Flipkart Dashboard Storytelling Titles and Insights

KPIs (Top Section)

- **Average Total Rating** – Average rating count per product: **23**.

- **Total Products** – Dataset covers **2,285 products** across Flipkart.

- **Average Discount %** – Average discount offered across all products: **47.08%**.

- **Total Brands** – A total of **787 brands** are represented in the dataset.

Overall Insight: Flipkart has a wide product base with nearly half of all items sold under significant discounts, highlighting a discount-driven strategy.

Chart 1: Top 10 Products by Retail Price (Bar Chart)

Title: Top 10 High-Value Products by Retail Price
Insight: Nishita Yellow Gold 22K Ring (₹78,150) is the most expensive product, significantly higher than other listed items.

Chart 2: Discount Share by Brand (Bubble/Tree Map)

Title: Share of Total Discounts Taken by Brands
Insight: Shoprider accounts for the largest share of discounts at 41.6%, followed by Eye Glass at 16.2%.

Chart 3: Percentage Rating Contribution by Product (Pie/Donut Chart)

Title: Products Driving the Most Customer Ratings
Insight: Ladyland Bras (23.7%) and Pritish Coffee Mugs (21.5%) together contribute nearly half of the total product ratings.

Chart 4: Average Product Rating for Top 10 Products (Bar Chart)

Title: Top 10 Products by Average Rating Count
Insight: SAS Comfortable Women's Full Coverage Bra leads with 225 average ratings, followed by Grafion with 140.

Chart 5: Overall Product Ratings (Treemap)

Title: Overall Rating Distribution Across Products
 Insight: Vivify Bras (38.5) and Florentiny Bras (30) stand out as the most consistently rated products in the dataset.

Chart 6: Monthly Discounted Price vs Retail Price (Dual Axis Line Chart)

Title: Trend of Discounted Price vs Retail Price Over Months
 Insight: Discounted prices peaked in January at ₹4,166 before steadily declining to around ₹1,759 by May, indicating a seasonal pricing trend.