**PROJECT REPORT**

PROJECT TITLE

**FMCG Retail Analytics**

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**Objective of the project:**

Analysing and visualising FMCG data

**Data Sample Size:**

* No. of rows : 47041
* No of columns :14

**Column Names:**

* **Order id**
* **Product Purchased**
* **Product code**
* **Quantity**
* **Sales**
* **Region**
* **Date**
* **Store Type**
* **Category**
* **Margin**
* **Year**
* **Month**
* **Quarter**
* **Profit**

**What are the problems with the data?**

* I need to import margin and category from mapping to FMCG data.

**List out the new columns derived:**

* Category
* Margin
* Year
* Month
* Quarter
* profit

**Formulas used:**

Category:

=INDEX(mapping!A:A,MATCH('FMCG Retail Data'!$C2,mapping!C:C,0),0)

Margin:

=INDEX(mapping!B:B,MATCH('FMCG Retail Data'!C2,mapping!C:C,0),0)

Year:

=YEAR(G2)

Month:

=TEXT(G2,"mmm")

Quarter: =IF(MONTH(G2)>9,"Q4",IF(MONTH(G2)>6,"Q3",IF(MONTH(G2)>3,"Q2","Q1")))

Profit

=Sales \* Margin

**How many pivot tables are created?**

**12**

**Number of dashboards created:**

**12**

**Step-by-step list of tasks performed:**

* Created category and margin using index-match function.
* Find out year and month from date.
* Find out Quarter from date using IF function.
* Calculated profit by multiplying sales and margin
* Created pivot table for all the data in the FMCG.
* Then connected the pivot tables using slicer.
* Created profit and sales Dashboard.
* Created key insights by checking the data for both dashboards.
* Created a new home page and inserted different buttons and then linked those buttons with the page.
* Inserted a home icon on every page and linked it to the home page.

**Generate 3 key insights from your analysis:**

1.Overall personal care products contribute the highest.

2.Perfume has the highest sales.

3.Chips has the lowest sales.

***Project Description***

I worked on an Analytics project for an FMCG retail business. The objective was to analyse the data and create a dashboard for business performance tracking.

There was 47041 rows and 8 columns of raw data and there was an another page which was included with some more data.

Then I analysed those data’s and created more columns. I created category and margin using index-match function from mapping sheet. Then I find out Year using the year function from date and also extracted month name from date using Text function and then used IF function to find out quarter. Then find out profit by multiplying sales and margin.

In the next steps, I listed down the metrics for this analysis. Some of the metrics I used are, Outlet-wise Sales and profit, Category-wise Sales and profit, Region-wise Sales and profit, Top 5 Selling Products, Monthly Sales trend, and Monthly Profit Trend. Then I created the required pivot tables according to the metrics and connected all the pivot tables through slicers. After that, I created pivot charts based on those pivot tables and used them in my dashboard. At last, I generated some of the key insights from this analysis. These insights are, Overall Personal care products contribute over 50% to the total revenue, Store C had the least revenue across stores, And Perfume was the top-selling product as per this data.