**Reliance Market - Sales & Outlet Analytics Dashboard**

This repository contains a Power BI dashboard and supporting data used to analyse sales, item performance, and outlet characteristics for Reliance Market, a retail chain in India. The dashboard provides insights into sales trends, outlet establishment, product categories, and item characteristics across different outlet tiers and types.

**📊 Dashboard Overview**

The dashboard includes key visualizations and metrics:

* **Total Sales:** ₹1.20M
* **Average Sales:** ₹140.99
* **Number of Items:** 8,523
* **Average Rating:** 3.92

**Key Visuals**

* **Sales by Fat Content:** Distribution of sales between low-fat and regular items.
* **Sales by Outlet Tier & Type**
* **Outlet Establishment Trend (2010-2022)**
* **Sales by Item Type:** Fruits & Vegetables, Snacks, Household, Dairy, etc.
* **Outlet Size and Location Analysis**
* **Item Performance Metrics:** Total Sales, Average Sales, Ratings, and Visibility per Outlet Type.

**📂 Data Fields**

Included in the dataset:

* Item Type - Type of grocery product (e.g., Fruits, Snacks, Dairy)
* Item Fat Content - Fat classification (Low Fat or Regular)
* Item Weight, Item Visibility, Item Identifier
* Outlet Type, Outlet Size, Outlet Location Type, Outlet Establishment Year
* Sales, Average Sales, Total Sales
* Average Rating, Rating, Number of Items

**⚙️ Tools Used**

* **Power BI Desktop** for data modeling and dashboard creation
* **Microsoft Excel** as data source
* **DAX and Power Query** for data transformation and metrics

**💡 Insights Derived**

* Tier 3 outlets contribute the highest sales among all location tiers.
* Supermarket Type 1 is the dominant contributor with over ₹787K in sales.
* Regular fat content items have significantly higher sales than low-fat ones.
* Most outlets were established between 2011 and 2018, peaking in 2018.