

# **KNOWLEDGE VISUALIZATION**

## **Continuous Internal Assessment (CIA - III)**

### **Dashboard Creation – Big Basket Products Analysis**

**Submitted by**

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**Big Basket Products Analysis Dashboard**

# Product Analysis

bigbasket

28K

Product Count

8.89M

Total Sales

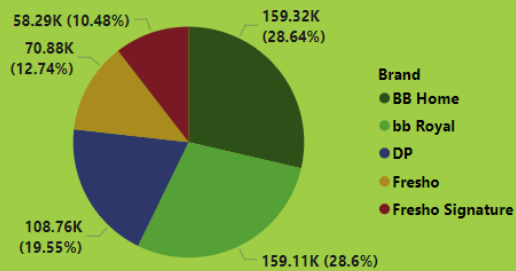
2.71

Avg Rating

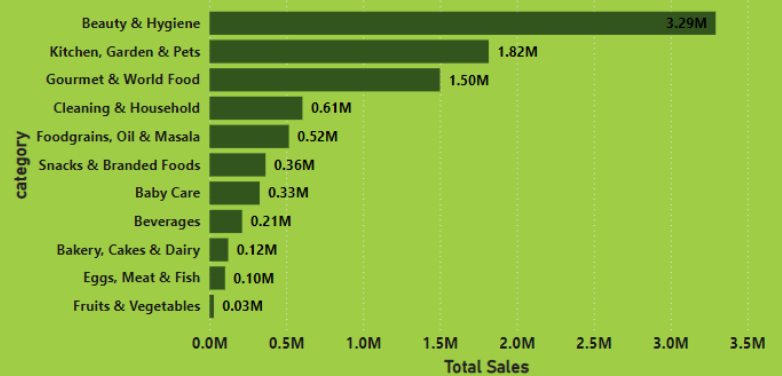
84

Highest Discount Percentage

Market Price of Top 5 Brands

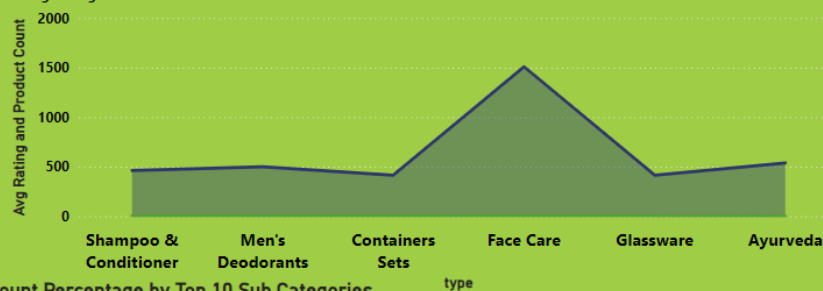


Total Sales by Top 10 Categories



Avg Rating and Product Count by type

Avg Rating Product Count



Sum of Sales Price of Top 2 Brands

bb Royal	Sum of sale_price 114.06K
Fresho	Sum of sale_price 54.24K

Sum of Discount Percentage by Top 10 Sub Categories



## Dataset

The dataset represents a collection of **BigBasket products**, including key attributes such as **Product Name**, **Brand**, **Category**, **Sale Price**, **Discount Percentage**, **Rating**, and more. It contains 27,000 rows, capturing a wide range of products across multiple categories and brands. The data can be used to analyze sales performance, brand popularity, product ratings, and discount trends. Null values in fields like **Rating**, **Product**, and **Brand** have been replaced with meaningful placeholders. The dataset provides opportunities to uncover key patterns, such as the top-performing brands, average ratings by category, and product counts by rating range.

Link to Dataset - <https://www.kaggle.com/datasets/amrit0611/big-basket-product-analysis>

## Data Attributes

The dataset contains 27,555 rows and 10 columns, with the following key columns:

- 1) index: Serial number of the product.
- 2) product: Name of the product.
- 3) category: Broad category of the product.
- 4) sub\_category: More specific sub-category.
- 5) brand: Brand associated with the product.
- 6) sale\_price: Discounted price of the product.
- 7) market\_price: Original market price.
- 8) type: Type or specific use of the product.
- 9) rating: User rating of the product.
- 10) description: Additional description of the product.

## Target Users

The target users for this dataset analysis include retail managers, category managers, and marketing teams at BigBasket or similar e-commerce platforms. These users can leverage the insights to identify top-performing brands and categories, track discount effectiveness, and improve customer satisfaction by understanding product ratings. Additionally, data-driven strategies can be developed to optimize pricing, stock management, and promotional campaigns tailored to customer preferences and market trends.

## Plots Used in the Dashboards:

1. **Card Visuals:**
  - **Purpose:** Used to highlight key metrics such as **Product Count**, **Total Sales**, **Average Rating**, and **Highest Discount Percentage**.
  - **Usage:** These visuals provide a quick summary of important numerical values at a glance.
2. **Pie Chart:**
  - **Purpose:** Displays the **Market Price of Top 5 Brands** as proportions of the total

sales or market share.

- **Usage:** Helps visualize how much each top brand (e.g., BB Home, bb Royal, DP) contributes to the overall sales in a clear and comparative way.

### 3. Bar Chart:

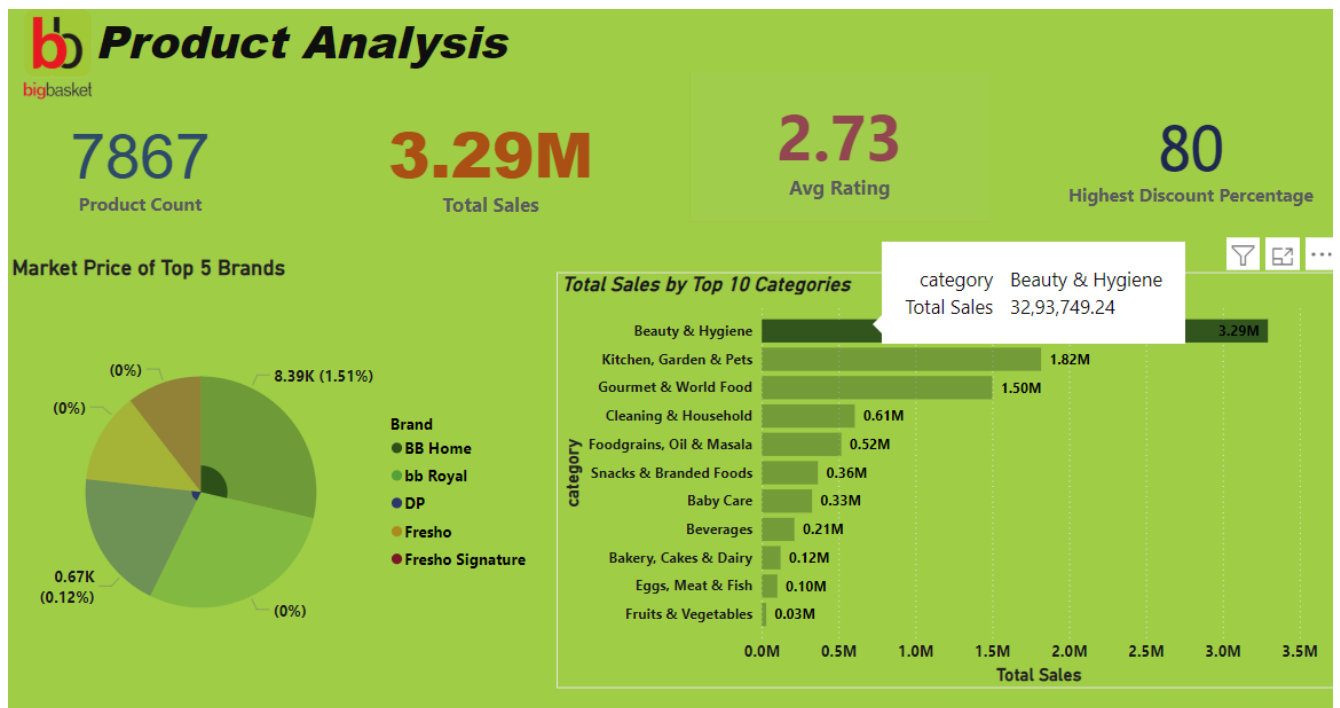
- **Purpose:** Shows the **Total Sales by Top 10 Categories** and other breakdowns like sales performance across categories.
- **Usage:** Useful for comparing categories, identifying top-performing ones (e.g., Beauty & Hygiene), and understanding how categories contribute to total sales.

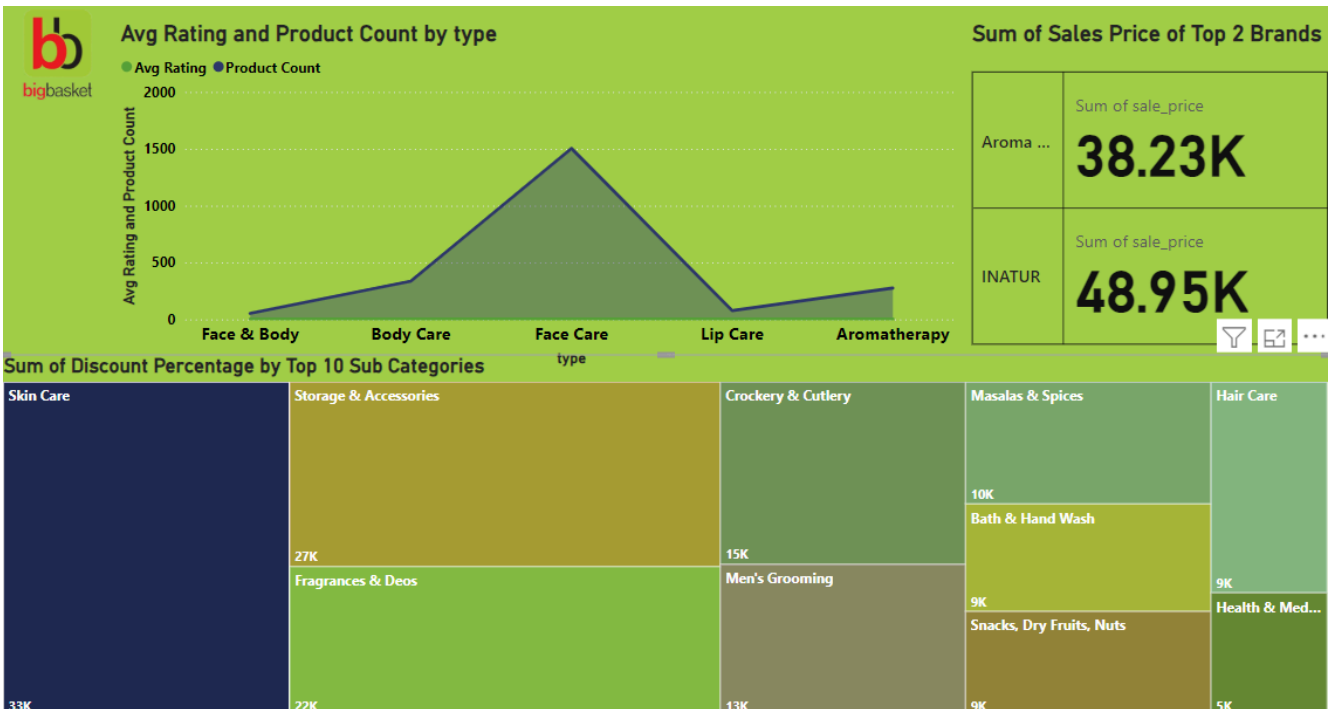
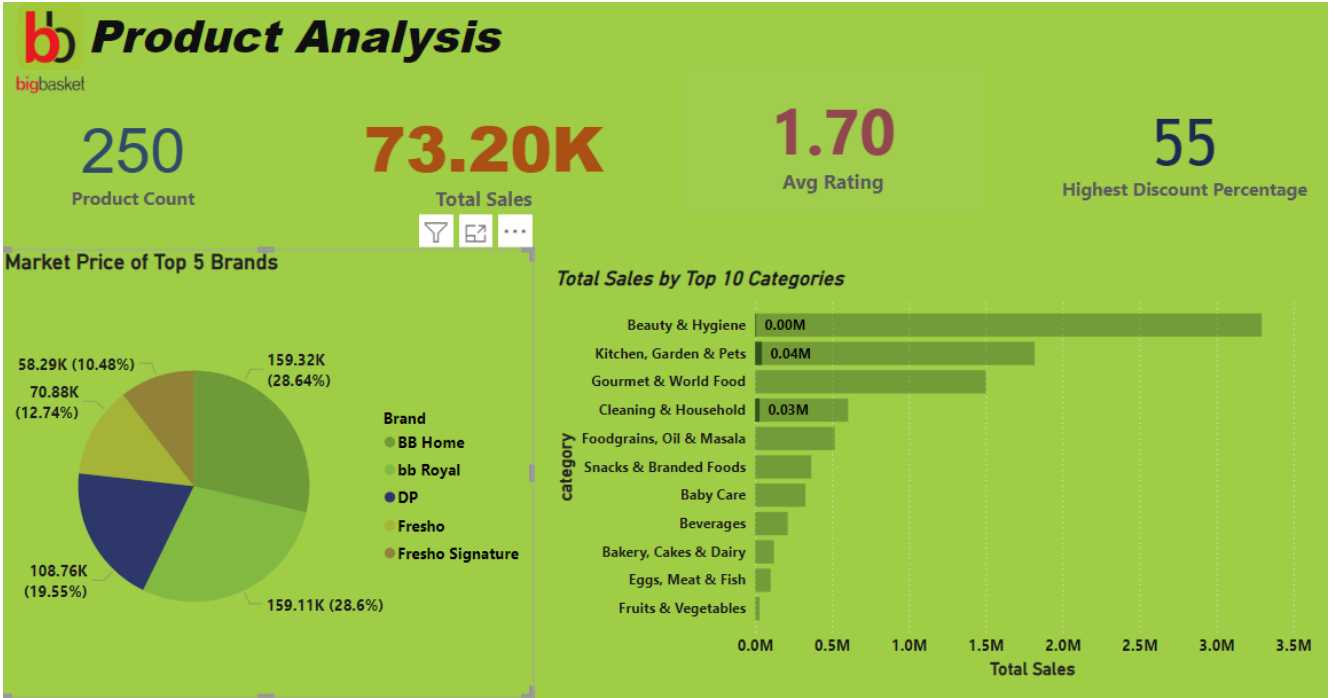
### 4. Line Chart:

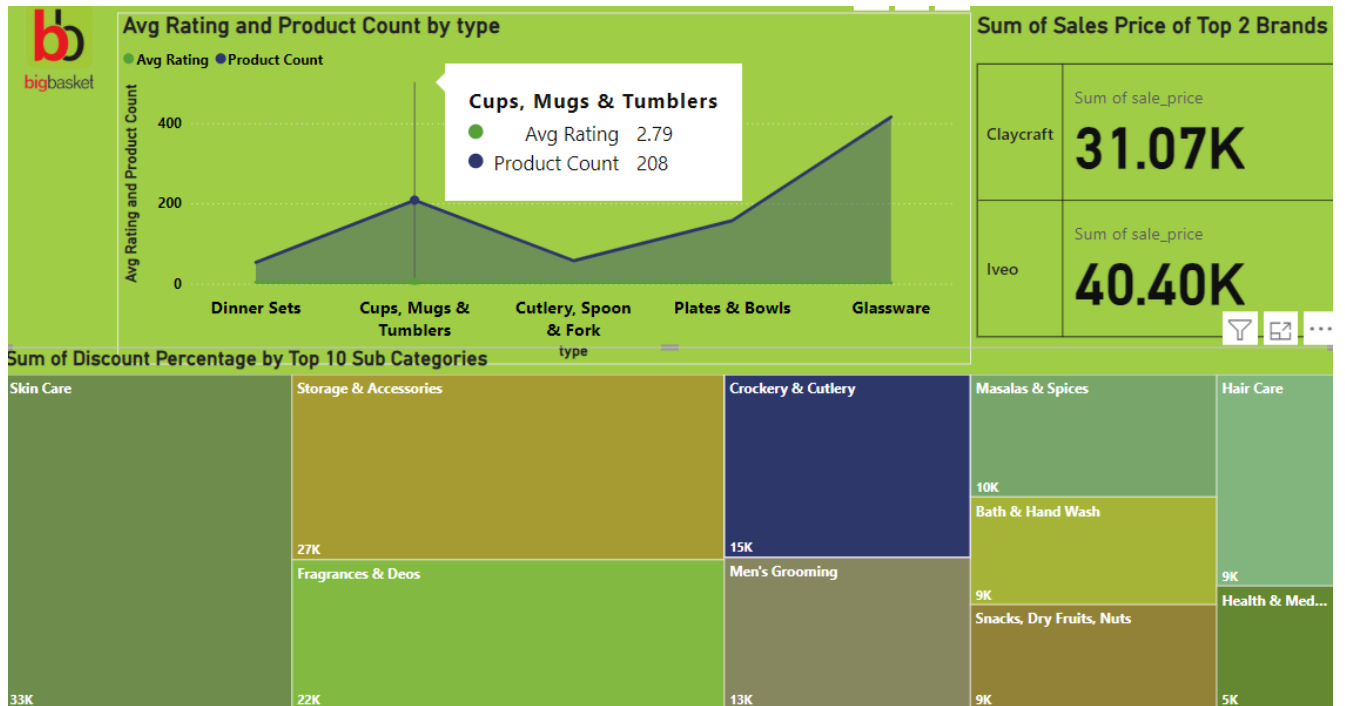
- **Purpose:** Depicts the **Average Rating and Product Count by Type** over specific product types (e.g., Face Care, Body Care, Lip Care).
- **Usage:** Helps in analyzing trends and patterns, such as identifying which product types have the highest ratings or sales volumes.

### 5. Tree Map:

- **Purpose:** Displays the **Sum of Discount Percentage by Top 10 Subcategories**.
- **Usage:** Provides a visual representation of discounts across different subcategories, emphasizing subcategories like **Skin Care** and **Storage & Accessories**.







## Insights Summary

- Performance:
  - Beauty & Hygiene dominates the sales, indicating strong customer demand.
  - Subcategories like Skin Care and Storage Accessories offer substantial discounts to attract customers.
- Brand Dynamics:
  - Iveo is the leading brand for sales price, while BB Royal leads in market share.
- Opportunities:
  - Categories and subcategories with lower sales, like Fruits & Vegetables or Health & Medicine, may need revised pricing or promotional strategies.
  - Low-rated product types (e.g., Dinner Sets) might require quality improvements or better customer engagement.



