

BRACKT Vishwakarma Institute of Information Technology, Pune

Department of Artificial Intelligence and Data Science

Viz-A-Thon

in Collaboration with



Team Id: 31	Team Name: NexTech
College name: Pune Institute Of Computer Technology	
Number of members in a team: 3	Problem Statement Id: 1

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Flipkart Mobile Dataset

The objective is to address a hypothetical business problem for a Flipkart Authorized Seller. According to the problem the individual is looking to sell cell phones on Flipkart. For this, the seller is looking for the best product, brand, specification and deals that can generate the most revenue with the least amount of investment and budget constraints.

Questions to be answered:

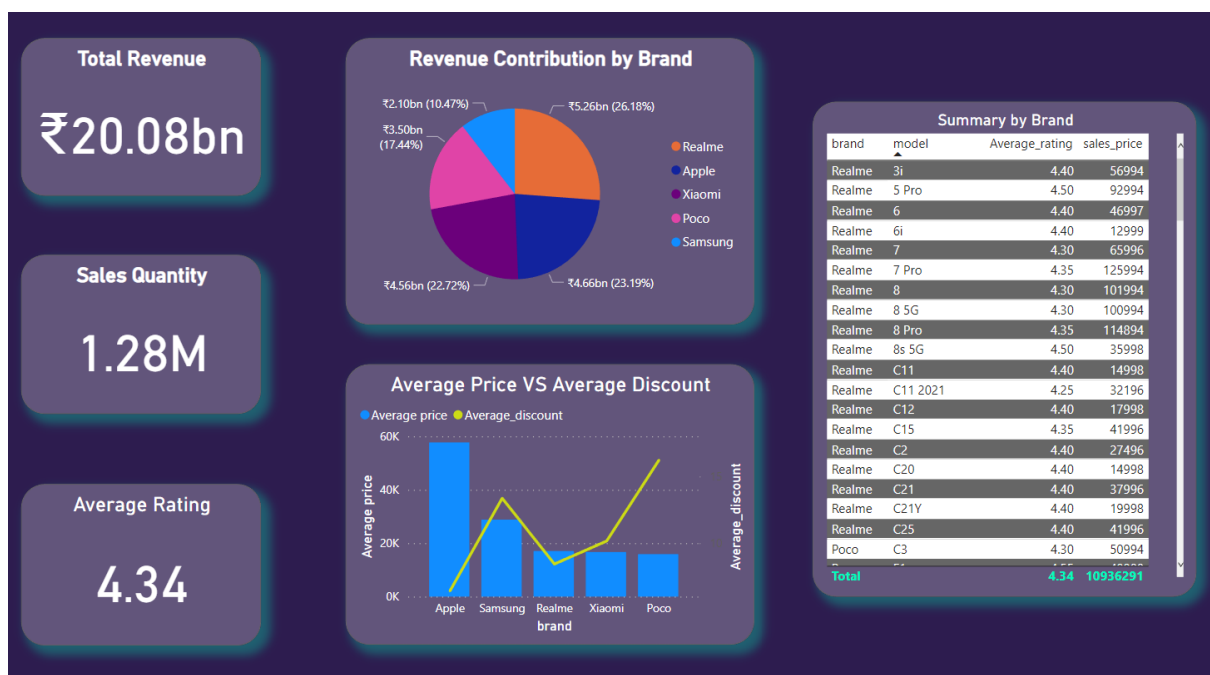
- Should he simply sell products for one brand, or should he try to sell models from various brands?
- Using Data Visualization find out insights and relation between different features.
- Perform detailed analysis of each brand.

Dataset - Flipkart Mobile Dataset

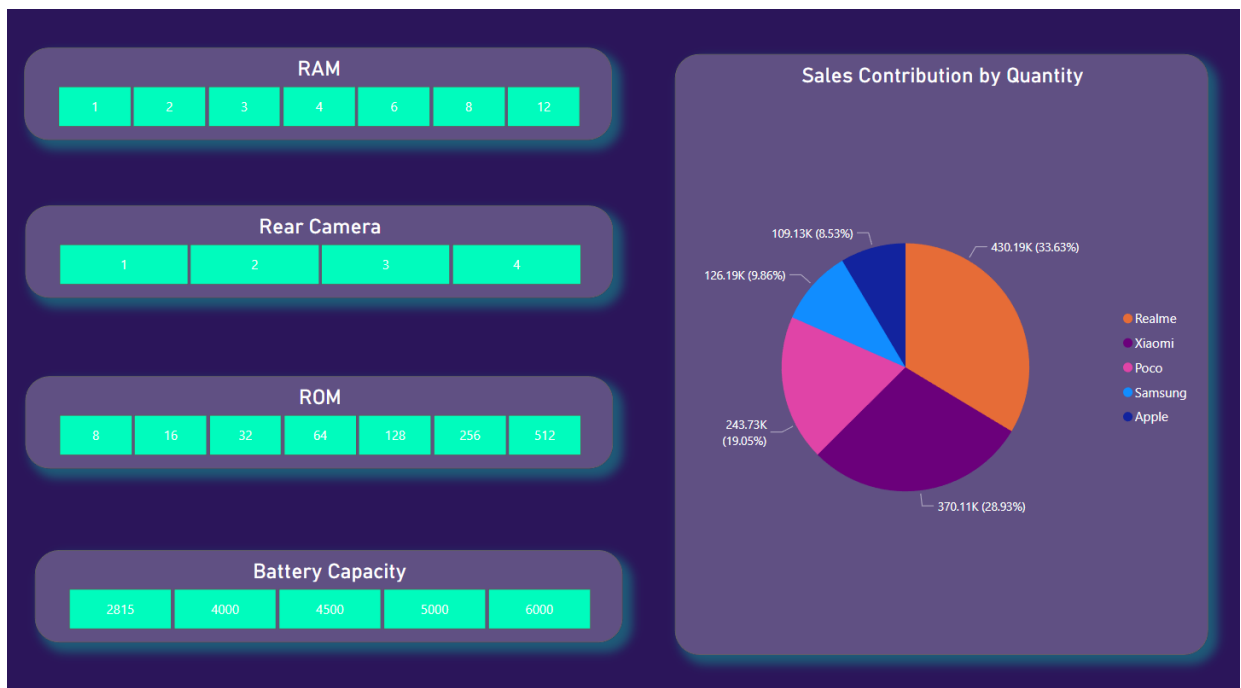
Changes made to the dataset –

We have assumed that the sales column is in hundreds unit.

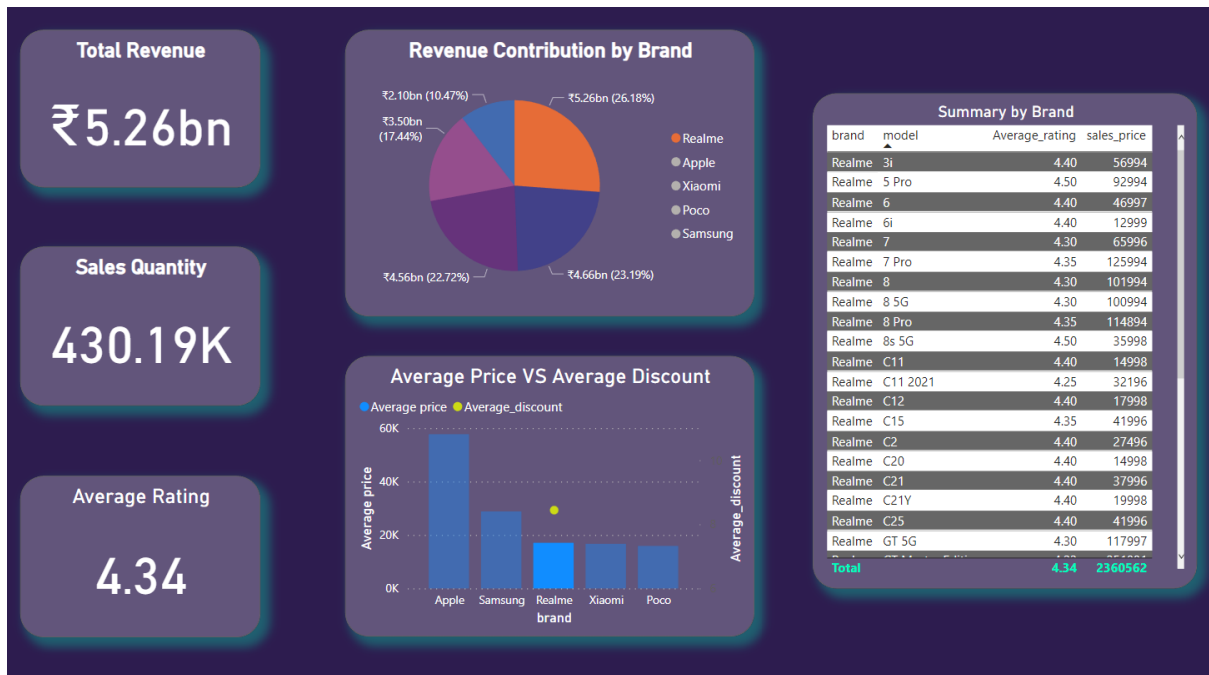
We have added two columns named Total_sales_quantity and Total_sales_model which are total quantity of mobile sold and total revenue generated from that particular model respectively.



This dashboard page is an interactive page where we can see insights into the given dataset. The first page of the dashboard provides the key performance indicators. This portal shows insights about the different mobile brands on flipkart and their contribution to the market.



The second page of the interactive dashboard show relation between various specifications and its contribution towards sales.



Twitter Handle: @HimanshuShedge

Skills Used:

Power BI, Data Analytics, Data Cleaning, Data Visualization

Learning:

- 1) We got insights into how huge companies structure their data and also how their business works.
- 2) We got to know the business insights into real world data.