DATA LITERACY WITH TABLEAU

- Project Title :

- Analysing spending behaviour and identifying opportunities for growth

TEAM PROFILE :

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- TEAM LEADER – ***M.Vishnu Surya Kumar.***
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INTRODUCTION

1.OVER VIEW

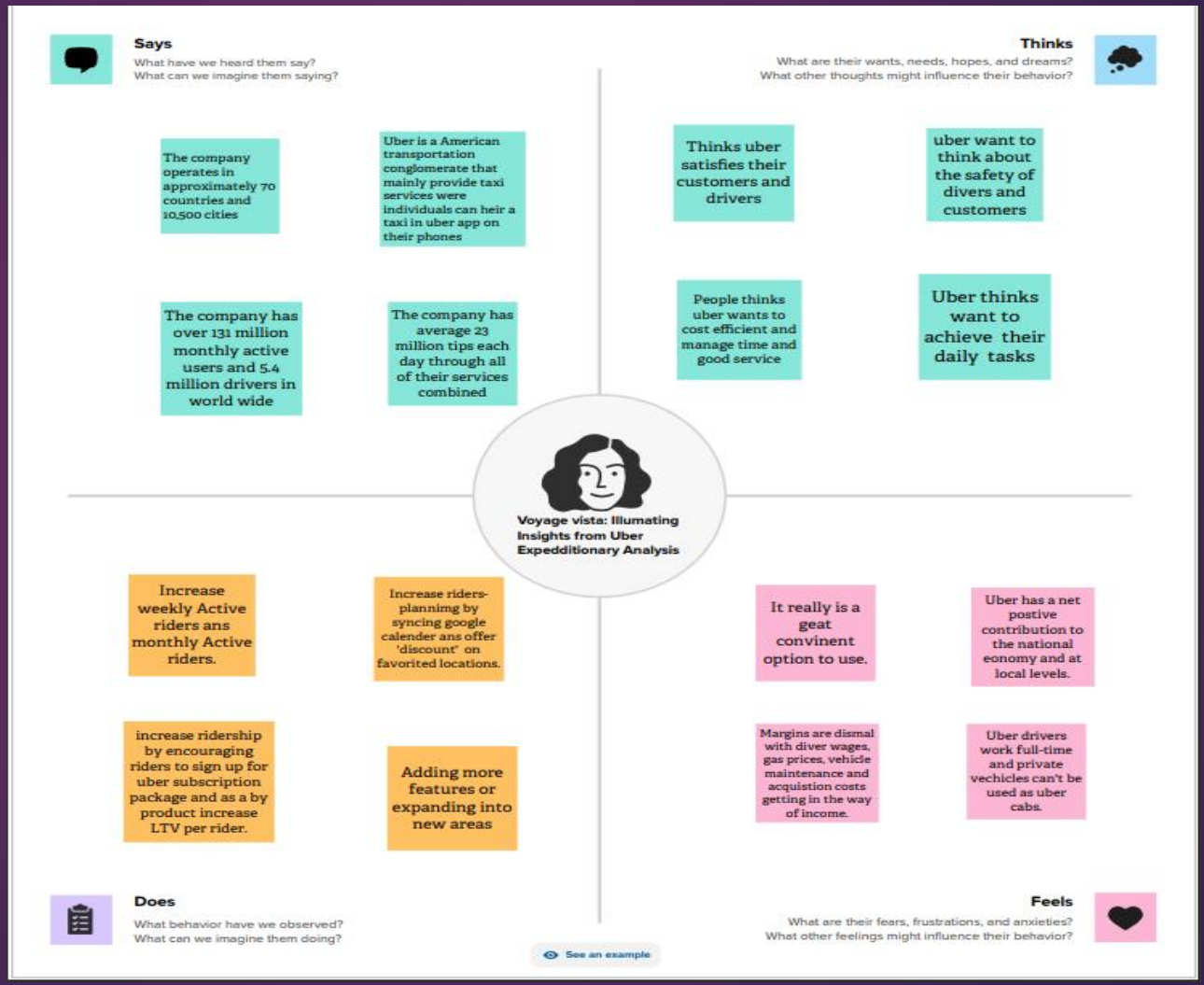
Wholesaling or distributing is the sale of goods or merchandise to retailer to industrial, commercial, institutional or other professional businessman to other wholesalers (wholesale businesses) and related subordinated services. In general, it is the sale of goods in bulk to anyone, either a person 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

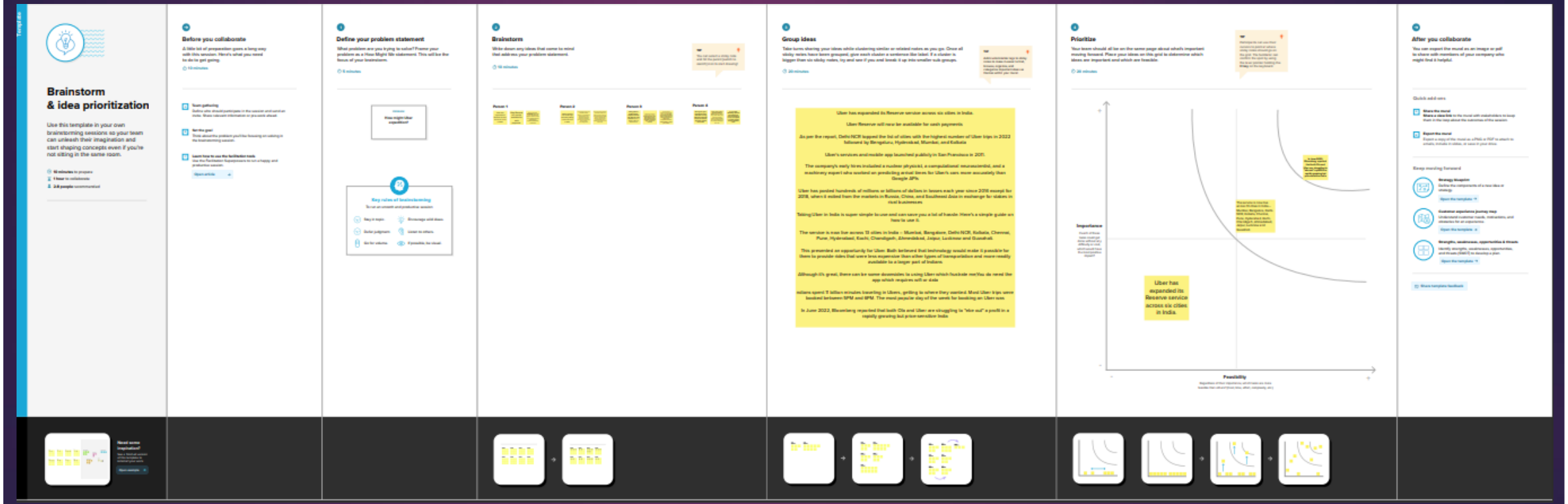
- Analyzing spending behavior and identifying opportunities for growth can provide crucial market insights for businesses looking to optimize their strategies and increase market share.

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

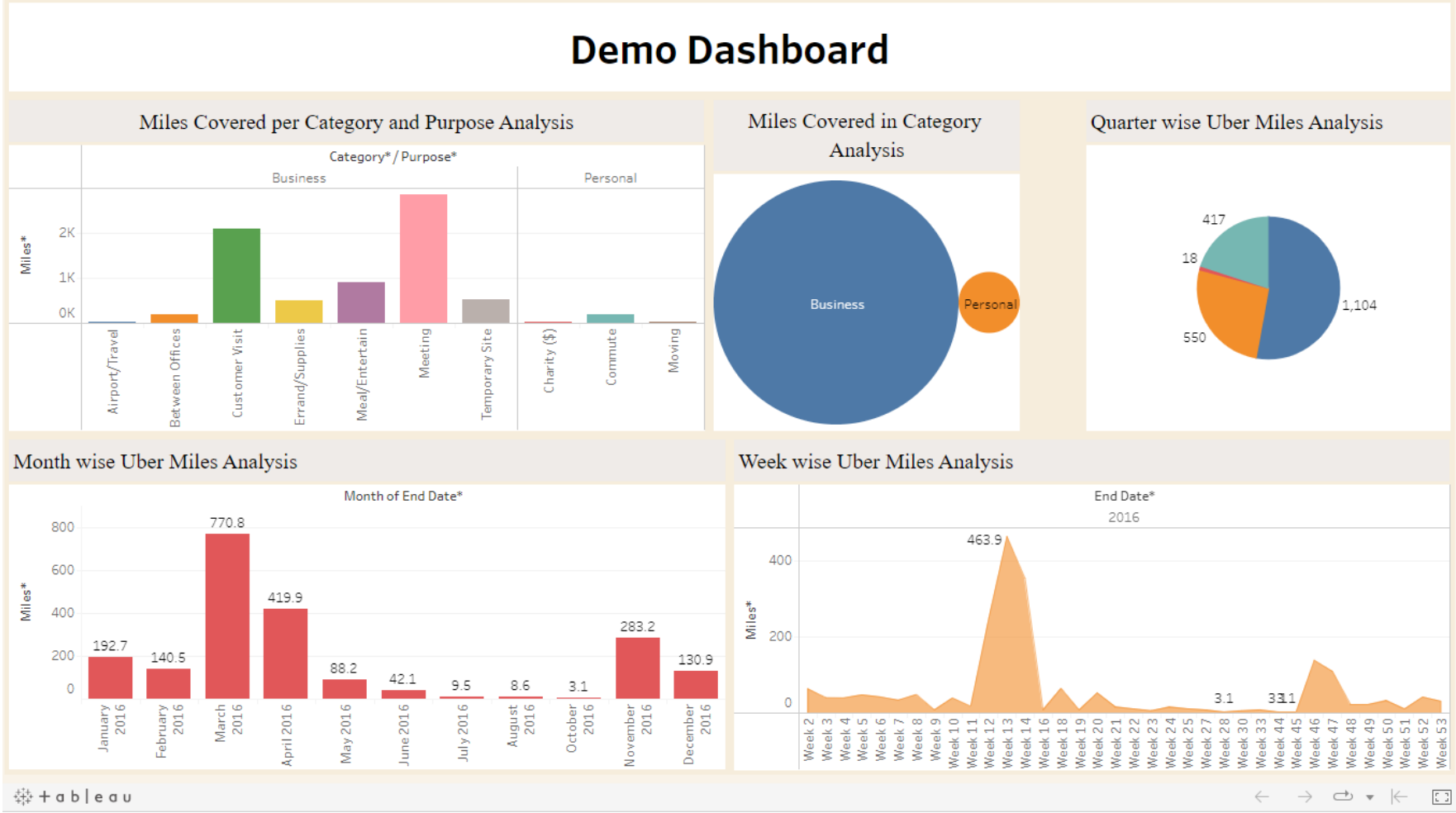
PROBLEM DEFINING & DESIGN THINKING



BRAIN STORMING MAP



RESULT


Demo Dashboard
Miles Covered per Category and Purpose Analysis
Category* / Purpose*
Business
Personal
Miles*
2K
1K
0K
Airport/Travel
Between Offices
Customer Visit
Errand/Supplies
Meal/Entertain
Meeting
Temporary Site
Charity ($)
Commute
Moving
Miles Covered in Category Analysis
Business
Personal
Quarter wise Uber Miles Analysis
417
18
550
1,104
Month wise Uber Miles Analysis
Month of End Date*
Miles*
800
600
400
200
0
192.7
140.5
770.8
419.9
88.2
42.1
9.5
8.6
3.1
283.2
130.9
January 2016
February 2016
March 2016
April 2016
May 2016
June 2016
July 2016
August 2016
October 2016
November 2016
December 2016
Week wise Uber Miles Analysis
End Date*
2016
Miles*
400
200
0
463.9
3.1
33.1
Week 2
Week 3
Week 4
Week 5
Week 6
Week 7
Week 8
Week 9
Week 10
Week 11
Week 12
Week 13
Week 14
Week 16
Week 18
Week 19
Week 20
Week 21
Week 22
Week 23
Week 24
Week 25
Week 27
Week 28
Week 30
Week 33
Week 44
Week 45
Week 46
Week 47
Week 48
Week 49
Week 50
Week 51
Week 52
Week 53
tableau

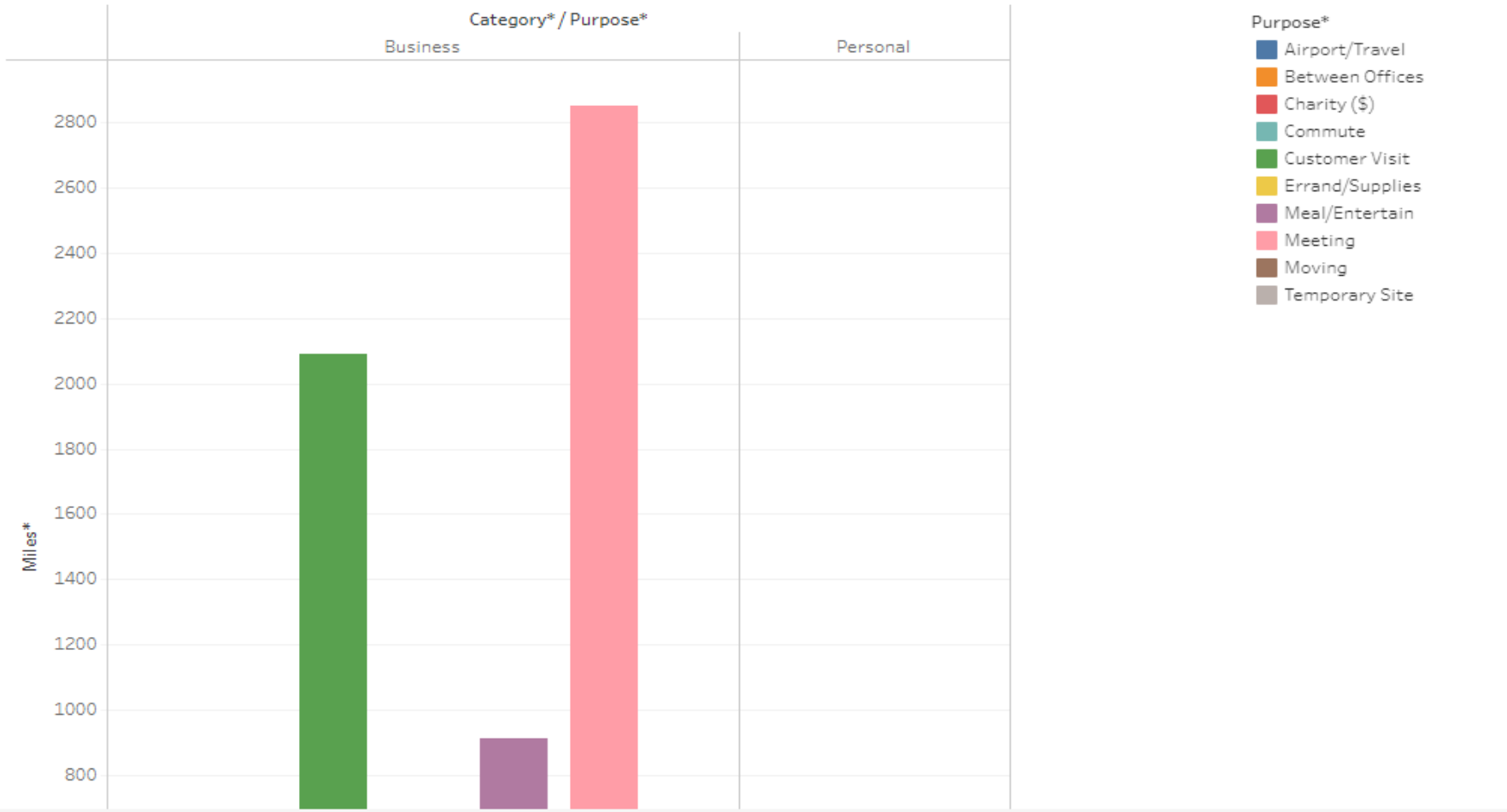
STORY

Story 1

This visualization Find out the Miles Covered per Category and Purpose Analysis

This visualization Show that Miles Covered in Category Analysis

This visualization Find out the Mont Analysis



THANK YOU