## **Analyzing Supermarket Dataset using Power BI**

**Data Loading:-**

* Firstly the Data of a Superstore is loaded into Power BI Tool.

**Data Transformation:-**

* After Loading of the Dataset, The data is checked for null values, any errors in dataset, mistakes in names, etc. If any of them are present, it is changed using power query editor.
* Then the new queries are created according to the given dataset to form star schema.
* Finally once again the dataset is checked for duplicate values and empty rows or columns. If present it is deleted.

**Data Analysis:-**

* Here the concepts such as slicers, filters, drillers, Functions related to date, day, time, mathematical, statistical calculations, etc,. are used to analyse and prepare dashboards and reports

**Insights:-**

* The sum of total sales of gross total customers in the given data is 2.33M .
* The sum of total discounted sales comes out to be 915.73 K which is nearly 1/3 of the total sales amount which means nearly 33% of customers avail the discounts while buying products.
* By seeing the pie chart of Sales based on cart value, we understand that the low cart value customers are more in number than very high cart value customers. In return we understand that the supermarket should focus on the low cart value customers to generate more revenue.
* The sum of sales of low cart value customers are nearly 1.28 M which is nearly half of total sales amount.
* The sum of sales of low cart value customers who avail more than 50 % discount are 14.11 K which is a negligible compared to total sum of sales value.
* The high priority VIP customers gets the order delivered in hours on the same day. The customers such First class gets the delivery in 2 days averagely. Most of the customers such standard class, second class gets the delivery of their ordered products in 3-5 days.
* From the year 2014 – 2015, nearly only 1% of growth is seen in revenue. But from 2015 – 2016, nearly 7 % of growth in sales is seen. From 2016- 2017, it is dropped to 5 % growth in sales.