ESTIMATION OF BUSINESS EXPENSES

TEAM LEAD : V.LAKSHMI PRASANNA

TEAM MEMBER : V.PAVANI

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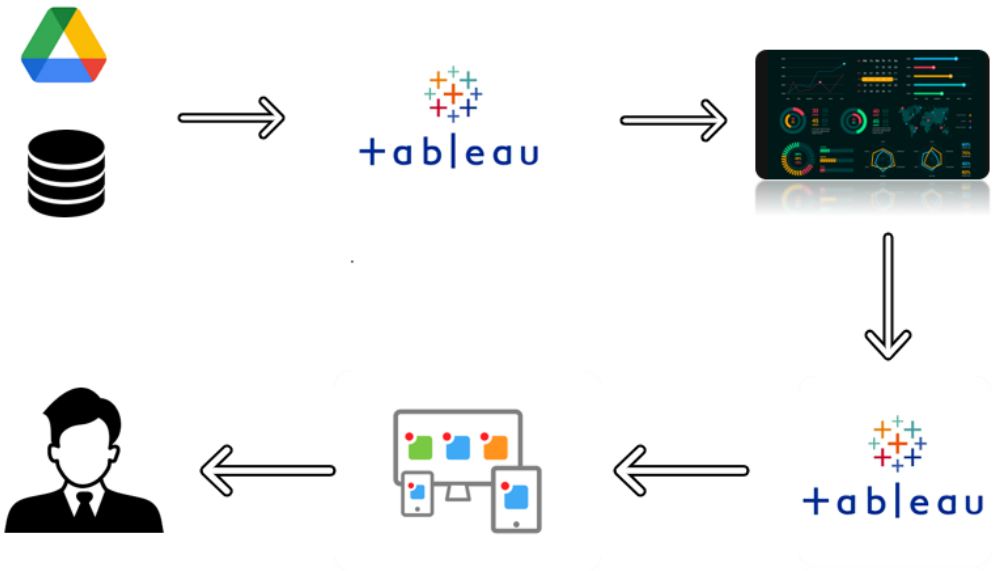
Estimation Of Business Expenses

This report delves into the fascinating realm of business expenses and provides a visual exploration of the various expenditures incurred by different businesses. It showcases the distribution of expenses, identifies key cost drivers, and highlights areas of potential optimization or concern. The visual representations allow for intuitive analysis, facilitating a deeper understanding of expenditure patterns and their implications for business performance. Decision-makers, financial analysts, and stakeholders can gain valuable insights into the financial health of businesses, identify areas of inefficiency or opportunity, and make informed decisions to optimize resources and drive growth. To Extract the Insights from the data and put the data in the form of visualizations, Dashboards and Story we employed Tableau tool.

Technical Architecture :



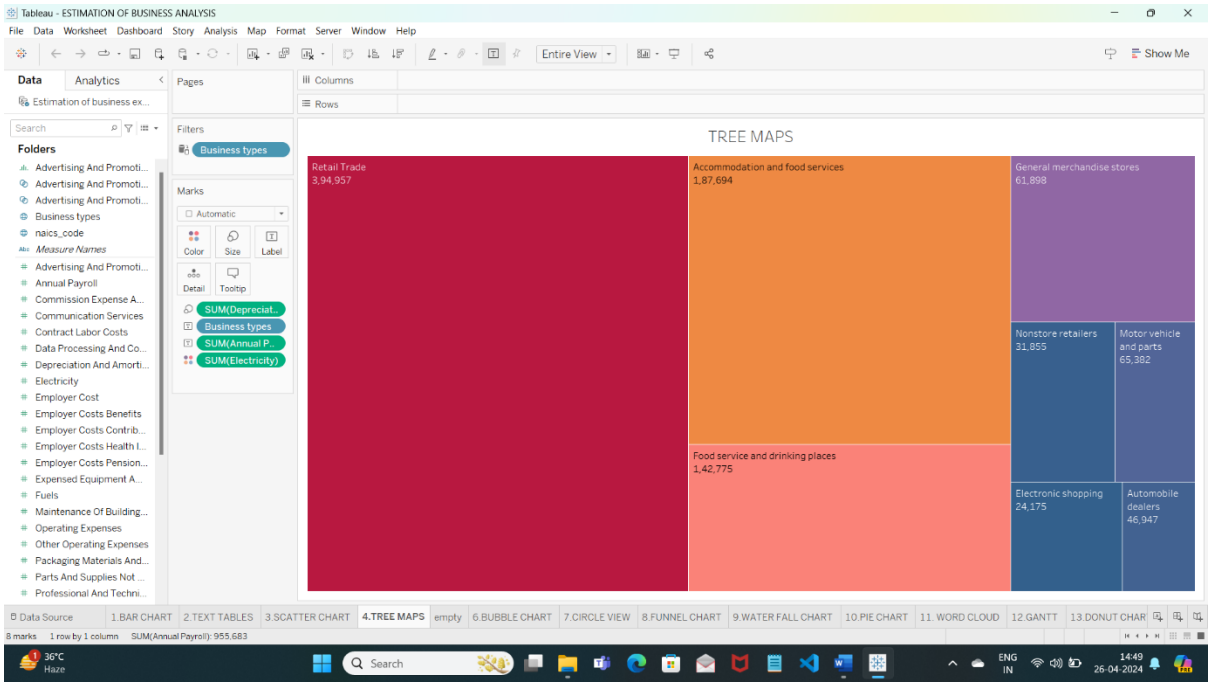
Project Flow :

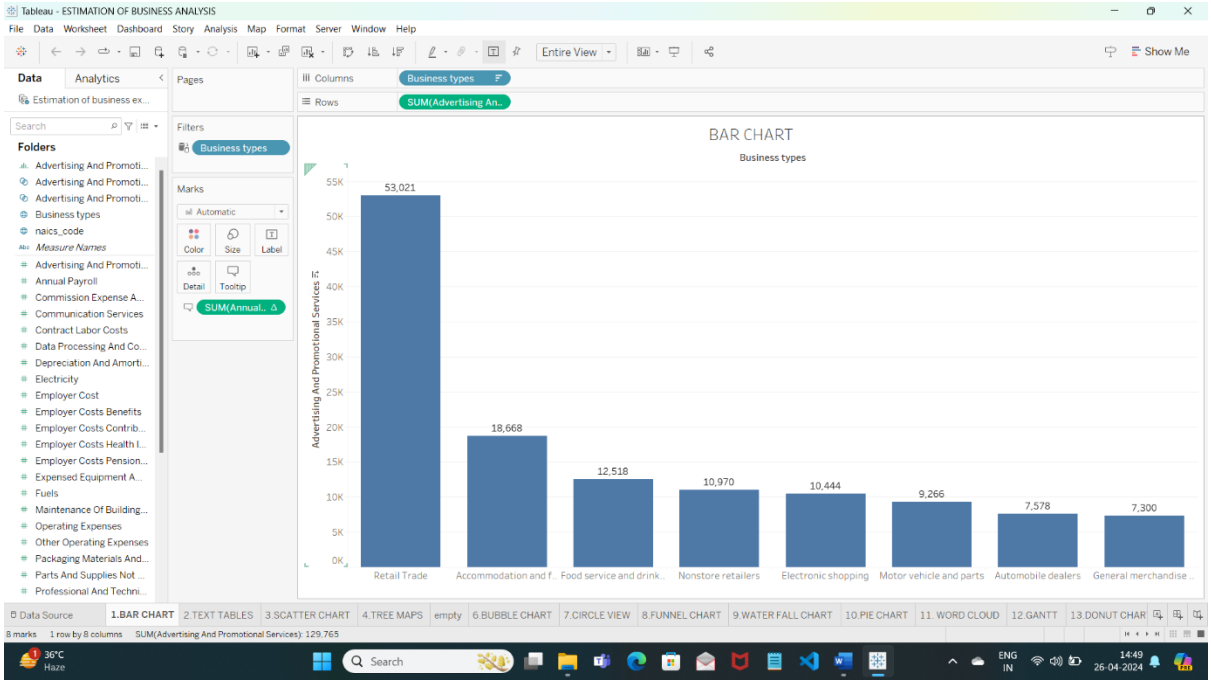
To accomplish this, we have to complete all the activities listed below,

- Define Problem / Problem Understanding
  - Specify the business problem
  - Business requirements
  - Literature Survey
  - Social or Business Impact.
- Data Collection & Extraction from Database
  - Collect the dataset,
  - Storing Data in DB
  - Perform SQL Operations
  - Connect DB with Tableau
- Data Preparation
  - Prepare the Data for Visualization
- Data Visualizations
  - No of Unique Visualizations
- Dashboard
  - Responsive and Design of Dashboard
- Story
  - No of Scenes of Story
- Performance Testing
  - Amount of Data Rendered to DB ‘
  - Utilization of Data Filters
  - No of Calculation Fields
  - No of Visualizations/ Graphs
- Web Integration
  - Dashboard and Story embed with UI With Flask
- Project Demonstration & Documentation
  - Record explanation Video for project end to end solution

- Project Documentation-Step by step project development procedure

VARIOUS VISUALISATIONS USING TABLEAU





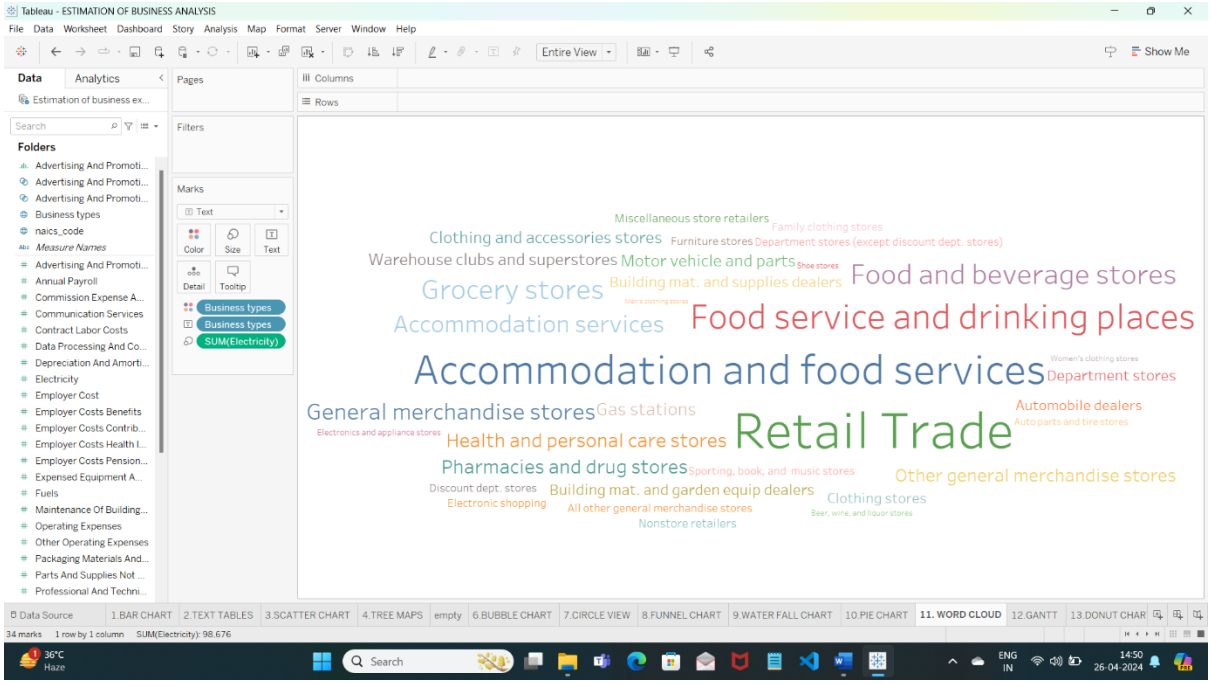


Tableau - ESTIMATION OF BUSINESS ANALYSIS
Miscellaneous store retailers
Family clothing stores
Clothing and accessories stores
Furniture stores
Department stores (except discount dept. stores)
Warehouse clubs and superstores
Motor vehicle and parts
Shoe stores
Grocery stores
Building mat. and supplies dealers
Food and beverage stores
Accommodation services
Food service and drinking places
Accommodation and food services
Women's clothing stores
Department stores
General merchandise stores
Gas stations
Automobile dealers
Auto parts and tire stores
Electronics and appliance stores
Health and personal care stores
Retail Trade
Pharmacies and drug stores
Sporting, book, and music stores
Other general merchandise stores
Discount dept. stores
Building mat. and garden equip dealers
Clothing stores
Electronic shopping
All other general merchandise stores
Beer, wine, and liquor stores
Nonstore retailers

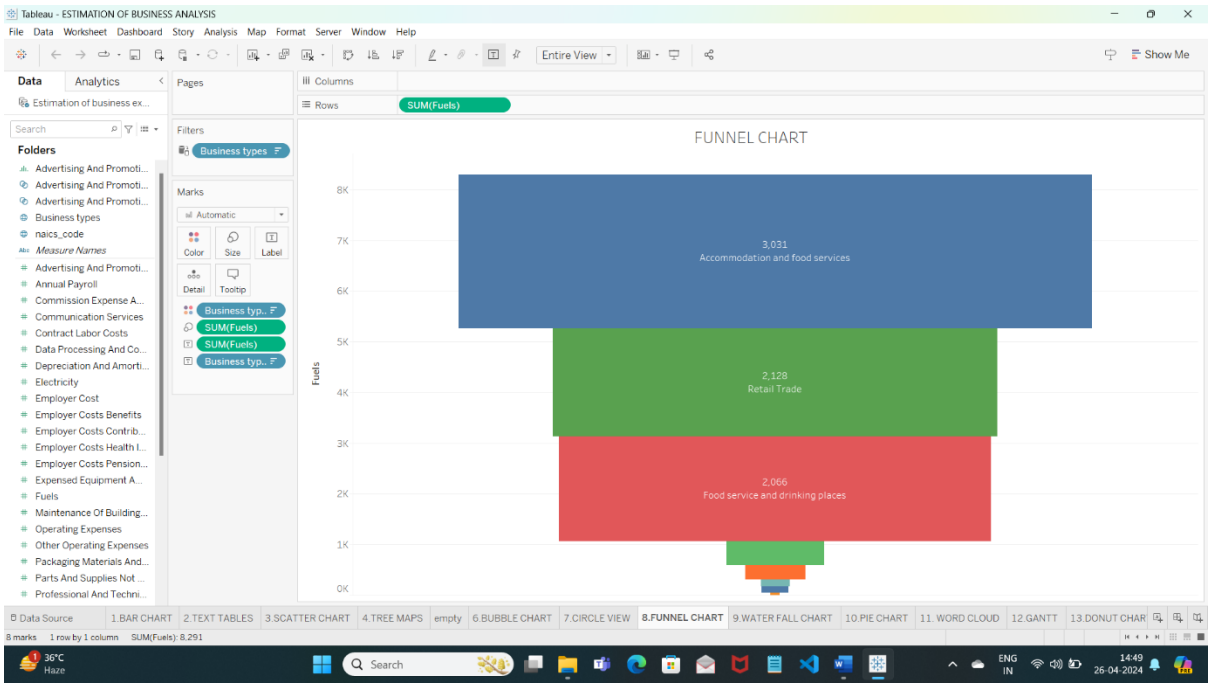


Tableau - ESTIMATION OF BUSINESS ANALYSIS
FUNNEL CHART
3,031
Accommodation and food services
2,128
Retail Trade
2,066
Food service and drinking places
Fuels

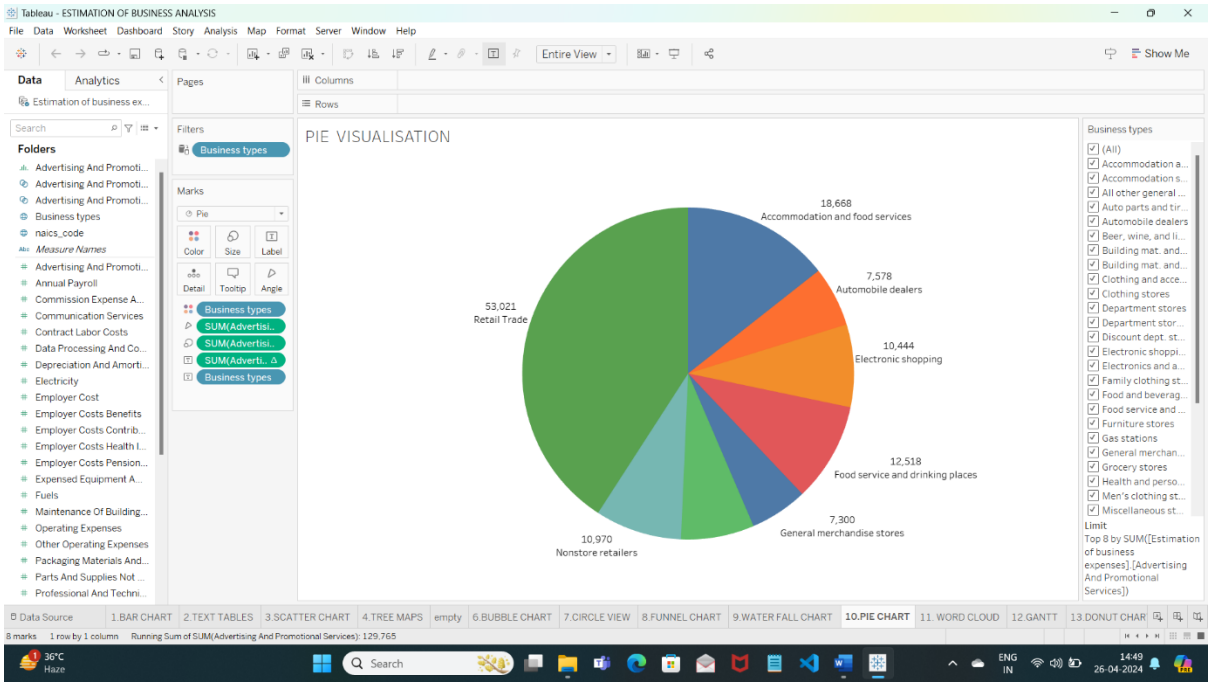


Tableau - ESTIMATION OF BUSINESS ANALYSIS
PIE VISUALISATION
18,668
Accommodation and food services
7,578
Automobile dealers
10,444
Electronic shopping
12,518
Food service and drinking places
7,300
General merchandise stores
10,970
Nonstore retailers
53,021
Retail Trade
1.BAR CHART
2.TEXT TABLES
3.SCATTER CHART
4.TREE MAPS
6.BUBBLE CHART
7.CIRCLE VIEW
8.FUNNEL CHART
9.WATER FALL CHART
10.PIE CHART
11. WORD CLOUD
12.GANTT
13.DONUT CHAR

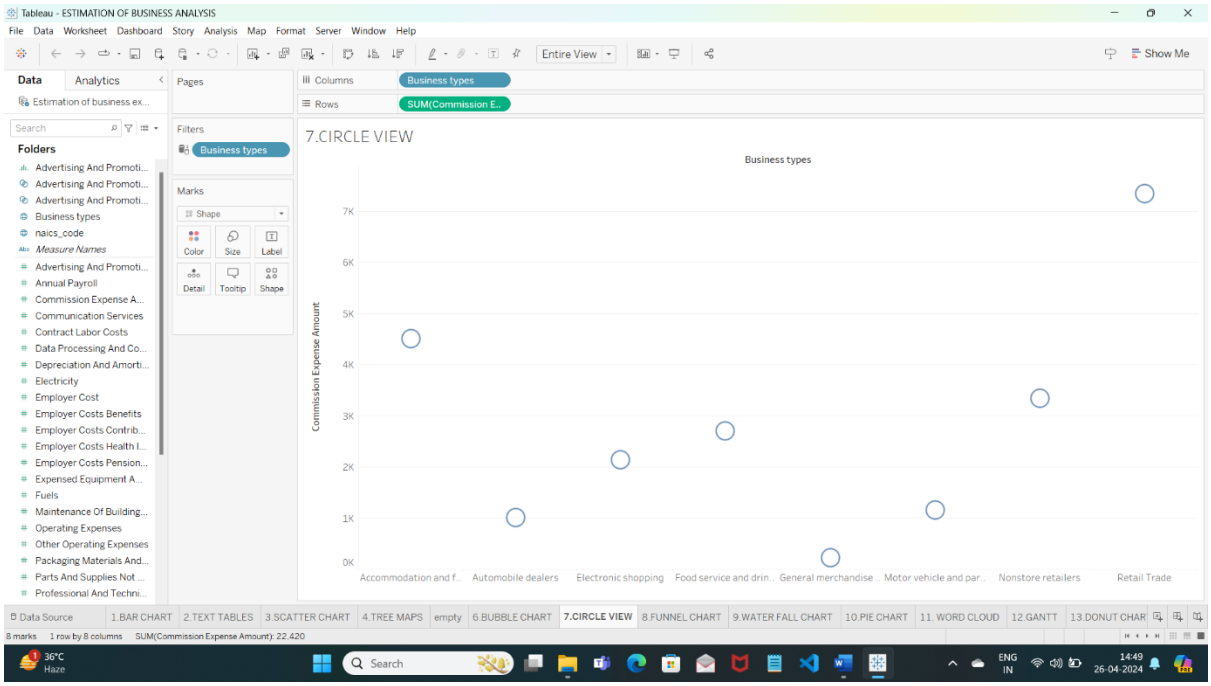
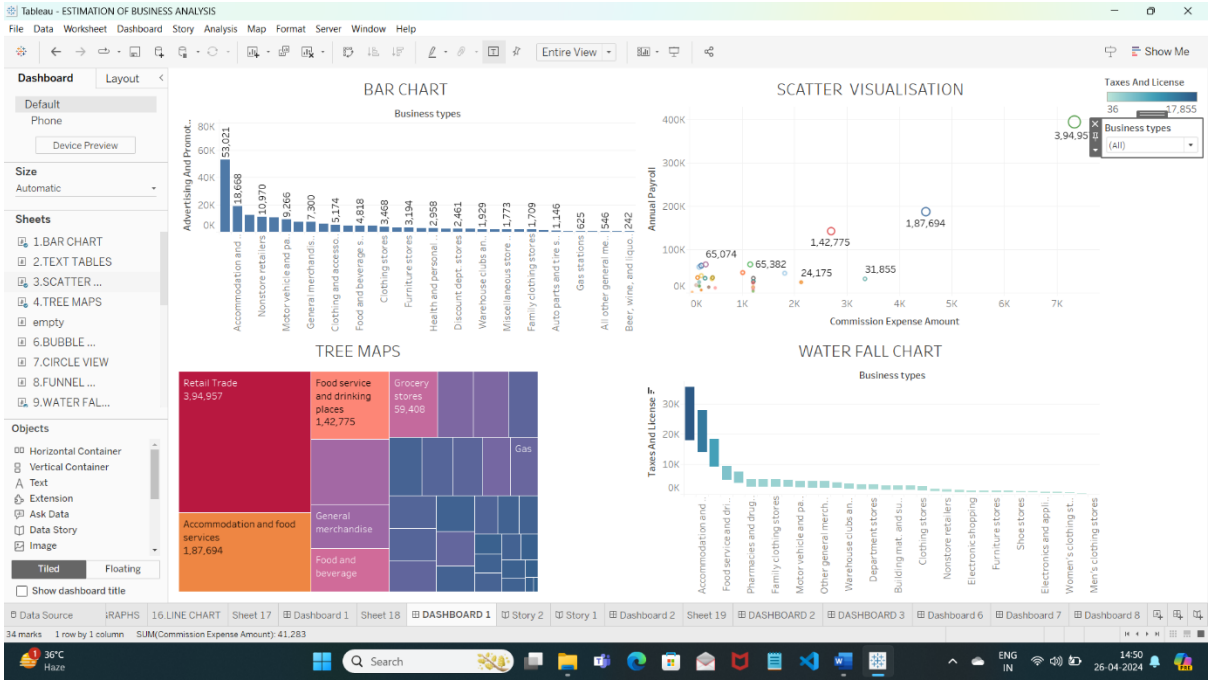
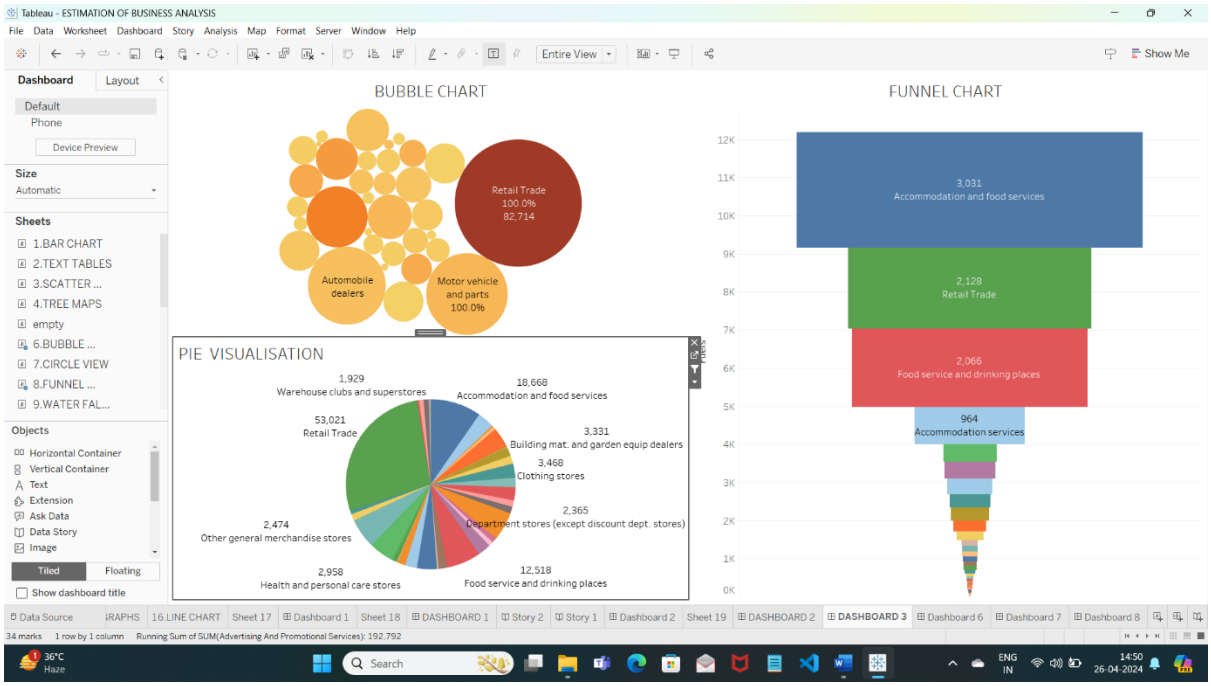


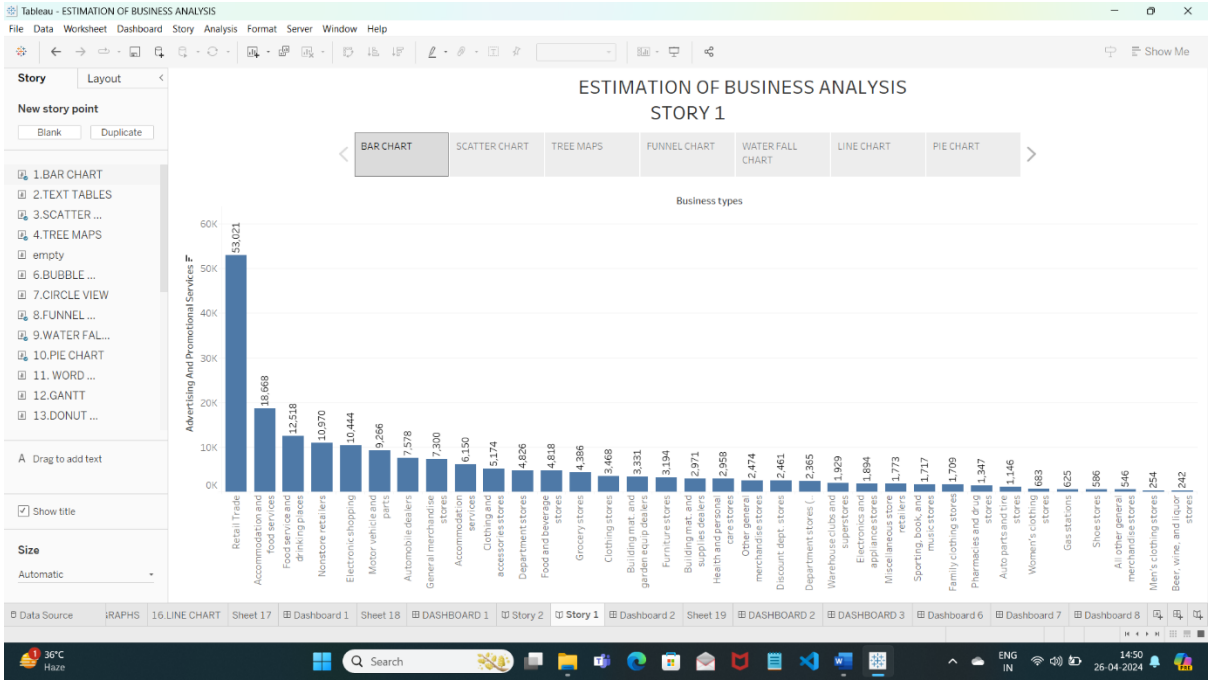
Tableau - ESTIMATION OF BUSINESS ANALYSIS
7.CIRCLE VIEW
Business types
Commission Expense Amount
7K
6K
5K
4K
3K
2K
1K
0K
Accommodation and f..
Automobile dealers
Electronic shopping
Food service and drin..
General merchandise ..
Motor vehicle and par..
Nonstore retailers
Retail Trade
1.BAR CHART
2.TEXT TABLES
3.SCATTER CHART
4.TREE MAPS
6.BUBBLE CHART
7.CIRCLE VIEW
8.FUNNEL CHART
9.WATER FALL CHART
10.PIE CHART
11. WORD CLOUD
12.GANTT
13.DONUT CHAR

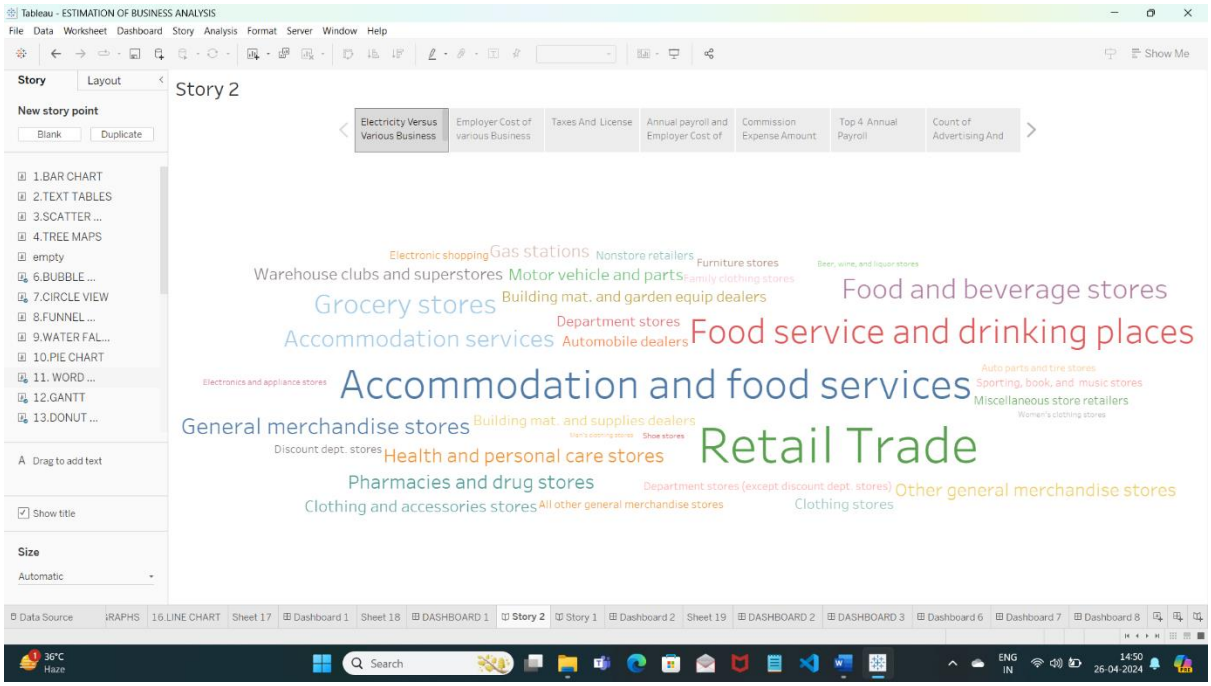
DASHBOARDS WE CREATED





STORIES WE CREATED





HTML CODE WE USED FOR WEB INTEGRATION

```
<!DOCTYPE html>
<html lang="en">

<head>
  <meta charset="utf-8">
  <meta content="width=device-width, initial-scale=1.0" name="viewport">

  <title>SOCIAL MEDIA ANALYSIS</title>
  <meta content="" name="description">
  <meta content="" name="keywords">

  <!-- Favicons -->
  <link href="static/assets/img/favicon.png" rel="icon">
  <link href="static/assets/img/apple-touch-icon.png" rel="apple-touch-icon">

  <!-- Google Fonts -->
  <link href="https://fonts.googleapis.com/css?family=Open+Sans:300,300i,400,400i,600,600i,700,700i|Krub:300,300i,400,400i,5
```

```
00,500i,600,600i,700,700i|Poppins:300,300i,400,400i,500,50
0i,600,600i,700,700i" rel="stylesheet">


  <!-- Vendor CSS Files -->

  <link href="static/assets/vendor/aos/aos.css"
rel="stylesheet">

  <link
href="static/assets/vendor/bootstrap/css/bootstrap.min.css"
rel="stylesheet">

  <link href="static/assets/vendor/bootstrap-icons/bootstrap-
icons.css" rel="stylesheet">

  <link
href="static/assets/vendor/boxicons/css/boxicons.min.css"
rel="stylesheet">

  <link
href="static/assets/vendor/glightbox/css/glightbox.min.css"
rel="stylesheet">

  <link href="static/assets/vendor/swiper/swiper-
bundle.min.css" rel="stylesheet">


  <!-- Template Main CSS File -->

  <link href="static/assets/css/style.css" rel="stylesheet">
```

```
  <!--
==========================================================
=====
  * Template Name: Bikin
  * Updated: Sep 18 2023 with Bootstrap v5.3.2
  * Template URL: https://bootstrapmade.com/bikin-free-
simple-landing-page-template/
  * Author: BootstrapMade.com
  * License: https://bootstrapmade.com/license/

==========================================================
====== -->
</head>

<body>

  <!-- ======= Header ======= -->
  <header id="header" class="fixed-top">
    <div class="container d-flex align-items-center justify-
content-between">

      <h1 class="logo"><a href="index.html"></a>DISSECTING
THE DIGITAL LANDSCAPE</h1>
```

```
    <!-- Uncomment below if you prefer to use an image logo
-->
    <!-- <a href="index.html" class="logo"><img
src="static/assets/img/logo.png" alt="" class="img-
fluid"></a>-->

    <nav id="navbar" class="navbar">
      <ul>
        <li><a class="nav-link scrollto active"
href="#hero">Home</a></li>
        <li><a class="nav-link scrollto"
href="#Dashboard">Dashboard</a></li>
        <li><a class="nav-link scrollto "
href="#Story">Story</a></li>
        <li><a class="nav-link scrollto"
href="#Report">Report</a></li>

      <i class="bi bi-list mobile-nav-toggle"></i>

    </nav><!-- .navbar -->

  </div>
 </header><!-- End Header -->
```

```
  <!-- ======= Hero Section ======= -->
  <section id="hero" class="d-flex align-items-center">

    <div class="container d-flex flex-column align-items-center justify-content-center" data-aos="fade-up">
      <h1>SOCIAL MEDIA ANALYSIS</h1>
      <h2>THIS WEBAPP CONTAINS DASHBOARD,STORY AND REPORT</h2>
      <a href="#about" class="btn-get-started scrollto">Get Started</a>
      <img src=https://i.etsystatic.com/16458179/r/il/cc165e/2757409904/il_570xN.2757409904_3sac.jpg
    </div>

  </section><!-- End Hero -->

  <main id="main">

    <!-- ======= Features Section ======= -->
    <section id="Dashboard" class="Dashboard" data-aos="fade-up">
      <div class="Dashboard">
```

```
        <div class="section-title">
         <h3>Dashboard</h3>
        </div>
        <iframe
src="https://us1.ca.analytics.ibm.com/bi/?perspective=dashb
oard&amp;pathRef=.my_folders%2Fsocial%2Bmedia%2Bdash
board&amp;closeWindowOnLastView=true&amp;ui_appbar=
false&amp;ui_navbar=false&amp;shareMode=embedded&a
mp;action=view&amp;mode=dashboard&amp;subView=mod
el0000018b1fcdbef2_00000000" width="1350"
height="1200" frameborder="0" gesture="media"
allow="encrypted-media" allowfullscreen=""></iframe>
      </div>
    </section><!-- End Features Section -->

    <!-- ======= Services Section ======= -->
    <section id="Story" class="Story">
      <div class="Story" data-aos="fade-up">

        <div class="section-title">
          <h2>Story</h2>

        </div>
```

<iframe src="https://us1.ca.analytics.ibm.com/bi/?perspective=story&pathRef=.my_folders%2FSOCIAL%2BMEDIA%2BSTORY&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=view&sceneId=-1&sceneTime=0" width="1350" height="1200" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>

</section><!-- End Services Section -->

<!-- ======= Portfolio Section ======= -->

<section id="Report" class="Report">

<h2>Report</h2>

<iframe src="https://us1.ca.analytics.ibm.com/bi/?pathRef=.my_folders%2FSOCIAL%2BMEDIA%2BREPORT&closeWindowOnLastView=true&ui_appbar=false&ui_navbar=false&shareMode=embedded&action=run&format=HTML&prompt=false" width="1350" height="1200" frameborder="0" gesture="media" allow="encrypted-media" allowfullscreen=""></iframe>

```
    </div>
  </section><!-- End Portfolio Section -->

  <!-- ======= Team Section ======= -->
  <section id="team" class="team">
    <div class="container" data-aos="fade-up">

      <div class="section-title">
        <h2>Team</h2>
        <p>Efficiency is doing better than what is already being done.</p>
      </div>

      <div class="row">

        <div class="col-xl-3 col-lg-4 col-md-6" data-aos="fade-up" data-aos-delay="100">
          <div class="member">

            <div class="member-info">
              <div class="member-info-content">
                <h4>V.LAKSHMI PRASANNA</h4>
```

```
            <span>TEAM LEADER</span>
          </div>
        </div>
      </div>
    </div>

    <div class="col-xl-3 col-lg-4 col-md-6" data-aos="fade-up" data-aos-delay="200">
      <div class="member">

        <div class="member-info">
          <div class="member-info-content">
            <h4>V.PAVANI</h4>
            <span>TEAM MEMBER</span>
          </div>

        </div>
      </div>
    </div>

    <div class="col-xl-3 col-lg-4 col-md-6" data-aos="fade-up" data-aos-delay="300">
```

```
        <div class="member">

          <div class="member-info">
            <div class="member-info-content">
              <h4>V.TIRUMALA PRASAD</h4>
              <span>TEAM MEMBER</span>
            </div>

          </div>
        </div>
      </div>



    </div>

  </div>
</section><!-- End Team Section -->
```

```
</main><!-- End #main -->

<!-- ======= Footer ======= -->
<footer id="footer">

  <div class="footer-top">
    <div class="container">
      <div class="row">

        <div class="col-lg-3 col-md-6 footer-contact">
          <h3>Bikin</h3>
          <p>
            A108 Adam Street <br>
            New York, NY 535022<br>
            United States <br><br>
            <strong>Phone:</strong> +1 5589 55488 55<br>
            <strong>Email:</strong> info@example.com<br>
          </p>
        </div>

        <div class="col-lg-2 col-md-6 footer-links">
          <h4>Useful Links</h4>
```

```
          <ul>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Home</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">About us</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Services</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Terms of service</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Privacy policy</a></li>
          </ul>
        </div>

        <div class="col-lg-3 col-md-6 footer-links">
          <h4>Our Services</h4>
          <ul>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Web Design</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Web Development</a></li>
            <li><i class="bx bx-chevron-right"></i> <a href="#">Product Management</a></li>
```

```
            <li><i class="bx bx-chevron-right"></i> <a
href="#">Marketing</a></li>
            <li><i class="bx bx-chevron-right"></i> <a
href="#">Graphic Design</a></li>
          </ul>
        </div>

        <div class="col-lg-4 col-md-6 footer-newsletter">
          <h4>Join Our Newsletter</h4>
          <p>Tamen quem nulla quae legam multos aute sint
culpa legam noster magna</p>
          <form action="" method="post">
            <input type="email" name="email"><input
type="submit" value="Subscribe">
          </form>
        </div>

      </div>
    </div>
  </div>

  <div class="container d-md-flex py-4">
```

```
    <div class="me-md-auto text-center text-md-start">
      <div class="copyright">
        &copy; Copyright <strong><span>Bikin</span></strong>. All Rights Reserved
      </div>
      <div class="credits">
        <!-- All the links in the footer should remain intact. -->
        <!-- You can delete the links only if you purchased the pro version. -->
        <!-- Licensing information: https://bootstrapmade.com/license/ -->
        <!-- Purchase the pro version with working PHP/AJAX contact form: https://bootstrapmade.com/bikin-free-simple-landing-page-template/ -->
        Designed by <a href="https://bootstrapmade.com/">BootstrapMade</a>
      </div>
    </div>
    <div class="social-links text-center text-md-right pt-3 pt-md-0">
      <a href="#" class="twitter"><i class="bx bxl-twitter"></i></a>
      <a href="#" class="facebook"><i class="bx bxl-facebook"></i></a>
```

```
      <a href="#" class="instagram"><i class="bx bxl-
instagram"></i></a>
      <a href="#" class="google-plus"><i class="bx bxl-
skype"></i></a>
      <a href="#" class="linkedin"><i class="bx bxl-
linkedin"></i></a>
     </div>
    </div>
  </footer><!-- End Footer -->

  <div id="preloader"></div>
  <a href="#" class="back-to-top d-flex align-items-center
justify-content-center"><i class="bi bi-arrow-up-
short"></i></a>

  <!-- Vendor JS Files -->
  <script src="static/assets/vendor/aos/aos.js"></script>
  <script
src="static/assets/vendor/bootstrap/js/bootstrap.bundle.min
.js"></script>
  <script
src="static/assets/vendor/glightbox/js/glightbox.min.js"></sc
ript>
```

```
  <script src="static/assets/vendor/isotope-layout/isotope.pkgd.min.js"></script>

  <script src="static/assets/vendor/swiper/swiper-bundle.min.js"></script>

  <script src="static/assets/vendor/php-email-form/validate.js"></script>


  <!-- Template Main JS File -->

  <script src="static/assets/js/main.js"></script>


</body>


</html>
```