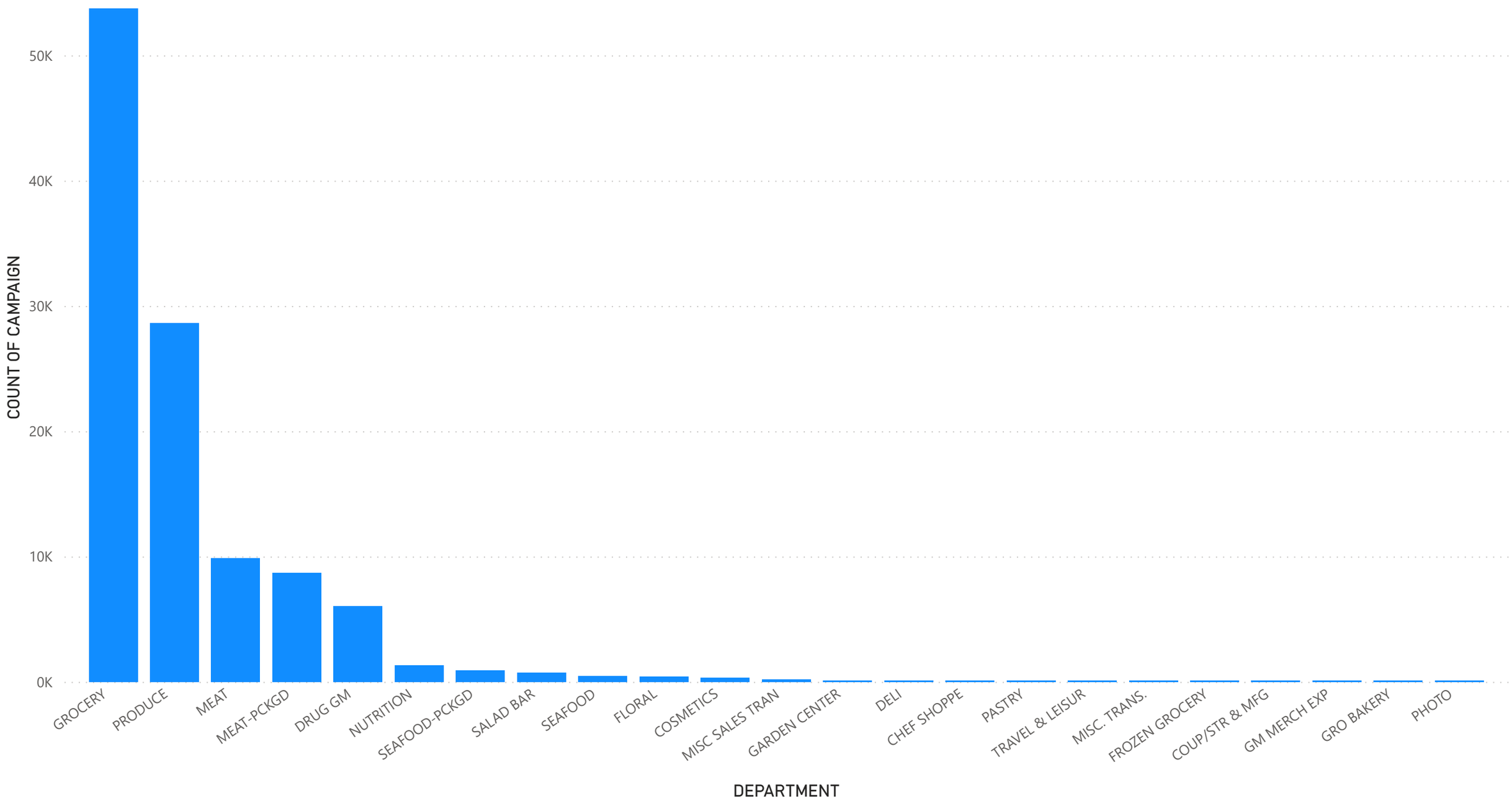
The Complete Journey Dataset: Exploratory Data Analysis With Power BI

Apratim Biswas

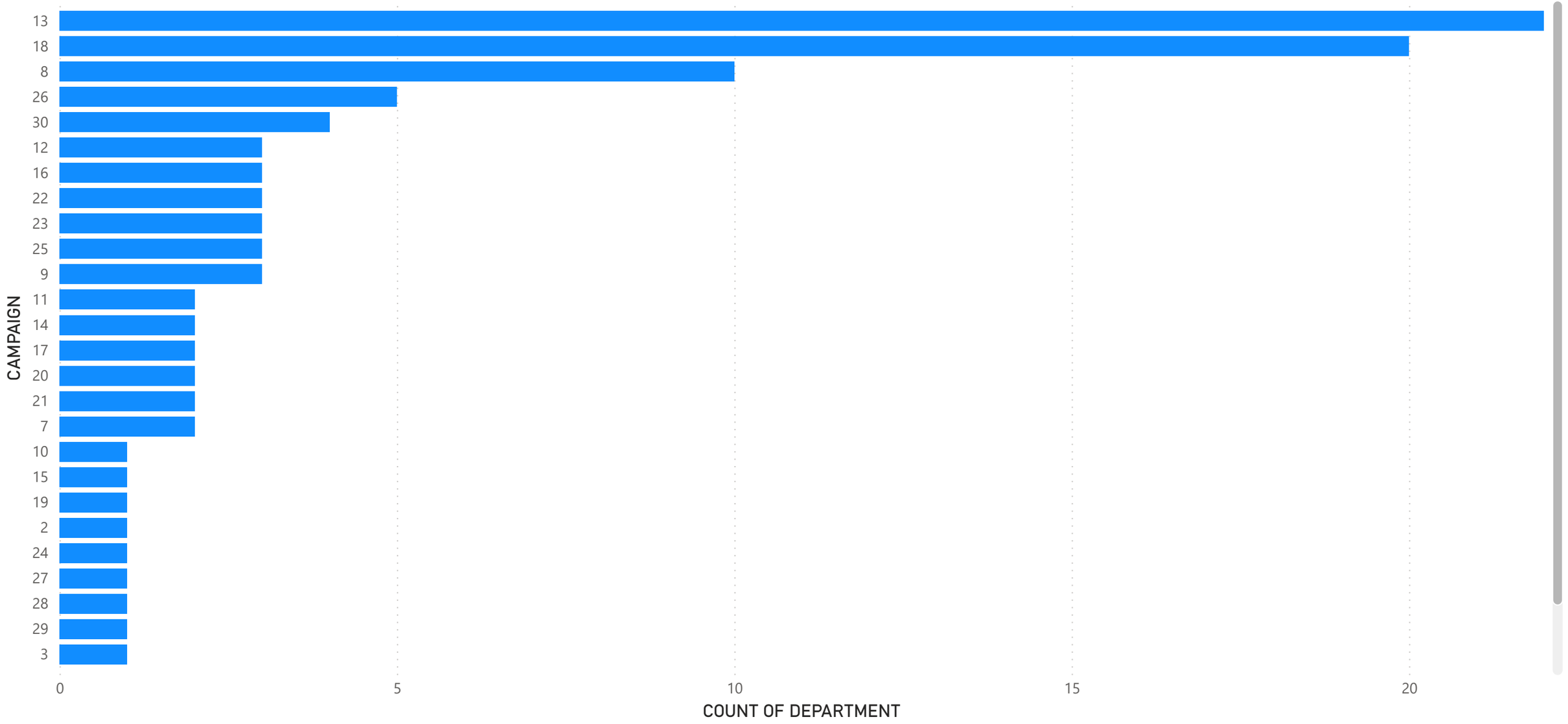
Data source: Dunnhumby

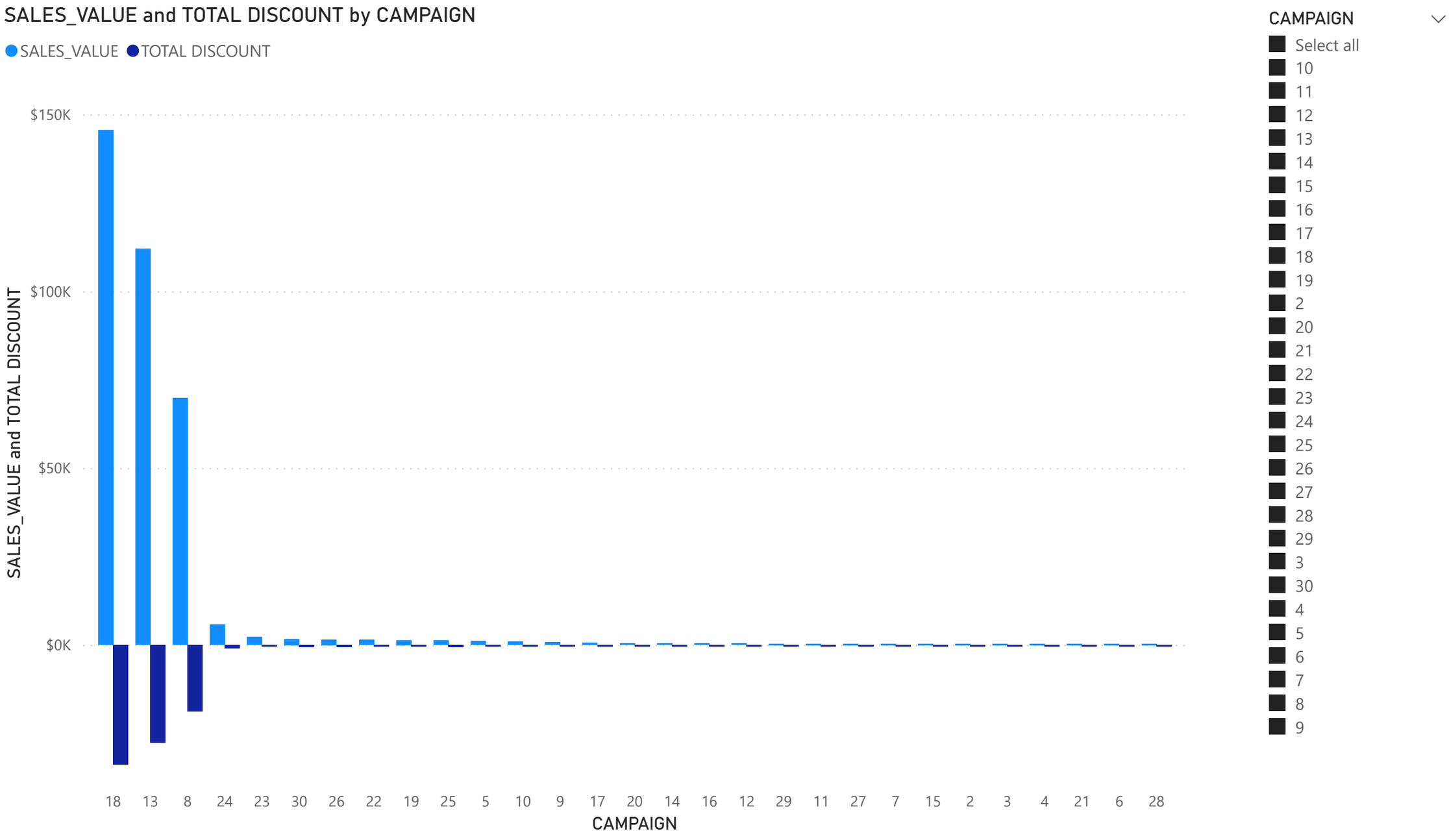
AGE DESCRIPTION	NUMBER OF HOUSEHOLDS	SALES PER HOUSEHOLD	ORIGINAL PRICE	DISCOUNT PCT	TOTAL DISCOUNT	SALES VALUE
19-24	9	$518.75	$5,890.05	-20.74%	($1,221.31)	$4,668.74
25-34	50	$1,184.97	$72,618.57	-18.41%	($13,370.03)	$59,248.54
35-44	77	$1,171.04	$114,649.96	-21.35%	($24,479.73)	$90,170.23
45-54	122	$1,261.11	$190,403.83	-19.20%	($36,548.96)	$153,854.87
55-64	24	$1,126.23	$33,830.07	-20.10%	($6,800.59)	$27,029.48
65+	24	$589.22	$16,917.00	-16.41%	($2,775.74)	$14,141.26
Total	**306**	**$1,140.89**	**$434,309.48**	**-19.62%**	**($85,196.36)**	**$349,113.12**

COUNT OF CAMPAIGN by DEPARTMENT



COUNT OF DEPARTMENT by CAMPAIGN




SALES_VALUE and TOTAL DISCOUNT by CAMPAIGN
SALES_VALUE
TOTAL DISCOUNT
$150K
$100K
$50K
$0K
SALES_VALUE and TOTAL DISCOUNT
18 13 8 24 23 30 26 22 19 25 5 10 9 17 20 14 16 12 29 11 27 7 15 2 3 4 21 6 28
CAMPAIGN
CAMPAIGN
Select all
10
11
12
13
14
15
16
17
18
19
2
20
21
22
23
24
25
26
27
28
29
3
30
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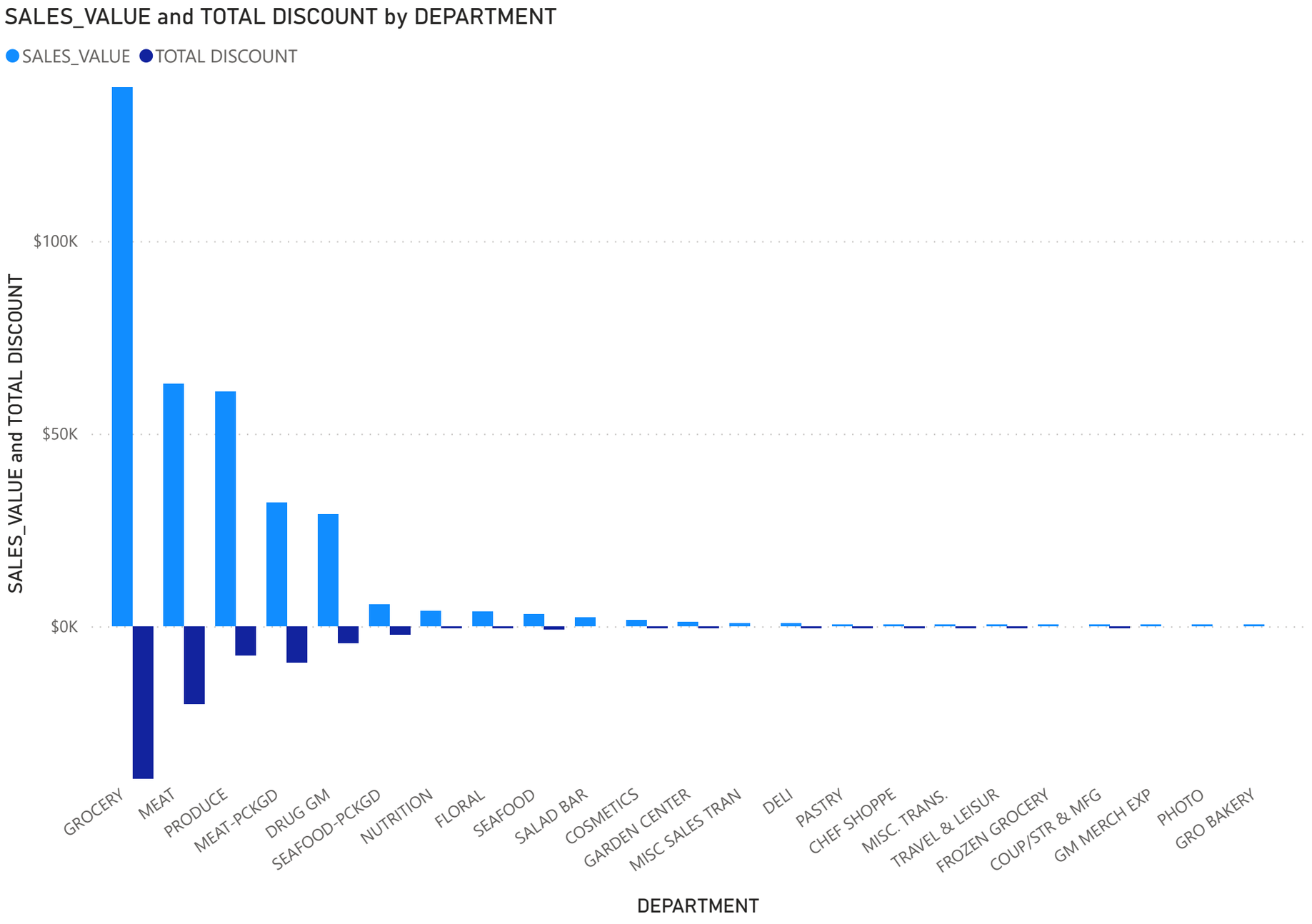
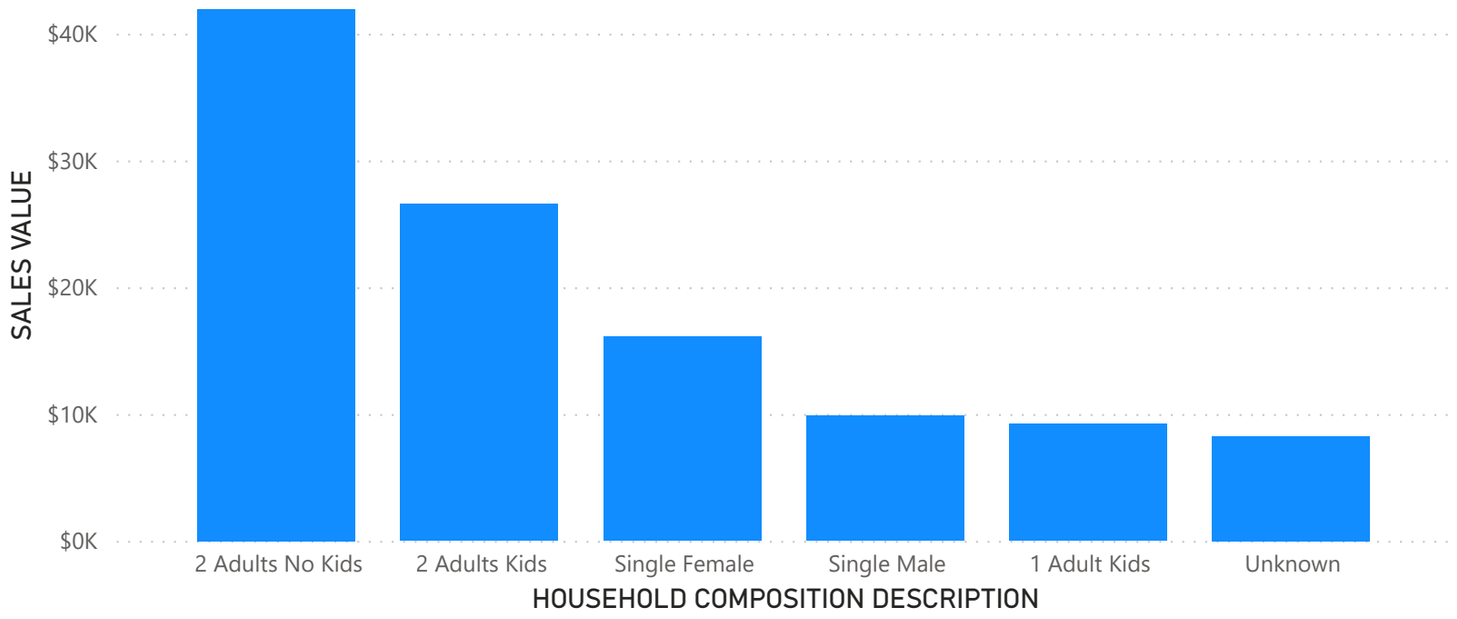
7
8
9



CAMPAIGN

- Select all
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 2
- 20
- 21
- 22
- 23
- 24
- 25
- 26
- 27
- 28
- 29
- 3
- 30
- 4
- 5
- 6
- 7
- 8
- 9

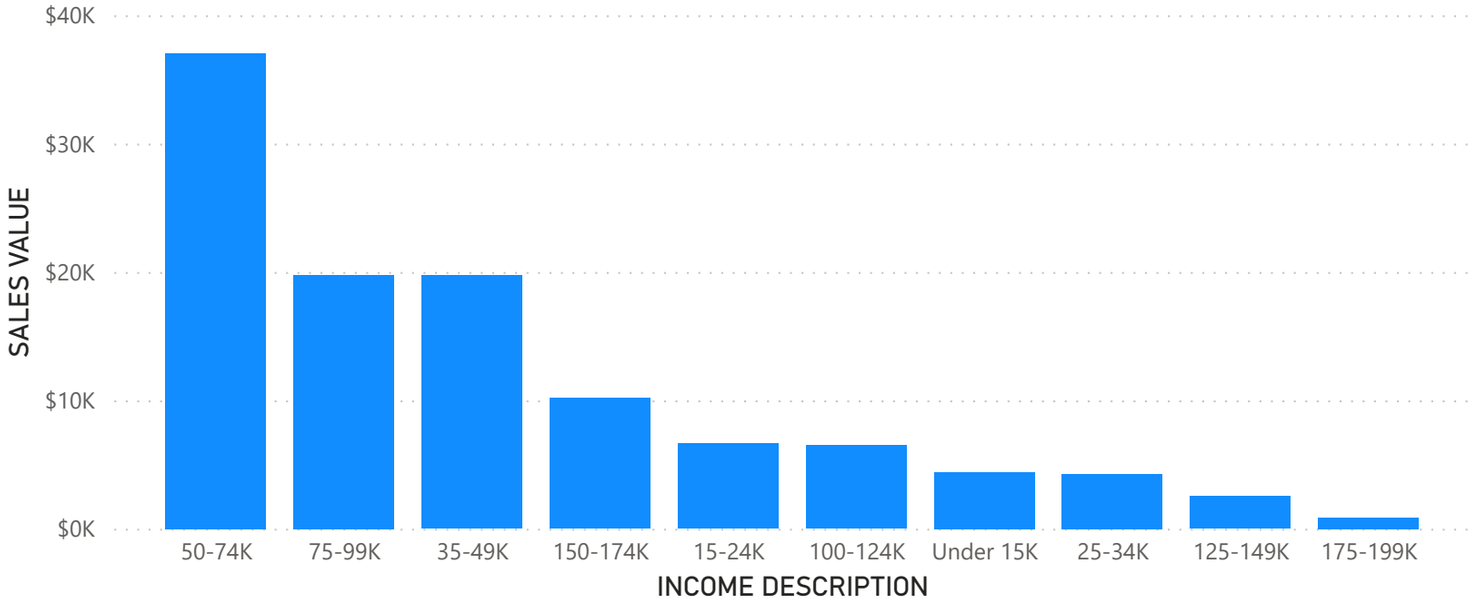
SALES VALUE by HOUSEHOLD COMPOSITION DESCRIPTION



CAMPAIGN

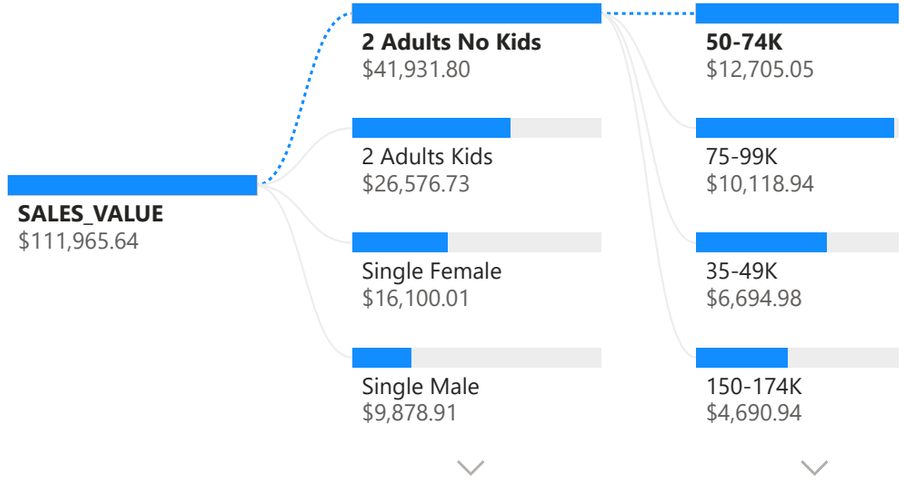
- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 2
- 20
- 21
- 22
- 23

SALES VALUE by INCOME DESCRIPTION



HH_COMP_DESC ×
2 Adults No Kids

INCOME_DESC

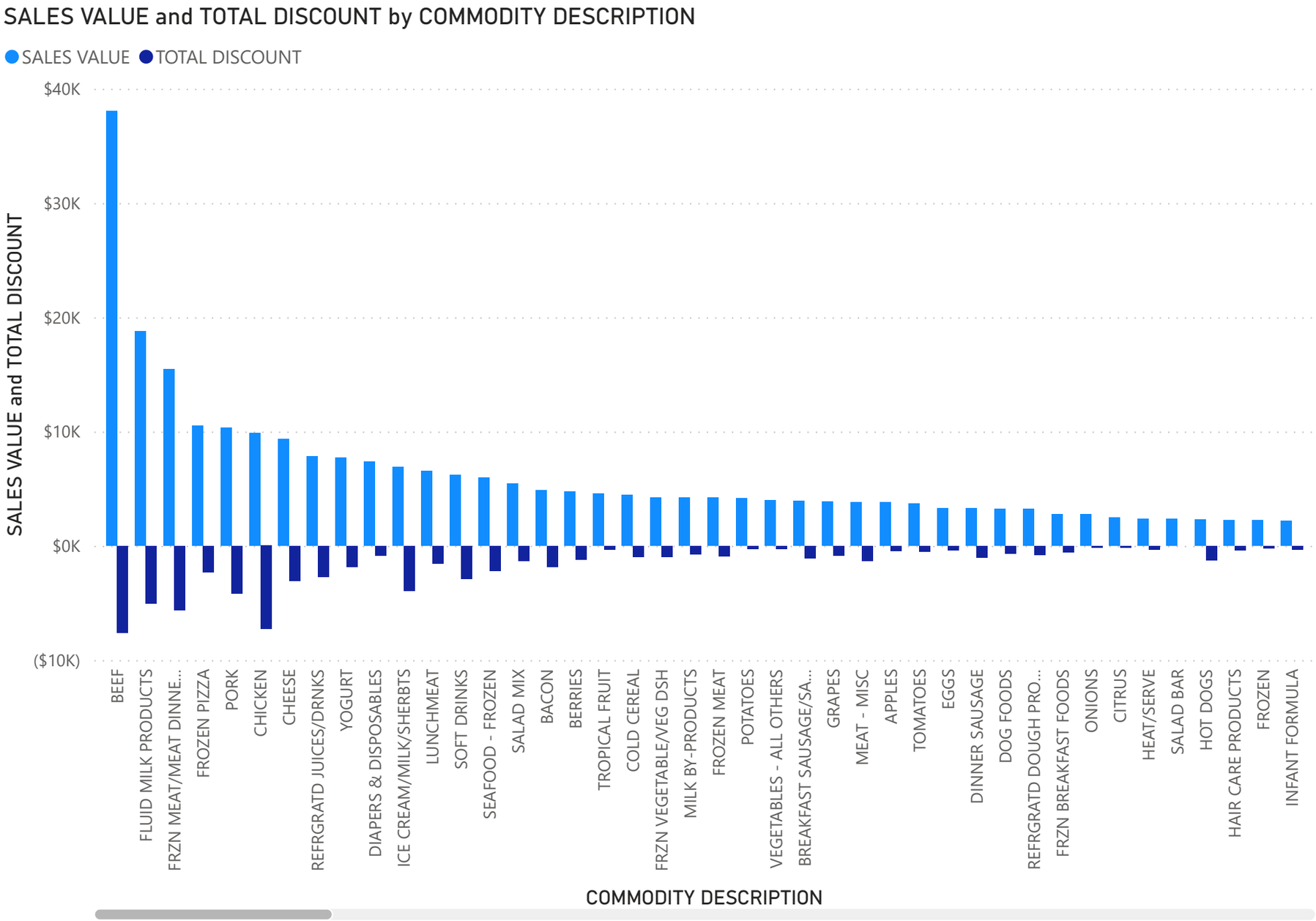


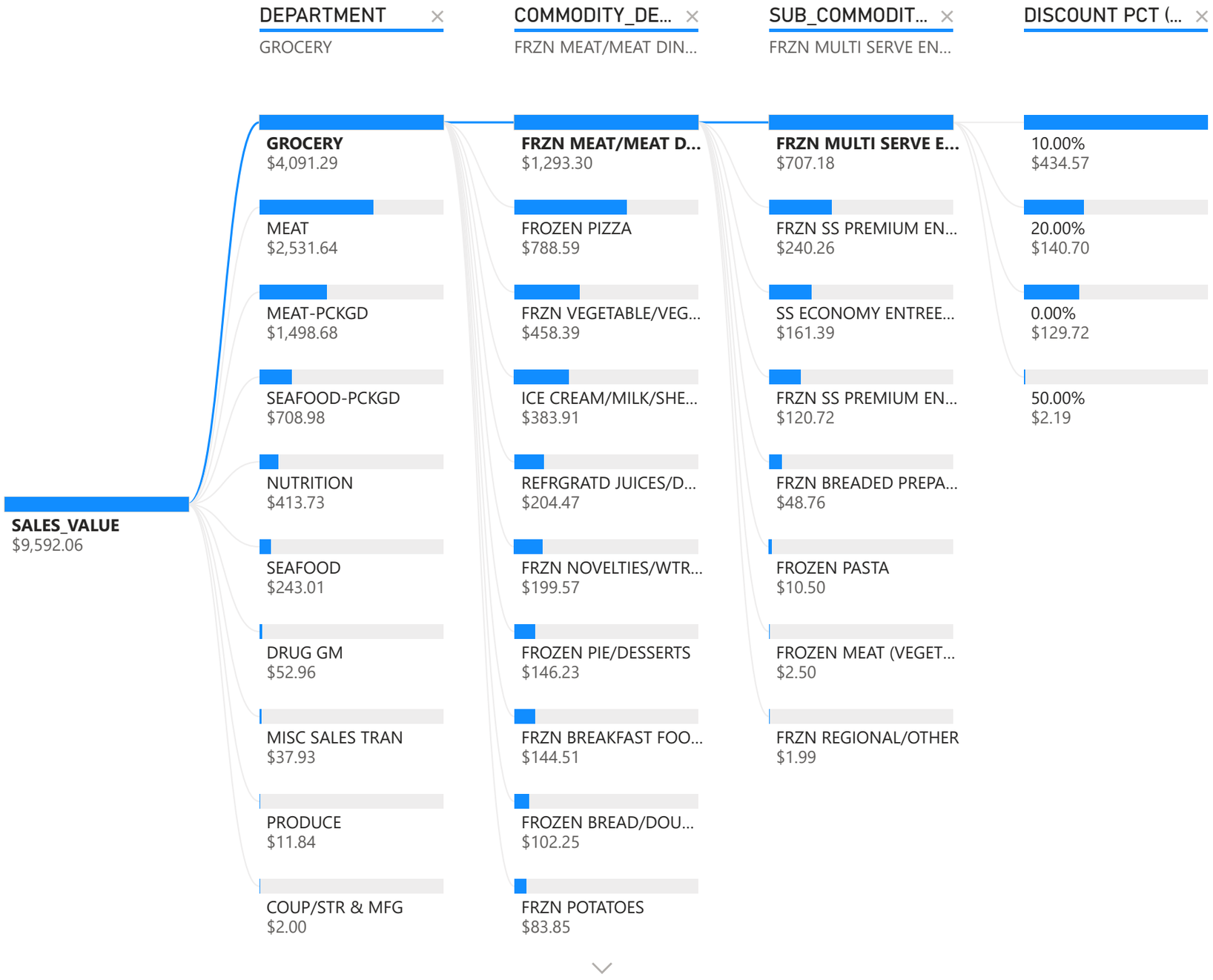
CAMPAIGN

- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 2
- 20
- 21

DEPARTMENT

- CHEF SHOPPE
- COSMETICS
- COUP/STR & MFG
- DELI
- DRUG GM
- FLORAL
- FROZEN GROCERY
- GARDEN CENTER
- GM MERCH EXP
- GRO BAKERY
- GROCERY
- MEAT
- MEAT-PCKGD
- MISC SALES TRAN
- MISC. TRANS.
- NUTRITION
- PASTRY
- PHOTO
- PRODUCE
- SALAD BAR
- SEAFOOD
- SEAFOOD-PCKGD





HH_COMP_DESC

- [x] 1 Adult Kids
- [ ] 2 Adults Kids
- [ ] 2 Adults No Kids
- [ ] Single Female
- [ ] Single Male
- [ ] Unknown

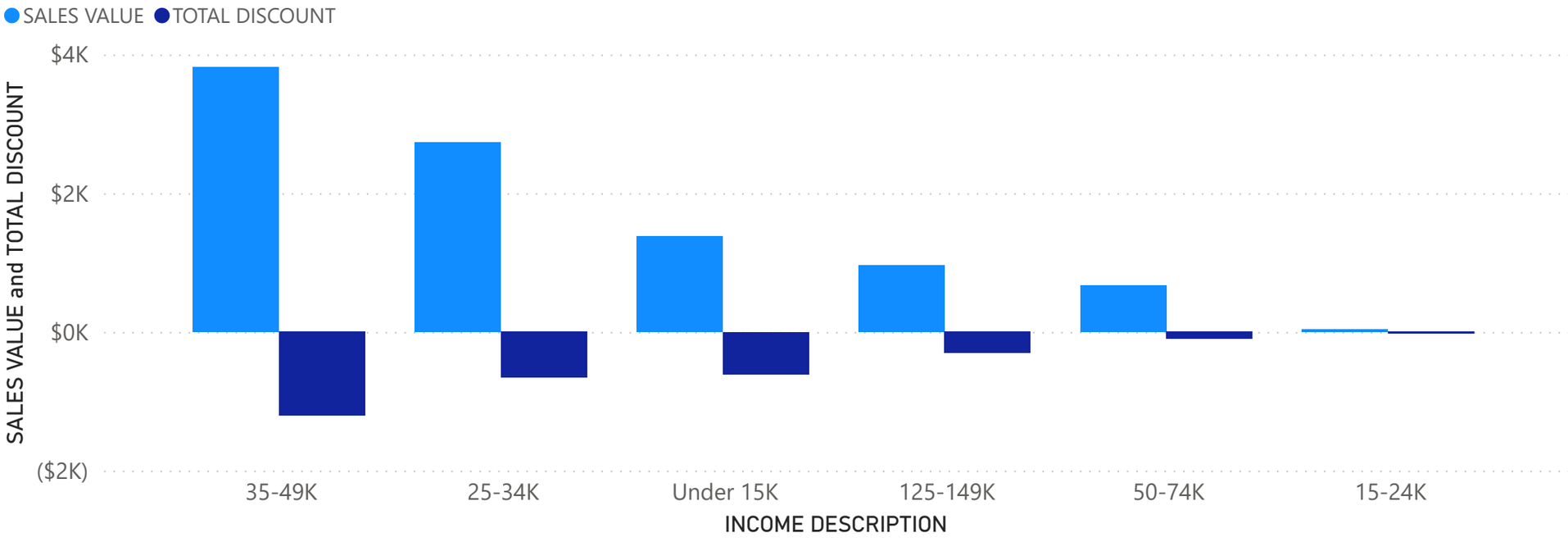
DEPARTMENT

- [x] Select all
- [x] COUP/STR & MFG
- [x] DRUG GM
- [x] GROCERY
- [x] MEAT
- [x] MEAT-PCKGD
- [x] MISC SALES TRAN
- [x] NUTRITION
- [x] PRODUCE

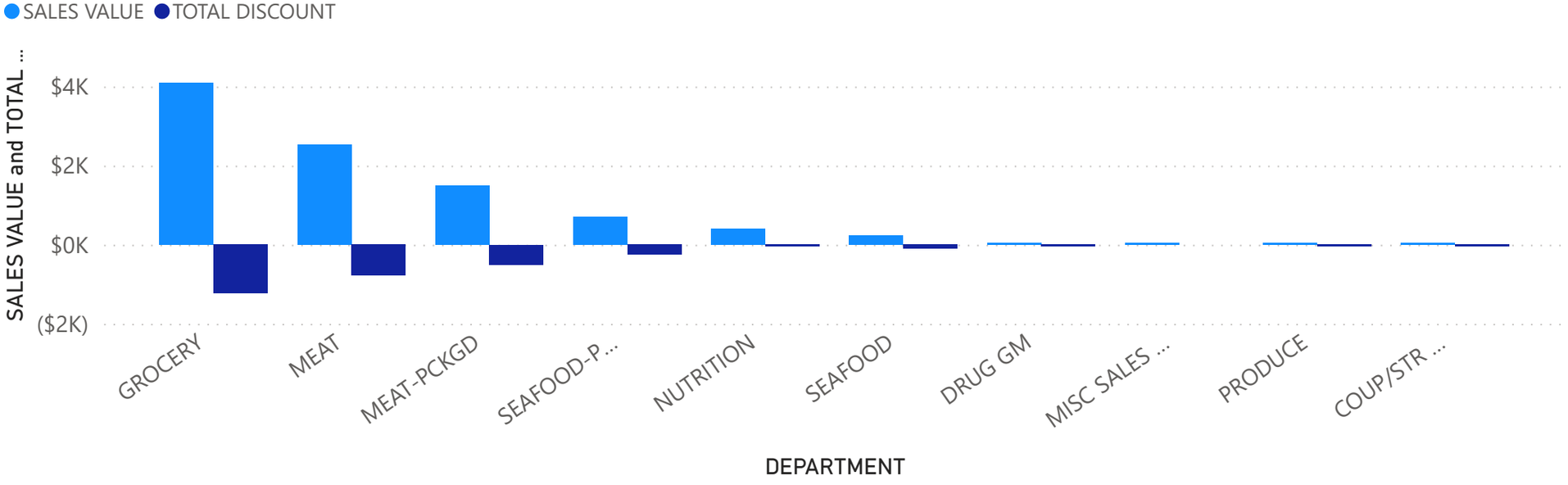
CAMPAIGN

- [ ] 11
- [ ] 13
- [ ] 16
- [ ] 17
- [x] 18
- [ ] 22
- [ ] 23

SALES VALUE and TOTAL DISCOUNT by INCOME DESCRIPTION



SALES VALUE and TOTAL DISCOUNT by DEPARTMENT



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- [x] GROCERY
- [x] MEAT
- [x] MEAT-PCKGD
- [x] MISC SALES TRAN
- [x] NUTRITION
- [x] PRODUCE

CAMPAIGN

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- [ ] 13
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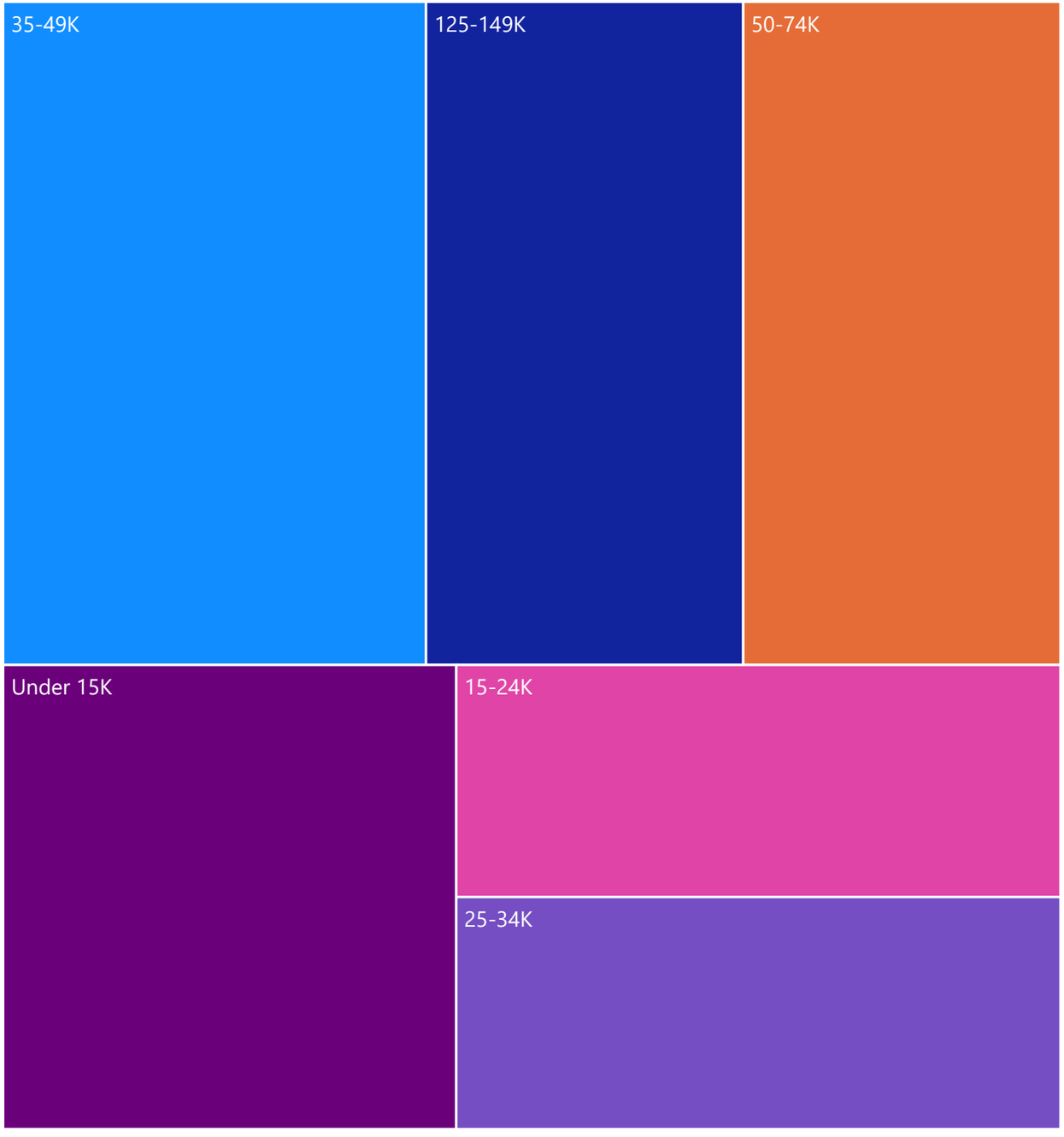
NUMBER OF HOUSEHOLDS by INCOME DESCRIPTION



HH_COMP_DESC

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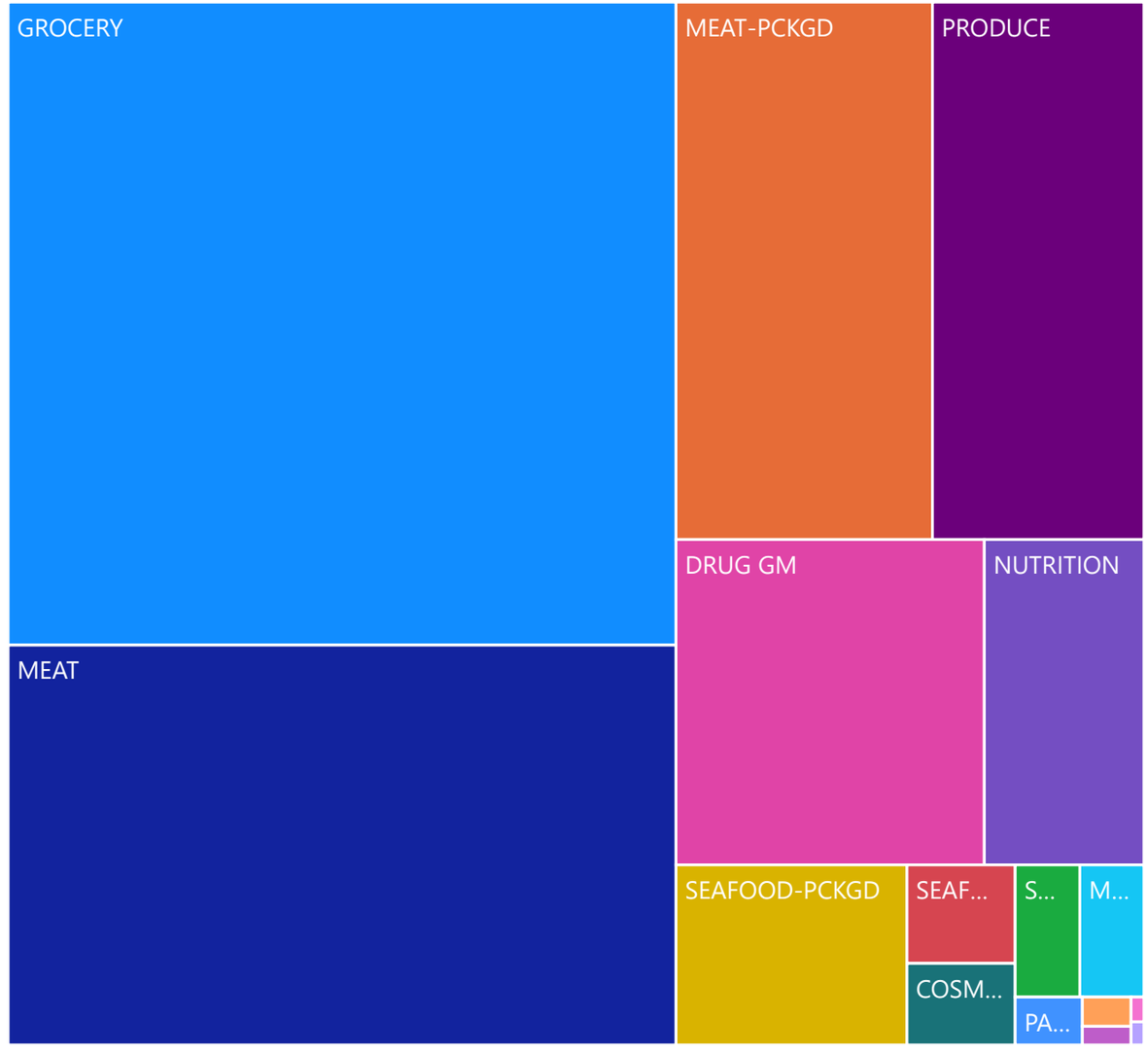
- [ ] Single Male

DISCOUNT PCT (10% BINS)

- [x] 0.00%
- [ ] 10.00%
- [ ] 20.00%
- [ ] 30.00%
- [ ] 40.00%

SALES VALUE by DEPARTMENT