TABLEAU PROJECT REPORT

Flipkart Sales, Ratings & Discount Impact Dashboard

Project Type: Data Visualization & Business Intelligence

Tool Used: Tableau Public - Desktop

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Submission: Academic / Portfolio Project

Project Title

Flipkart Sales, Ratings & Discount Impact Analysis Using Tableau

Project Objective

The objective of this project is to analyze Flipkart product sales data to understand how discounts, product ratings, categories, brands, and price ranges influence revenue and units sold. The dashboard provides interactive insights to support business decision-making.

Dataset Overview

The dataset contains e-commerce product records including category, brand, price, discount percentage, revenue, units sold, ratings, and price range segments. The data was cleaned and structured before visualization.

Data Preparation & Cleaning

Data preprocessing steps included removing duplicates, handling missing values, standardizing brand and category names, converting numeric fields, and creating calculated fields such as revenue totals and price range buckets.
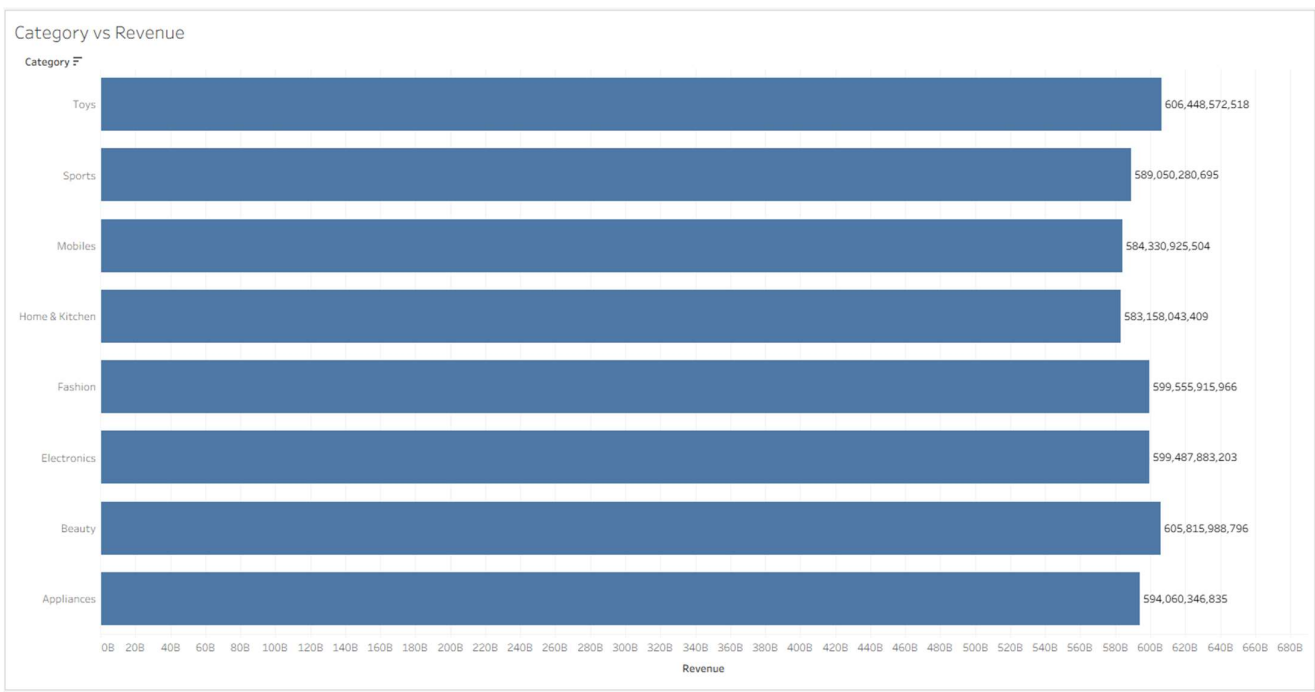
Tools & Technologies Used

Tableau Desktop for visualization, Excel/CSV for data source, and Tableau calculated fields and filters for derived metrics and interactivity.

Dashboard Components

The dashboard includes Category vs Revenue, Discount vs Units Sold, Rating vs Units Sold, Top 10 Brands by Revenue, and Price Range vs Average Rating visualizations.

Key Insights

Higher discounts increase units sold. Higher-rated products tend to sell more. Brand reputation strongly influences revenue. Some categories contribute disproportionately to revenue. Price range does not strongly determine ratings.

Category vs Revenue

Category

Category	Revenue
Toys	606,448,572,518
Sports	589,050,280,695
Mobiles	584,330,925,504
Home & Kitchen	583,158,043,409
Fashion	599,555,915,966
Electronics	599,487,883,203
Beauty	605,815,988,796
Appliances	594,060,346,835

0B 20B 40B 60B 80B 100B 120B 140B 160B 180B 200B 220B 240B 260B 280B 300B 320B 340B 360B 380B 400B 420B 440B 460B 480B 500B 520B 540B 560B 580B 600B 620B 640B 660B 680B

Revenue

Rating vs Units Sold

Units Sold (y-axis): 0M, 20M, 40M, 60M, 80M
Rating (x-axis): 0K, 20K, 40K, 60K, 80K, 100K

Discount vs Units Sold

Units Sold (y-axis): 0M, 5M, 10M, 15M, 20M, 25M
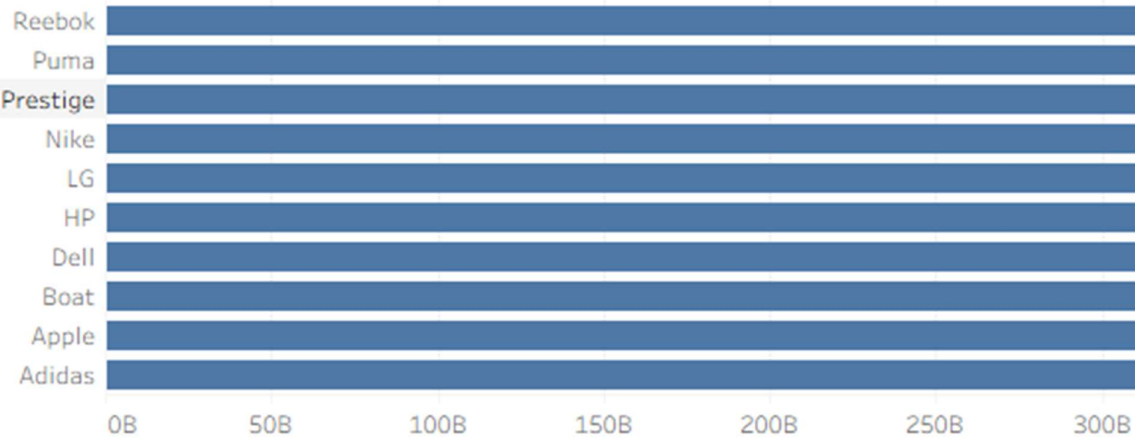Discount Percent (x-axis): 0K, 50K, 100K, 150K, 200K

Business Recommendations

Use targeted discount strategies, promote high-rated products, focus on top brands, strengthen review systems, and plan inventory based on category performance.
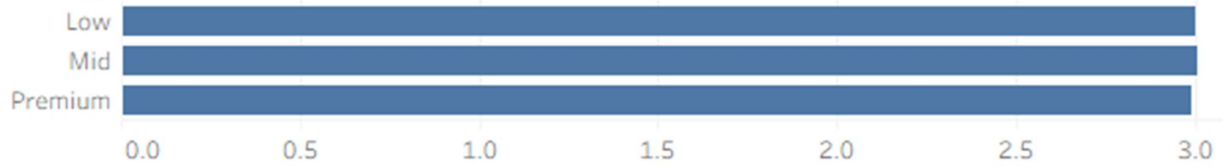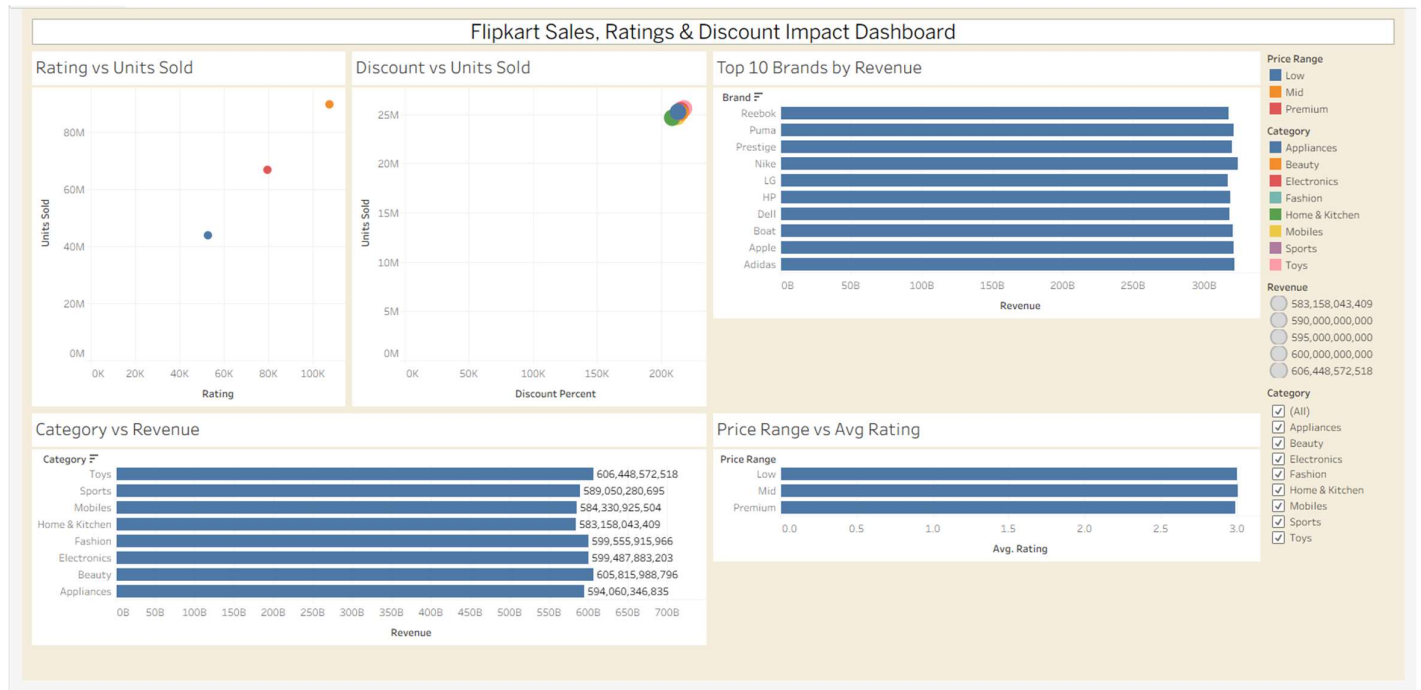
Top 10 Brands by Revenue

Brand

Brand	
Reebok	
Puma	
Prestige	
Nike	
LG	
HP	
Dell	
Boat	
Apple	
Adidas	

Revenue axis: 0B, 50B, 100B, 150B, 200B, 250B, 300B

Revenue

Price Range vs Avg Rating

Price Range

Price Range	
Low	
Mid	
Premium	

Avg. Rating axis: 0.0, 0.5, 1.0, 1.5, 2.0, 2.5, 3.0

Avg. Rating

Conclusion

The Tableau dashboard converts Flipkart sales data into actionable insights using interactive visuals. It helps stakeholders make data-driven decisions regarding pricing, promotion, and product strategy.