

DATA LITERACY WITH TABLEAU

➡ Project Title :

➡ ► Analysing spending behaviour and identifying opportunities for growth

TEAM PROFILE :

- NM TEAM ID - **NM2023TMID14466**
- TEAM LEADER – ***M.Vishnu Surya Kumar.***
- TEAM MEMBERS -
 - M.Thanesh Kumar
 - T.Shivasankar
 - P.Tamilselvan

Under the
guidance of

Dr. M. Sathiyamoorthy,
M.Sc., M. Tech., Ph.D.,

Assistant Professor
UG&PG Department of Mathematics,
Government Thirumagal Mills College,
Gudiyatham-632602

INTRODUCTION

1.OVER VIEW



Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person or an organization, other than the end consumer of that merchandise. Wholesaling is buying goods in bulk quantity, usually directly from the manufacturer or source, at a discounted rate. The retailer then sells the goods to the end consumer at a higher price making a profit.

2.PURPOSE

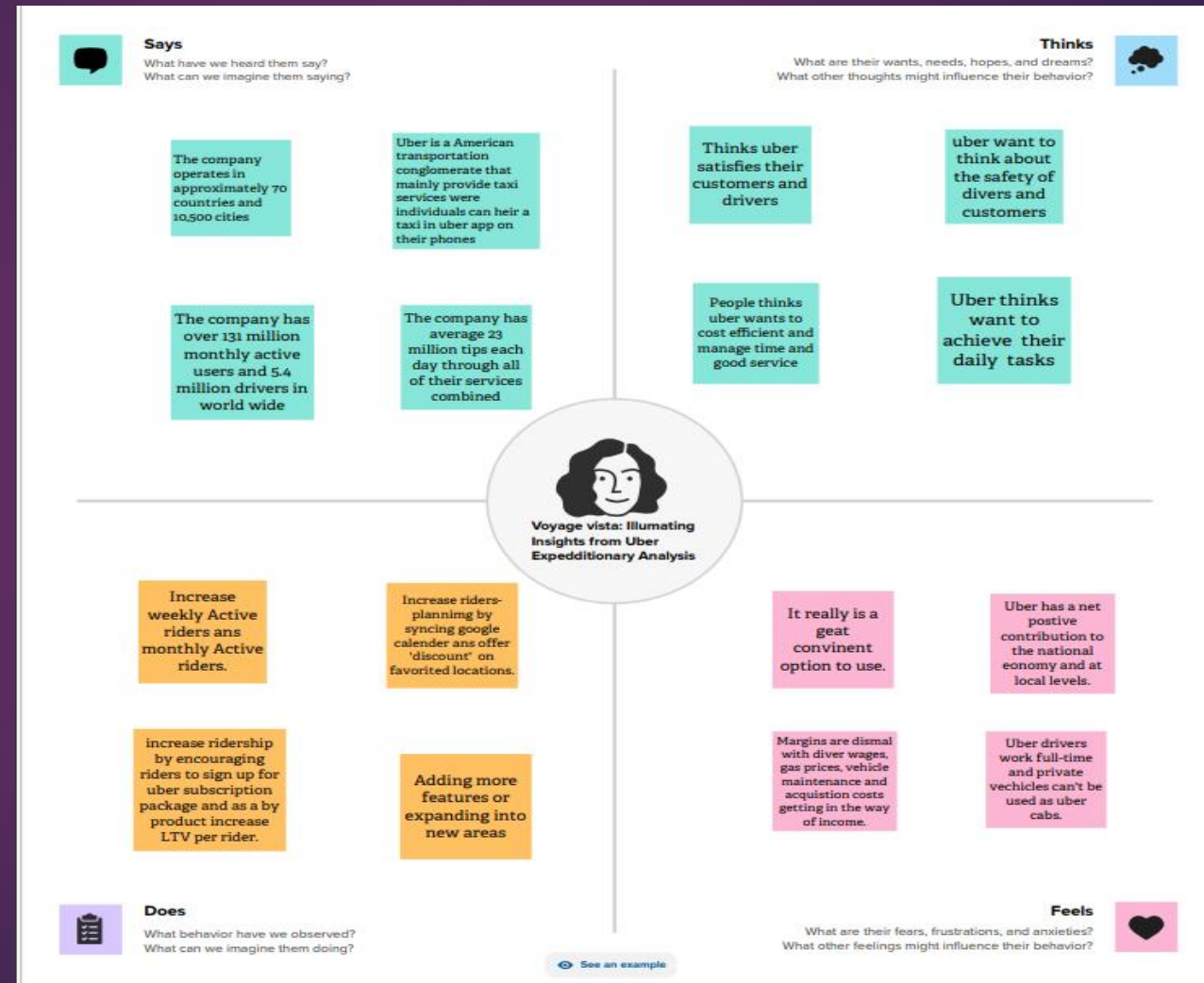


Analyzing spending behavior and identifying opportunities for growth can provide crucial market insights for businesses looking to optimize their strategies and increase market share.



Pricing Optimization: Analyze the relationship between pricing and spending behavior to identify pricing strategies that maximize revenue while maintaining customer satisfaction.

PROBLEM DEFINING & DESIGN THINKING



BRAIN STORMING MAP

Brainstorm & idea prioritization

Use this template in your own brainstorming sessions so your team can unleash their imagination and start shaping concepts even if you're not sitting in the same room.

- 45 minutes to prepare
- 1 hour to collaborate
- 2-3 people recommended

Before you collaborate

2. Take list of preparation items a long way with this session. Here's what you need to do to get going.

- 10 minutes

Define your problem statement

What problem are you trying to solve? Frame your problem as a clear, specific statement. This will be the focus of your brainstorm.

5 minutes

Problem:

Key rules of brainstorming

- Stay in scope
- Encourage wild ideas
- Defer judgment
- Limit to others
- Go for volume
- If possible, be visual

Brainstorm

Write down any ideas that come to mind that address your problem statement.

10 minutes

Person 1

Person 2

Person 3

Person 4

Group ideas

Take turns sharing your ideas while clustering similar or related ideas as you go. Once all ideas have been shared, give each cluster a sentence that lists it. It's a cluster is bigger than six sticky notes, try and see if you can break it up into smaller sub-groups.

10 minutes

Uber has expanded its Reserve service across six cities in India. Uber Reserve will now be available for cash payments.

As per the report, Delhi NCR topped the list of cities with the highest number of Uber trips in 2022 followed by Bangalore, Hyderabad, Mumbai, and Kolkata.

Uber's services and mobile app launched publicly in San Francisco in 2011.

The company's early focus included a number of physical, a computational, insurance-related, and a regulatory aspect who worked on providing initial focus for Uber's cash more accurately than Google Maps.

Uber has posted hundreds of millions or billions of dollars in losses each year since 2010 except for 2018, when it ended from the markets in Russia, China, and Southeast Asia in exchange for riders in that businesses.

Using Uber in India is super simple to use and can save you a lot of trouble. Here's a simple guide on how to use it.

The service is now live across 10 cities in India - Mumbai, Bangalore, Delhi NCR, Kolkata, Chennai, Pune, Hyderabad, Coimbatore, Chandigarh, Ahmedabad, Jaipur, Lucknow and Guwahati.

This presented an opportunity for Uber. Both believed that technology would make it possible for them to provide cities that were less expensive than other types of transportation and more readily available to a larger part of India.

Although it's great, there can be some downsides to using Uber which include not this do need the app which requires cell or data.

Users spent 17 billion minutes traveling in Uber, getting to where they wanted. Most Uber trips were booked between 9PM and 6PM. The most popular trip of the week for booking on Uber was in June 2022. Bloomberg reported that both Ola and Uber are struggling to "beat out" a profit in a rapidly growing but price-sensitive India.

Prioritize

You have shared all the ideas on the same page about what's important moving forward. Place your ideas on this grid to determine which ideas are important and which are feasible.

10 minutes

Importance

Feasibility

Uber has expanded its Reserve service across six cities in India.

After you collaborate

You can export the ideas as an image or pdf to share with members of your company who might find it helpful.

Quick add-ons

- Share the report: Share a clear list of the ideas with stakeholders to keep them in the loop about the outcome of the session.
- Report the report: Report a report of the ideas as a PDF or PPT to share with stakeholders to keep them in the loop about the outcome of the session.

Export meeting transcript

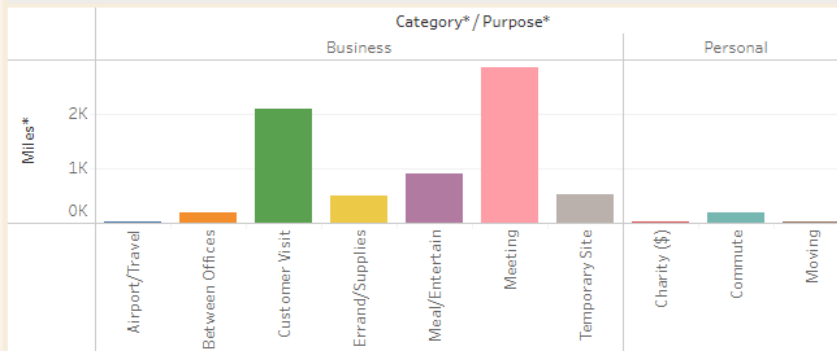
- Strategy session: Outline the components of a new idea or strategy.
- Customer experience journey map: Outline customer journey, interactions, and outcomes for all customers.
- Strengths, weaknesses, opportunities & threats: Outline strengths, weaknesses, opportunities, and threats to a business plan.

Share company feedback

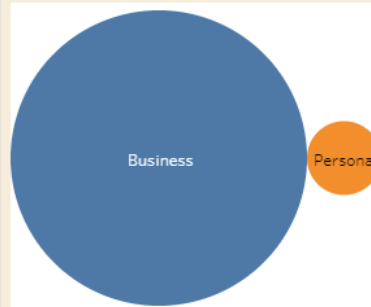
RESULT

Demo Dashboard

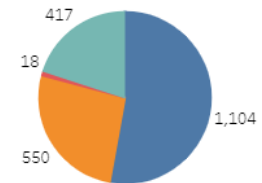
Miles Covered per Category and Purpose Analysis



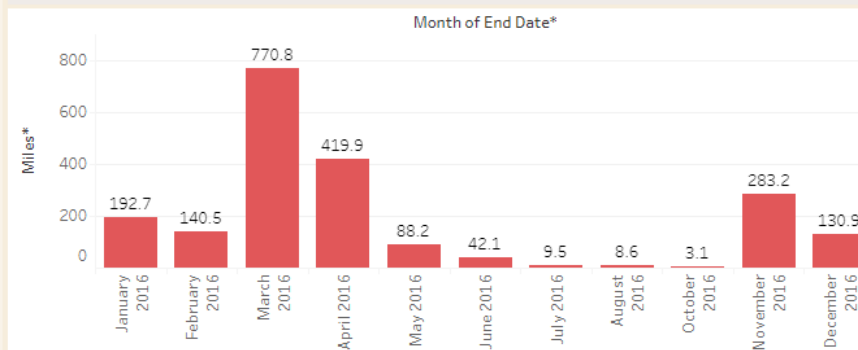
Miles Covered in Category Analysis



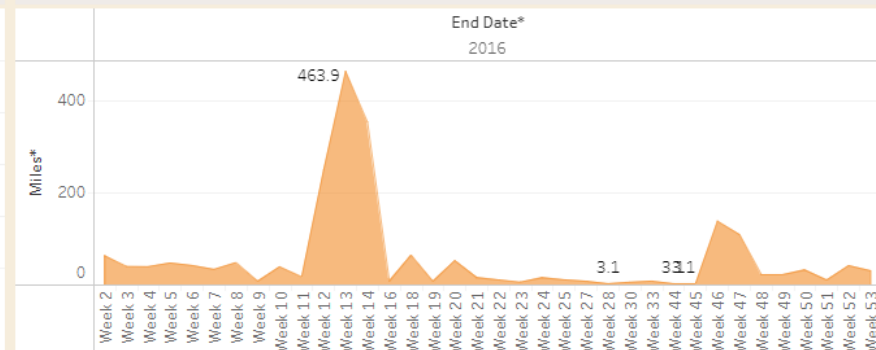
Quarter wise Uber Miles Analysis



Month wise Uber Miles Analysis



Week wise Uber Miles Analysis



STORY

Story 1



THANK YOU