Analysis methodology and key findings

Data cleaning was done using excel using following points :

1. First, null values was removed from the data using go to special feature.
2. Secondly, duplicates values were removed if any using remove duplicates feature in Data tab.
3. After that in Item\_Fat\_Content column, some values were replaced using Excel’s Find and Replace features.
4. In the fourth step, values in the different columns were aligned accordingly.
5. Now, using format painter tool, format was adjusted for all the columns.
6. For numeric columns, number formatting was done using number format feature.
7. Data consistency was ensured using filter feature. Data inconsistencies like typos, misspellings were removed.
8. Outliers were also checked.
9. Data Validation was done for some columns.

Key Findings

1. Total sales and average sales are approximately 10.56 M and 2.27 K respectively.
2. It can be seen using Pie chart that Tier 1 outlet location type has the highest sales value.
3. Item type snacks foods has the highest sale.
4. Small outlet size has the highest value. It is shown in the treemap chart.
5. Total sale for low fat is more than regular.

User guide for the Power BI Dashboard

In Power BI, first new measures were added to the data like total sales and average sales. After that dashboard was created using all the visualisations created for the sales data:

1. First slicers were added using slicer visuals for Outlet\_size, Item\_type, Item\_fat\_content, Outlet\_establishment\_year.
2. After that key metrics like total sales and average sales were added using card visual.
3. After that clustered bar chart was added in which total sales was shown for different Item types.
4. Similarly in donut and pie chart total sale was shown for different Outlet\_type and Outlet\_location\_type respectively.
5. Using Treemap chart total sales was shown for different Outlet\_size.
6. Similarly in clustered column chart and area chart total sales were shown for different Item\_identifier and Outlet\_establishment\_year respectively.
7. Then, some slicers and visual were delinked like Item\_type slicer with clustered bar chart using edit interactions tool.
8. After doing this, formatting was done like changing text color, size , adding new text and align the visuals in the dashboard accordingly.