Name	Ms Neerja Doshi
UID	2021300029
DIV	BE COMPS [ADV -> BATCH F]`
ADV EXP 1	

AIM	To apply Data Visualization by PowerBI on E-commerce Dataset
Dataset Particulars	Name: Big Basket Dataset Link: https://www.kaggle.com/datasets/chinmayshanbhag/big-basket-products Dataset Features : 1) It contains 10 Features as follows which gives in depth idea about the shopping habits of the Indian Market. a) product - Title of the product (as they're listed) b) category - Category into which product has been classified c) sub_category - Subcategory into which the product has been kept d) brand - Brand of the product e) sale_price - Price at which product is being sold on the site f) market_price - Market price of the product g) type - Type into which product falls h) rating - Rating the product has got from its consumers i) description - Description of the dataset (in detail) 2) The shape of the dataset is : [8202 * 10]

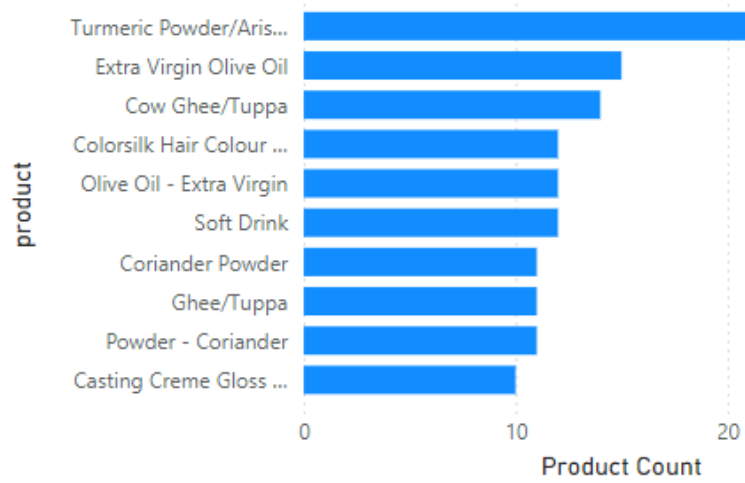| Data Visualisations | **Product Count by product**

Turmeric Powder/Aris...
Extra Virgin Olive Oil
Cow Ghee/Tuppa
Colorsilk Hair Colour ...
Olive Oil - Extra Virgin
Soft Drink
Coriander Powder
Ghee/Tuppa
Powder - Coriander
Casting Creme Gloss ...

Fig 1.

Count of Products sold by brand

Fresho
bb Royal
BB Home
DP
Fresho Signature
bb Combo
Amul
INATUR
Himalaya
Dabur
GoodDiet
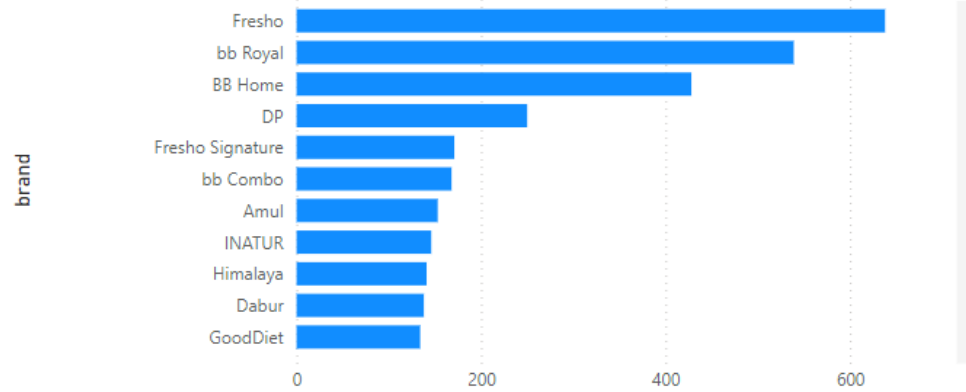
Fig 2. |

Sum of sale_price by category

category
- Beauty & Hygiene
- Kitchen, Garden & Pets
- Gourmet & World Food
- Cleaning & Household
- Foodgrains, Oil & Ma...
- Snacks & Branded Fo...
- Baby Care
- Beverages
- Bakery, Cakes & Dairy
- Eggs, Meat & Fish

3.29M (37.06%)
1.82M (20.45%)
1.5M (16.88%)
0.61M (6.81%)
0.52M (5.82%)
0.33M (3.67%)
0.1M (1.14%)
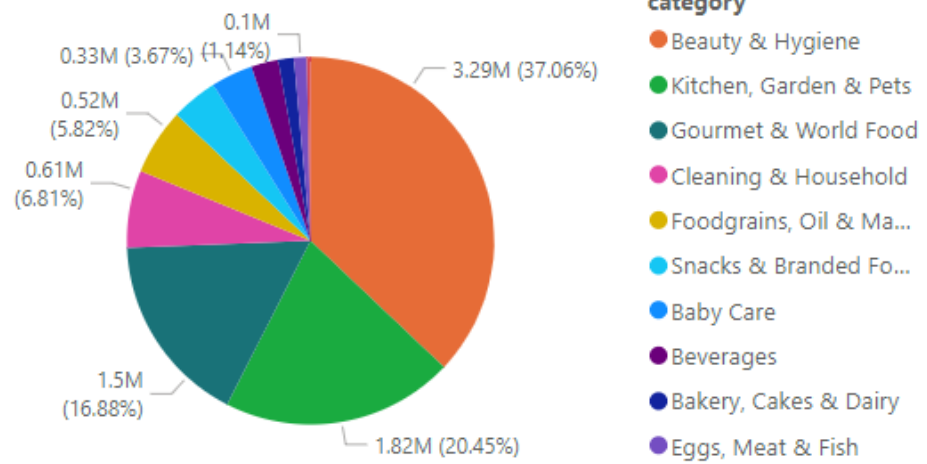
Fig 3

Count of brand by category

category
- Beauty & Hygiene
- Gourmet & World Food
- Kitchen, Garden & Pets
- Snacks & Branded Foods
- Foodgrains, Oil & Masala
- Cleaning & Household
- Beverages
- Bakery, Cakes & Dairy
- Baby Care
- Fruits & Vegetables

7.87K (28.55%)
4.69K (17.02%)
3.58K (12.99%)
2.81K (10.21%)
2.68K (9.71%)
2.67K (9.7%)
0.89K (3.21%)
0.61K (2.21%)
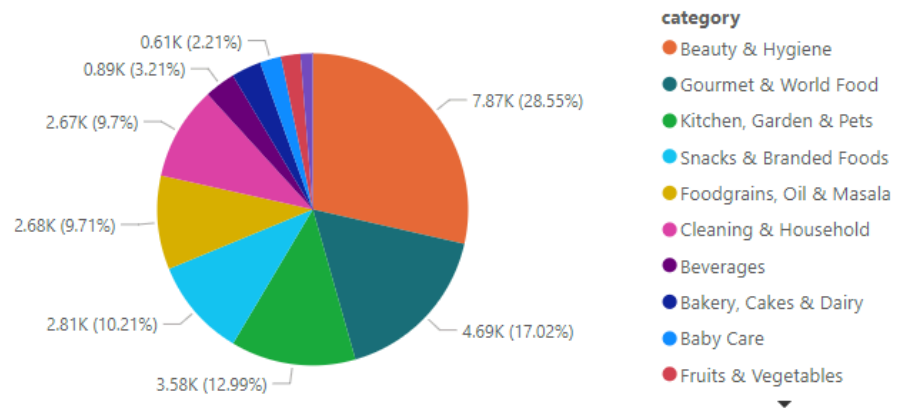
Fig 4
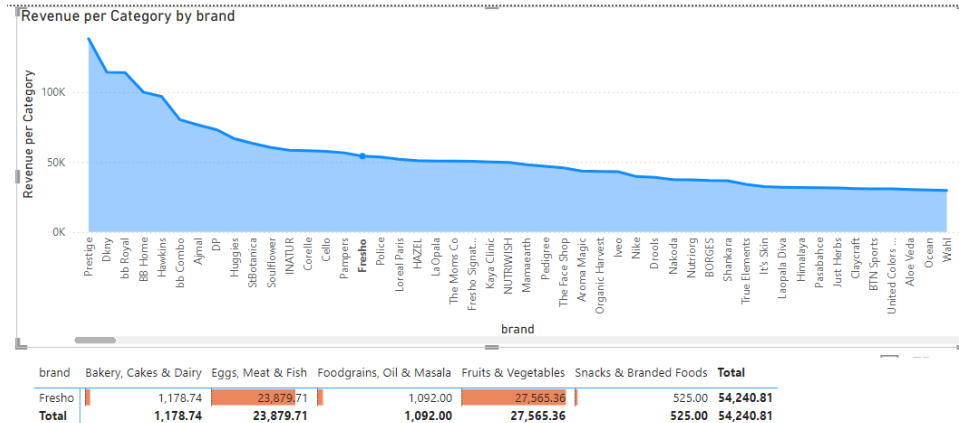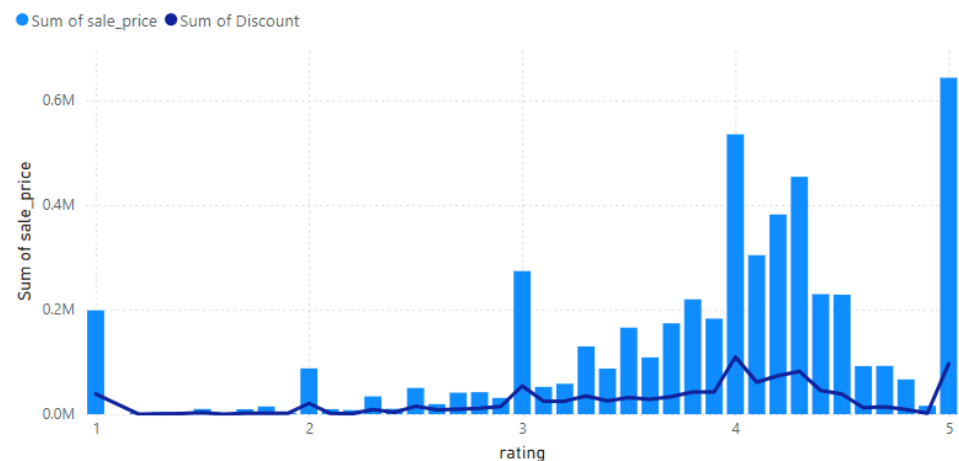
Fig 5

Fig 6

Analysis	1) Fig 1 , 2 , 3 , 4 :

1) Fig 1 , 2 , 3 , 4 :
   a) As clearly seen from Fig 1 , the inventory for Turmeric , other spices , Oil , ghee and beauty products is the highest .
   b) The highest revenue is generated from Beauty and hygiene Products , followed by Kitchen and and Gourmet Foods products
   c) Although Beauty and hygiene Products , Kitchen and and Gourmet Food products have the highest revenue , there are very few brands which sell the above products
   d) Hence we can conclude that these brands have high market monopoly on Big Basket platform

2) Fig 5 :

	a) The figure shows the spread of brands which deals in many categories and gives an idea which category is most profitable for a brand.
	b) Prestige deals in 2 categories among which it takeaway a huge share of the Kitchen category
	c) DKNY follows next under Beauty and Hygiene
	3) Fig 6 :
	    a) This figure gives an idea on how distribution of ratings is as product price increases and discount increases.
	    b) Low rating products [1- 2.9] are low proceed products indicating better price == better quality
	    c) The opposite is seen in high rated products [3 - 5] as the product price increases
	    d) An interesting point is products with rating range [4.1 to 4.9] For highly rated products , the prices are never low.
	    e) The Indian market chooses to put whole numbers rather than decimals to rate .
	    f) Talking of discounts , products with high rating [3 - 5] have higher discounts than low rated products.
	    g) Products with whole number rating have higher discounts than their nearest decimal value :)

Suggestions	1) Bring in as many local brands which are yet not listed in BigBasket selling Beauty and Hygiene products , Kitchen and Food products. 2) This will ensure more revenue generation 3) Brands dealing in many categories should be selling more products of the Category generating high revenue. 4) Eg. to this is Mamaearth which deals in 3 categories namely BabyCare , Beauty and cleaning … amongst this Beauty is the highest selling category. 5) Sell products which are low in prices and have better quality
Conclusion	By studying the visualizations in the dataset above, i was able tp better analyse the shopping trends.