Title: *BigBasket Sales Dashboard Project*

Problem Statement

BigBasket manages a catalog of 28K+ products across 2,313 brands and 90 subcategories. With such scale, it becomes challenging to:

- Monitor pricing vs discounts
- Identify dominant categories & brands
- Track customer ratings at scale
- Derive actionable insights for business growth

Objective

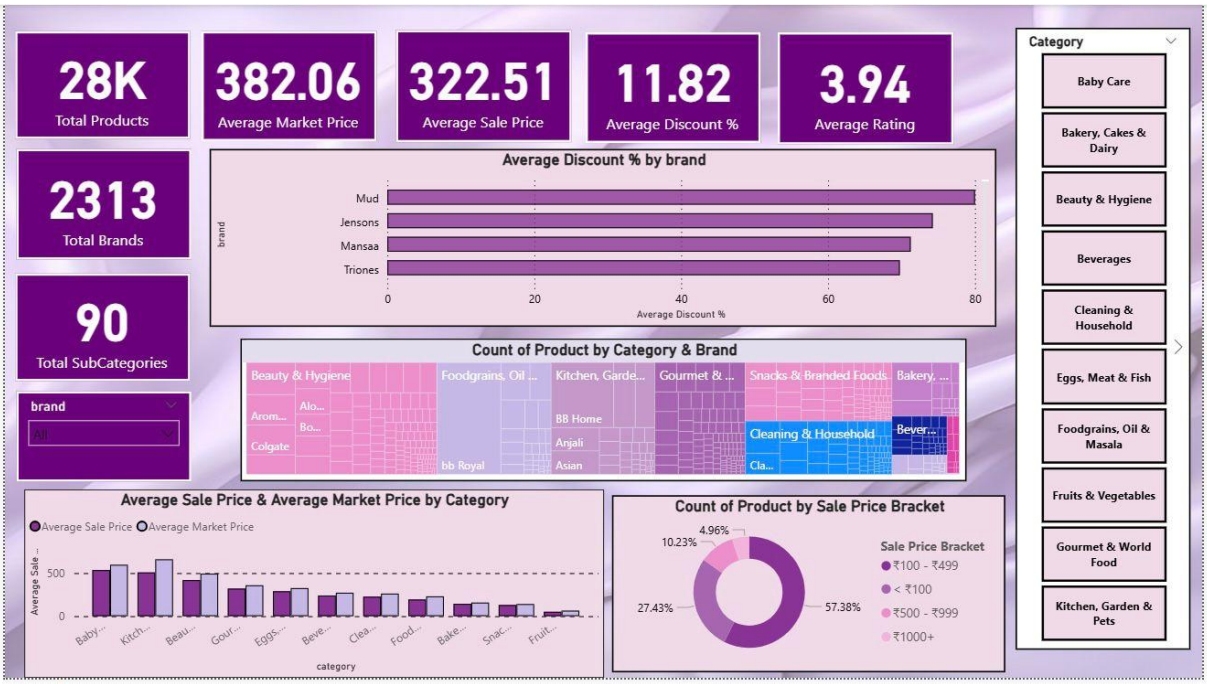
To design an interactive Power BI dashboard that translates large-scale FMCG e-commerce data into clear, data-driven insights for decision-making.

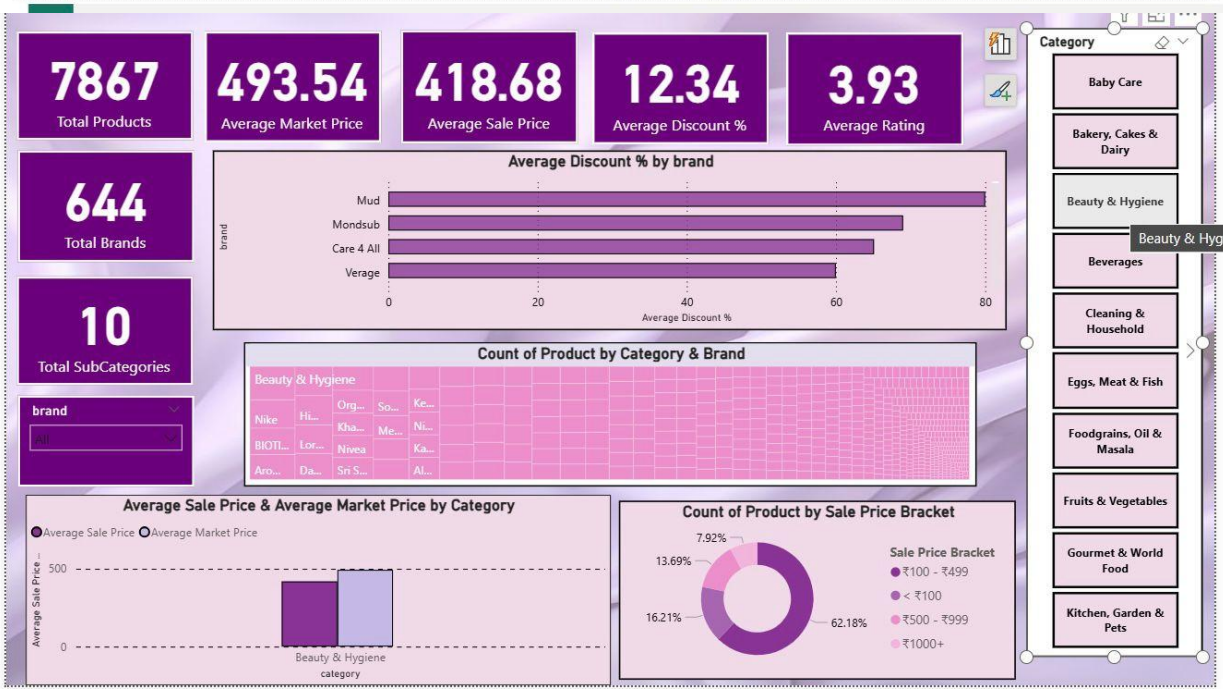
Dashboard Features

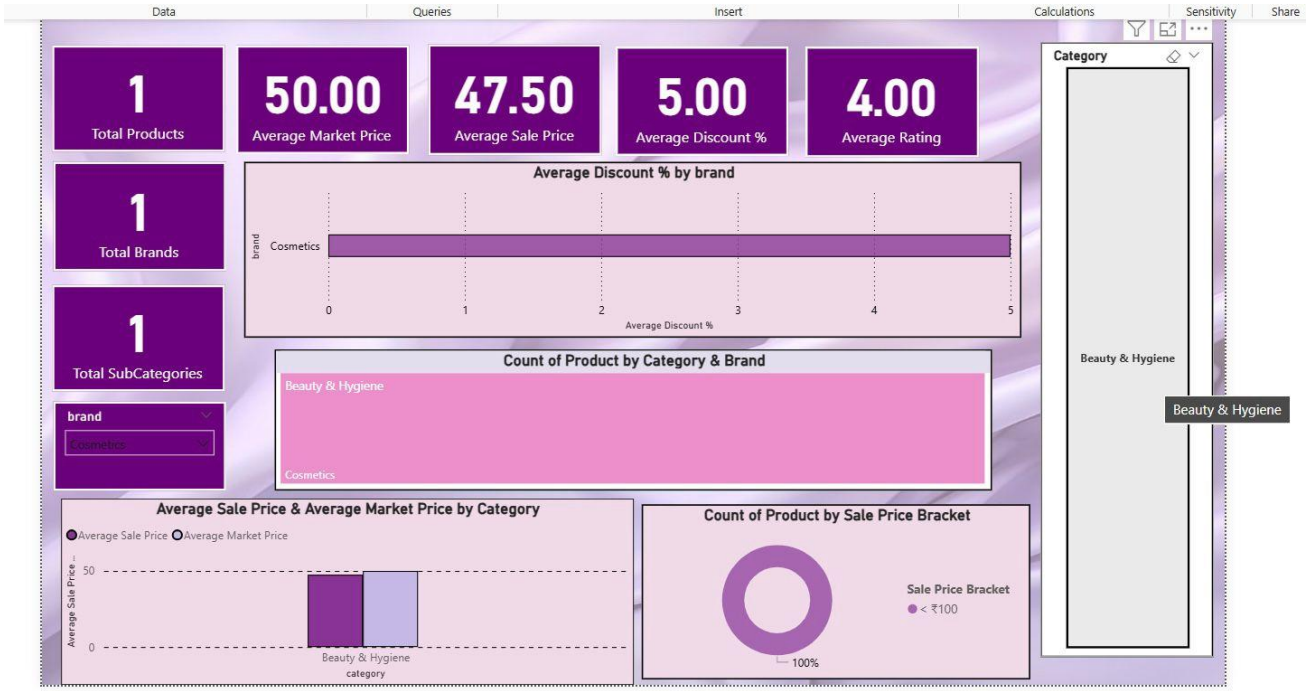
- KPI Cards → Snapshot of overall business health
- Slicers → Drill-down by brand and category
- Treemap & Donut Charts → Category and brand distribution
- Bar Charts → Market vs Sale price analysis
- Rating Insights → Understanding customer perception

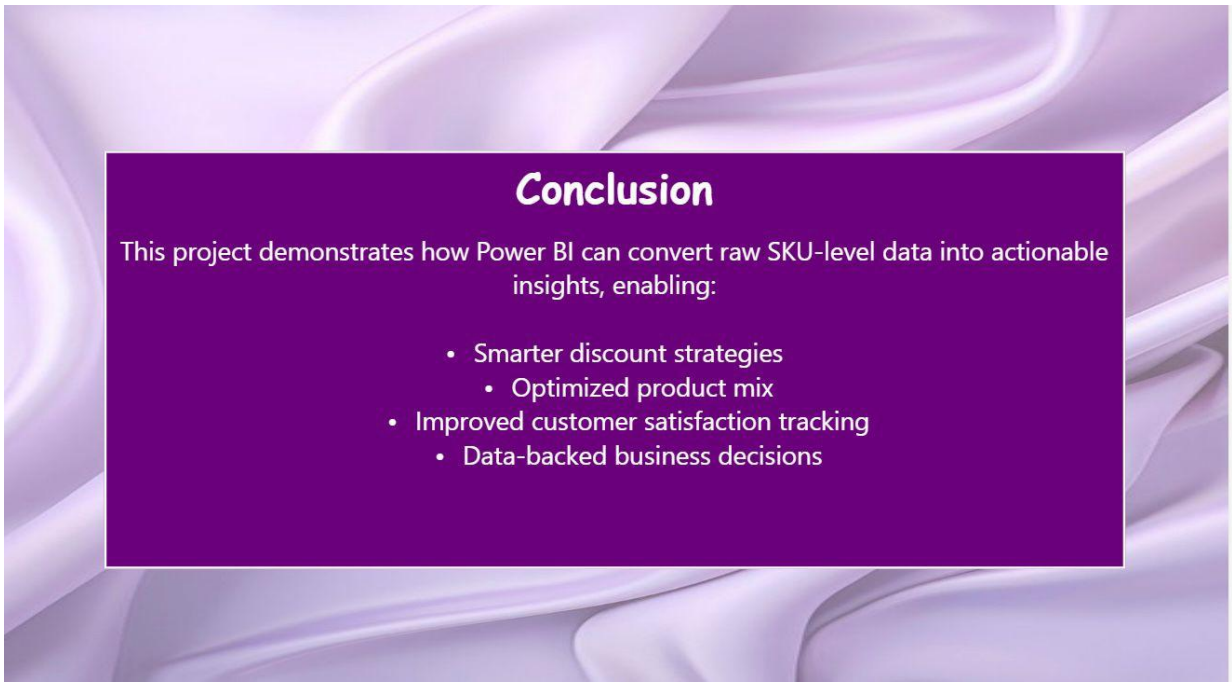
Key Findings

- Average Market Price: ₹382.06 vs Sale Price: ₹322.51 → Avg. 11.82% discount
- Mud brand leads in discounts (~80%)
- Beauty & Hygiene 🧴 and Foodgrains 🌾 dominate category variety
- 57.38% of products fall in the ₹100–₹499 price range
- Average Rating: 3.94/5 → stable but with improvement potential


28K
Total Products
382.06
Average Market Price
322.51
Average Sale Price
11.82
Average Discount %
3.94
Average Rating
2313
Total Brands
90
Total SubCategories
brand
All
Average Discount % by brand
Mud
Jensons
Mansaa
Triones
brand
0
20
40
60
80
Average Discount %
Count of Product by Category & Brand
Beauty & Hygiene
Foodgrains, Oil ...
Kitchen, Garde...
Gourmet & ...
Snacks & Branded Foods
Bakery, ...
Arom...
Alo...
Bo...
Colgate
BB Home
Anjali
Asian
bb Royal
Cleaning & Household
Cla...
Bever...
Average Sale Price & Average Market Price by Category
Average Sale Price
Average Market Price
Average Sale ...
500
0
Baby...
Kitch...
Beau...
Gour...
Eggs...
Beve...
Clea...
Food...
Bake...
Snac...
Fruit...
category
Count of Product by Sale Price Bracket
4.96%
10.23%
27.43%
57.38%
Sale Price Bracket
₹100 - ₹499
< ₹100
₹500 - ₹999
₹1000+
Category
Baby Care
Bakery, Cakes & Dairy
Beauty & Hygiene
Beverages
Cleaning & Household
Eggs, Meat & Fish
Foodgrains, Oil & Masala
Fruits & Vegetables
Gourmet & World Food
Kitchen, Garden & Pets


7867
Total Products
493.54
Average Market Price
418.68
Average Sale Price
12.34
Average Discount %
3.93
Average Rating
644
Total Brands
10
Total SubCategories
brand
All
Average Discount % by brand
Mud
Mondsub
Care 4 All
Verage
brand
0
20
40
60
80
Average Discount %
Count of Product by Category & Brand
Beauty & Hygiene
Nike
Hi...
Org...
So...
Ke...
Kha...
Me...
Ni...
BIOTI...
Lor...
Nivea
Ka...
Aro...
Da...
Sri S...
Al...
Average Sale Price & Average Market Price by Category
Average Sale Price
Average Market Price
Average Sale Price
500
0
Beauty & Hygiene
category
Count of Product by Sale Price Bracket
7.92%
13.69%
16.21%
62.18%
Sale Price Bracket
₹100 - ₹499
< ₹100
₹500 - ₹999
₹1000+
Category
Baby Care
Bakery, Cakes & Dairy
Beauty & Hygiene
Beauty & Hygiene
Beverages
Cleaning & Household
Eggs, Meat & Fish
Foodgrains, Oil & Masala
Fruits & Vegetables
Gourmet & World Food
Kitchen, Garden & Pets


Data
Queries
Insert
Calculations
Sensitivity
Share
1
Total Products
50.00
Average Market Price
47.50
Average Sale Price
5.00
Average Discount %
4.00
Average Rating
1
Total Brands
1
Total SubCategories
brand
Cosmetics
Average Discount % by brand
brand
Cosmetics
0
1
2
3
4
5
Average Discount %
Count of Product by Category & Brand
Beauty & Hygiene
Cosmetics
Category
Beauty & Hygiene
Beauty & Hygiene
Average Sale Price & Average Market Price by Category
Average Sale Price
Average Market Price
Average Sale Price
50
0
Beauty & Hygiene
category
Count of Product by Sale Price Bracket
100%
Sale Price Bracket
< ₹100


Conclusion
This project demonstrates how Power BI can convert raw SKU-level data into actionable insights, enabling:
• Smarter discount strategies
• Optimized product mix
• Improved customer satisfaction tracking
• Data-backed business decisions