THIRD TASK: BIG MART SALES DASHBOARD

I'm excited to share my final project from my internship: an interactive Power BI dashboard designed to provide a comprehensive overview of sales performance at Big Mart! This dashboard integrates multiple analytical insights to guide strategic decision-making and improve profitability across different outlets, products, and customer segments.

Key Dashboard Highlights:
Total Sales and Averages:
Total Sales: 202.87K
Average Sales per item: 140.01
This offers a quick view of overall sales volume and helps identify revenue trends.

1. Sales Performance by Outlet Type and Location:
Outlet types and location tiers display a variation in sales. For example, Tier 1 locations show the highest sales at 80K, indicating a potential focus area for expansion or targeted promotions.

2. Product Visibility and Sales:
The bubble chart visualizes sales performance across various product categories like Dairy, Fruits & Vegetables, and Snacks, making it easier to spot which products are performing well and which need more visibility.

3. Outlet Age and Performance:
Analyzing sales by outlet age reveals that certain age groups perform better in terms of sales, with outlets aged 20–25 years showing a peak performance at 46K sales. This data can inform decisions on maintenance and upgrades based on outlet performance over time.

4. Impact of Product Categories on Sales:
The treemap showcases which categories contribute most significantly to sales, with Snack Foods, Frozen Foods, and Fruits & Vegetables being top performers. This visualization helps prioritize inventory planning and category-specific marketing efforts.

5. Pricing Strategy Analysis:
The bar chart highlights the impact of pricing on sales across various product categories, allowing us to see how Total Sales align with Item MRP (Maximum Retail Price). This analysis is critical for pricing adjustments to optimize revenue.

6. Fat Content Impact on Sales:
The pie chart reveals customer preferences by fat content, showing that Regular items account for 65% of total sales compared to Low Fat items. This insight could guide product development and inventory decisions based on customer health preferences.

This dashboard provides actionable insights into how different factors impact sales, from outlet type and location to product visibility and pricing strategies. It has been a fantastic experience at CognoRise InfoTech, where I gained hands-on skills in data analysis and visualization with Power BI, enhancing my ability to derive strategic insights from complex data.

DASHBOARD VIEW BELOW!!!

BIG MART SALES INSIGHTS

1. Sales Performance by Outlet Type and Location
Insights: This gives a clear comparison of sales performance across different locations (Tier 1, Tier 2, Tier 3) and types of outlets (Supermarket, Grocery Store).

2. Impact of Product Categories on Sales
Insights: Highlight which product categories contribute most to overall sales, useful for inventory management.

3. Product Visibility and Sales
Insights: This shows if products with higher visibility lead to increased sales and how pricing plays a role.

4. Pricing Strategy Analysis
Insights: Visualizing pricing against sales will help identify the best pricing strategies for different product categories.

5. Outlet Age and Performance
Insights: This visualization will show how sales trend with the age of outlets. You can determine if newer or older outlets perform better.

6. Fat Content Impact on Sales
Insights: A pie or bar chart will help determine the sales distribution between "Low Fat" and "Regular" items.

Key Business Insights

1. Top Outlet Type: If Supermarket Type 1 drives the most sales, it suggests investing in expanding supermarket locations or improving offerings in existing stores.
2. Impact of Outlet Age: Outlets with more years of operation might show consistently higher sales due to brand loyalty, or newer outlets may outperform them due to better technology and modern infrastructure.
3. Product Categories for Focus: High sales in Snack Foods and Dairy indicate these categories are consumer favorites, warranting increased marketing and inventory focus.
4. Urban Areas Generate More Sales: If Tier 1 locations outperform rural areas, it suggests expanding into more densely populated urban areas for higher revenue growth.
5. Pricing Strategy: Insights on the effect of pricing (Item MRP) can help refine the pricing strategy, potentially focusing on moderately priced products for maximum sales.
6. Health-Conscious Consumers: A higher share of sales from "Low Fat" products may point toward health-conscious trends, indicating a growing market for healthier product lines.

Conclusion:- These insights will help you make data-driven business decisions, such as optimizing product placements, adjusting pricing strategies, focusing on key outlet types, and responding to customer preferences effectively.