Flipkart Headphone Sales Analysis

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Problem Statement

Flipkart wanted to analyze its extensive headphone product catalog to gain actionable insights into user preferences, brand performance, and product offerings. With a vast number of reviews and ratings available, the goal was to build a dynamic dashboard that could help identify top-performing brands, most-rated products, and user behavior patterns, thereby improving marketing, sales strategies, and inventory planning.

Tech Stack

- **Power BI** : Dashboard creation and interactive visuals
- **Excel :** Source data storage and preprocessing

Solution Overview

A comprehensive and interactive Power BI dashboard was built to analyze headphone products listed on Flipkart. The solution offers a company-wise, product-type-wise, and feature-wise breakdown of headphone offers, ratings, reviews, and colors. Users can filter by headphone type, company, or brand to visualize trends in offers, ratings, and customer feedback. This helps in pinpointing popular products, understanding color preferences, and recognizing top-reviewed companies.
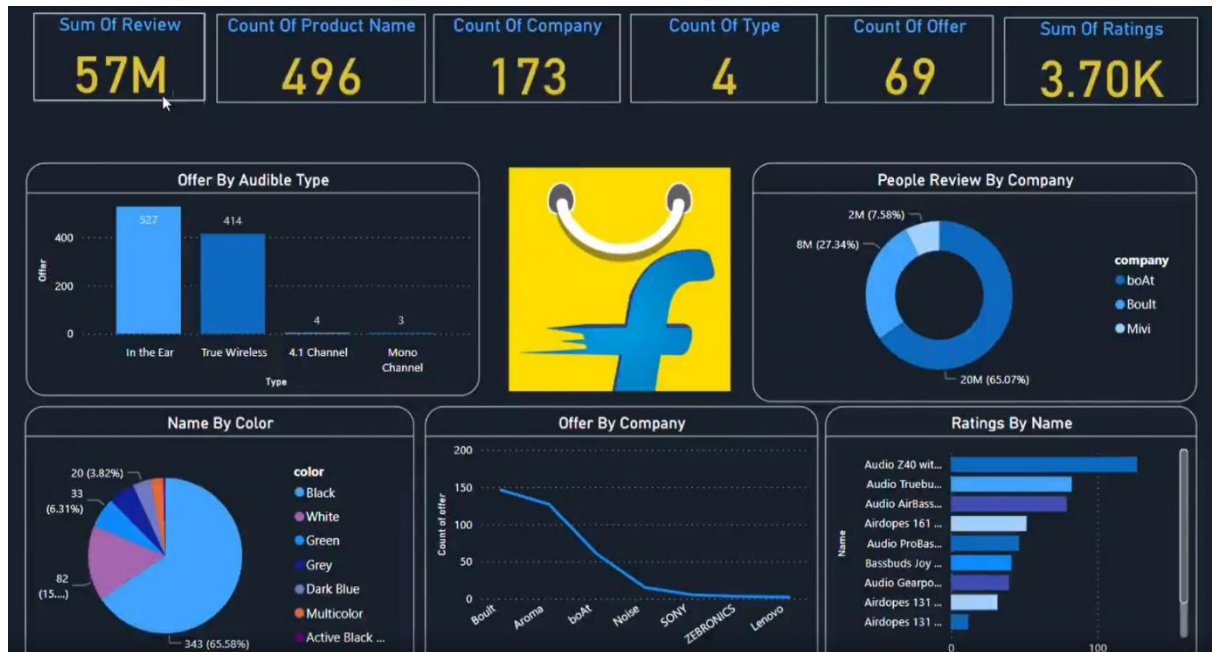
Project Demo Link

Demo Video in Linkedin

https://www.linkedin.com/posts/srinidhi-srigand-b6717a253_dataanalytics-datavisualization-kaggle-activity-7211369998416560129-JFS7?utm_source=share&utm_medium=member_desktop&rcm=ACoAAD5-vP8BKQe8faYSG7c_K3JlJ7Gf7ZWmTck

Screenshot-wise Explanation

1. Full Dataset Overview

This view covers all 496 headphone products from 173 companies, with a total of 57 million reviews and 3.7K ratings. The most popular audible types are "In the Ear" (527 offers) and "True Wireless" (414 offers). boAt dominates in user reviews (65.07%) followed by Boult and Mivi. Black is the most preferred color (65.58%), and "Audio Z40" leads in ratings.

The "Ratings by Name" chart reveals that Audio TrueBuds and Airdopes 161 also hold high customer trust. This complete view helps spot brand saturation and consumer loyalty patterns at a glance.

2. Filtered by 1 Headphone Type
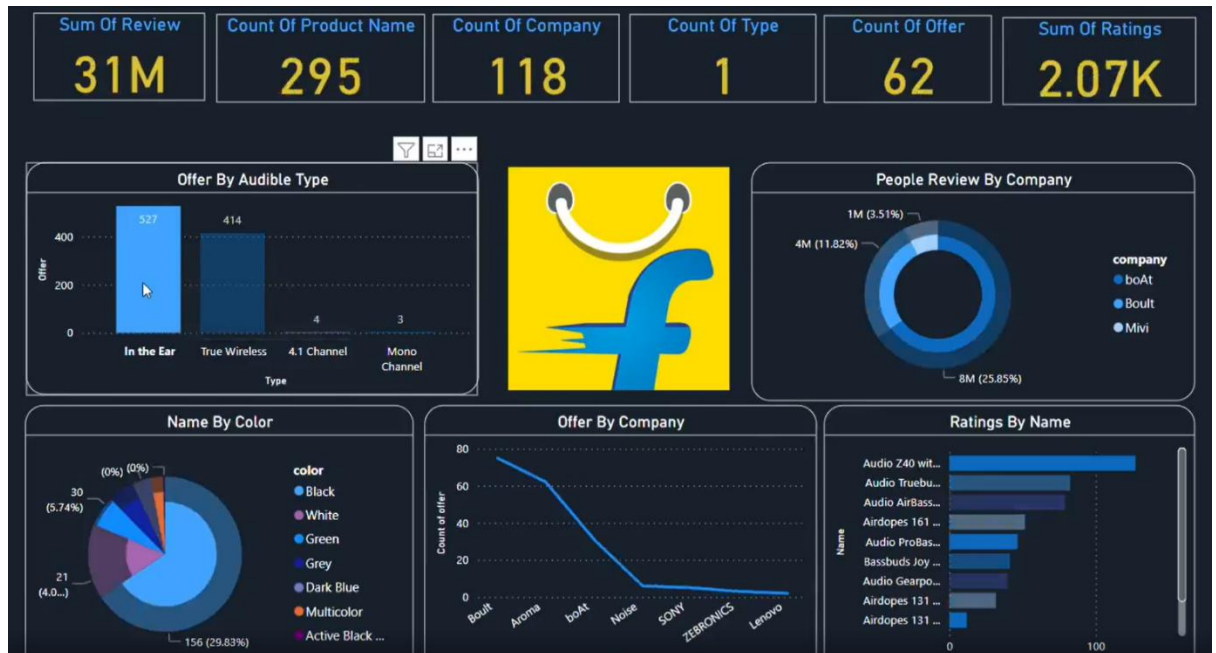
When a single headphone type is selected (likely "In the Ear"), product count narrows to 295 with 31M reviews. Companies drop to 118 and offers to 62. Black still leads in color preference (29.83%) while Boult, Aroma, and boAt top the offers chart. boAt continues to show strong brand engagement.

This filter helps isolate consumer preference for a specific product style. It also makes it easier to assess competition among top-selling brands in a focused segment.

3. Further Narrowed Filter
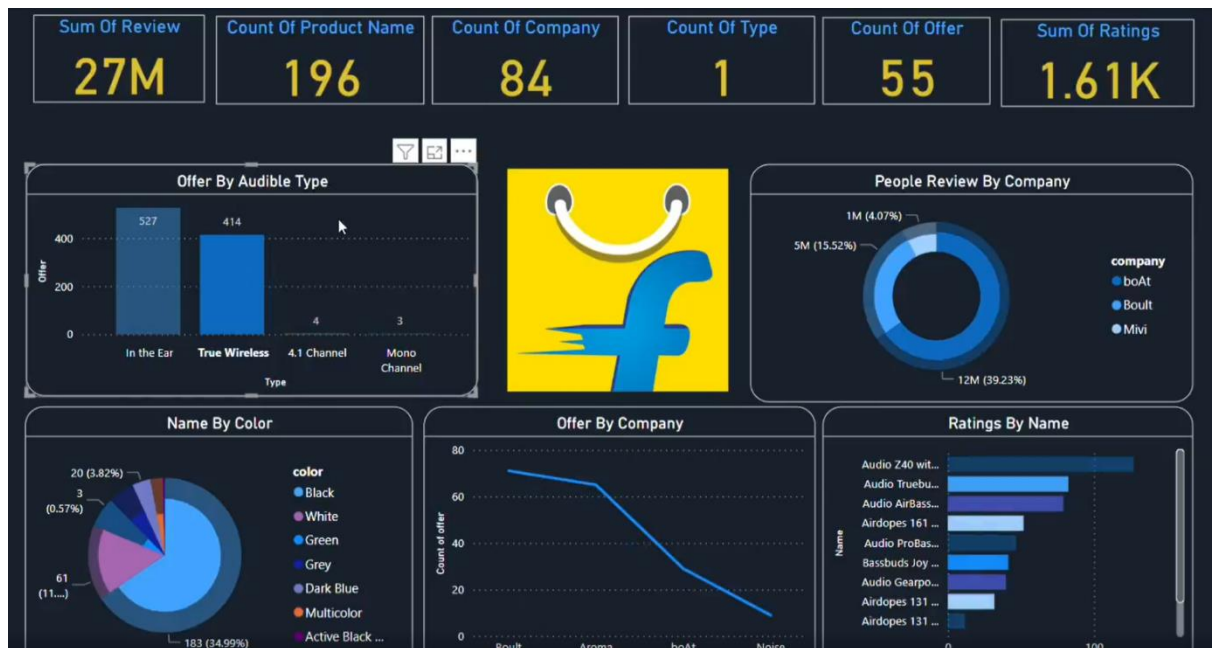
Applying an additional filter (perhaps a brand or feature), the view now shows 196 products from 84 companies with 27M reviews. boAt holds a large share of user feedback (39.23%). Black remains dominant in color choice (34.99%). Top-rated models are consistent, with Audio Z40 leading.

We begin to notice how boAt's influence remains intact even in more refined categories. The balance between product type and consumer reception is clearly visualized here.

4. Single Brand Focus – boat
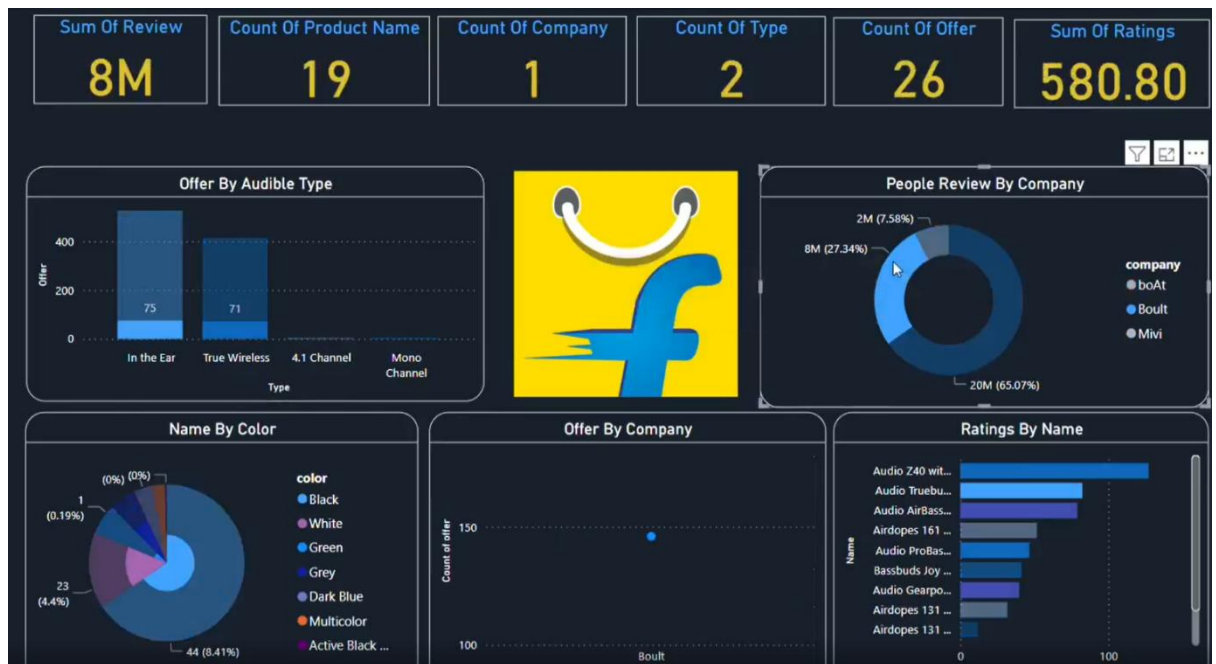
Focused on a single company (boAt), this view presents 19 products with 8M reviews and 26 offers. The reviews highlight boAt's user loyalty, accounting for 27.34% of all reviews in this slice. Product offerings show a mix of "In the Ear" and "True Wireless" types, confirming boAt's market reach.

This isolated view is ideal for internal brand performance review. It enables comparison of boAt's model ratings and color variants in a standalone environment.

5. Another Brand Focus (boAt Extended View)
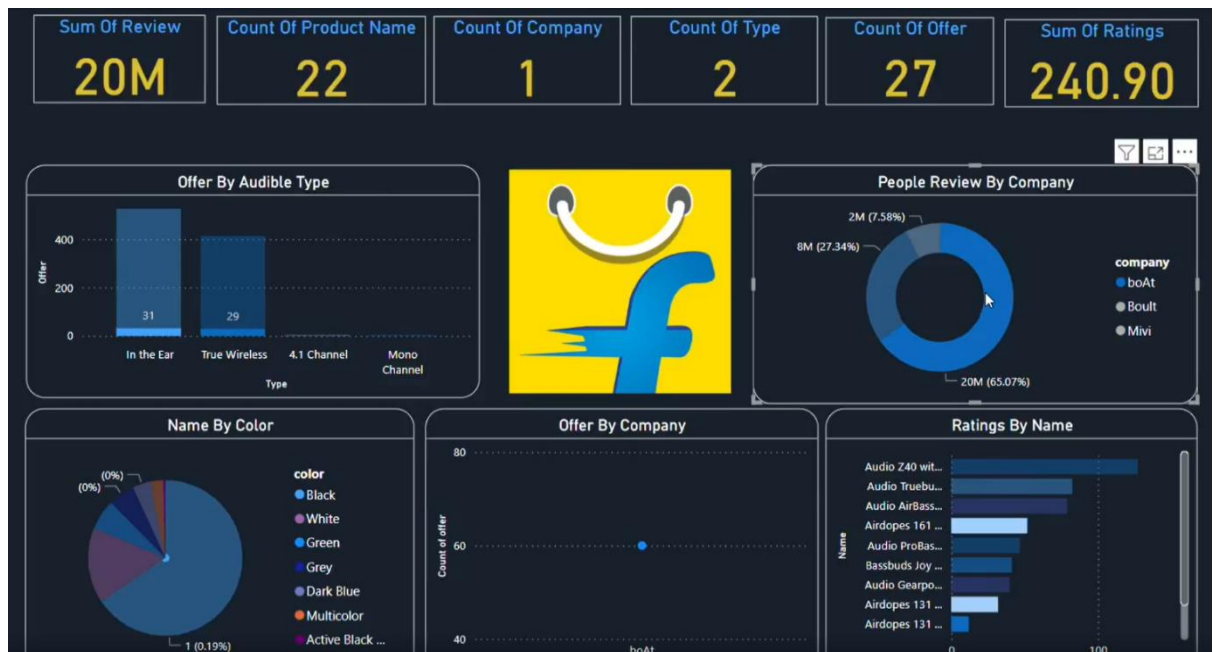
This company-specific view (boAt again) features 22 products and 27 offers, generating 20M reviews. The dominance in the headphone category is evident as top-rated products remain consistent. The brand continues to perform well across models and colors, especially in the budget and mid-range segments.

The visual again confirms boAt's repeat value and saturation in multiple consumer categories. With minimal competition in this filter, its stronghold becomes more evident.

6. Ultra Narrow Filter – Few Products
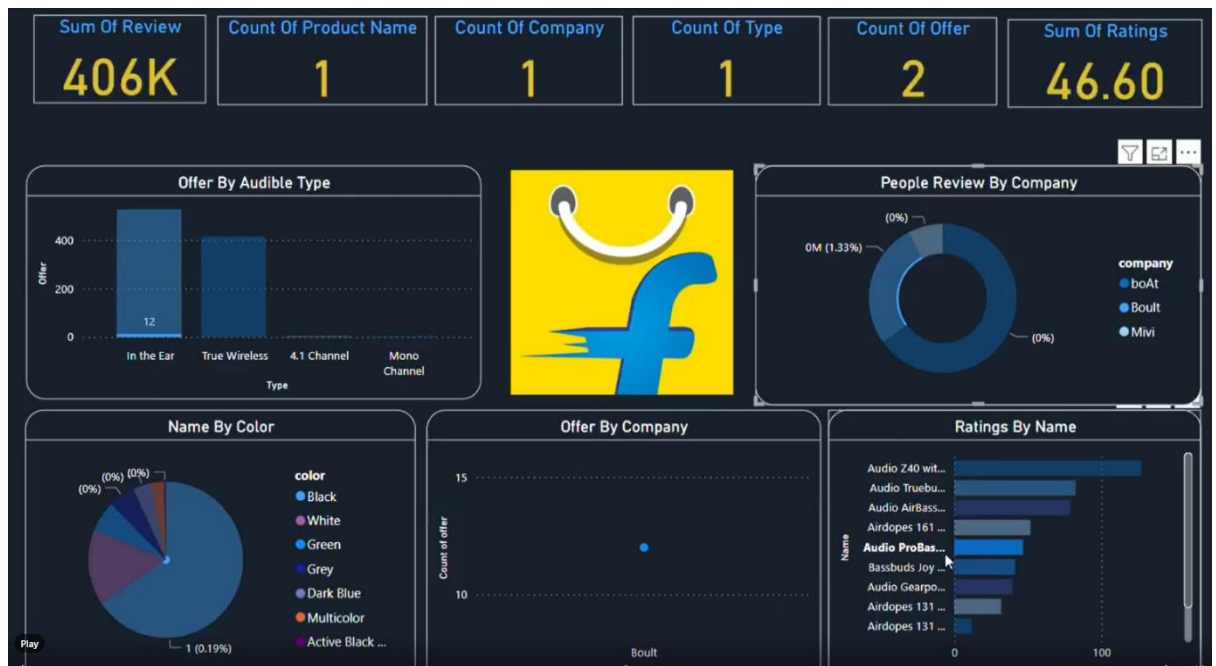
Here, only 1 company with 1 headphone type and just 2 offers is selected. Despite the minimal count, these products alone gathered 406K reviews, reflecting how even a few models can generate high traction if targeted well. Product ratings and color preferences remain consistent.

This view is useful for analyzing newly launched or niche products. It gives granular visibility into how specific SKUs are received by customers in isolation.

7. Mid-size Filtered View
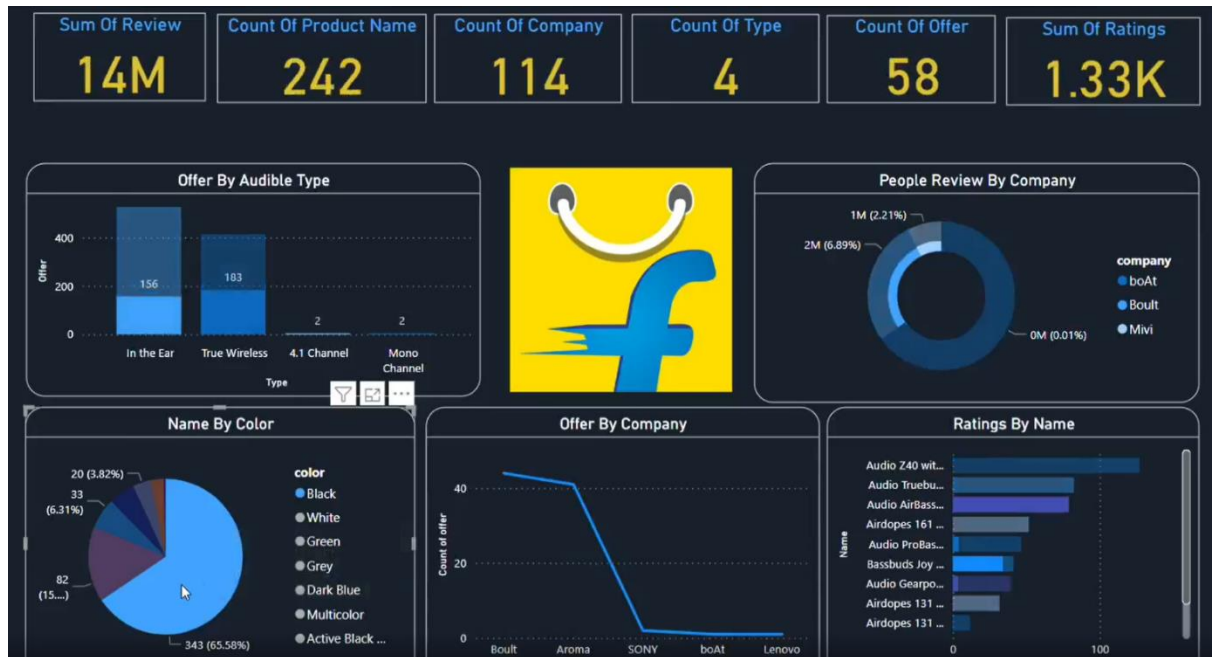
This dashboard slice includes 242 products from 114 companies with 14M reviews. Offers (58) and product diversity are more balanced. boAt and Aroma lead, but SONY and Lenovo appear in the offer chart. Ratings by name still favor the Audio Z40 and Airdopes series.

This mid-range filter reveals more diversity in brand participation. It's a good snapshot for evaluating broader market competition without overwhelming detail.

Impact & Benefits

- Helps Flipkart understand which brands and products drive user engagement.
- Assists marketing teams in targeting high-performing categories.
- Aids inventory teams by highlighting demand patterns and customer preferences.
- Empowers category managers with insights to negotiate offers or promotions.