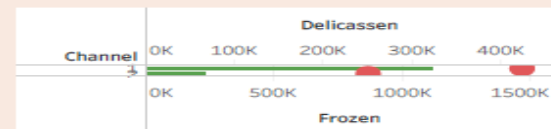
channel wise grocery and detergents paper Sheet 2



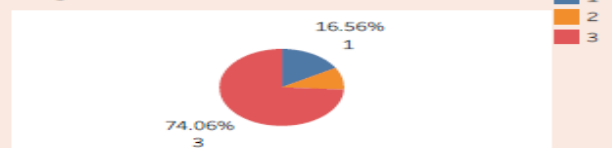
region wise detergent paper and delicassen Sheet 3



channel wise frozen and delicassen Sheet 4



region wise milk Sheet 5



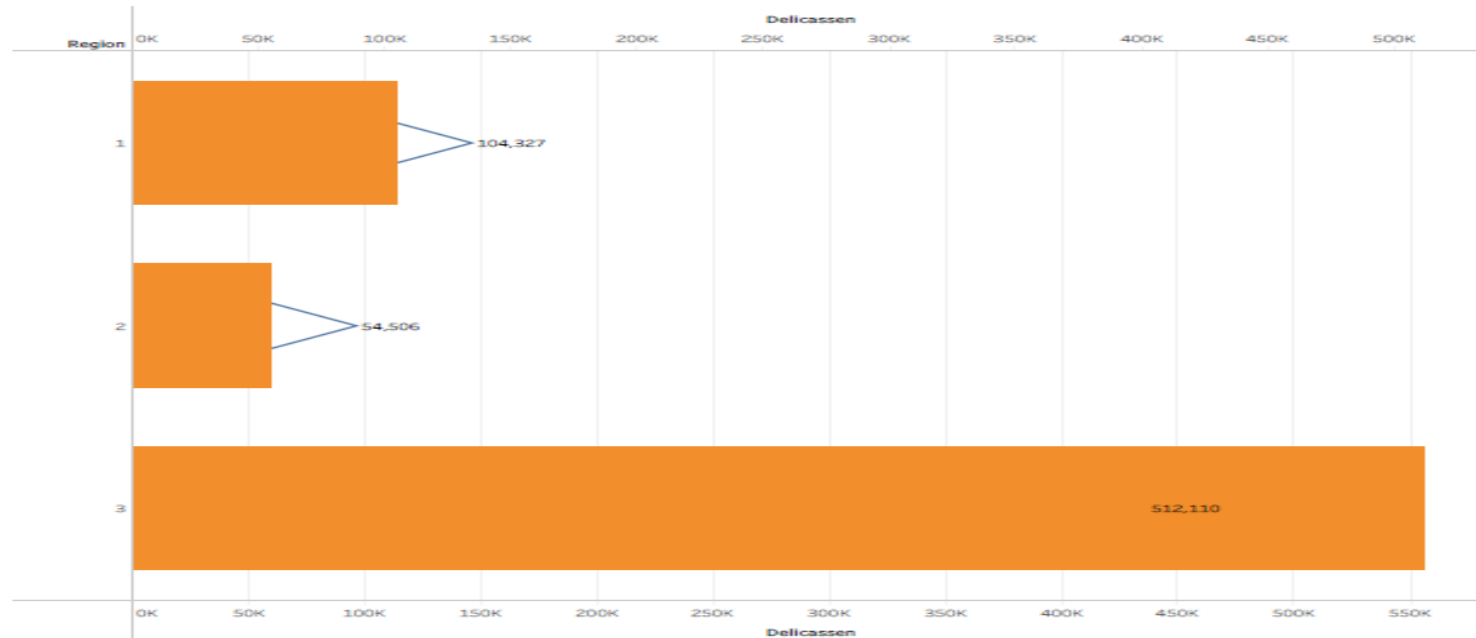
Act
Go to

STORY

Story 1

This visvulation show that region wise delicassen using by arrow chart

this visualization create channel wise grocery and detergent paper using by a bar and area





THANK YOU

A 3D ribbon graphic with a dark gray body and lighter gray flaps. The text "THANK YOU" is centered on the front face of the ribbon. The ribbon is positioned horizontally in the middle of the slide.