

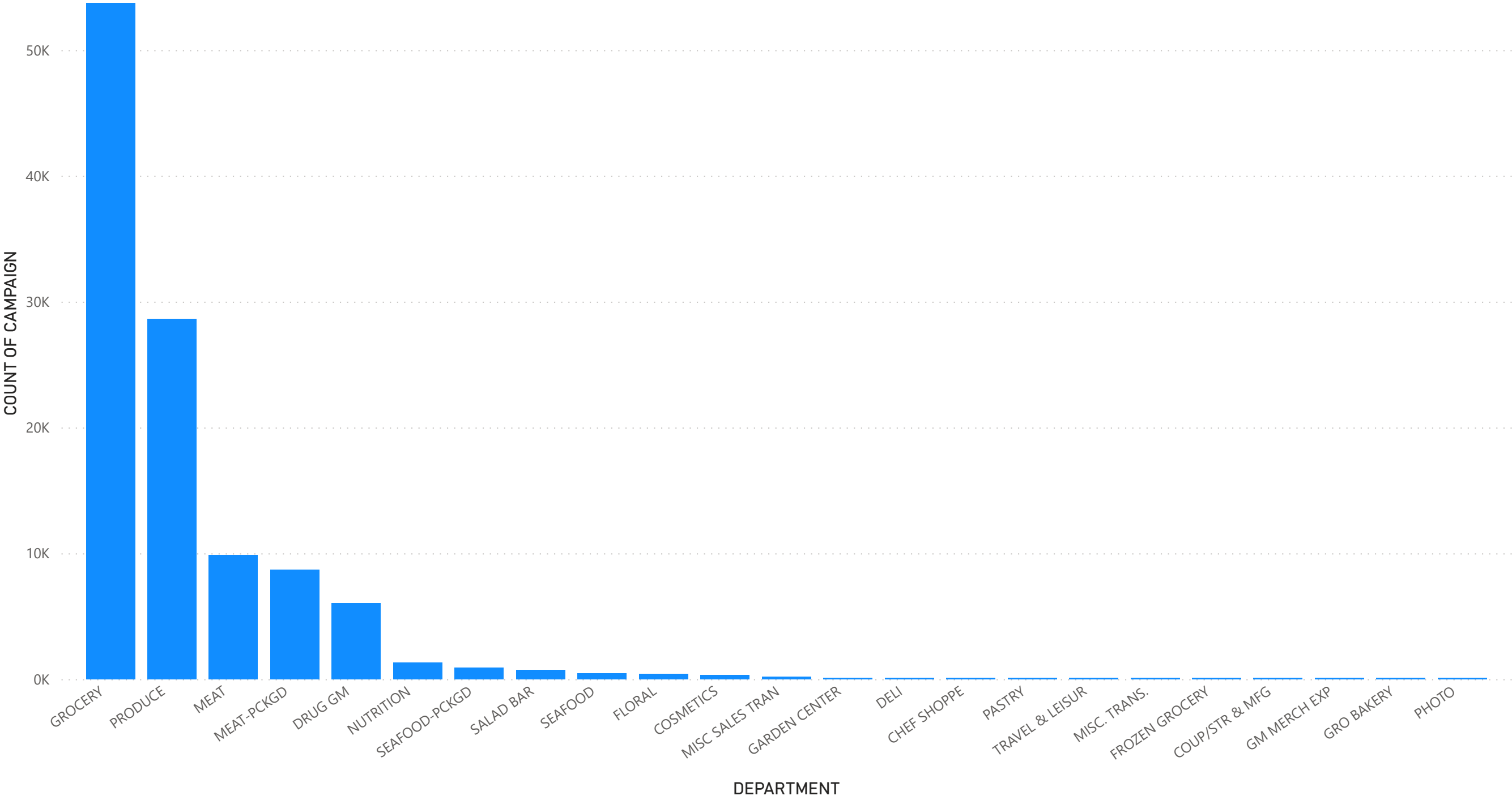
The Complete Journey Dataset: Exploratory Data Analysis With Power BI

Apratim Biswas

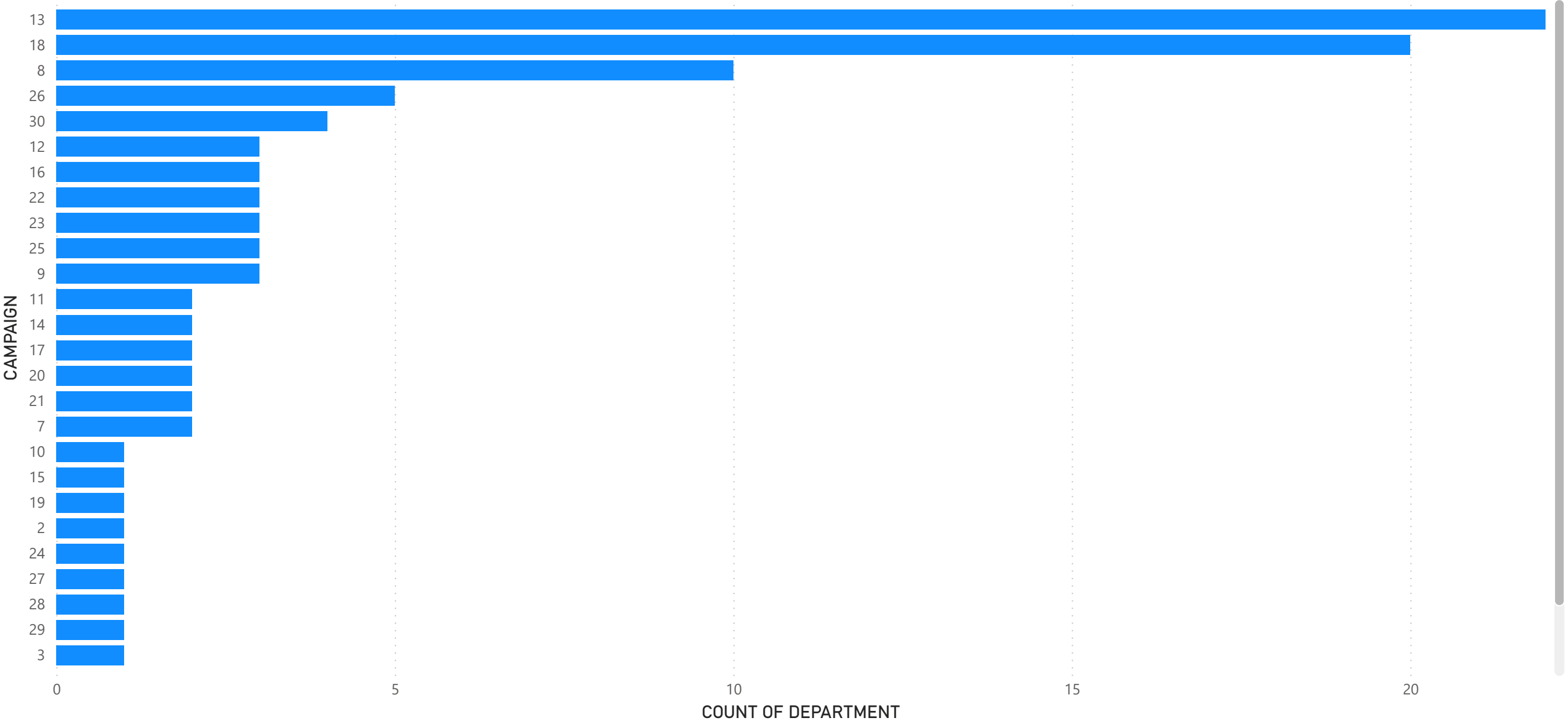
Data source: Dunnhumby

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

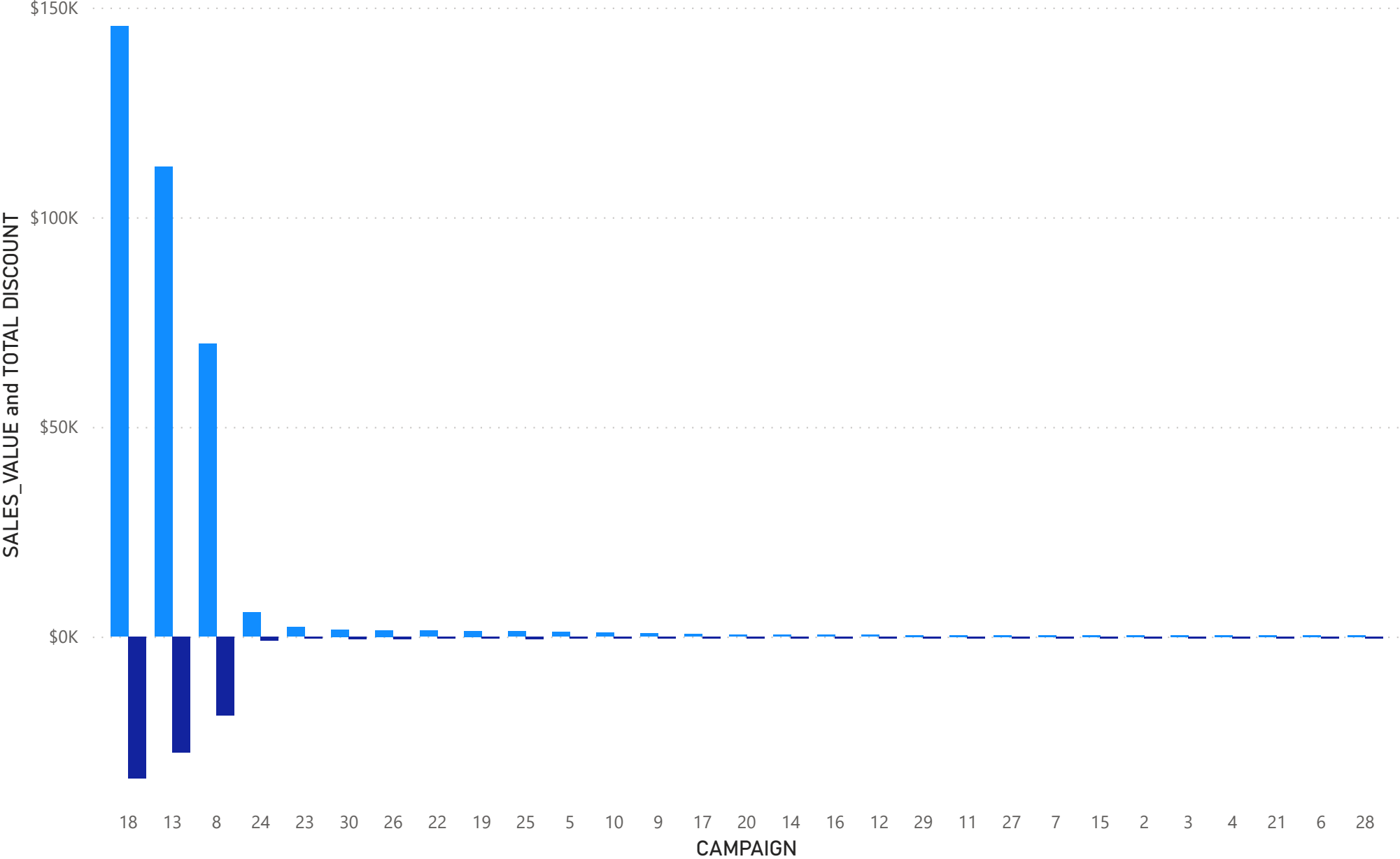


COUNT OF DEPARTMENT by CAMPAIGN



SALES_VALUE and TOTAL DISCOUNT by CAMPAIGN

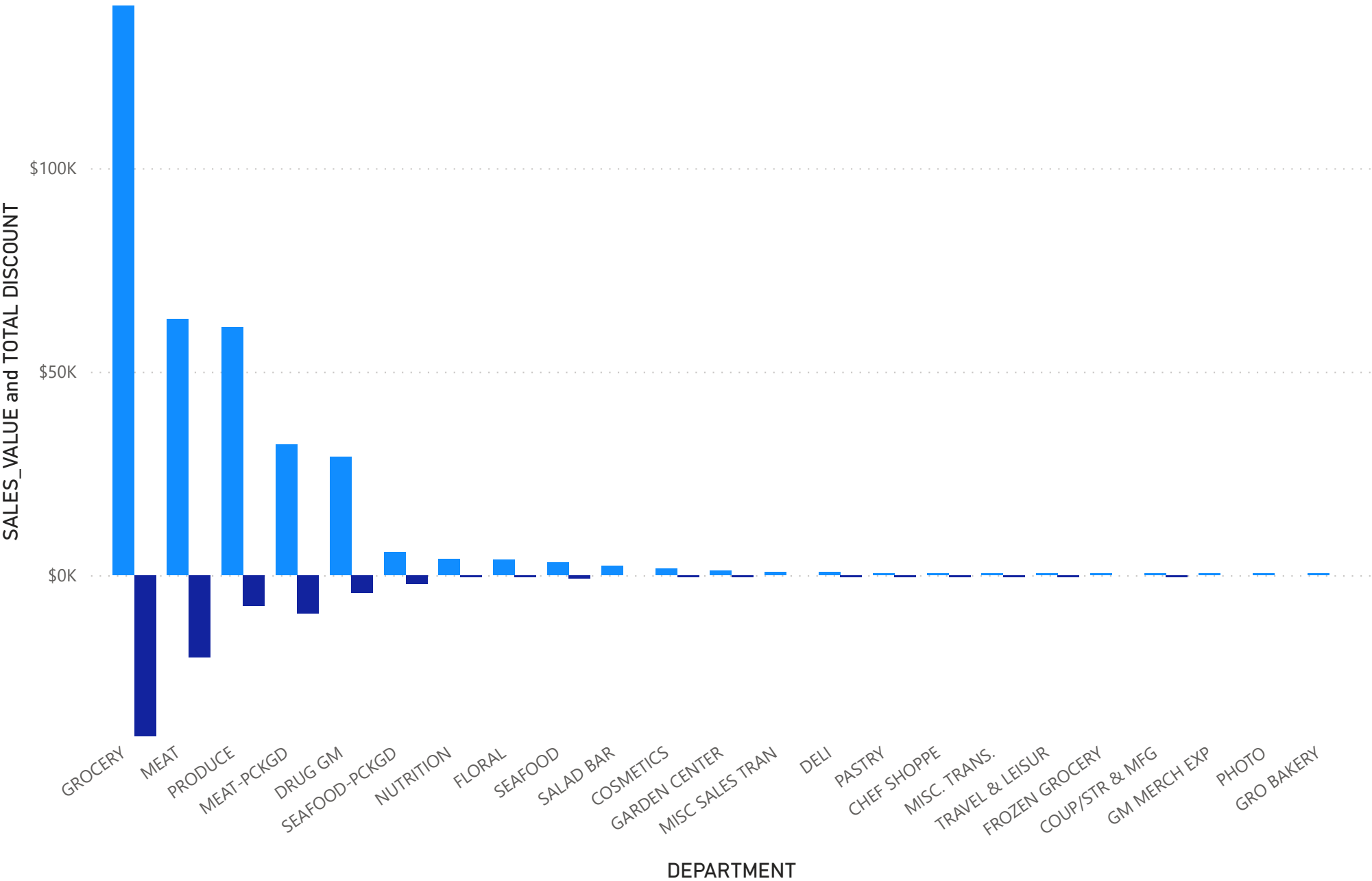
SALES_VALUE TOTAL DISCOUNT



- 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 and TOTAL DISCOUNT by DEPARTMENT

SALES_VALUE TOTAL DISCOUNT



CAMPAIGN

☐ Select all

☐ 10

☐ 11

☐ 12

☐ 13

☐ 14

☐ 15

☐ 16

☐ 17

☐ 18

☐ 19

☐ 2

☐ 20

☐ 21

☐ 22

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☐ 3

☐ 30

☐ 4

☐ 5

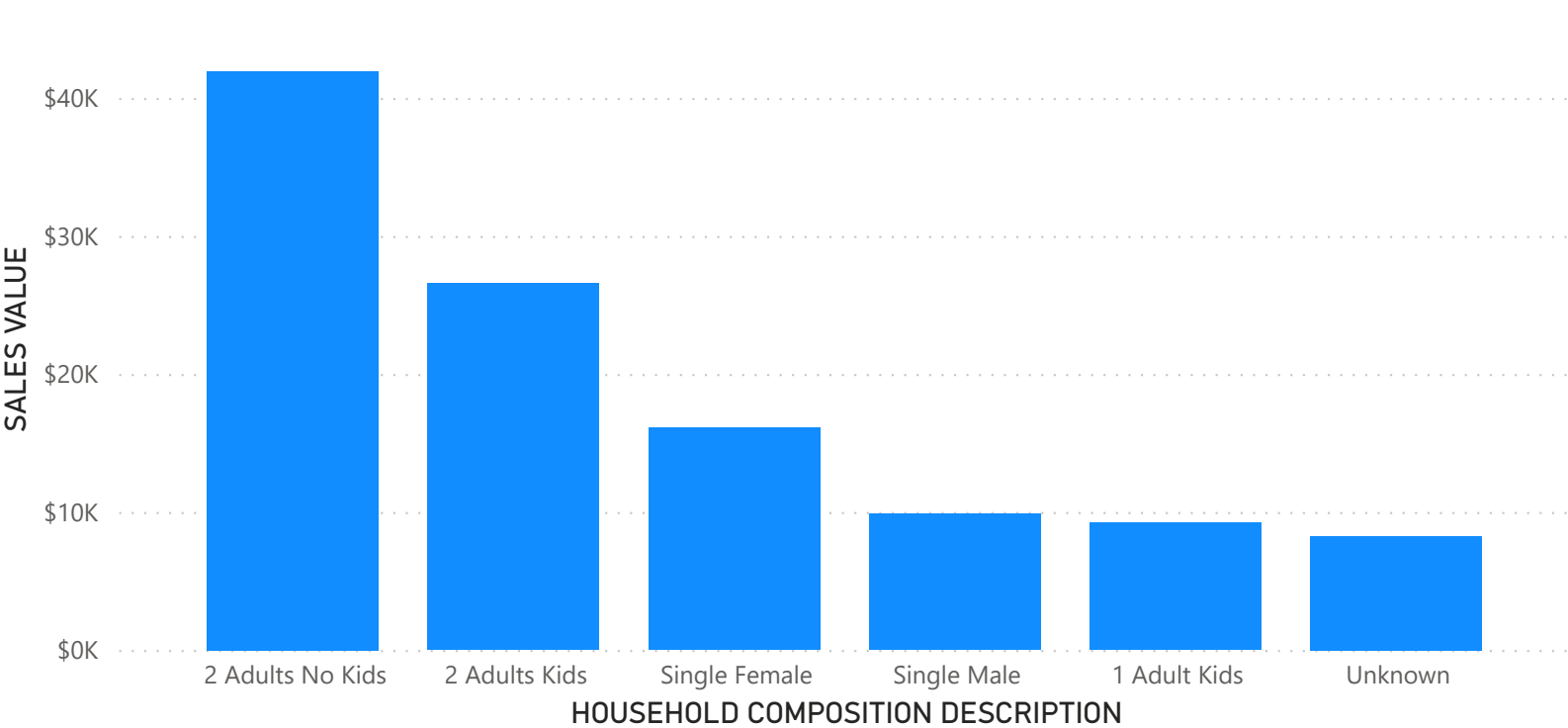
☐ 6

☐ 7

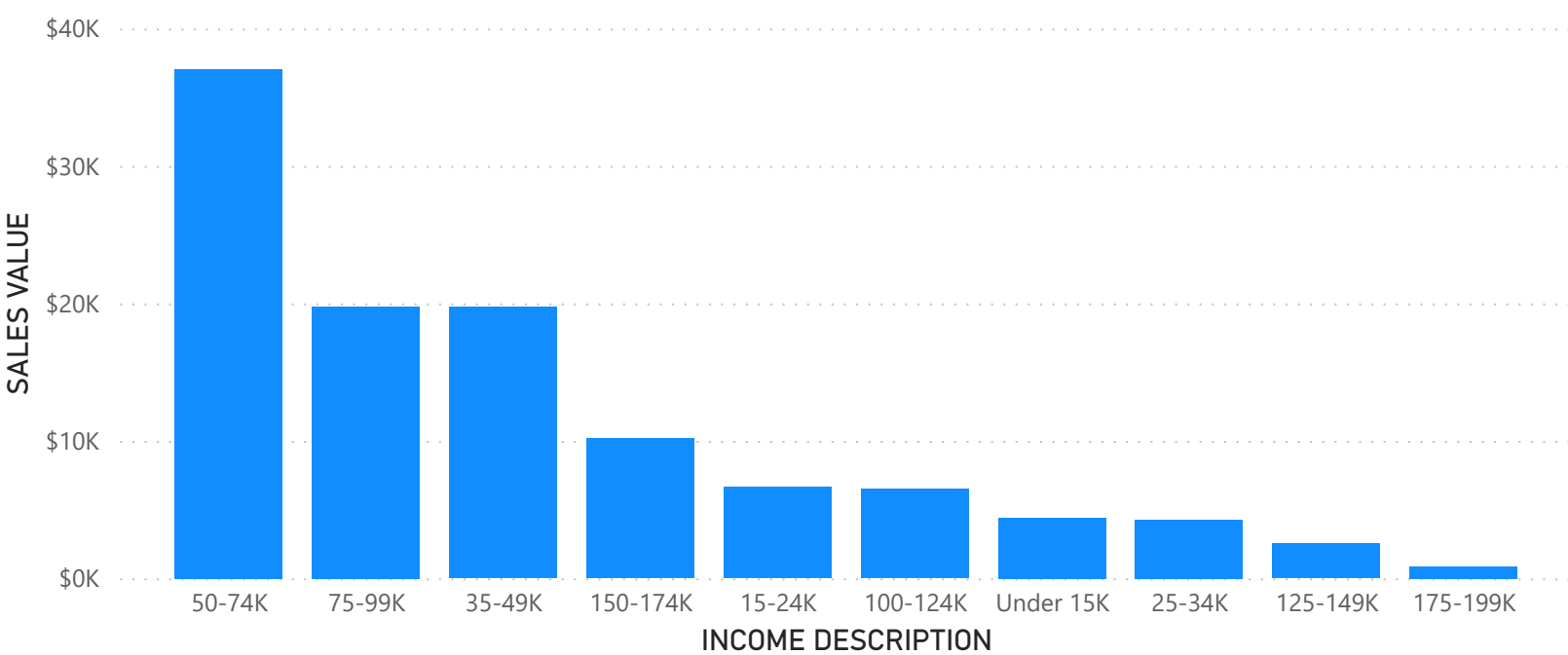
☐ 8

☐ 9

SALES VALUE by HOUSEHOLD COMPOSITION DESCRIPTION



SALES VALUE by INCOME DESCRIPTION

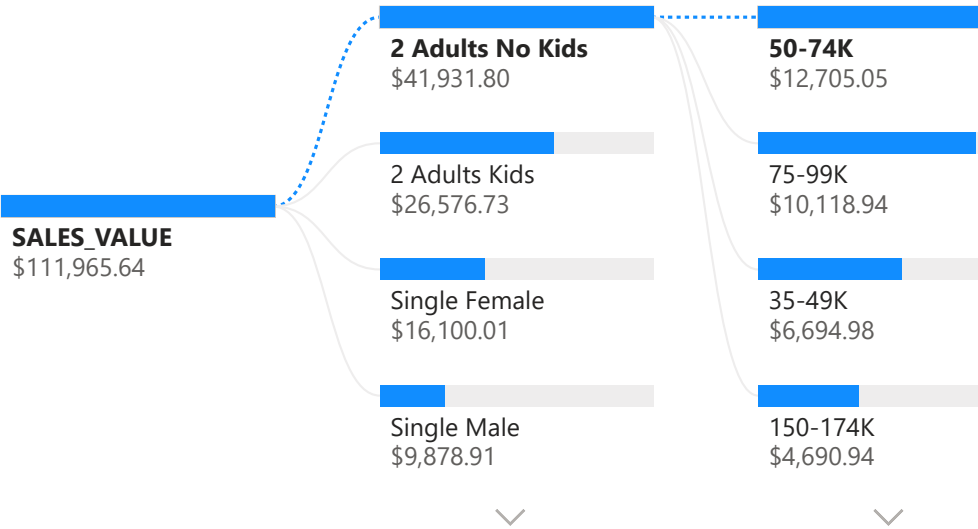


CAMPAIGN

- 10
- 11
- 12
- 13
- 14
- 15
- 16
- 17
- 18
- 19
- 2
- 20
- 21
- 22
- 23
- 24

💡 HH_COMP_DESC ×
2 Adults No Kids

💡 INCOME_DESC



CAMPAIGN

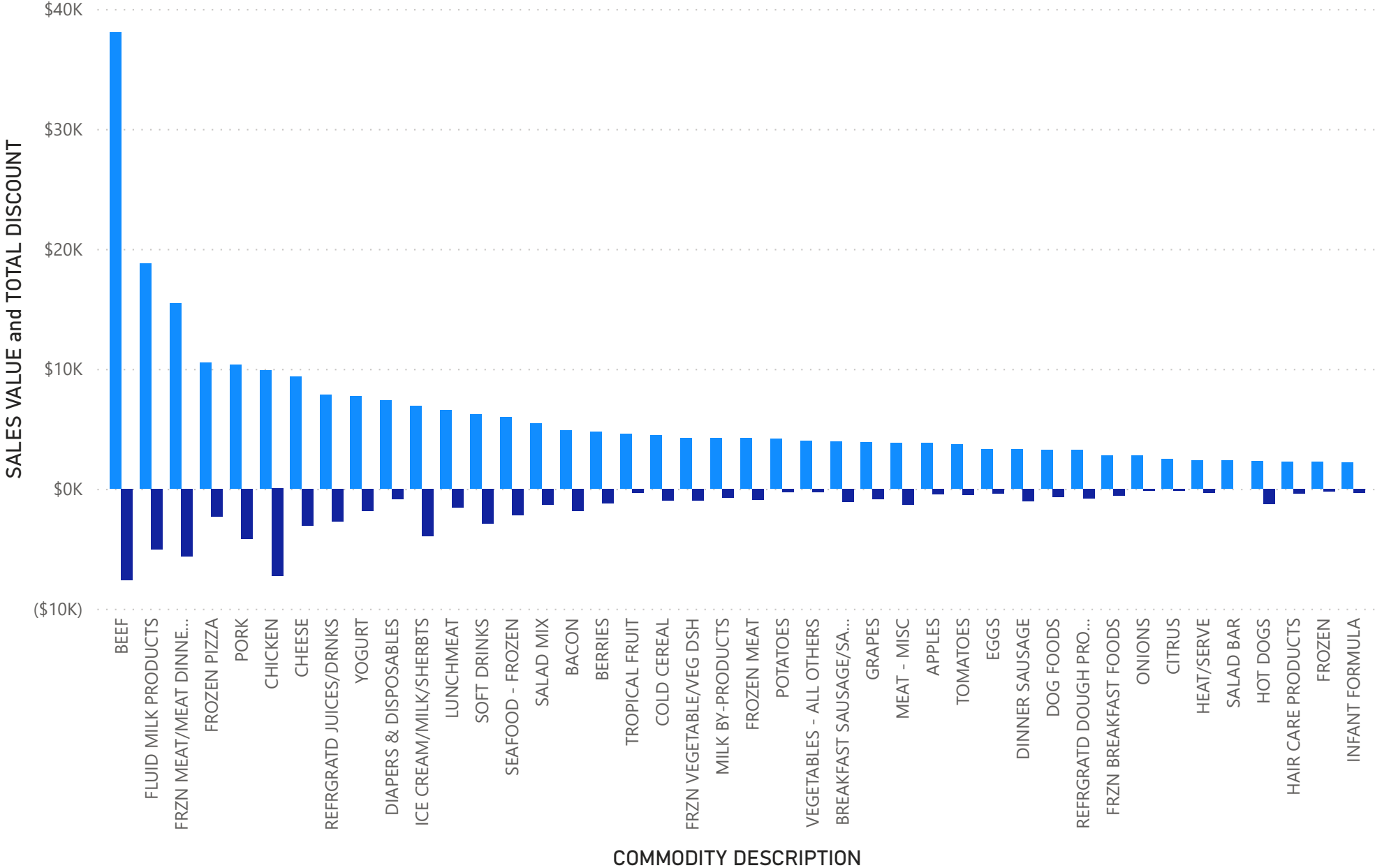
- ☐ 10
- ☐ 11
- ☐ 12
- ☐ 13
- ☐ 14
- ☐ 15
- ☐ 16
- ☐ 17
- ☐ 18
- ☐ 19
- ☐ 2
- ☐ 20
- ☐ 21

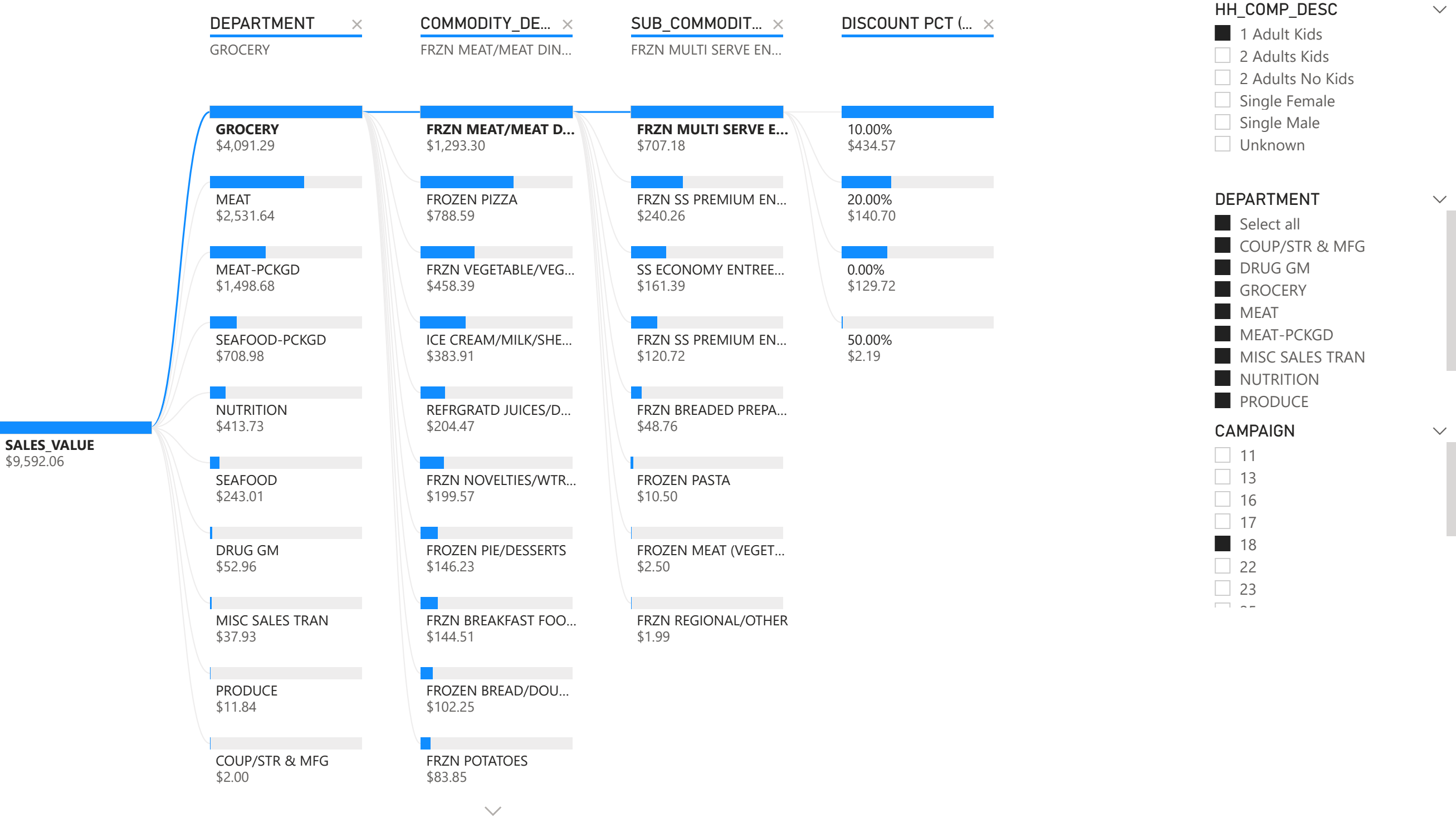
DEPARTMENT

- ☐ 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

SALES VALUE and TOTAL DISCOUNT by COMMODITY DESCRIPTION

SALES VALUE TOTAL DISCOUNT





SALES_VALUE
\$9,592.06

GROCERY
\$4,091.29

MEAT
\$2,531.64

MEAT-PCKGD
\$1,498.68

SEAFOOD-PCKGD
\$708.98

NUTRITION
\$413.73

SEAFOOD
\$243.01

DRUG GM
\$52.96

MISC SALES TRAN
\$37.93

PRODUCE
\$11.84

COUP/STR & MFG
\$2.00

FRZN MEAT/MEAT D...
\$1,293.30

FROZEN PIZZA
\$788.59

FRZN VEGETABLE/VEG...
\$458.39

ICE CREAM/MILK/SHE...
\$383.91

REFRGRATD JUICES/D...
\$204.47

FRZN NOVELTIES/WTR...
\$199.57

FROZEN PIE/DESSERTS
\$146.23

FRZN BREAKFAST FOO...
\$144.51

FROZEN BREAD/DOU...
\$102.25

FRZN POTATOES
\$83.85

FRZN MULTI SERVE E...
\$707.18

FRZN SS PREMIUM EN...
\$240.26

SS ECONOMY ENTREE...
\$161.39

FRZN SS PREMIUM EN...
\$120.72

FRZN BREADED PREPA...
\$48.76

FROZEN PASTA
\$10.50

FROZEN MEAT (VEGET...
\$2.50

FRZN REGIONAL/OTHER
\$1.99

10.00%
\$434.57

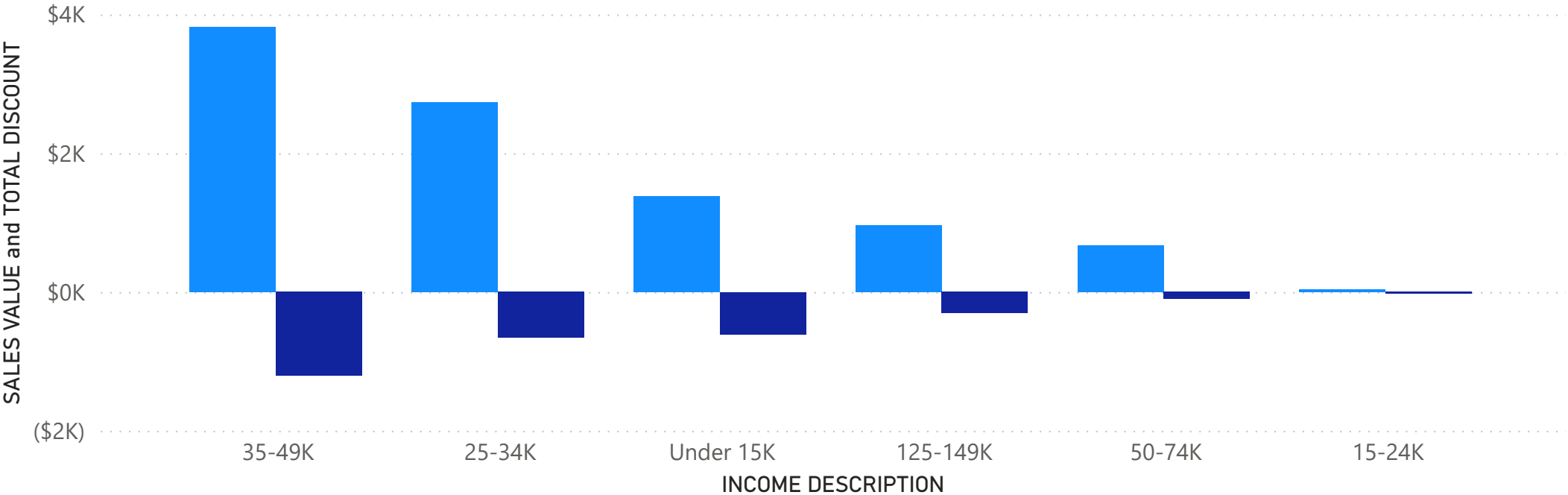
20.00%
\$140.70

0.00%
\$129.72

50.00%
\$2.19

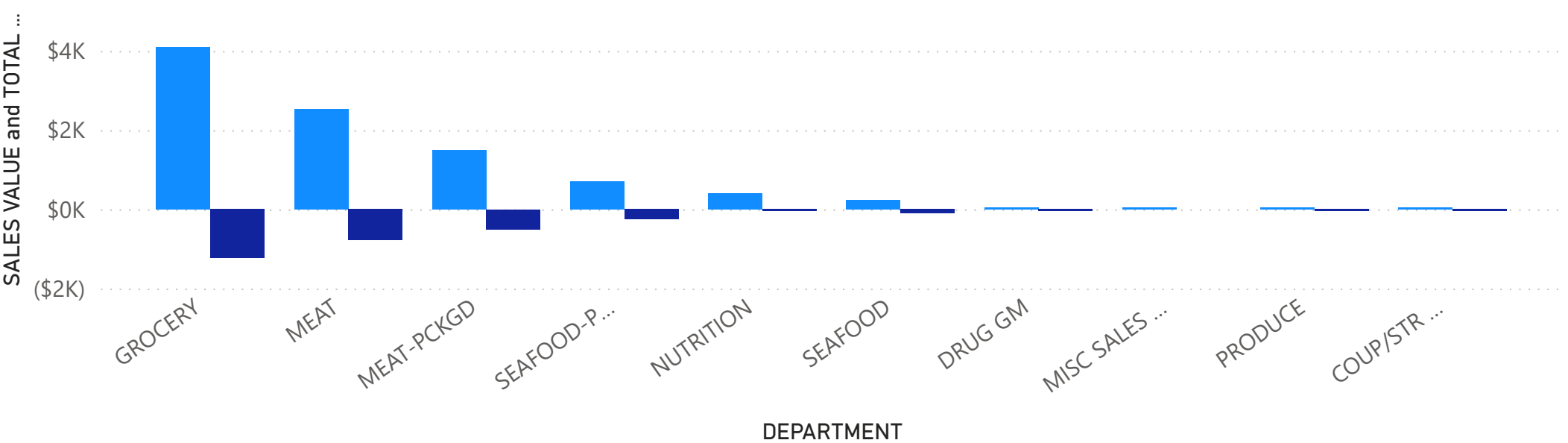
SALES VALUE and TOTAL DISCOUNT by INCOME DESCRIPTION

SALES VALUE TOTAL DISCOUNT



SALES VALUE and TOTAL DISCOUNT by DEPARTMENT

SALES VALUE TOTAL DISCOUNT



HH_COMP_DESC

- 1 Adult Kids
- 2 Adults Kids
- 2 Adults No Kids
- Single Female
- Single Male
- Unknown

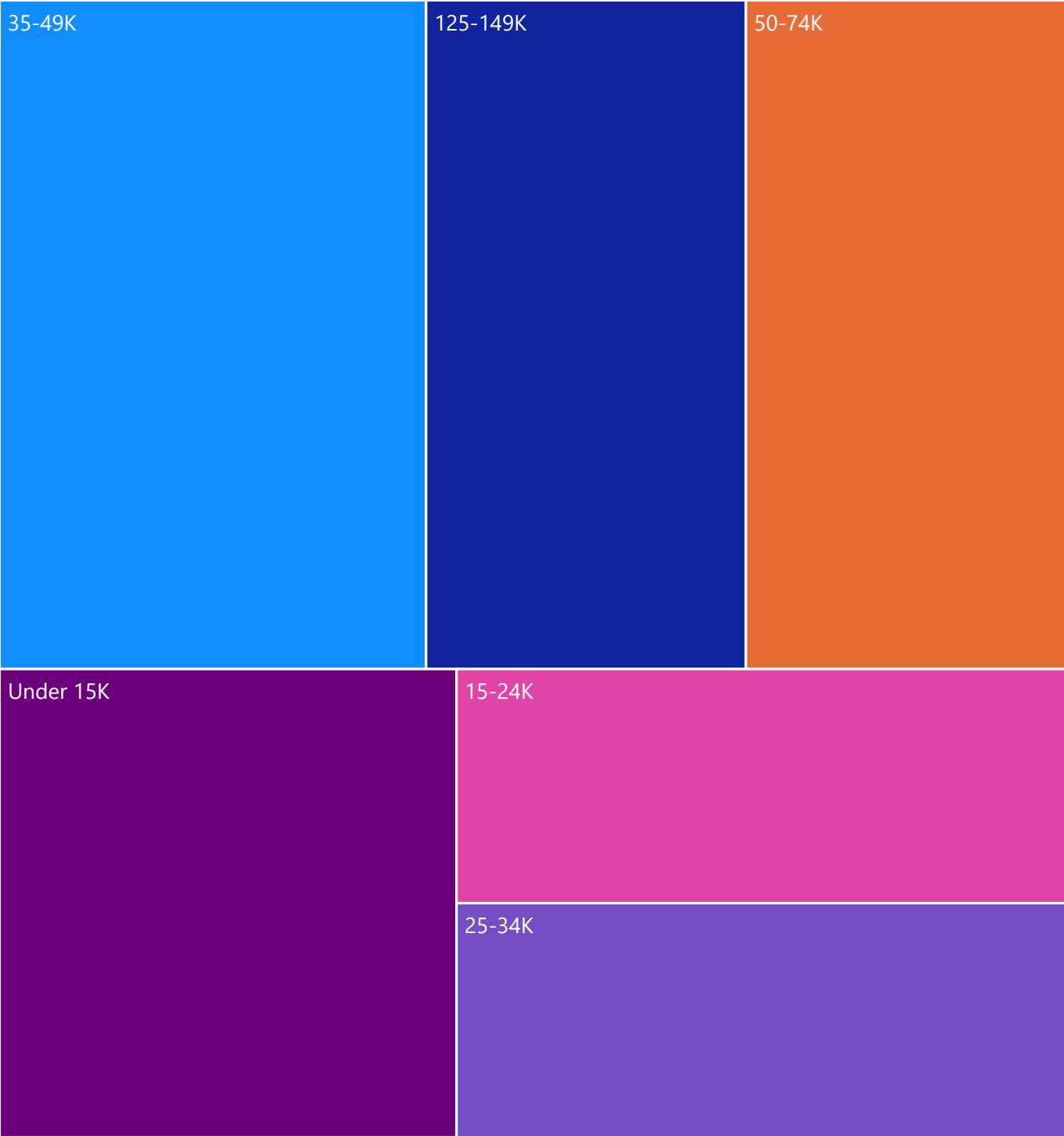
DEPARTMENT

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

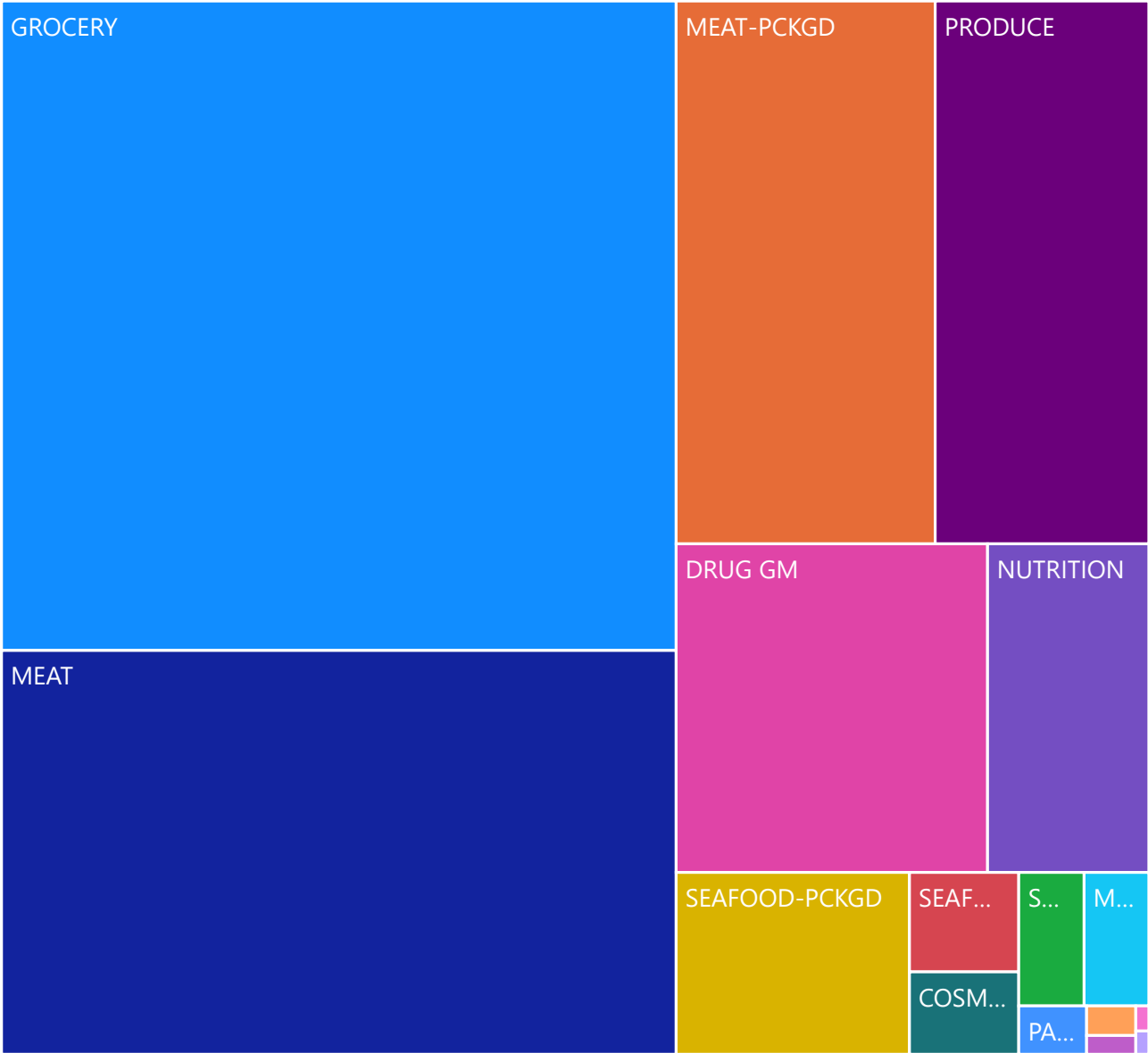
CAMPAIGN

- 11
- 13
- 16
- 17
- 18
- 22
- 23
- 25

NUMBER OF HOUSEHOLDS by INCOME DESCRIPTION



SALES VALUE by DEPARTMENT



HH_COMP_DESC

- 1 Adult Kids
- 2 Adults Kids
- 2 Adults No Kids
- Single Female
- Single Male

DISCOUNT PCT (10% BINS)

- 0.00%
- 10.00%
- 20.00%
- 30.00%
- 40.00%