CSE3088

BUSINESS INTELLIGENCE AND ANALYTICS

PROJECT REPORT

MAMAEARTH SALES DATA ANALYSIS

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Problem Statement:

Mamaearth is a company that sells organic and toxin free products and is a subsidiary company of the Honasa Consumer Group. It has various products which help treat various skin and hair problems. It works on the D2C model which means that the products are delivered at the customer's doorstep.

This company provides various kinds of products categorized as HairCare_Items, MakeUp_items, SkinCare_Items and BabyCare_Items. Additionally Mamaearth is now building its offline presence by opening various stores across the country in high footfall areas.

The customer can either place an order on online or can even come down to the company's store and purchase the products. Payment can be made online using UPI, Net Banking, Cards or COD.

The management of the company needs the report that will indicate the products that are in demand, to optimize their manufacturing processes to produce products that are in demand in larger volumes and discontinue the manufacturing of products which are no longer in demand.

Key Points of Report:

- Sales of the Company
- Quantity Sold
- Lowest Selling Items
- Best Selling Items
- Most Frequent Customers
- No of Orders Processed
- Sales Split by Gender

- Payment Mode Split
- Membership Split
- Quarter Wise Analysis

Tools Used:

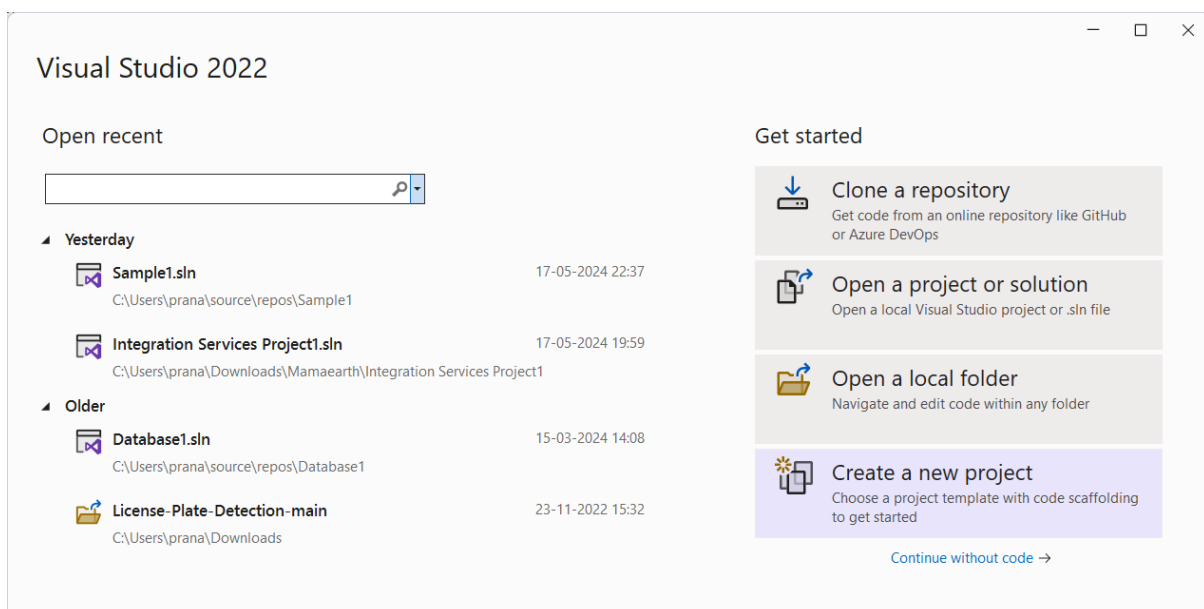- Microsoft Visual Studio
- SSIS
- Microsoft Power BI

Data Collection:

We have performed analysis on the sales data of the year 2023 and collected data of from the company's annual report.
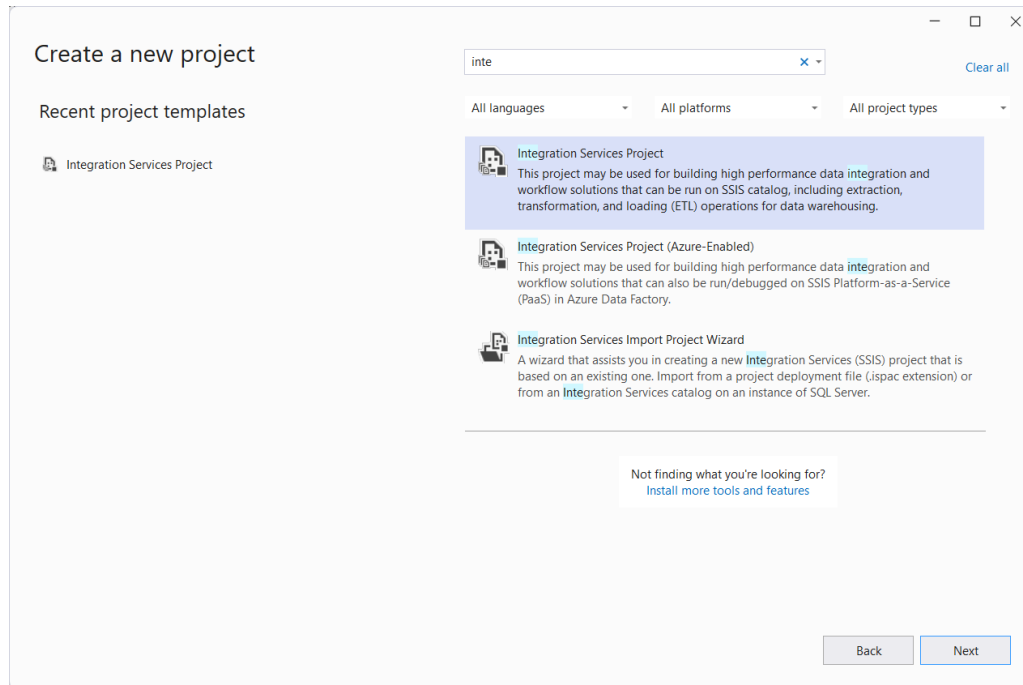
Data Integration:

We have integrated the data that was present in various files using Microsoft SSIS in Microsoft Visual Studio.
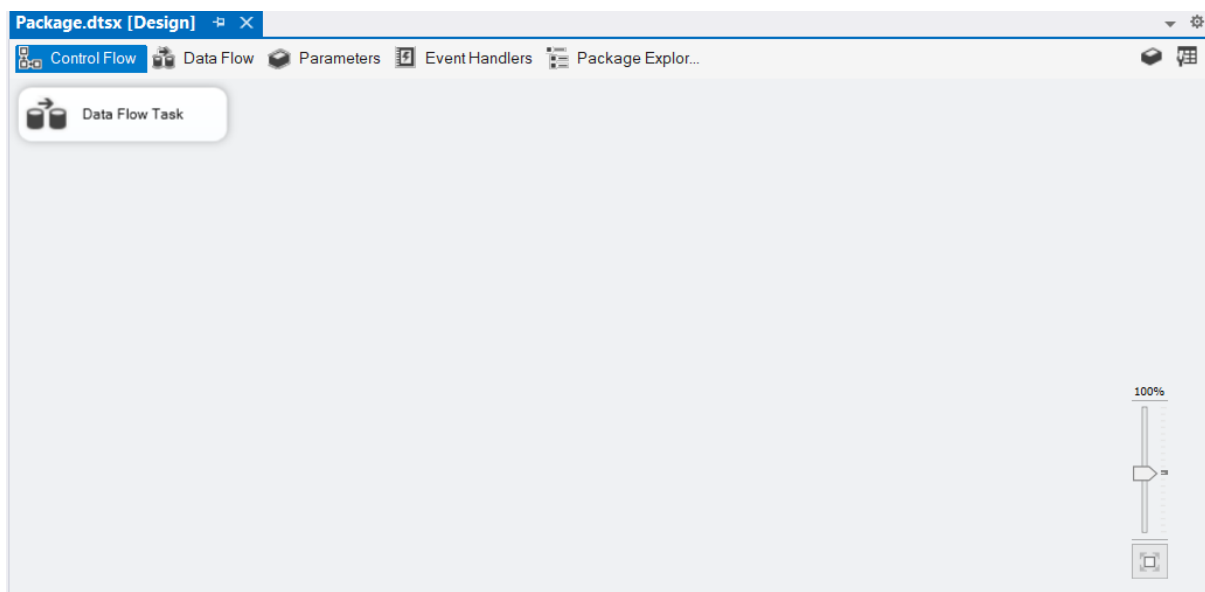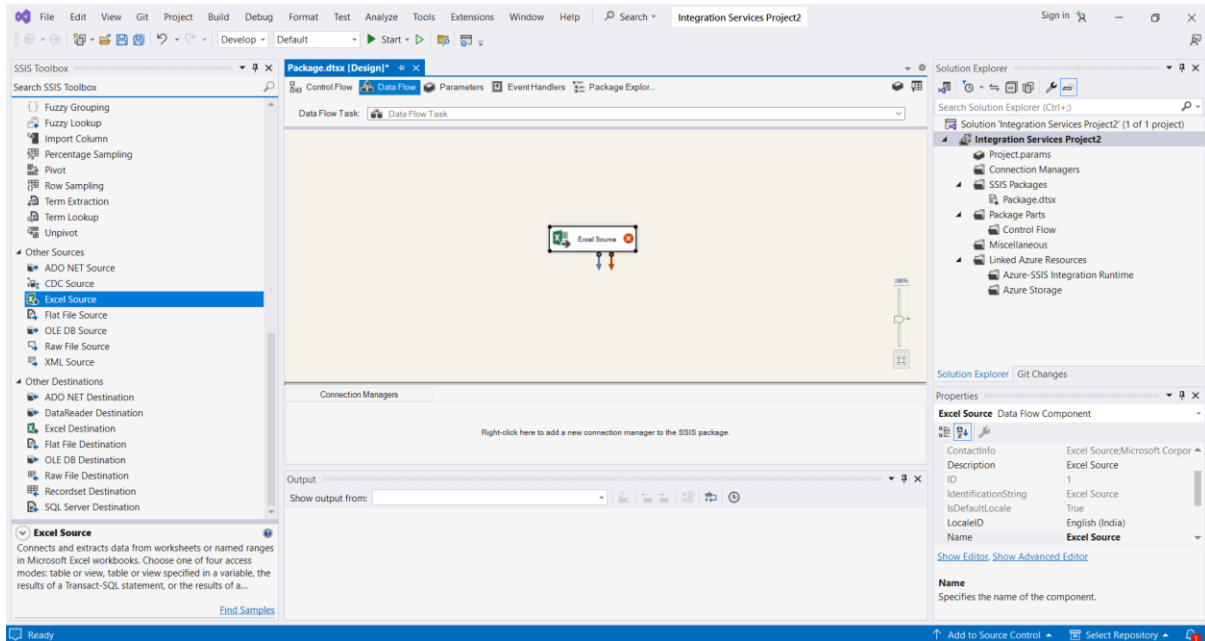
1. Open Microsoft Visual Studio and Create a new Project

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2. Select Integration Services Project

3. Go Data Flow

4. Select Excel Source from Sources list

5. Configure the excel source
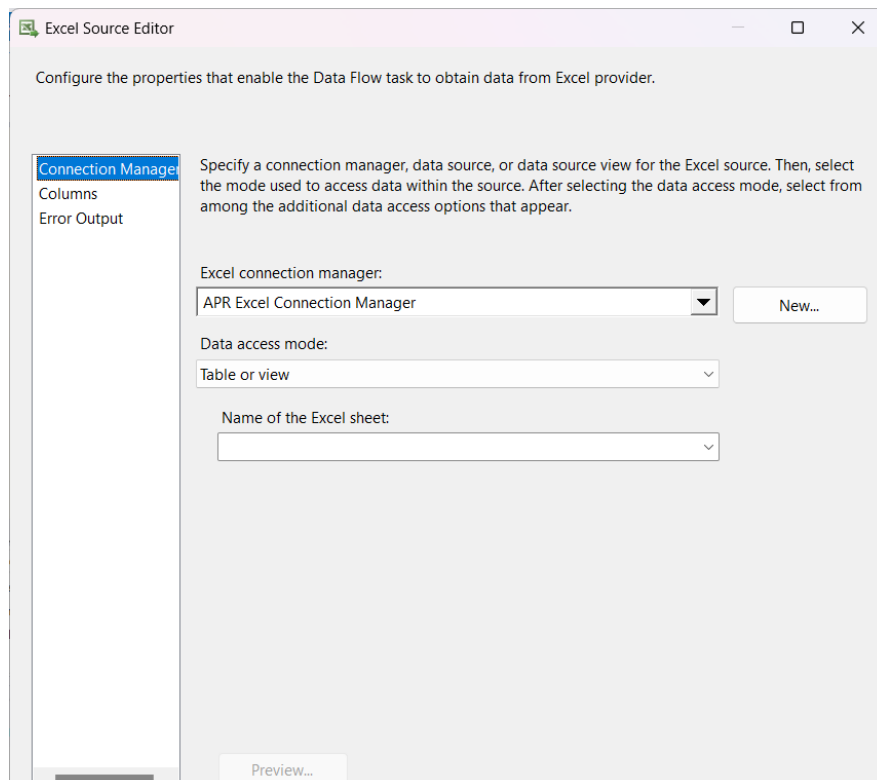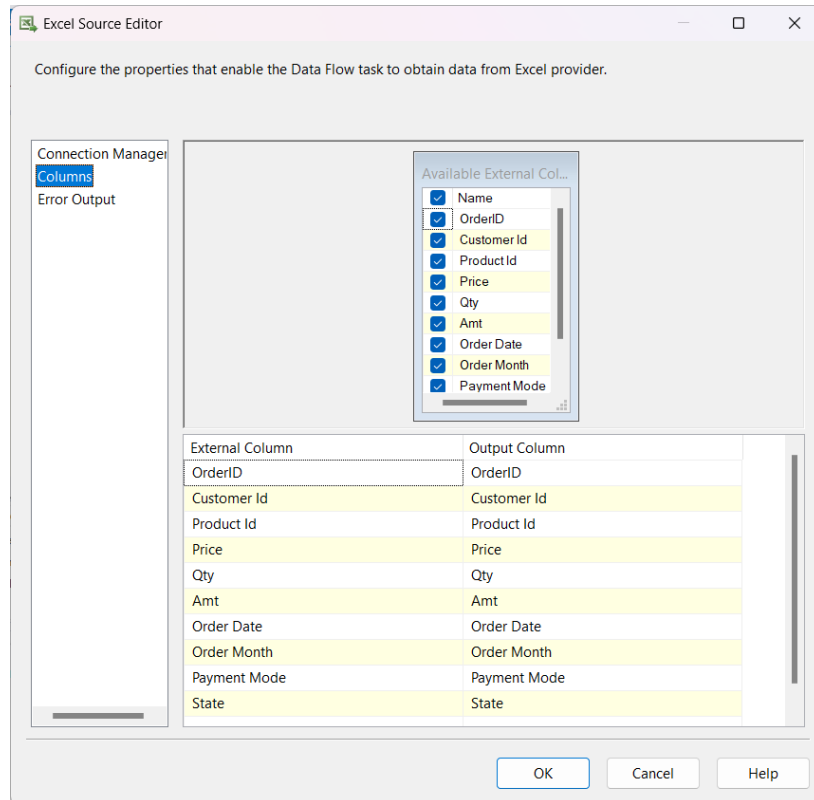
6. Select Sort transformations from the transformations list
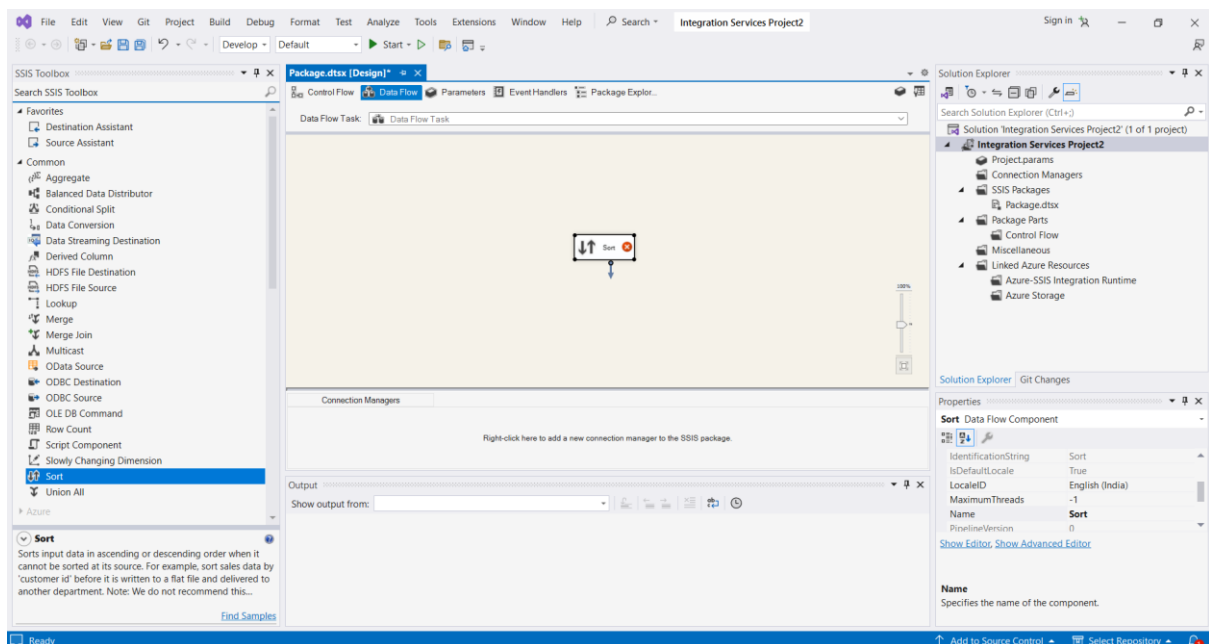
7. Configure the Sort Transformation
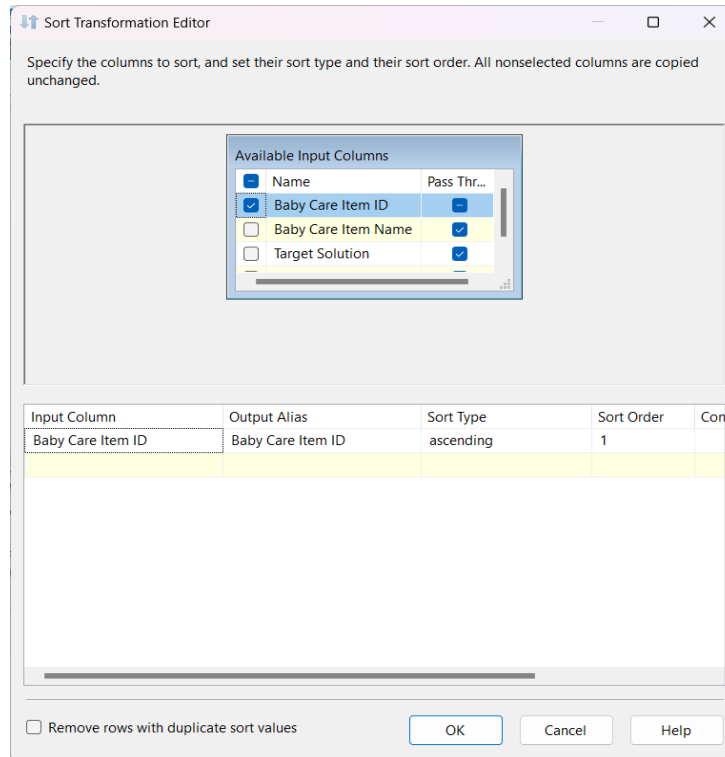
8. Select Union All transformation from the transformations list
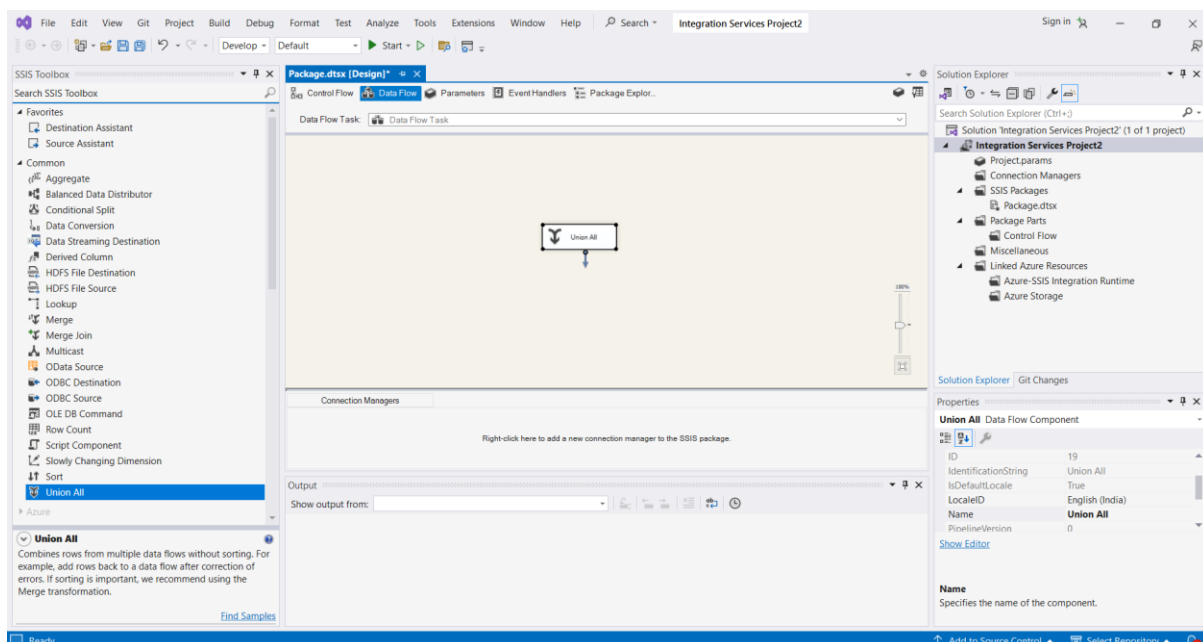
9. Configure the Union All Transformation
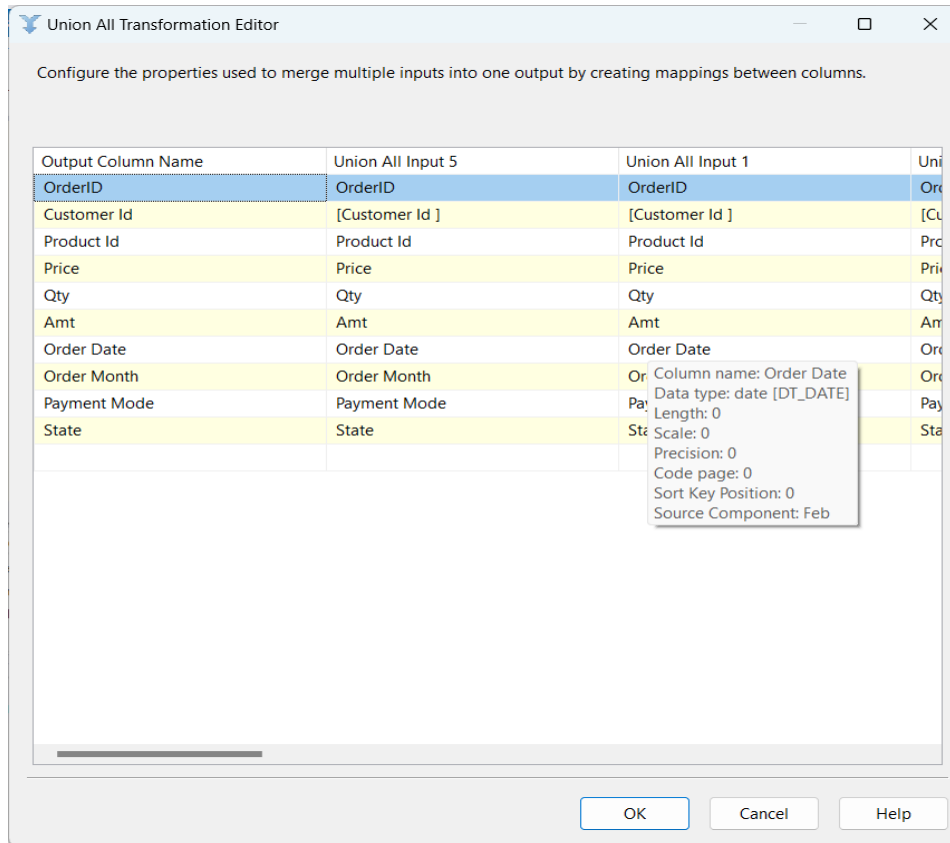
10.   Select Excel Destinations from destinations list

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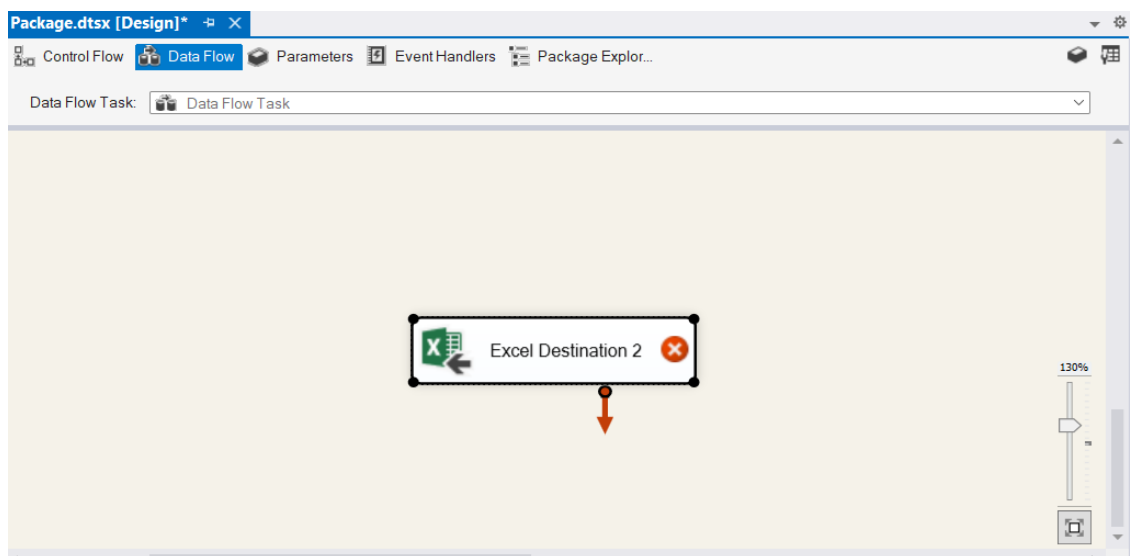
11. Configure the Excel Destination

12. After Configuring all the sources, destinations and Transformations, Click On Run
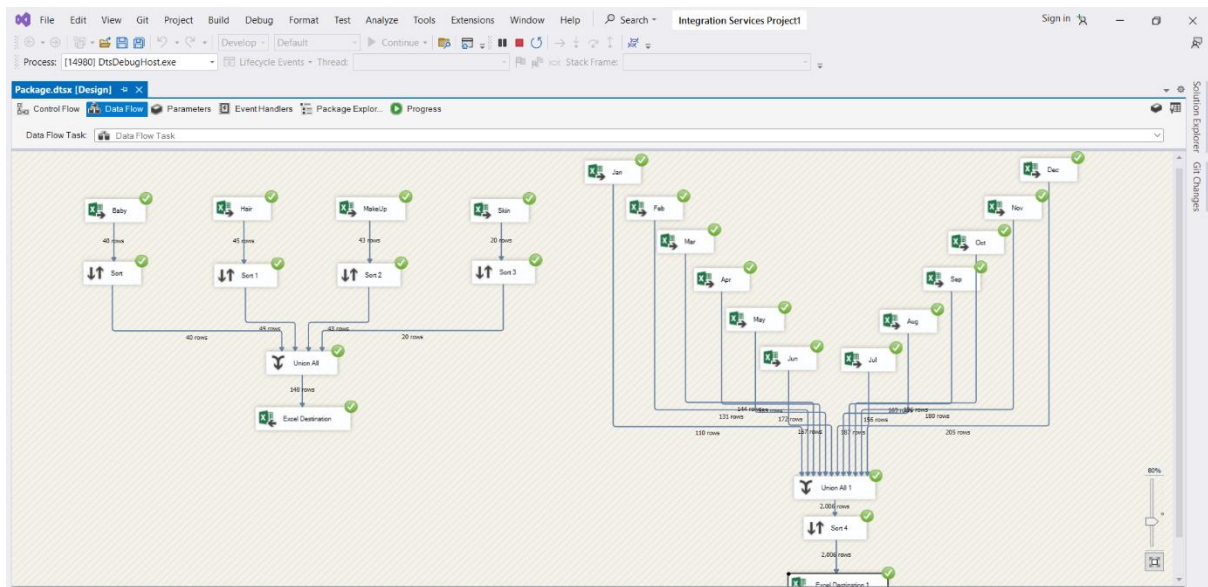
13. Once the execution is completed, we get the resultant data
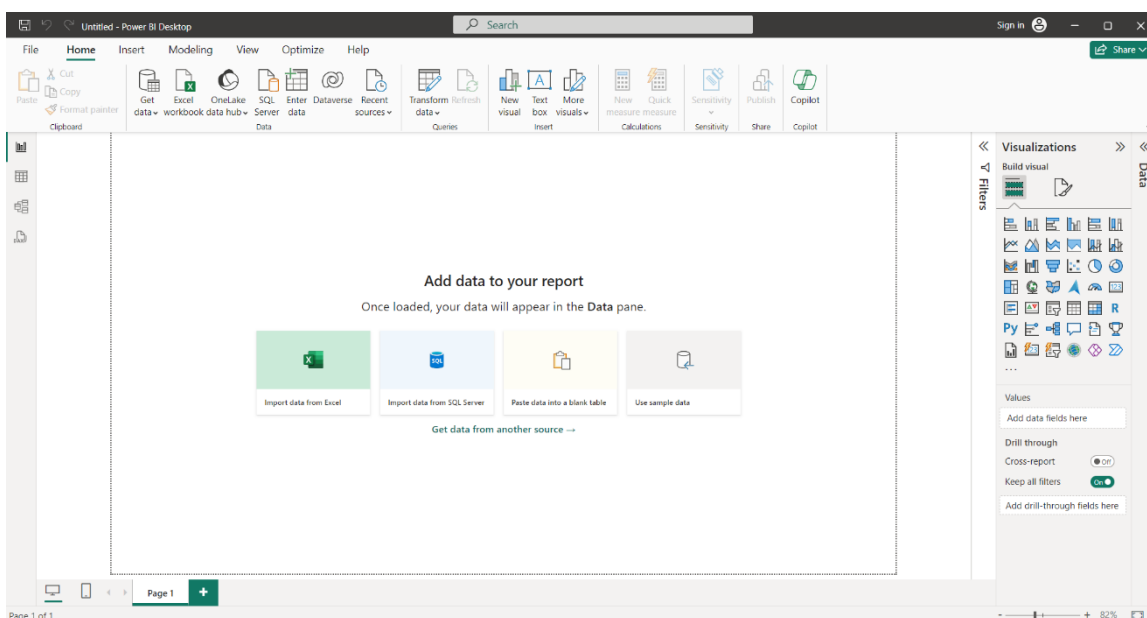
Data Model:

Star Schema

Data Analysis and Visualisation:

1. Open Power BI and click on New Report
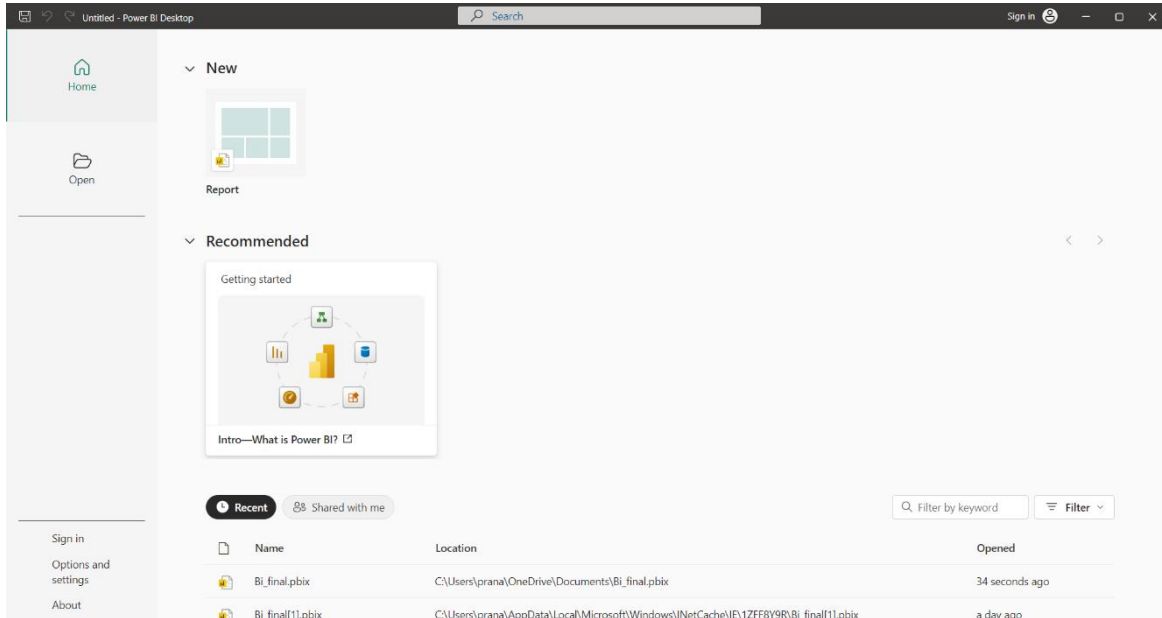
2. Select import data from excel option and select the excel file and then select the sheets that you want to import from the excel file.

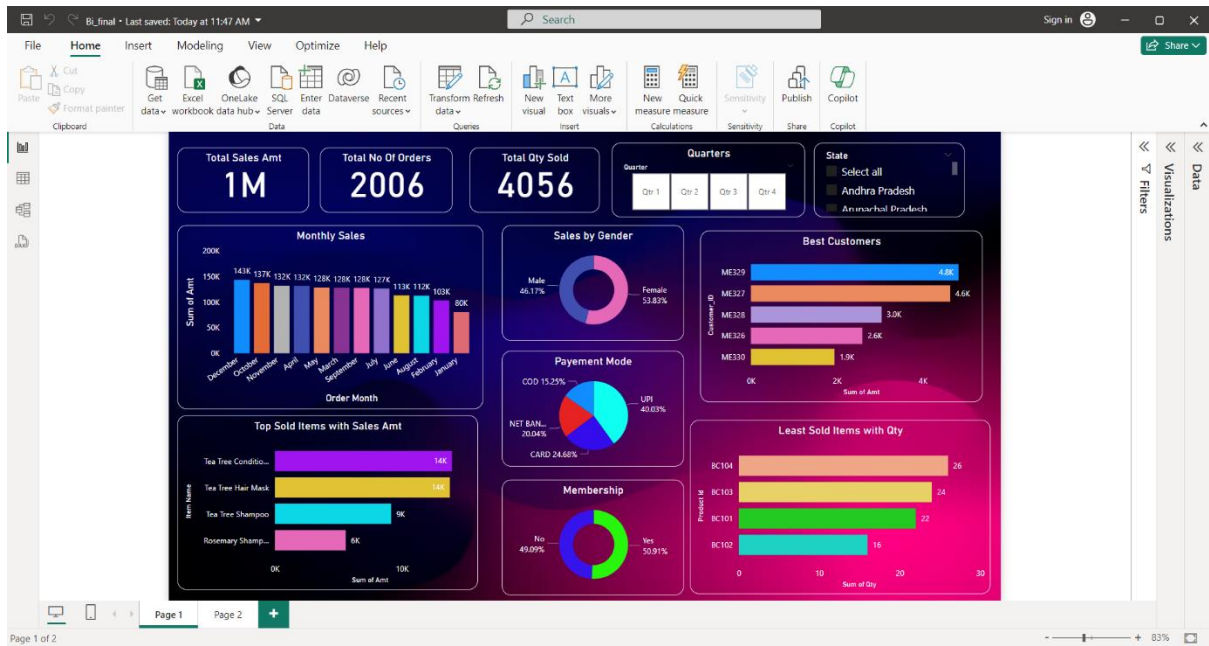3. Select the charts you want one by one and configure the charts to build a dashboard.
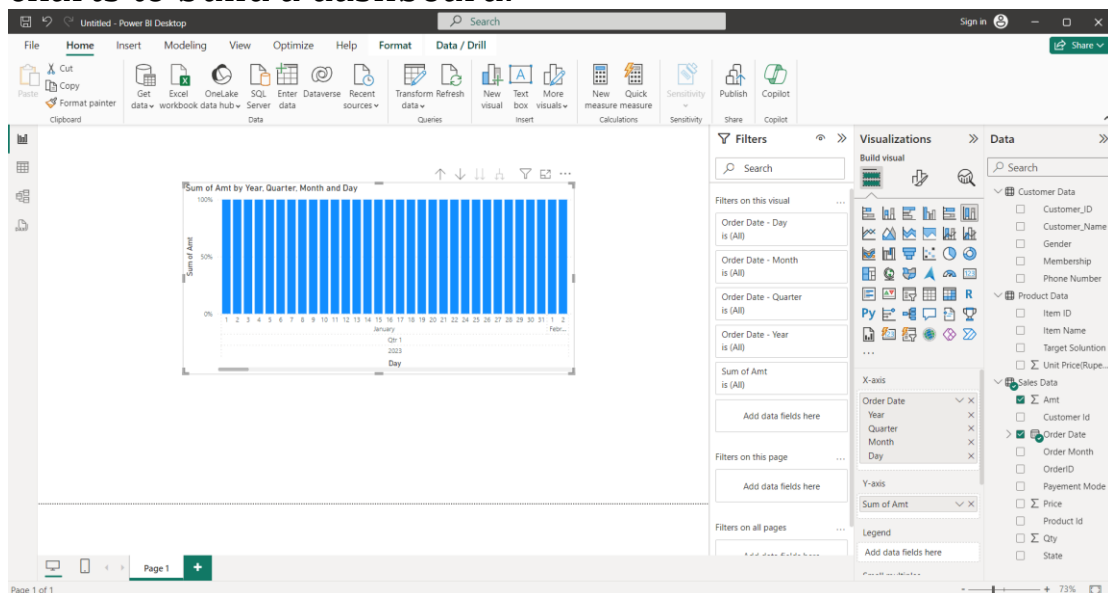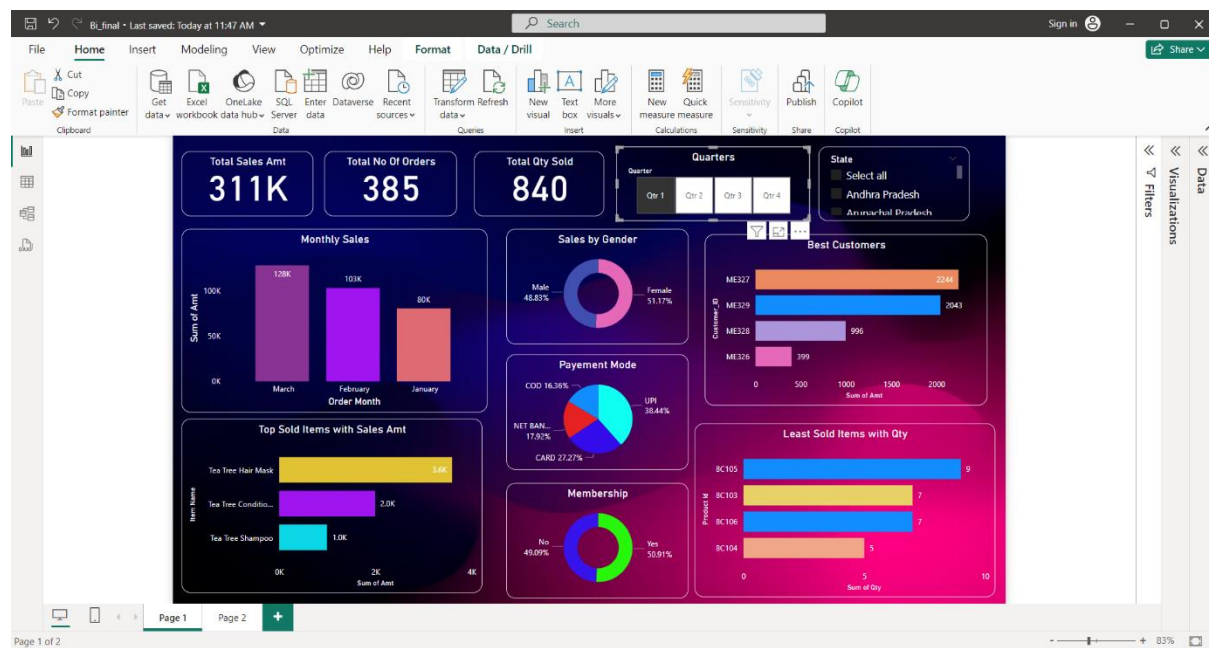
Fig. Dashboard of Complete Year Sales

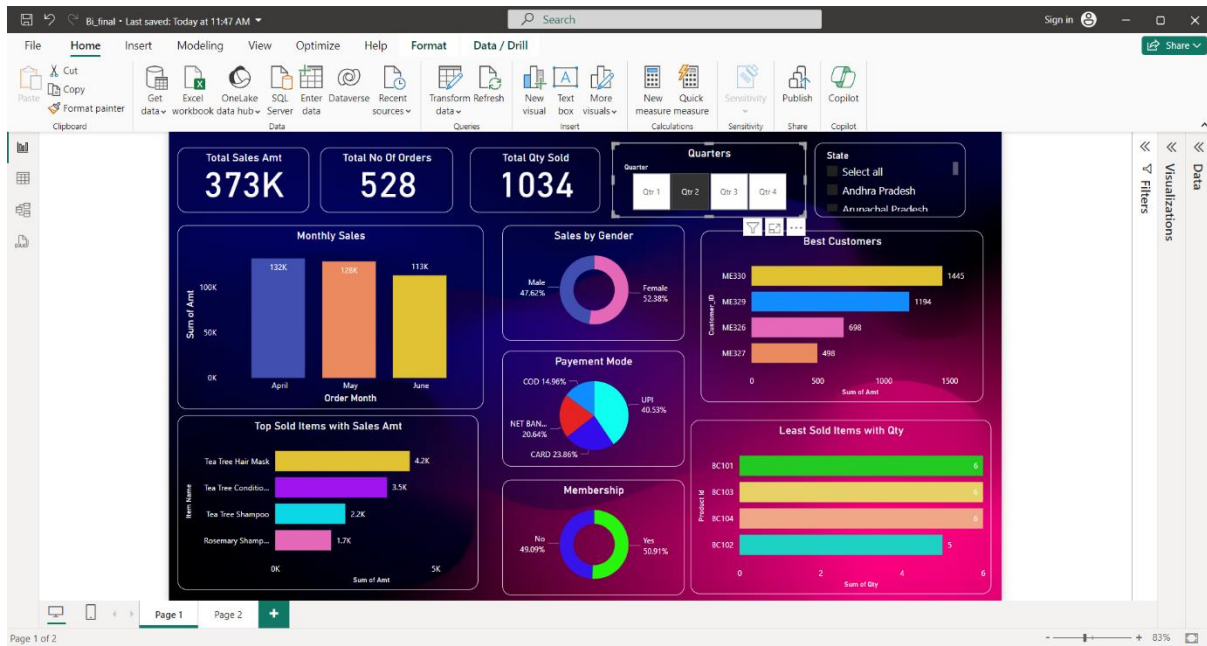Fig. Dashboard of First Quarter Sales

Fig. Dashboard of Second Quarter Sales

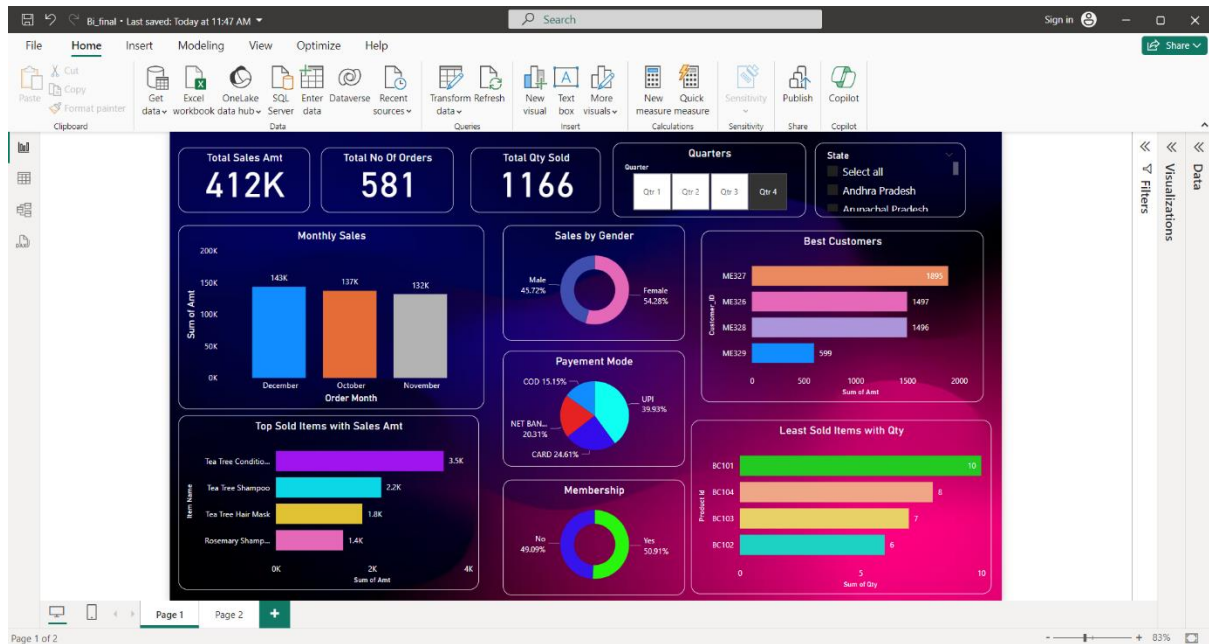Fig. Dashboard of Third Quarter Sales
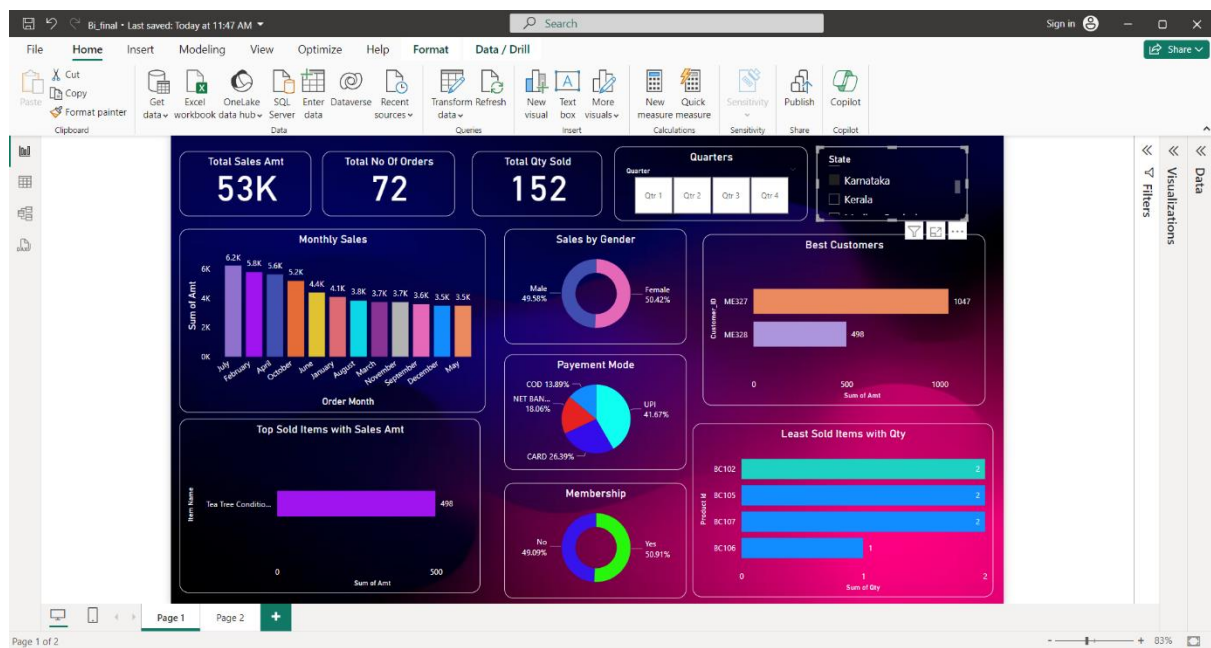
Fig. Dashboard of Fourth Quarter Sales

Fig. Sales of Particular State(Karnataka)

Fig. Dashboard After Slicing
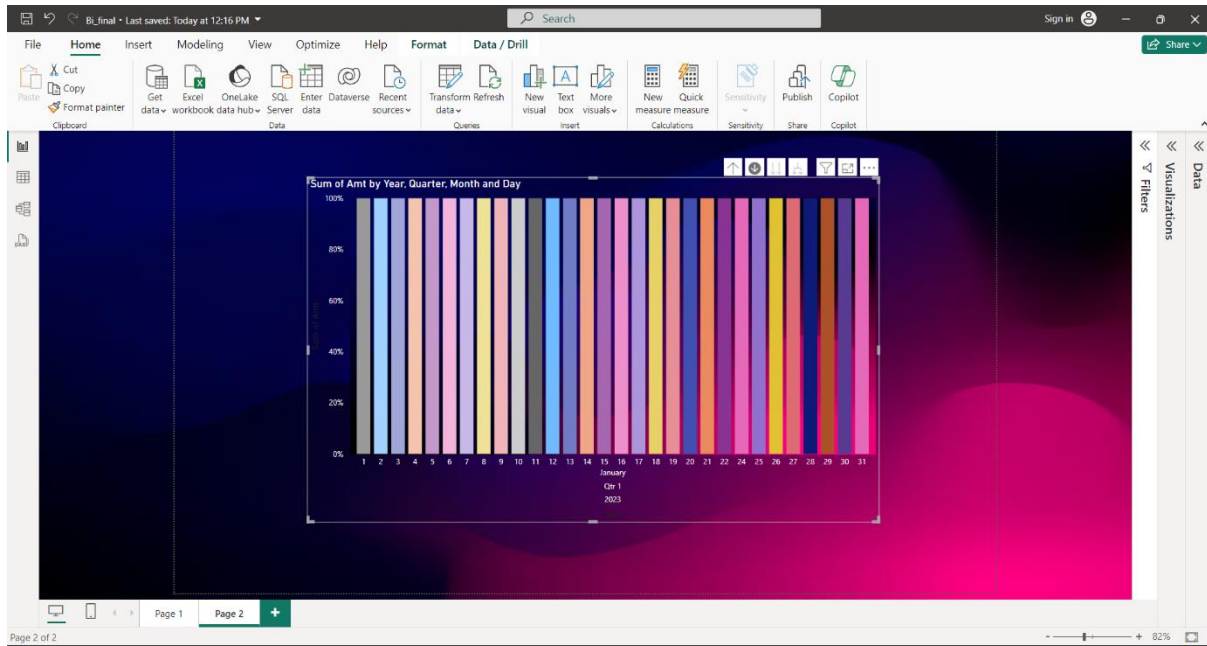

Fig. Dashboard after Dicing

Fig. Complete Drill Down