**🛒 TwinIt Grocery Dashboard Project**

This project presents a Power BI interactive dashboard developed for analyzing grocery store data using the **TwinIt Grocery Data** dataset. It offers valuable insights into sales, product categories, store performance, and customer trends to support data-driven business decisions.

**📁 Project Structure**

**TwinIt Grocery Data.xlsx** – Source dataset containing raw grocery sales data

**TwinIt dashboard.pbix** – Power BI dashboard file built from the dataset

**📊 Dashboard Features**

* **Sales Overview :**

View total sales, profits, and quantities sold across various time periods.

* **Category and Product Analysis :**

Analyze performance by product category and subcategory to identify top-selling items.

* **Store Comparison :**

Compare sales and performance across different store locations.

* **Time-based Trends :**

Visualize trends by month or day to support inventory planning and promotions.

* **Interactive Filtering :**

Use slicers and visuals to filter by product category, location, and time period.

🛠️ **Tools Used**

* Microsoft Power BI
* Microsoft Excel

📌 **How to Use**

1. Download both the dataset and the **.pbix** Power BI file.

2. Open **TwinIt dashboard.pbix** in Power BI Desktop.

3. If prompted, reconnect the data source by navigating to:

{Home > Transform Data > Data source settings}

4. Explore the dashboard by interacting with filters and visuals.

📸 **Screenshot**

[ Dashboard Overview]

(Dashboard.png)

📽️ **Demo Video**

[ ▶️ Demo video ]

( Demo Video.mp4 )

📈 **Sample Insights**

🧾 **Total Sales**: ₹12,01,681

🥇 **Top 5 Product Categories by Sales:**

1. Fruits and Vegetables – ₹1,78,124

2. Snack Foods – ₹1,75,434

3. Household – ₹1,35,977

4. Frozen Foods – ₹1,18,559

5. Dairy – ₹1,01,276

🏬 **Sales by Outlet Location:**

* Tier 3: ₹4,72,133
* Tier 2: ₹3,93,151
* Tier 1: ₹3,36,398

🏷️ **Sales by Outlet Type:**

* Supermarket Type 1: ₹7,87,550
* Grocery Store: ₹1,51,939
* Supermarket Type 2: ₹1,31,478
* Supermarket Type 3: ₹1,30,715

🏆 **Best Performing Outlet:**

Outlet ID **OUT035** recorded the highest sales with ₹1,33,104.

📄 **License**

This project is for educational and analytical purposes. Please credit appropriately if reused.