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Data Analysis for FMCG Business Project Description:

- I have worked on an Analytics project for an FMCG retail business.

- **The Objective** was to analyze the data and create an interactive dashboard for business performance tracking.

- The given data had over 47,000 rows and 8 columns. In addition to the raw data, there was also a mapping sheet with category and margin information.

- After understanding the requirements, I have spent some of the time for understanding the data. Then I have worked on data cleaning and data preparation. Where I have updated category and margin columns in FMCG retail data sheet from mapping sheet using index-match function.

- Then I have derived "Year", "Month", "Quarter" columns. Here I used YEAR function to extract year from date column. I used TEXT function to extract month name. And I used IF function for deriving the Quarter column and lastly "Profit" column by multiplying sales and margin columns.

- After that, I have analyzed the whole data and I listed down the metrics for this analysis.

- Then I started creating the required pivot tables according to the metrics in "Raw pivot sheet", pivot tables are categorized into Sales and Profit metrics.

- And the metrics I used are -
  Store-wise Sales, Store-wise Profit, Category-wise Sales, Category-wise Profit, Region-wise sales, Region-wise Profit, Monthly Sales Trend, Monthly Profit Trend, Top-5 Selling Products, Top-5 Profitable Products, Bottom-5 Selling Products and Bottom-5 Profitable Products.

- Then I have connected all pivot tables through slicers on Year and Region filters. And created the two dashboards named as – "Sales Metric Analysis" and "Profit Metric Analysis" by inserting pivot charts based on those pivot tables and filters on "Year" and "Region" to make the dashboards interactive.
- Finally, after the visualization process, I have generated 3 key insights for the business, and they are: -
  - ❖ Overall Personal care products contribute 79% to the total revenue.
  - ❖ Perfume was the top selling and more profitable product and chips had less sales and profit.
  - ❖ In the month of October, the sales and profit trends are got raised.