

## Pickl.AI's Datathon – 4

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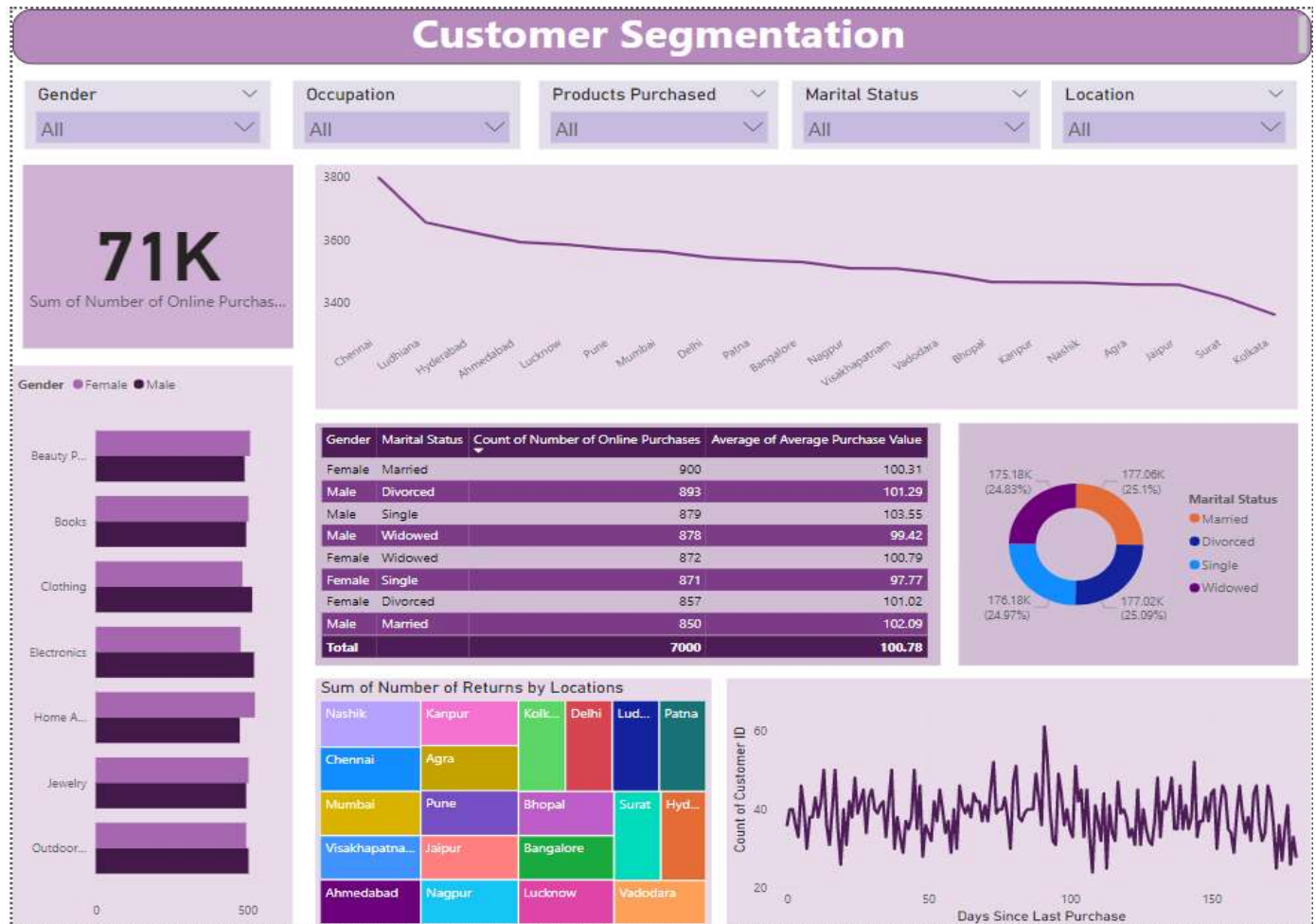
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### Approach to solving the problem

- 1) Analyze the dataset
- 2) Figuring out features which could be useful
- 3) Selecting the factors which are contributing more while product purchase
- 4) Selecting tool for Dashboard building – PowerBi
- 5) Based on selected features choosing appropriate charts
- 6) Applying slicer
- 7) Applying filter to various charts
- 8) Deriving insights from the charts

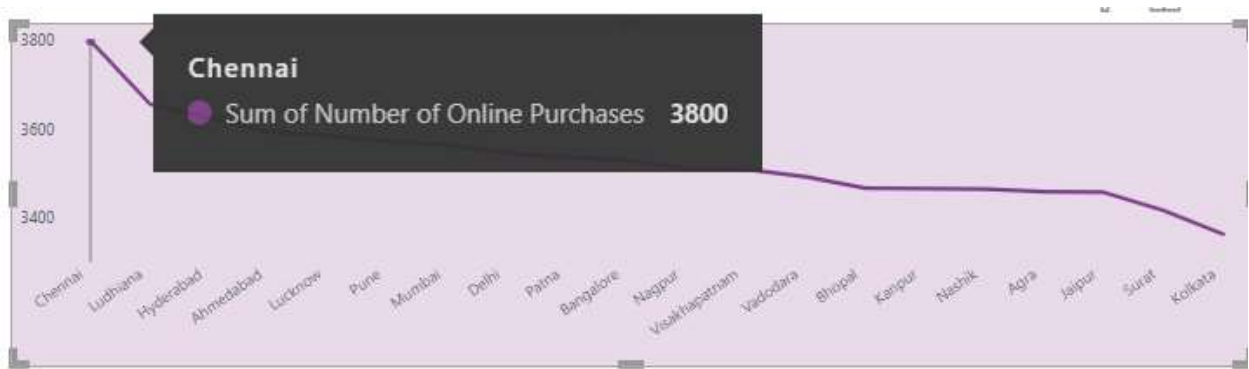
# Dashboard



In this dashboard I have done customer segmentation for products from different categories. For developing this dashboard. I have made use of slicer for Gender, Occupation, Products Purchased, Marital Status and Location of where the customer is based.

Chart details and insights drawn from them are as follows

- 1) **KPI Chart:** shows the overall number of online purchases. This number would help the company to do the comparison to their last year sales and to set target for next year
- 2) **Line Chart:** Shows the city with maximum and minimum no of purchase .This would help the company to shift their focus towards cities from where the least number of purchase is done and could work on improving its online purchasing number.



- 3) **Bar Chart:** Comparison between the purchase made by male and female over the various product purchased. This would help to get insights about product that most purchased by male and female and accordingly steps or marketing can be done to improve the profit in that sector
- 4) **Table Chart:** To get gist from the larger dataset about online purchase and the average cost of purchase by different gender and also based on their marital status. So, female who are married are purchase more products online as compared to others
- 5) **Tree Map:** Shows city with highest number of Returns. Steps could be taken to find the reason behind the return of products
- 6) **Donut Chart:** Marital Status and sum of average purchase value
- 7) **Line chart:** Used to do comparison between the last purchase and the customer id. This would help to send some kind of notification to such users or send some offers and try to catch their attention to buy more products online



**Challenges faced** during building this dashboard was during selecting appropriate features to draw insights. To select appropriate chart to draw information from given dataset. Other than that, rest other issues were quite easy to overcome.

### **Data-thon**

This Data-thon helped me lot to develop my data science skills. It was wonderful experience of solving the Data Science Quiz. Also developing this Dashboard was quite an achievement for me.

For me, taking part in a data visualization datathon was a great chance to improve my abilities in a variety of ways. First and foremost, I got the opportunity to deal with real-world datasets, which helped me better grasp data analysis methods and the difficulties associated with processing and visualizing data. Additionally, I developed my skill set and became more adept at producing powerful visualizations by employing a variety of tools and methodologies for data visualization.

The datathon also helped me improve my problem-solving abilities because we were given a clear purpose and had to come up with inventive ways to communicate our findings in an organised and understandable fashion. It also forced me to assess facts critically and consider many viewpoints.

Overall, the data visualization datathon was a valuable experience that helped me to develop my skills and gain practical experience in data analysis and visualization. It provided me with a platform to learn from others, work with real-world data, and develop my problem-solving and critical thinking abilities, all of which will be useful in my future endeavors.

### **Dashboard Link:**

[Pickl.AI's Datathon - 4 - Power BI](#)