**FMCG PROJECT REPORT**

**Introduction**

Fast-moving consumer goods (FMCG), also known as consumer-packaged goods (CPG), are products that are sold quickly and at a relatively low cost. Examples include non-durable household goods such as packaged foods, beverages, toiletries, candies, cosmetics, over-the-counter drugs, dry goods, and other consumables.

**Methodology**

The FMCG Dashboard is derived from the provided FMCG data. The data contains two sheets, the first having the basic information of the order ID, quantity, region, store type, and products purchased. The second sheet is the mapping sheet; it has details of categories along with a margin.

The preliminary step is to clean the data and search for any duplicate values present in the data. The cleaned data is associated with a category and a margin, allowing us to calculate the profit on each product sold. As the data is needed to create dashboards, it lacks dimensions such as quarter and year. The quarters and year columns are derived from the date column.

**Dashboards:**

Profit-wise sales, quantity-wise sales, region-wise sales, and product-wise sales are the four dashboards that are built in total.

The profits earned in relation to the items, product categories, geographies, and shop types are revealed by the profit-wise sales.

We can see the quantities sold in relation to the items, product categories, regions, and shop kinds thanks to the quantity dashboard.

The region dashboard provides data on the sales and revenue made by various store kinds, geographies, and product categories.

We can learn about the sales and revenue produced by a product's category, region, and shop type thanks to the products dashboard.