Urban Harvest – Online Store's Sales Analysis

STEPS IN PROJECT

✓ Requirement Gathering/ Business Requirements

✓ Data Walkthrough

✓ Data Connection

✓ Data Cleaning / Quality Check

✓ Data Modelling

✓ Data Processing

✓ DAX Calculations

✓ Dashboard Lay outing

✓ Charts Development and Formatting

✓ Dashboard / Report Development

✓ Insights Generation

BUSINESS REQUIREMENT

To conduct a comprehensive analysis of Online Grocery Store's sales performance, customer satisfaction, and inventory distribution to identify key insights and opportunities for optimization using various KPIs and visualizations in Power BI.
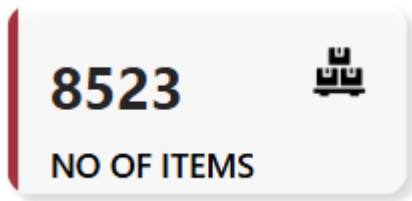
KPI's Requirements

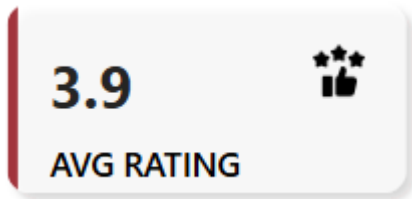**1. Total Sales:** The overall revenue generated from all items sold.
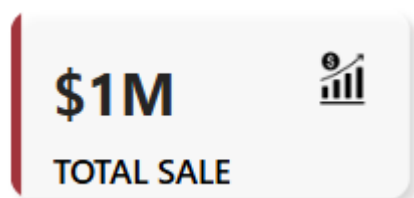
2. Average Sales: The average revenue per sale.
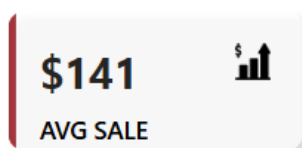
3. Number of Items: The total count of different items sold.

8523
NO OF ITEMS

4. Average Rating: The average customer rating for items sold.
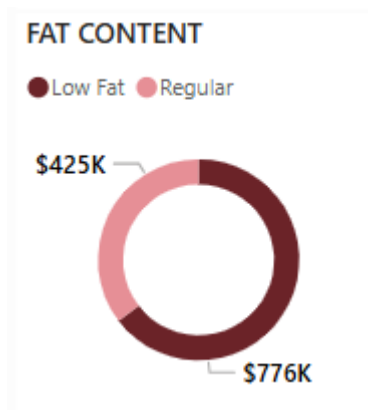
3.9
AVG RATING

Chart's Requirements

1. Total Soles by Fat Content:

Objective: Analyse the impact of content on total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of Items, Average Rating) vary with fat content.

Chart Type: Donut Chart.

FAT CONTENT

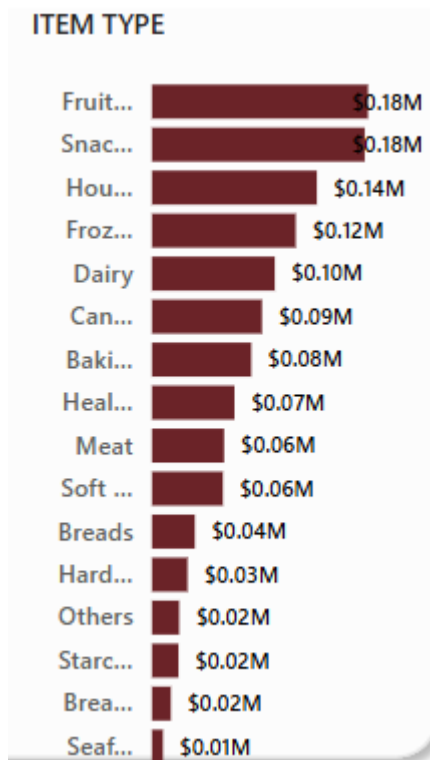● Low Fat ● Regular

$425K

$776K

2. Total Sales by Item Type:

Objective: Identify the performance of different item types in terms of total sales.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.

Chart Type: Bar Chart.

ITEM TYPE

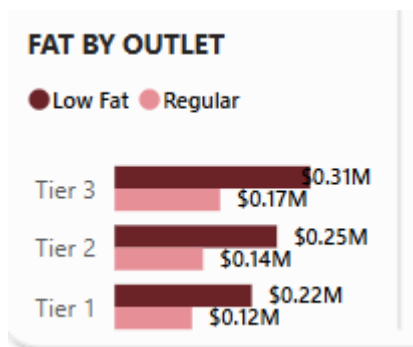| Item	Value
Fruit...	$0.18M
Snac...	$0.18M
Hou...	$0.14M
Froz...	$0.12M
Dairy	$0.10M
Can...	$0.09M
Baki...	$0.08M
Heal...	$0.07M
Meat	$0.06M
Soft ...	$0.06M
Breads	$0.04M
Hard...	$0.03M
Others	$0.02M
Starc...	$0.02M
Brea...	$0.02M
Seaf...	$0.01M

3. Fat Content by Outlet for Total Sales

Objective: Compare total sales across different outlets segmented by fat content.

Additional KPI Metrics: Assess how other KPIs (Average Sales, Number of items, Average Rating) vary with fat content.
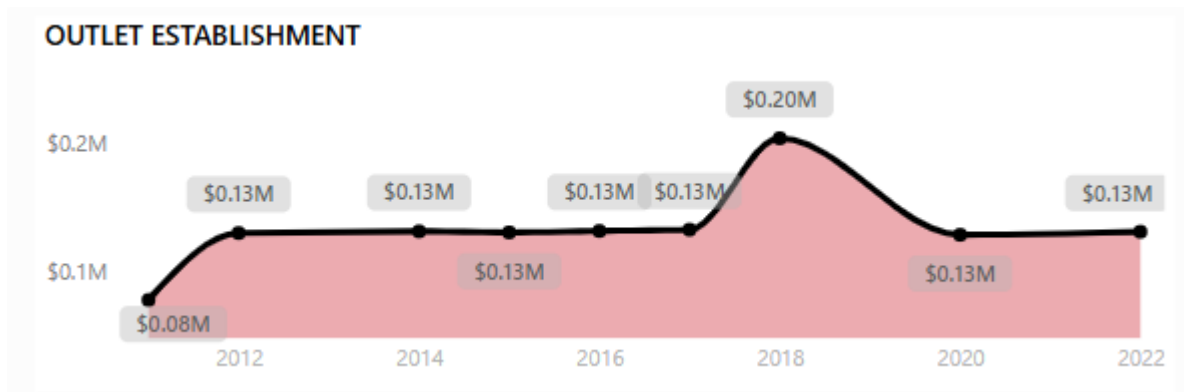
Chart Type: Stacked Column Chart.

FAT BY OUTLET

● Low Fat ● Regular

Tier	Low Fat	Regular
Tier 3	$0.31M	$0.17M
Tier 2	$0.25M	$0.14M
Tier 1	$0.22M	$0.12M

4. Total Sales by Outlet Establishment:

Objective: Evaluate how the age or type of outlet establishment influences total sales

Chart Type: Line Chart.
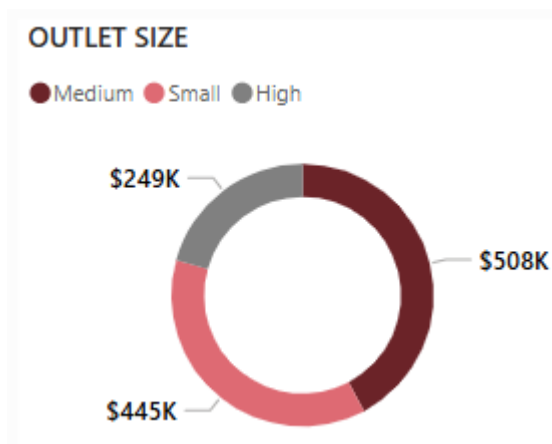
OUTLET ESTABLISHMENT

5. Sales by Outlet Size:

Objective: Analyse the correlation between outlet size and total sales.
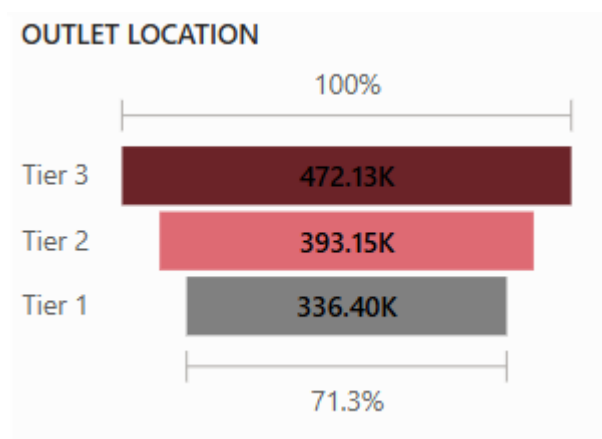
Chart Type: Donut/Pie Chart.

6. Sales by Outlet Location:

Objective: Assets the geographic distribution of sales at different locations

Chart Type: Funnel Map

7. All Metrics by Outlet Type:

Objective: Provides comprehensive view of all key metrics (Total Sales, Average Sales, Number of items, Average Rating) broken down by different outlet types.

Chart Type: Matrix Card

OUTLET TYPE

Outlet Type	Total Sale	Avg Sale	Item Visibility	No Of Items	Avg Rating
Supermarket Type2	$131K	$142	0.06	928	4
Supermarket Type1	$788K	$141	0.06	5577	4
Grocery Store	$152K	$140	0.10	1083	4
Supermarket Type3	$131K	$140	0.06	935	4

DAX Calculations:

- ❖ Total Sale = SUM('BlinkIT Grocery Data'[Sales])

- ❖ Avg Rating = AVERAGE('BlinkIT Grocery Data'[Rating])

- ❖ Avg Sale = AVERAGE('BlinkIT Grocery Data'[Sales])

- ❖ No Of Items = COUNTROWS('BlinkIT Grocery Data')