Power BI dashboard: AtliQ Mart Analysis

🚀 Excited to unveil my latest PowerBI project, spotlighting AtliQ Mart's retail success during the festive seasons of Diwali 2023 and Sankranti 2024! 🎉

✅ **Problem Statement**:
AtliQ Mart is a retail giant with over 50 supermarkets in the southern region of India. All their 50 stores ran a massive promotion during the Diwali 2023 and Sankranti 2024 (festive time in India) on their AtliQ branded products. The sales director wants to understand which promotions did well and which did not so that they can make informed decisions for their next promotional period.

Domain: FMCG(Fast-moving consumer goods)
Function: Sales / Promotions

✅**Key Insights**:
Store Analysis - To understand the operations of a particular store.
Promotion type analysis - Revenue generated by types of promotions.
Products and Category analysis - comprehensive analysis of Quantity sold and Revenue generated of various products and categories.

📊 💡 Using PowerBI's dynamic tools, I've delved deep into the numbers, revealing which promotions soared and which fell short.
📈💬From eye-catching visuals to actionable insights, this project showcases my passion for simplifying complex data into actionable intelligence.
🛍️💥 Ready to leverage my skills to drive impact in your team? Let's connect!

I love to hear your valuable

I am grateful for your time.