

# CAPSTONE PROJECT REPORT

## TABLEAU

### TRADER STORES DATA

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# PROBLEM STATEMENT

The main understanding of the data is visualised using Tableau .The data is taken from Kaggle and it represents data for Trader stores where different basic measures and dimensions are taken across different regions,cities of the country. Different measures and dimensions are given and the understanding of the market analysis has to be done by taking various individual problem statements.

The final Problem statement is to draw understandings through graphical visualization, make story & dashboards and draw a conclusion based on the given dataset.

Trader Stores.xlsx - dataset used for tableau is an excel sheet.

# EXECUTIVE SUMMARY

Basic EDA of the data was done along with various data visualizations such as graphs, charts, maps etc. and final conclusions were drawn accordingly. Tableau was used for overall analysis which makes overall understanding of the dataset depict through graphical representation.

1. Sales vs Years Bar graph over segments.
2. Line Graph of Sales over different months.
3. Discounts vs profits scatter plot
4. Heat map of Sales & quantities across various months
5. Area chart of Sales over different weekdays.
6. Dual axis for all measures of various sub-categories
7. Max. products sold across various regions of the country (Calculated field)
8. Best customers categorized as per total quantities.
9. Various Maps explaining (i) Qty vs Region (ii) Sales per cities across regions .  
(iii) States with more purchases

After these steps Dashboards were made for clear understanding of numbers, story and visualizations and overall conclusions of the data by using various variables, filters etc to work on the dashboards with ease and explained in the Tableau file (twbx file).

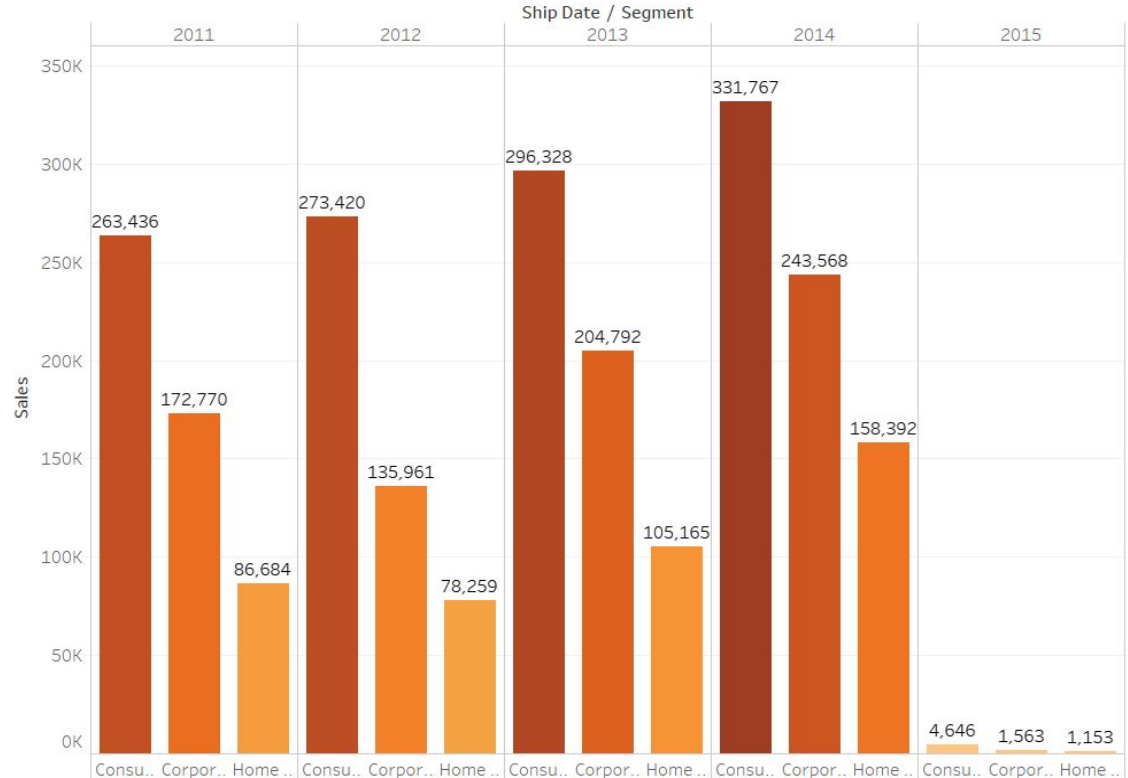
# PROBLEM STATEMENT & ANALYSIS

## Sales vs Years Bar graph over segments

Sales across different segments

The Sales of the accessories across 5 different years are shown w.r.t segments - Consumer, Corporate & Home.

1. There has been increase in consumer goods for all the years & sales are high.
2. From 2011-2012 there has decrease and then increased for corporate & Home, sales are on average and less increasing respectively.
3. Since 2015 had only 1 month sales were relatively less.

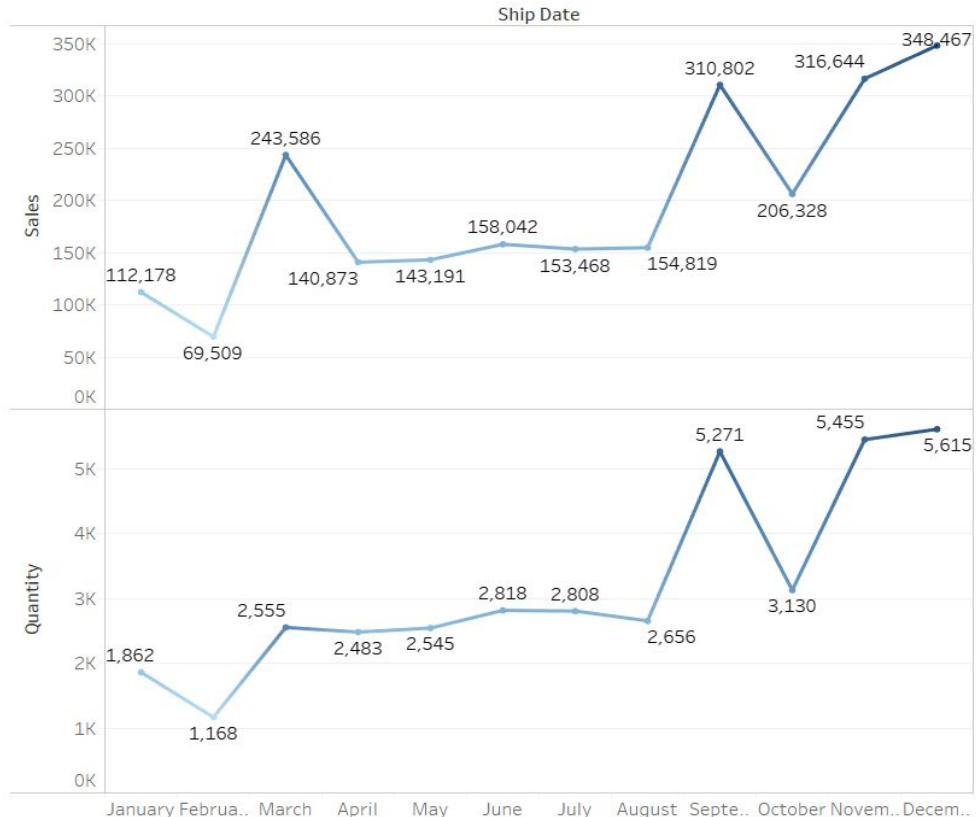


## Sales & Quantity across different months

The sales and quantities brought by different customers are placed across different months.

1. Sales & Quantity are similar and directly proportional as per the line graph.
2. There has been high purchases at the end of the year time and very less at the start of the year and average across the mid-interval period of the year.
3. March had an exception as sales were above avge. and at the year end October had less sales which might insist something.

Sales and Qty of different months

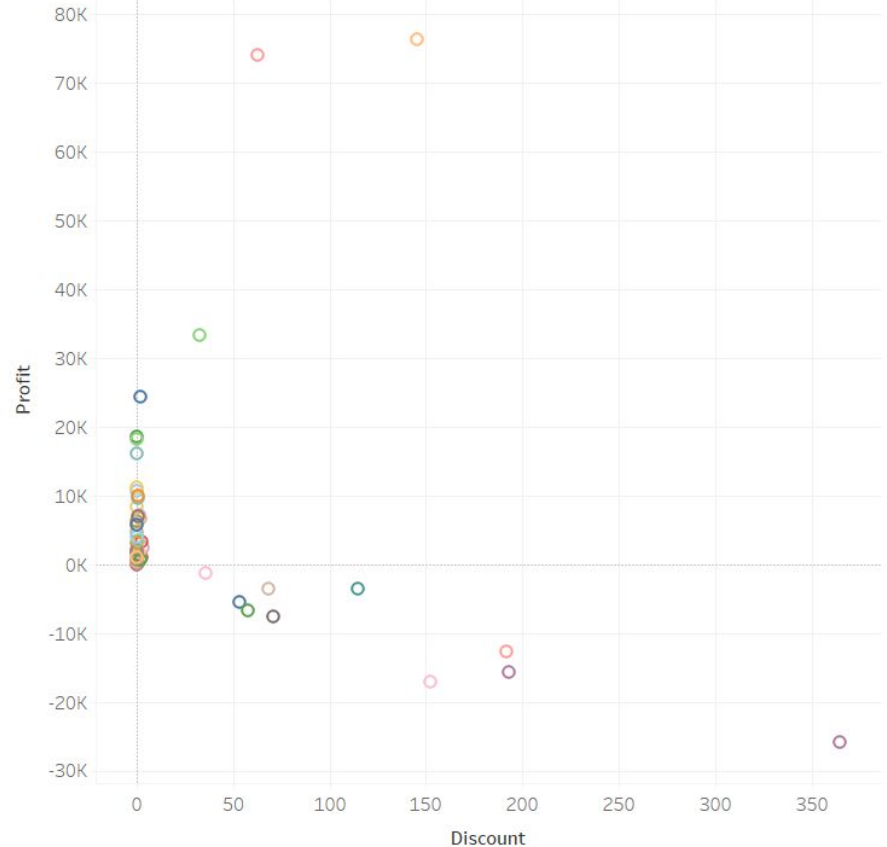


## Profit vs Discount

The Profits and Discounts brought by different customers are placed in a scatterplot

1. We can clearly see that with the increase in discounts there has been a significant loss, so clearly both are inversely proportional.

Profit vs discount

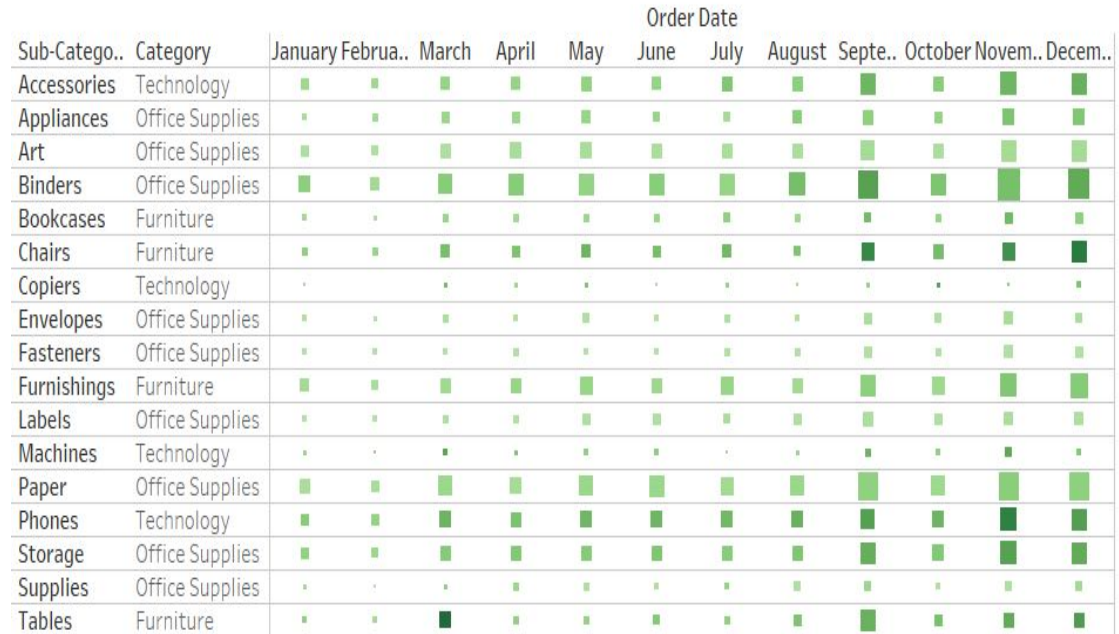


## Heat map for various Categories & Sub-Categories

Heat map is drawn to explain the total orders of category and sub-category across different months based on darkness of the color and size of the box.

1. Size- Quantity
2. Darkness - Sales

heat map

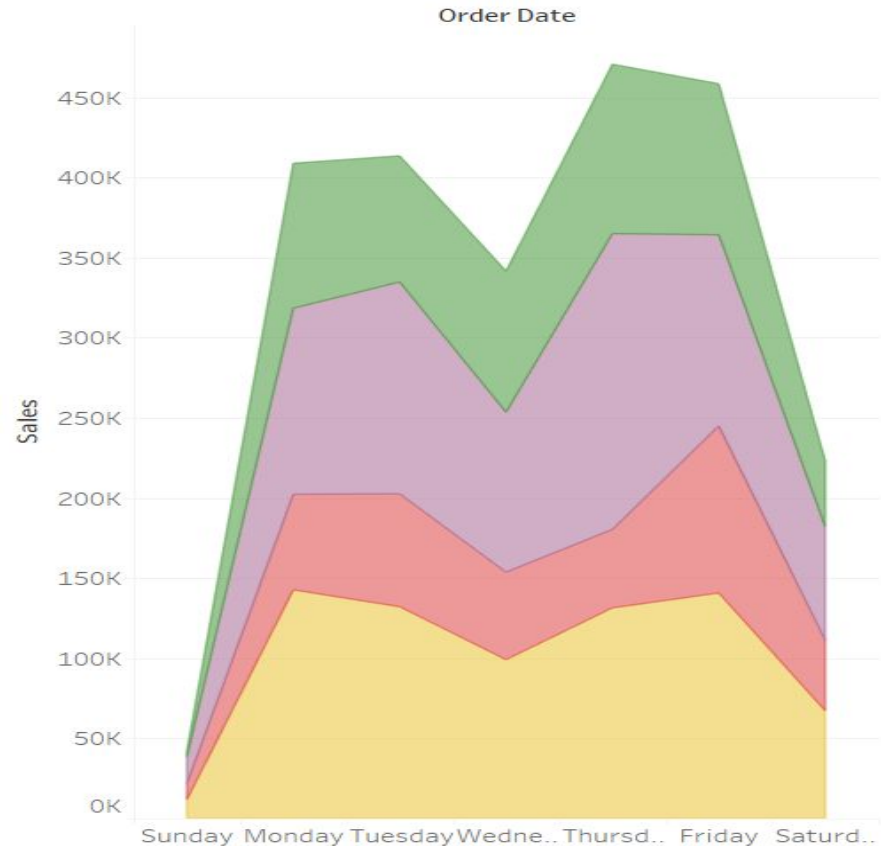


## Area Chart for various Sales per weekdays

Area chart is drawn to understand the sales across different regions as per weekdays.

1. We can clearly see Yellow and violet has more region and green has average and red has very less sales
2. Yellow - West  
Green - Central  
Violet - East  
Red - South

Sales across regions

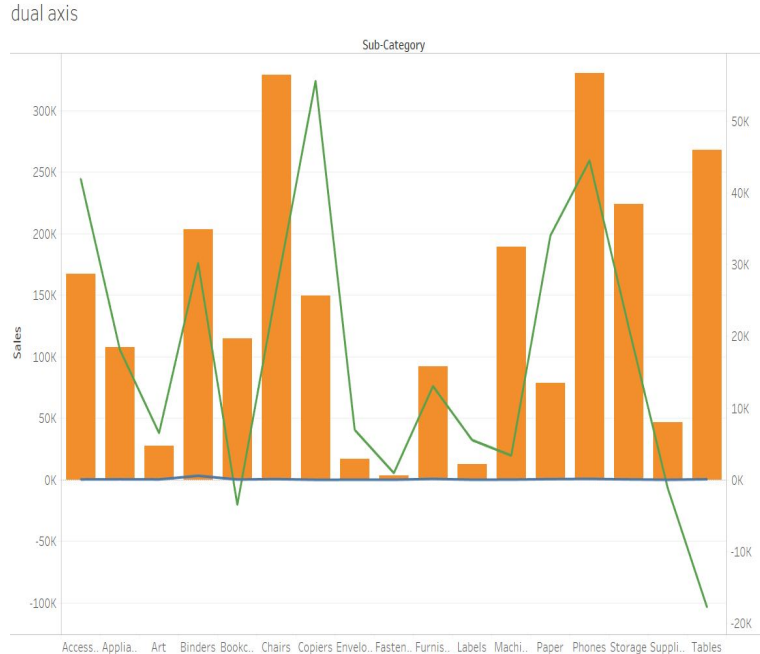




## Dual-axis graph for various Category & Sub-Categories

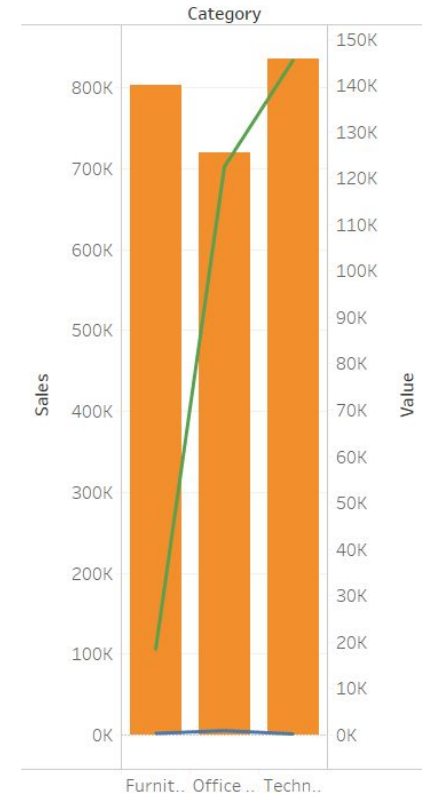
### (i) Sales vs profits over different sub-categories

1. Sales in bar graph and green line chart is profit margin.
2. We can see for some sub-categories where there are high profits and also losses, so as there is less profits in these items they can stop selling them or increase Cost price



(i)

### Sales vs profit of categories



(ii)

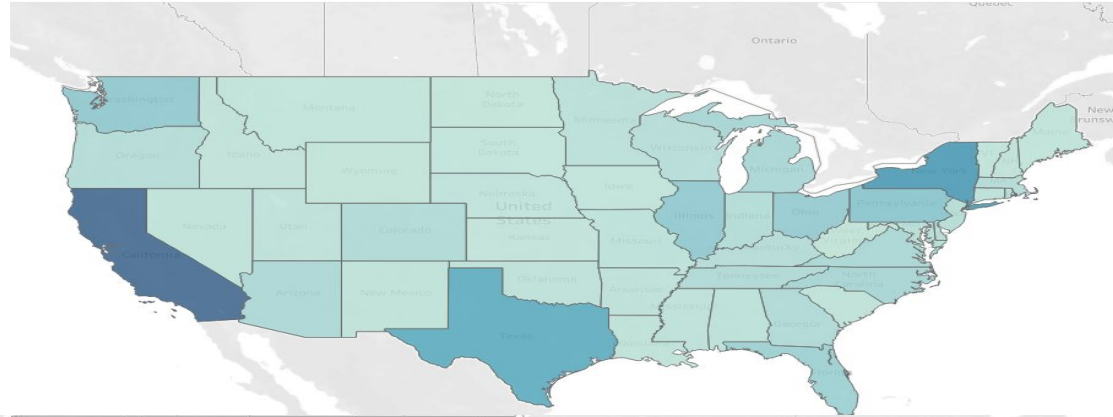
### (ii) Sales vs profits of categories

1. We can clearly see furniture doesn't have much profits, as compared to office and tech.

## Cities & States for highest sales & quantity

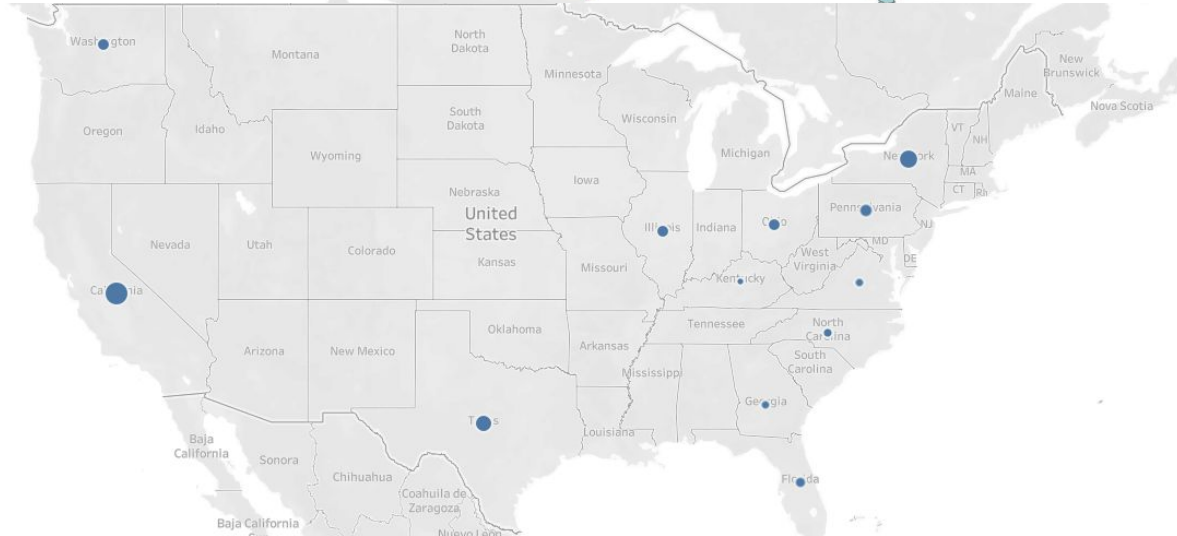
The first map represents the sales across different states

1. More dark color represents high sales.



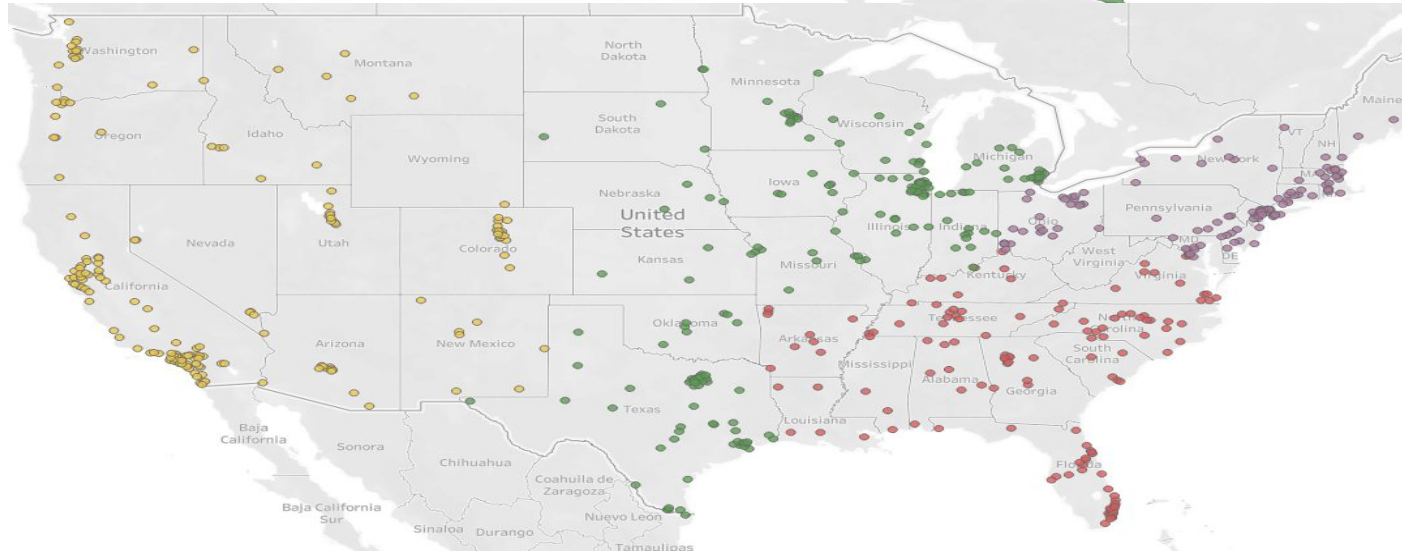
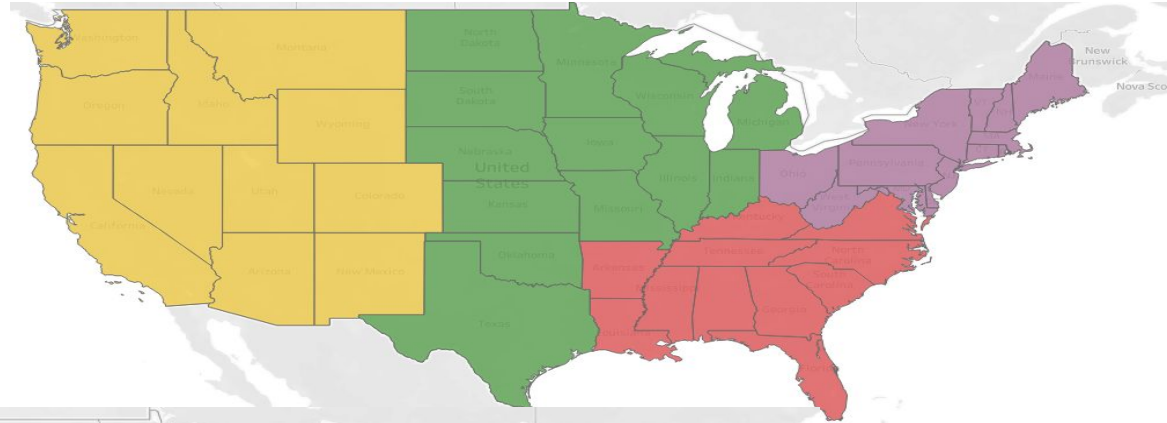
The second map represents the highest sales across different cities with various sizes

1. Bigger the size more are the sales



## Regions and cities present for active markets

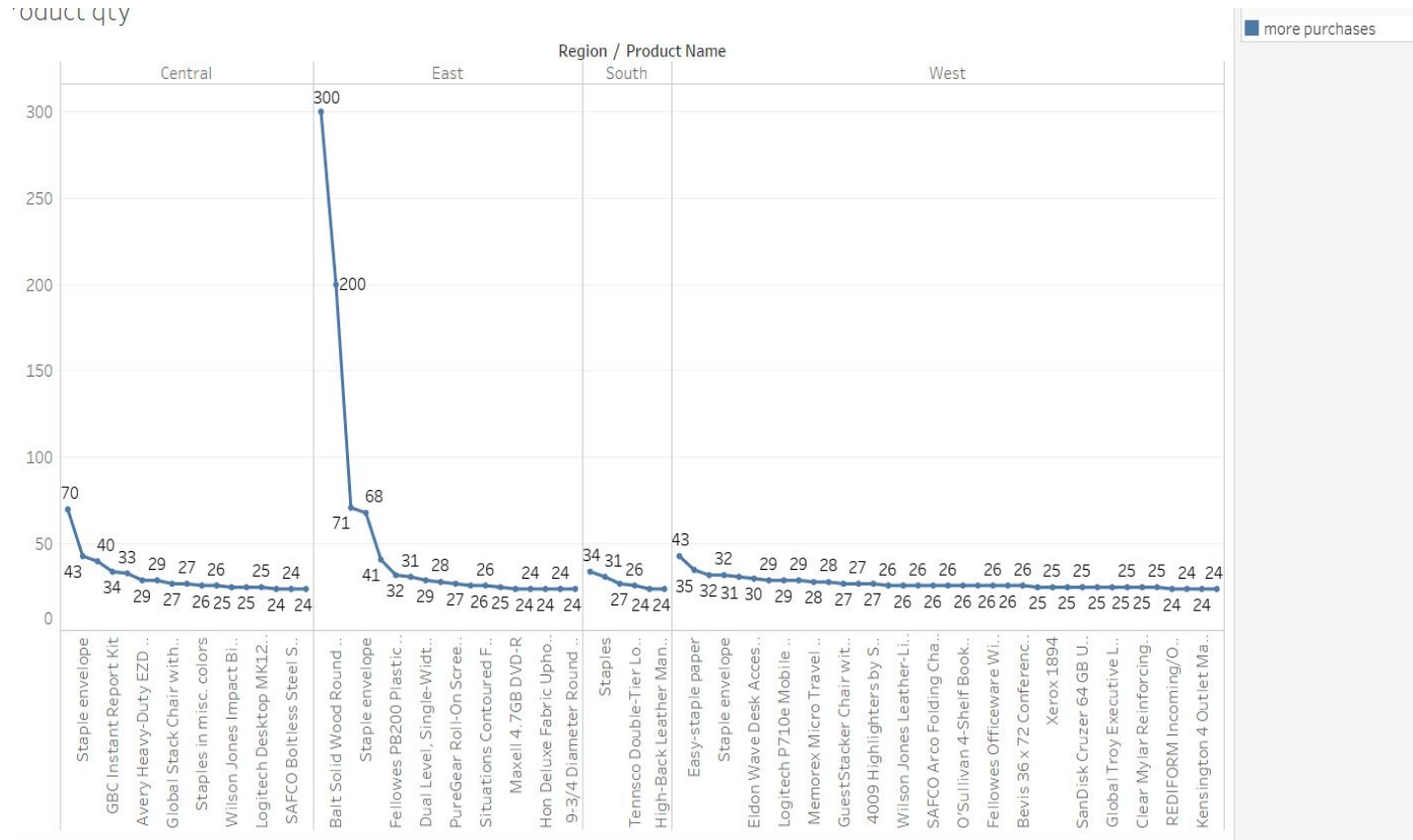
The first map represents regions of the country and the second map represents the cities which present are actively present for the markets.



## Products distribution across different regions

Products with highest purchases which yielded high profits and good number of sales across various regions, explains what customers are buying in huge amounts

Parameter was created with the quantities more than the average were taken across all regions.



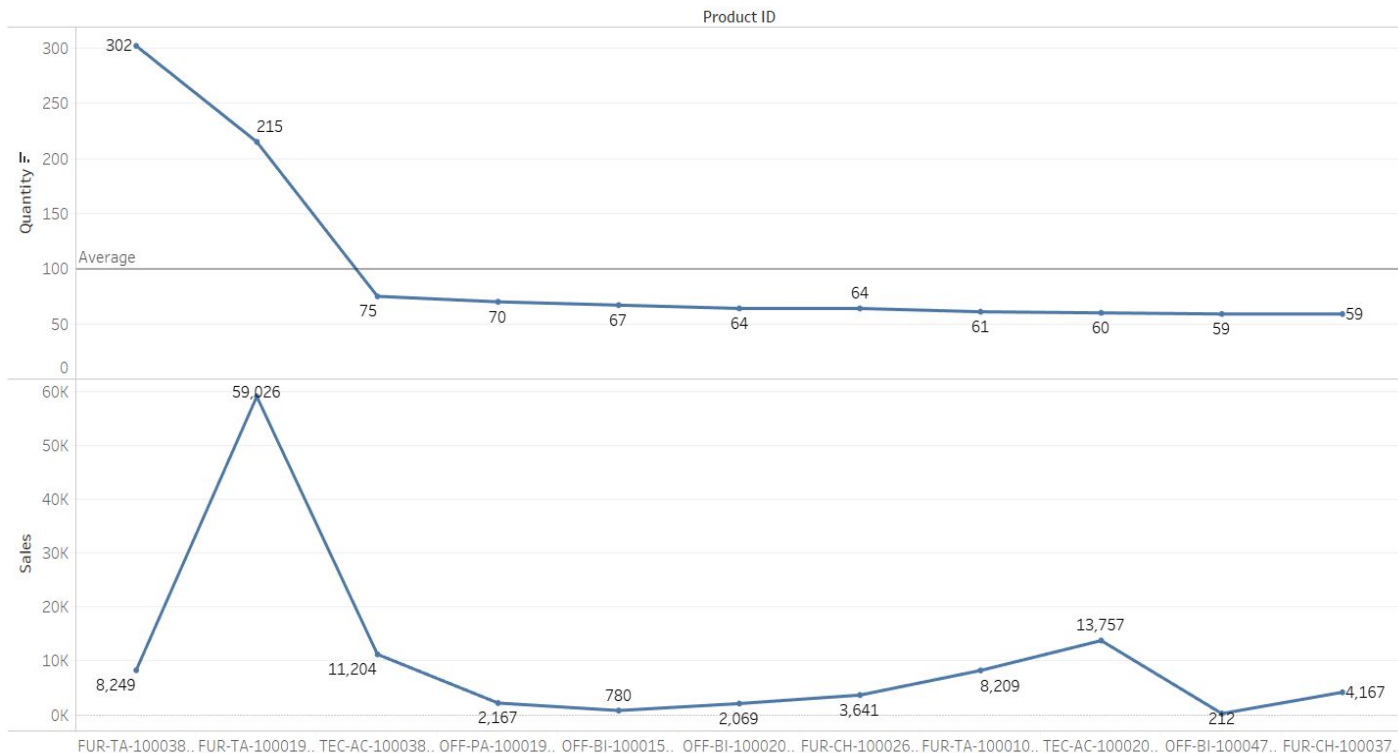
## Best customers with purchases and sales

The top 10 customers and the quantities bought and their respective sales

1. We can see that quantity won't tell the whole story since sales are different and not directly proportional

Here a parameter is created which is set above the average line of qty & sales and established who are valuable customers

Customer value



## Links to all the files

Tableau file :

[https://public.tableau.com/profile/k.vineet.patnaik#!/vizhome/TableauBI\\_15926740373110/Dashboard2?publish=yes](https://public.tableau.com/profile/k.vineet.patnaik#!/vizhome/TableauBI_15926740373110/Dashboard2?publish=yes)

PPT file : [TABLEAU PROJECT REPORT](#)

PPT video : [https://drive.google.com/file/d/1lzyFOVEIP7eN\\_fGt5kUT8YjeoXaogIQP/view?usp=sharing](https://drive.google.com/file/d/1lzyFOVEIP7eN_fGt5kUT8YjeoXaogIQP/view?usp=sharing)