Smart Product Intelligence – BigBasket

Power BI FMCG Dashboard Project

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Tools Used: Power BI | Excel

Domain: E-Commerce | FMCG Analytics

Problem Statement & Objective

Problem Statement

BigBasket, India's largest online grocer, faces challenges in managing product quality, pricing efficiency, and catalog performance across thousands of SKUs.

Key Issues:

- Low customer trust due to unrated products.

- High discounting without impact tracking.

- No visibility into risky product segments.

Objective:

Build an interactive dashboard to:

- Identify product performance gaps.

- Evaluate rating quality, discounts, and brand health.

- Detect high-risk items dragging performance.

KPIs Tracked

Catalog Health:

- % of Unrated Products

- Average Rating by Category

Pricing Intelligence:

- Discount % per Product

- Count of Discounted vs Non-Discounted Items

Brand & Category Performance:

- Product Count by Brand/Category

- Average Rating by Brand

Risk Detection:

- Product Risk Segment (% Unrated, Discounted, Both)

- Rating Band % by Category (Poor, Average, Good)

Business Questions Answered

- Which categories have the most unrated products?

- Which brands offer the most high-rated products?

- Are discounts helping or hurting performance?

- Where are risky products concentrated?

- How is the product mix spread across categories?

This dashboard enables smarter pricing, catalog curation, and vendor selection.

Catalog Health Analysis
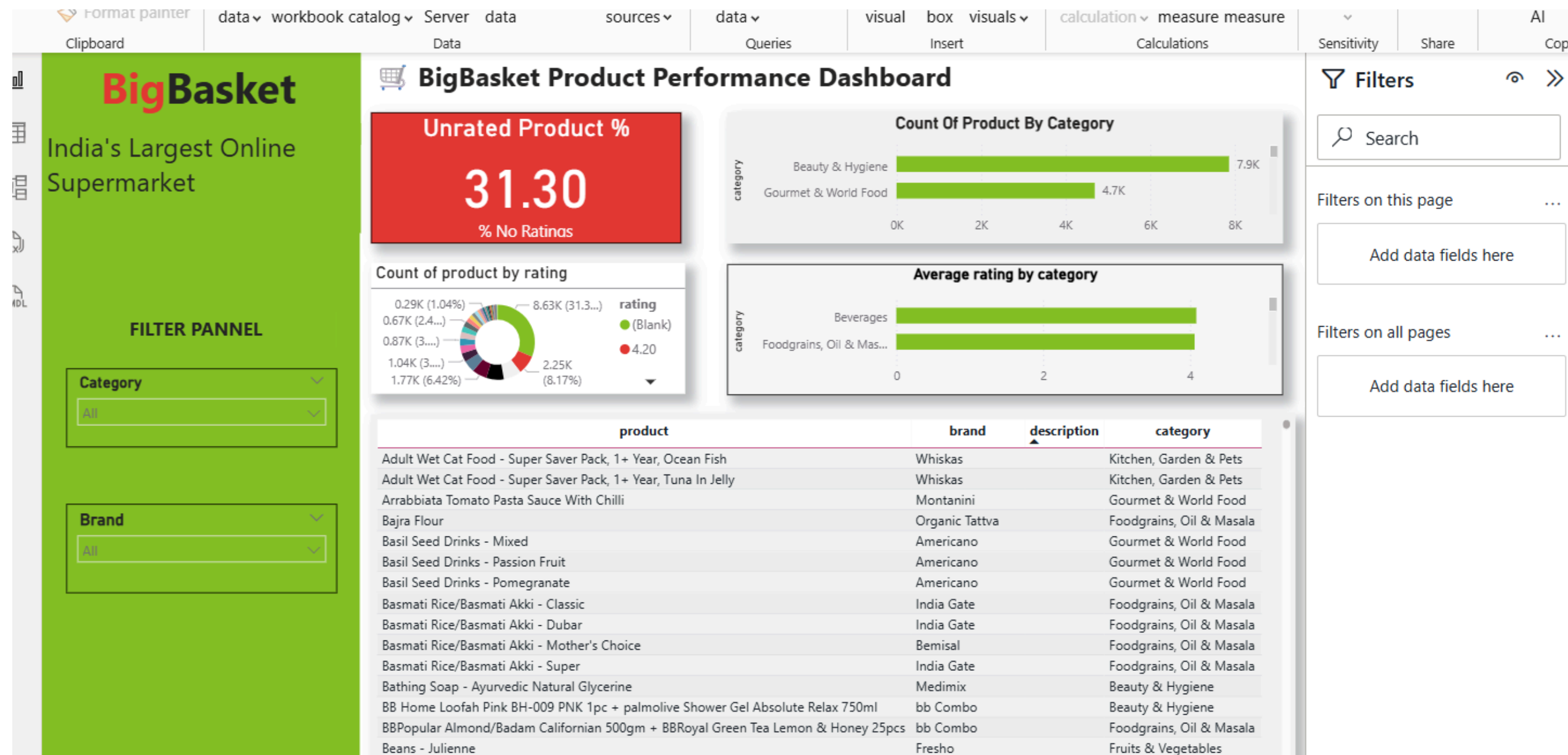
- Insight: 31.3% of all products have no ratings.

- Beauty & Hygiene and Gourmet Foods lead in unrated items, risking customer trust.

Actionable Use: Prioritize review collection or hide unrated SKUs from front-facing listings.
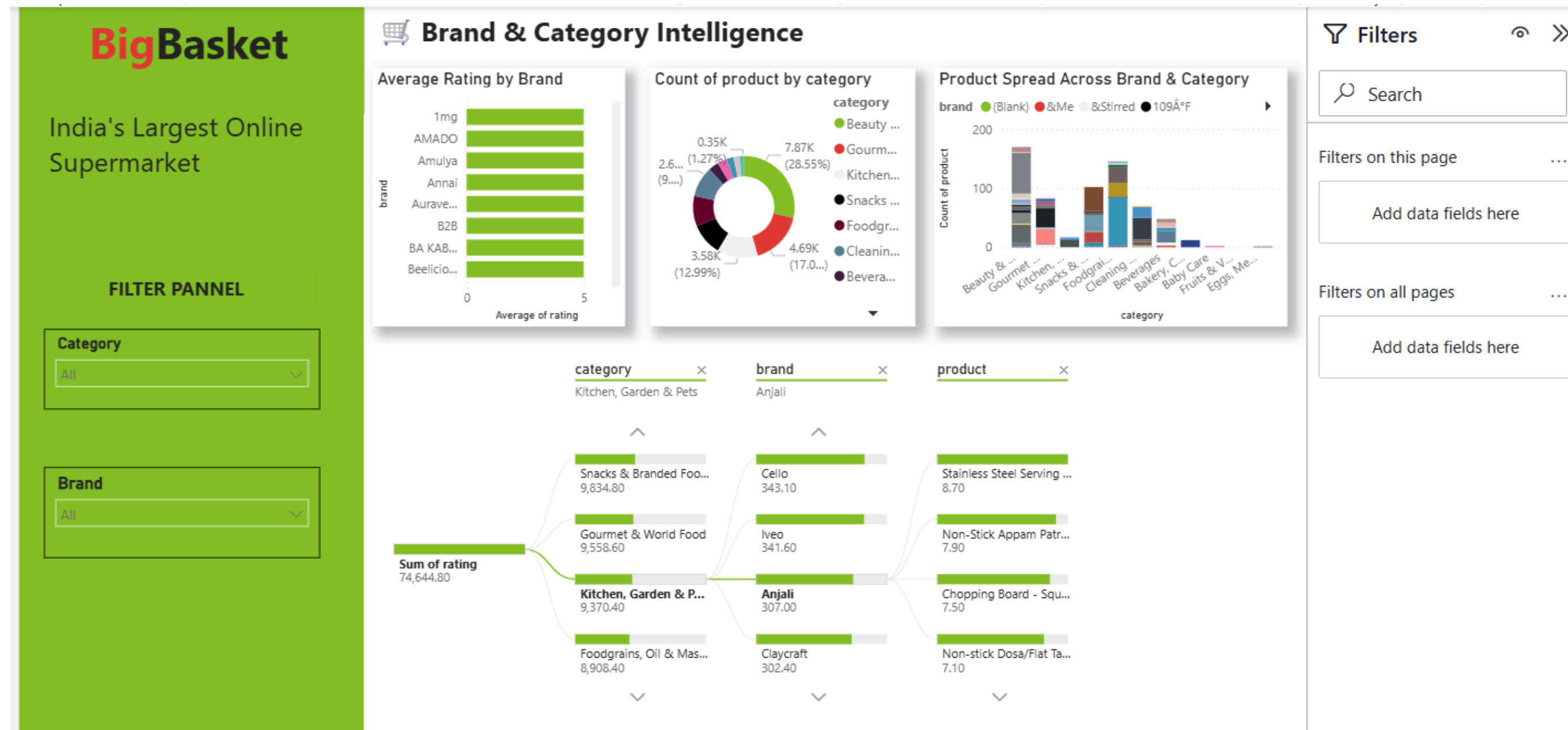
Pricing & Discount Distribution

- Key Insight: Heavy discounting in Snacks & Kitchen categories , many of these products have low or no ratings.

- Misalignment found between discount depth and product quality — likely hurting margins.

Actionable Use: Optimize discount strategy by pairing discounts with customer-rated products.

Brand & Category Intelligence

- Insight: Most products come from Beauty & Hygiene and Foodgrains categories.
- Actionable Use: Focus marketing on high-rated brands
- Actionable Use: Onboard brands with high performance history

Risk & Opportunity Analysis

- Insights: 38.9% of products are both unrated AND discounted

- Insights: These risky SKUs may drive down margins and customer trust

- Actionable Use: Phase out risky products

Business Impact & Learnings

Business Impact:

- Surfaced product-level inefficiencies across catalog

- Helped align discounts with rating quality

- Flagged high-risk SKUs for immediate action

Learnings:

- KPI-driven storytelling in Power BI

- Mapping business questions to visuals

- Creating reusable dashboard templates for decision makers

Future Scope:

- Integrate return & expiry cost metrics
- Automate via SQL-powered refresh