About the dataset/challenge:

The aim of the project was to perform exploratory data analysis, analyze sales and revenue across various demographics like categories and locations. Use visualization and analysis to provide top 3 recommendations that would enable business growth over upcoming years.

Dashboard 1

There are 4 graphs in the dashboard. The first graph tells use about the number of purchasing household to see if that affects the buying of products. The graphs 2 gives information about the count of store Id in different states to see if there are any trends in purchasing of products.

The pie chart in the bottom left helps in giving us the idea of number of units sold in various categories so that stores can decide how much stock so each should be kept available. The graph 4 was plotted to see if the display and features do affect the sales of the product which we can see that they clearly do not affect.

Chart, bar chart

Description automatically generated

Dashboard 2

This dashboard gives us an understanding of what products should store keep in different categories and subcategories. Hence, this helps us to come to conclusion stores should keep enough stock of family cereals, kids cereal and pretzels as they account for more than 70% of units sold.

Chart, bar chart

Description automatically generated

Dashboard 3

This dashboard was to see if the store size account for the number of people that do visit that store. We come to know that if the store size is big enough then more people can visit the store. So, that is the fourth recommendation to be given to the store.

Map

Description automatically generated

Final Story:

1. Chart, bar chart

   Description automatically generated
2. Chart, bar chart

   Description automatically generated
3. Map

   Description automatically generated
4. Recommendations Graphical user interface, text, application, email

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